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International Conference On Innovation, Growth & Sustainability

8th & 9th March 2019

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The Synthetic & Art Silk Mills Research Association (SASMIRA) a Research Association registered under The Societies Registration Act XXI of 1860 and Bombay Public Trust Act, 1950 and having its registered office at Sasmira Marg, Worli, Mumbai 400030, Maharashtra, India, linked to the Ministry of Textile, Government of India established on 12th January 1950 under Registration No. 2505 of 1949-1950. It is a cooperative venture set up by the man-made textile industry of India after independence as a multi- functional institute to serve its scientific and technological needs. It is the Premier Research and Development Organization and Centre of Excellence in Agro-tech with facilities for demonstration, product development, incubation, testing & certification and training in textiles.

SASMIRA has multifaceted development activities including R & D, Testing and Technical Services, Skill Development. The major areas of functioning of SASMIRA are:

Research & Development	Testing Services
Technical Services and Consultancy	Services to Decentralized Sector
Textile Instrument Development	Educational Activities
Publication	Knowledge Dissemination

About SICS

“Sasmira Institute of Commerce & Science (SICS)” is an Institute located at Worli, Mumbai. It is affiliated to University of Mumbai and offering the Undergraduate Courses in Management and Science. It is an initiative of SASMIRA (The Synthetic & Art Silk Mills' Research Association), started in Year 2016 to impart quality education in the field of Commerce and Science.

SASMIRA as Parent Body Linked to the Ministry of Textile, Govt. of India was established on 12th January 1950 under Registration No. 2505 of 1949-1950 granted under Societies Act XXI of 1860 and is a cooperative venture set up by the Man-Made Textile industry of India after independence as a multi-functional institute to serve its scientific and technological needs.

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Indian Academicians and Researchers Association (IARA) is an educational and scientific research organization of Academicians, Research Scholars and practitioners responsible for sharing information about research activities, projects, conferences to its members. IARA offers an excellent opportunity for networking with other members and exchange knowledge. It also takes immense pride in its services offerings to undergraduate and graduate students. Students are provided opportunities to develop and clarify their research interests and skills as part of their preparation to become faculty members and researcher. Visit our website www.iaaedu.com for more details.

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Message from the President

Sasmira's Institute Commerce & Science (SICS) has always aimed at excellence and in their endeavor to continue with their motto, they are organizing their first International Conference on "Innovation, Growth & Sustainability". A better theme could not have been selected because as a Country we are growing by leaps and bounds this is because of the Youth of the country who are constantly thinking out of the box and Innovating.

The two day of the Research Conference will see a lot of Research Scholars, Teachers, Students and Industry professionals who will come together and share their ideas and finding on the theme. This will be a very good platform for deliberations and further research. I congratulate the Research team and would like to see many more such intellectual deliberations at SASMIRA.

Shri. Maganlal H. Doshi
President, SASMIRA



Message from the Vice President

Sasmira's Institute of Commerce and Science (SICS) is organizing its first International Conference which is a Research based event on Innovation, Growth & Sustainability. I would like to congratulate the team at SICS for taking this initiative. Research on the above topics is very relevant and required to today's business and social world. If we do not innovate, we do not grow; we do not move ahead and decline in today's extremely competitive and scientific world.

I wish the two days of Conference leads to a lot of deliberations and throws up intellectually stimulating body of information, research and learning for the students and the researchers. I wish the Research Team all the best.

Shri. Mihir R Mehta
Vice-President, SASMIRA



Message from the Executive Director

SASMIRA has always aimed at providing intellectual platforms for the best quality of education and research encompassing all the sub domains of industry. SICS (Sasmira's Institute Commerce & Science) is organising its first International Conference. The main objective of which is to provide a platform to research scholars, faculties, students and Industry professionals to ponder over Innovations, Growth and Sustainability factors in varied fields.

I am sure there will be a great gathering of intellectuals who will meet for the two days and share a vast body of knowledge which will give rise to several fruitful discussions and further research.

Dr. U.K. Gangopadhyay
Executive Director, SASMIRA



Message from the Principal

Sasmira's Institute of Commerce and Science (SICS), affiliated to University of Mumbai, is a young institute with a vast body of work. Since our inception in 2016, we have tried to excel in all forms of intellectual activities be it for the students or faculty. Continuing our tradition, we are organizing our 1st International Conference on "Innovation, Growth & Sustainability".

India is a young country and Innovation stems from the youth, all innovation must lead to growth and once growth comes in the country should be able to sustain the growth for generations to enjoy.

I am sure that there will be high level of deliberation and panel discussions on the theme, and there will be learning for all who are part of this Conference. We are pleased that several research scholars, teachers, students and industry professionals have shown interest in our conference and contributed to the same.

I am thankful to each of them for taking interest in the conference and helping in our mission of intellectual development

Dr. Ritu Bhattacharyya
Principal, SICS

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RETAILERS USED VISUAL MERCHANDISING AS A SUSTAINABLE PRACTICE IN THE ORGANISED RETAIL. A CASE STUDY OF FEW SELECTED ORGANISED RETAIL STORES IN PATNA**Dr. James Hussain**

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ABSTRACT

In the Dynamic World, the Sustainable Approach has been Increasing in Various Business Areas. In current Years, Merchandiser are Using Sustainable Development as a Strategy to Meet the Needs of Organisation while Protecting Natural Resources through Sustainable Visual Merchandising Practices.

The aim of the Study is to ascertain the Attitude of Consumer Buying Behaviour towards Sustainable Visual Merchandising Practices. Different Hypotheses Formulated during the Period of Study. The Period of Study is Six months (From April 2018 to Sep 2018). The Deductive Research Approach & Quantitative Research Approach used for the study. The Primary Data were collected from different Organised Retail Outlets of Patna. The Survey of 375 respondents of Different Outlets of the Organized Retail Sector through a Questionnaire. The Samples of the research Collected through the Simple Random Sampling Technique. For the Describing & Analysing the Result, used Descriptive & Inferential Statistics to Arrive at Conclusion. The Data were analysed by Linear Regression Analysis, Centre tendency, Pie charts, Frequency, Standard Deviation, Graph, Cross Tabulation, Percentage, Correlation to Summarize the Data. The Cronbach's Alpha Statistics used for Reliability Test to find out the Internal Consistency of Score. Validity Test is used to Analyse the Assumption Supported by the Finding or not. The Research Exhibits that Sustainable Visual Merchandising Practices Influence the Consumer Buying Behaviour.

Keywords: Visual Merchandising, Sustainable Practices, Attitude of Consumer

1. INTRODUCTION

During Current years, Sustainability has gained Significantly Importance in Various Field. Retailers are Facing lots of challenges for Sustainable Behaviour and Considering their key Role as Gatekeeper. Sustainability deals with an Organisation must Follow such Business Strategies that meets the requirement of an Organisation and its Investors while Sustaining, Protecting and Increasing Natural Resources and Human Resources. So that which can be used by Future Generation. In fast Moving World, Retailers can Survive for a long term by Adapting the Sustainable Store Design, Eco-friendly Fixture, Recyclable Window Display. Shoppers Expected Retailers to Change Stores into Eco-Friendly Design and used Recyclable Merchandise. as Shoppers are Becoming more conscious of Eco-Friendly Design. (Martin .M.Pegler, 2012). These days, Shoppers are preferring to pay for Eco-friendly products and love to shop in Green Stores.

2. REVIEW OF LITERATURE

There is three Bottom Line mode which has been created for adopting sustainability to the business environment. (Elkington, 1998), classified three dimensions such as the social, environmental and economic dimensions. Institute explained that it is an activity that fulfills the needs of an organisation and its stakeholders. It protects the environment, sustaining and elevate the human and natural resources that can be used in the future. (International Institute for Sustainable Development, 1992, p. 11). Merchandiser facilitates their customers to behave more sustainably through understanding specific requirements, considering the market situation and the wants & desire of their customers. (Wiese *et al.*, 2012b) They defined that through the sustainable visual merchandising practices, the merchandiser can expect enhanced patronage intention from environmentally sensitive consumers (Baker, Parasuraman, Grewal, & Voss, 2002). He defined that Eco-friendly design enhances revenue in the long term (Badding, 2011). Ajzen & Fishbein, 1980 explained that affluent consumers' loyalty to retailers might be predicted via their intention toward sustainable visual merchandising practices, attitudes which influence behavioural intentions.

3. PROBLEM OF THE STUDY

The Retailers are Facing Cut-Throat Competition After the Globalization of Market. There are so many Retailers in Dilemma about Sustainability Because they don't know about Consumer Attitude towards Sustainable Visual Merchandising Practices. As we know that, there is a Huge Amount of Money and Time Invested by the Retailers to Attract the Attention of the Consumer. The Aim of the Study is to Find out Consumer Attitude Towards the Sustainable Visual Merchandising Practices.

4. GAP IN KNOWLEDGE

The Review of Literature Shows that there are Various Research Papers from the Sustainable Visual Merchandising Practices Sector in the Different States of India but there is no Research Work done yet on various Organised Retail Stores of Patna to See the Impact of Sustainable Visual Merchandising Practices on Consumer Buying Behaviour.

5. OBJECTIVE OF THE STUDY

1. To Find the Role of Visual Merchandising as Sustainable Practices on Consumer buying Behaviour.
2. To Ascertain the Effect of Visual Merchandising as Sustainable Practices on Perspectives of Consumer Buying Behaviour

6. RESEARCH METHODOLOGY

The Research Design is a Descriptive in nature. The Research Methodology is Designed to Investigate the Influence of Impact of Sustainable Visual Merchandising Practices on the Attitude of Consumer Buying Behaviour. The Research Approach is Deductive and Quantitative in Nature. The Primary Data used for the Study.

6.1 Data Collection and Sampling

In order to Investigate the Sustainable Visual Merchandising Practices on the Attitude of the Consumer within the age group of 15 years to 60 years and above were selected. The Primary Data were Collected from different Organised Retail Outlets of Patna through a questionnaire. There are 375 Samples of the Study Which Collected through Various Organised Outlets of Patna.

6.2 Research Hypotheses

H₁: There is a Significant Relationship between Energy Efficient Light Bulbs & Attitude of Consumer Buying Behaviour.

H₂: Eco-Friendly Fixture has a Significant impact on Attitude of Consumer Buying Behaviour.

H₃: Recyclable Mannequin has a Significant Impact on Attitude of Consumer Buying Behaviour.

H₄: Eco-friendly Window Display has a Significant Impact on Attitude of Consumer Buying Behaviour.

6.3 Variable Framework of the Study

How Variable of the Sustainable Visual Merchandising Practices Influences the Attitude of Consumers Buying Behaviour

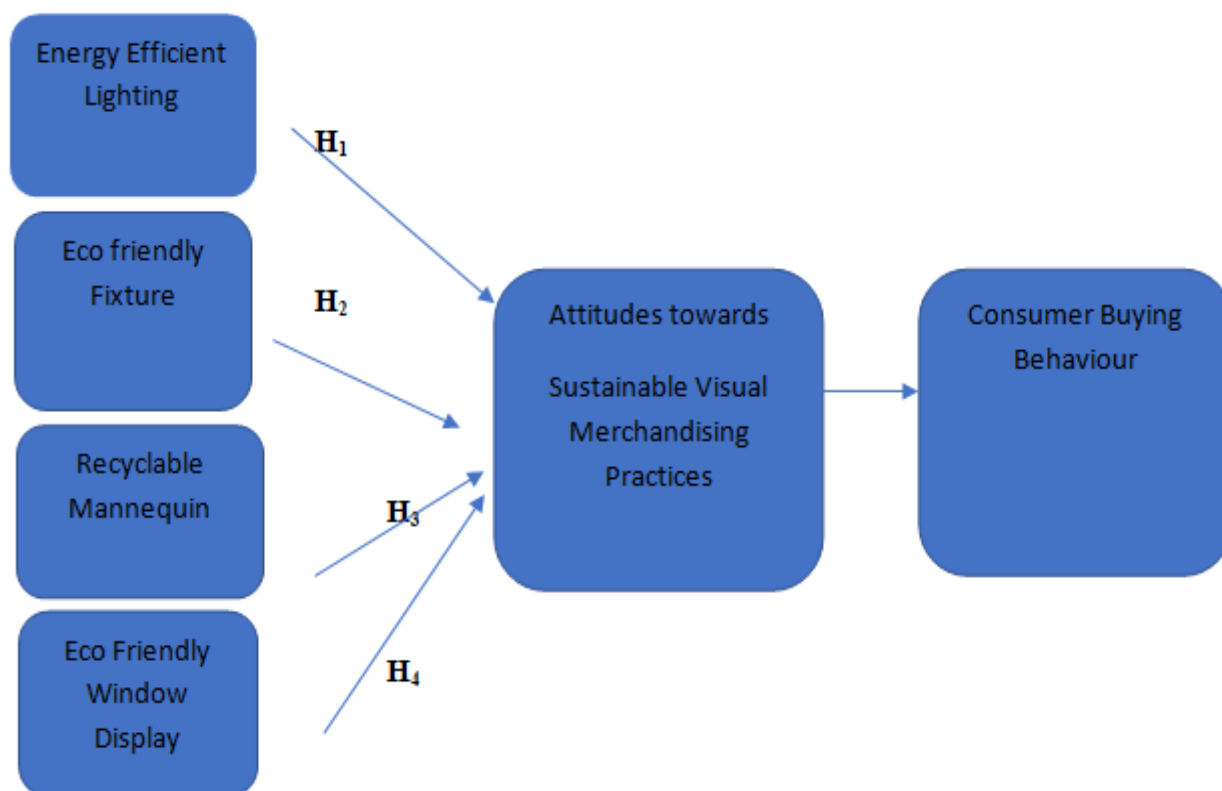


Figure-1: Variable Framework of the Study

SELF - GENERATED

Table-1: Frequencies Statistics of Variable of the Study

		Energy Efficient Lighting	Eco -Friendly Fixture	Recyclable Mannequin	Eco-friendly Window Display
N	Valid	375	375	375	375
	Missing	0	0	0	0
Mean		2.95	2.82	3.21	3.31
Median		2.00	2.00	4.00	4.00
Mode		2	2	4	4
Std. Deviation		1.539	1.494	1.481	1.412

From the above table, Frequencies Statistics Table shows that Mean, Median, Mode and Standard Deviation of each Variable of the Study.

7. RELIABILITY ANALYSIS QUESTIONNAIRE

Table-2: Reliability Test of Study

Variable	Variance	Alpha value
Energy Efficient Lighting	18.140	0.969
Eco -Friendly Fixture	18.586	0.971
Recyclable Mannequin	18.584	0.968
Eco-friendly Window display	19.409	0.975

From the above table, the reliability test for all four variables was carried out using SPSS22.0. The Cronbach's Alpha of the reliability test was 0.969 for Energy Efficient lighting, 0.971 for the Eco -Friendly fixture, 0.968 for Recyclable mannequin and 0.975 for Eco-friendly Window display. It means questionnaire is reliable.

8. HYPOTHESES TESTING (INFERENTIAL STATISTICS)

Hypothesis 1

H₀: There is not a Significant relationship between Energy efficient Light Bulbs & Consumer Buying Behaviour.

H₁: There is a Significant relationship between Energy Efficient Light Bulbs & Consumer Buying Behaviour.

Table-3: Model Summary of Energy Efficient lighting

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.935 ^a	.874	.874	.177

a. Predictors: (Constant), Energy Efficient lighting

From the above table, the adjusted R-square (coefficient of determination) value is 0.874 as shown, is close to 1 (its maximum value). It shows that This model is 87% fits for data.

Table 4. Coefficients^a of Linear Regression Test of Energy Efficient lighting

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.569	.020		28.755	.000
	Energy Efficient lighting	.303	.006	.935	50.974	.000

a. Dependent Variable: Attitude of Consumer Buying Behaviour

From the above table, The P-value of Energy Efficient lighting is .000 which is less than 0.05. It means that the variable Energy Efficient lighting is positively contributing towards attitude of consumer buying behaviour (P-value = 0.000 < α = 0.05, 0.10). So as per the result, Hypothesis H₀ is rejected and H₁ is accepted that attitude of consumer buying behaviour is significantly influenced by Energy Efficient lighting.

Hypothesis 2

H₀: Eco-Friendly Fixture is not a significant impact on attitude of consumer buying behaviour.

H₁: Eco-Friendly Fixture is a significant impact on attitude of consumer buying behaviour.

Table-5: Model Summary of Eco-Friendly Fixture

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.916 ^a	.840	.839	.200

a. Predictors: (Constant), Eco Friendly Fixture

From the above table, it exhibits that This model is 84% fits for data.

Table-6: Coefficients^a of Linear Regression Test of Eco- Friendly Fixture

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.599	.022		27.053	.000
	Eco- Friendly Fixture	.306	.007	.916	44.203	.000

a. Dependent Variable: Attitude of Consumer Behaviour

From the above table, The P-value of Eco-Friendly Fixture is .000 which is less than 0.05. It means that the variable Eco-Friendly Fixture is positively contributing towards attitude of consumer buying behaviour. (P-value = 0.000 < α = 0.05, 0.10).

So as per the result, Hypothesis H₀ is rejected and H₁ is accepted that attitude of consumer buying behaviour is significantly influenced by Eco Friendly Fixture.

Hypothesis-3

H₀: Recyclable Mannequin is not a significant impact on attitude of consumer buying behaviour.

H₁: Recyclable Mannequin is a significant impact on attitude of consumer buying behaviour.

Table-7: Model Summary of Recyclable Mannequin

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.820 ^a	.673	.672	.286

a. Predictors: (Constant), Recyclable Mannequin

Based on the above table, the adjusted R-square (coefficient of determination) value is 0.673 It reveals that, this model is 67% fits for data.

Table-8: Coefficients^a of Linear Regression Test of Recyclable Mannequin.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.576	.035		16.336	.000
	Recyclable Mannequin	.277	.010	.820	27.696	.000

a. Dependent Variable: Attitude of Consumer Behaviour

Based on the above table, The P-value of Recyclable Mannequin is .000 which is less than 0.05. It means that the variable Recyclable Mannequin is positively contributing towards attitude of consumer buying behaviour. (P-value = 0.000 < α = 0.05, 0.10).

So as per the result, Hypothesis H₀ is rejected and H₁ is accepted that attitude of consumer buying behaviour is significantly influenced by Recyclable Mannequin.

Hypothesis 4

H₀: Eco Friendly Window Display is not a significant impact on attitude of consumer buying behaviour.

H₁: Eco Friendly Window Display is a significant impact on attitude of consumer buying behaviour.

Table-9: Model Summary of Eco-Friendly Window Display

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.770 ^a	.593	.592	.319

a. Predictors: (Constant), Eco Friendly Window Display

Based on the above table, the adjusted R-square (coefficient of determination) value is 0.593. It exhibits that this model is 59% fits for data.

Table 10. Coefficients^a of Linear Regression Test of Eco-Friendly Window Display

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.563	.042		13.400	.000
	Eco Friendly Window Display	.272	.012	.770	23.323	.000

a. Dependent Variable: Attitude of Consumer Behaviour

Based on the above table, The P-value of Eco-Friendly Window Display is .000 which is less than 0.05. It means that the variable Eco-Friendly Window Display is positively contributing towards attitude of consumer buying behaviour. So as per the result, Hypothesis H0 is rejected and H1 is accepted that attitude of consumer buying behaviour is significantly influenced by Eco-Friendly Window Display.

8. a SUMMARY OF HYPOTHESES TESTING

Table-11: Summary of Hypotheses Testing

Hypothesis	R Square	P-value Asymp. Sig. P<.05	Result	Conclusion
H ₁ . Energy Efficient Lighting	.874	.000	Accepted	Attitude of Consumer Buying Behaviour influenced by Energy Efficient Lighting
H ₂ . Eco Friendly Fixture	.840	.000	Accepted	Attitude of Consumer Buying Behaviour influenced by Eco-Friendly Fixture
H ₃ Recyclable Mannequin	.673	.000	Accepted	Recyclable Mannequin influenced the Attitude of Consumer Buying Behaviour
H ₄ Eco-Friendly Window display	.593	.000	Accepted	Eco-Friendly Window display influenced the Attitude of Consumer Buying Behaviour

From the above table, the R-square (coefficient of determination) value of Energy Efficient Lighting, Eco Friendly Fixture, Recyclable Mannequin & Eco-Friendly Window display is 0.874,.840,.673& .593 respectively. It shows that all the model is fits for data. The P-value of all variables are .000 which is less than 0.05. It means that the all Variables are positively Influenced towards attitude of consumer buying behaviour.

9. VALIDITY TEST OF THE STUDY

Table-12: Correlations between Sustainable Visual Merchandising Practices and Attitude of Consumer Buying Behaviour.

		Sustainable VM Practices	Attitudes of consumer Buying Behaviour
VM	Pearson Correlation	1	.814**
	Sig. (2-tailed)		.000
	N	375	375
sale	Pearson Correlation	.814**	1
	Sig. (2-tailed)	.000	
	N	375	375

**. Correlation is significant at the 0.01 level (2-tailed).

Based on the above table shows, the significant value is $r = 0.814^{**}$ So, it can be said that if the sustainable visual merchandising practices level will increase, then the attitudes of consumer buying behaviour will also increase with 81%. It means when the Sustainable Visual Merchandising will increase, then Attitudes of Consumer Buying Behaviour will also increase in the shop.

10. DATA ANALYSIS

Table-13: Demographic Profile of Respondents

Particular	Category	Frequency	%
Gender	Male	201	53.6%
	Female	174	46.4%
Age	15-30	206	55%
	31-45	131	35%
	46-60	22	6%
	60 and above	16	4%
Educational Qualification	Non-Matric	20	5.33%
	Intermediate	44	11.73%
	Graduation	150	40%
	Post-Graduation	105	28%
	Professionals	53	14.13
Income	Up to 2 lac	140	37.33%
	200001-4 lac	126	33.6%
	400001-6 lac	86	22.93%
	600001 and above	23	6.13%
Occupation	Business Executives	60	16%
	Service Officer	90	24%
	Students	135	36%
	Homemakers	52	13.8%
	Other	38	10.13%

Based on the above table summary of respondents' demographic profile, majority of respondents are male with significant percentage of 53.6 % compared to the female respondents which only consist of 46.68%.

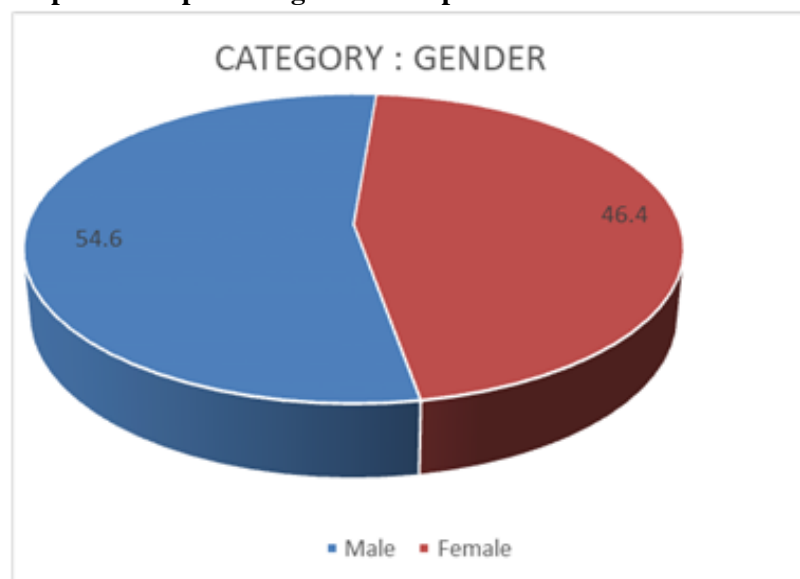
11.1. IMPACT OF VISUAL MERCHANDISING ON GENDER

Table-14: The percentage of the respondent based on Gender

Gender	Category	Frequency	%
	Male	201	53.6
	Female	174	46.4
	Total	375	100.0

Source-Sample Survey 2018

Graph-1: The percentage of the respondent based on Gender



Analysis: Based on the figure above, majority of the survey's respondent are male with 54.6% while the remaining with 46.4% is female. The purpose of the study to know the impact sustainable visual merchandising practices on attitude of Consumer Buying Behaviour.

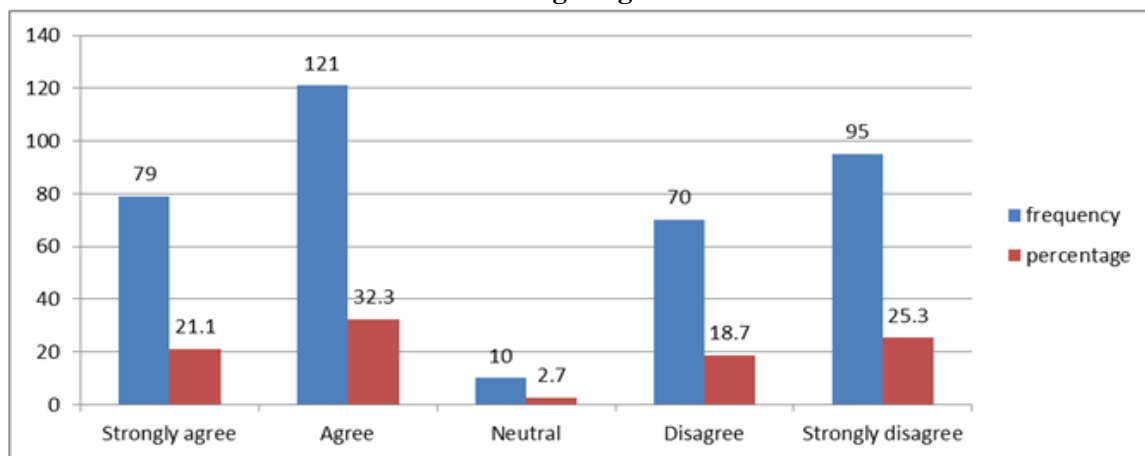
11.2. Does Energy Efficient Lighting influence the attitude of Consumer Behaviour?

Table-15: The percentage of the Respondents' Attitude of Consumer Behaviour by energy efficient lighting

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	79	21.1	21.1	21.1
	agree	121	32.3	32.3	53.3
	neutral	10	2.7	2.7	56.0
	disagree	70	18.7	18.7	74.7
	strongly disagree	95	25.3	25.3	100.0
	Total	375	100.0	100.0	

Source-Sample Survey 2018

Graph-2: The percentage of the respondent's Attitude of Consumer Behaviour by energy efficient lighting



Analysis: From the above table, It can be observed that 21.1% of the sample of strongly agree & 37% of sample agreed with energy efficient lighting. But 18.7% of sample and 25.3% of sample did not agree with energy efficient lighting. It can be said that more than 53 % consumer believed that attitudes of consumer buying behaviour is influenced by Energy Efficient Lighting.

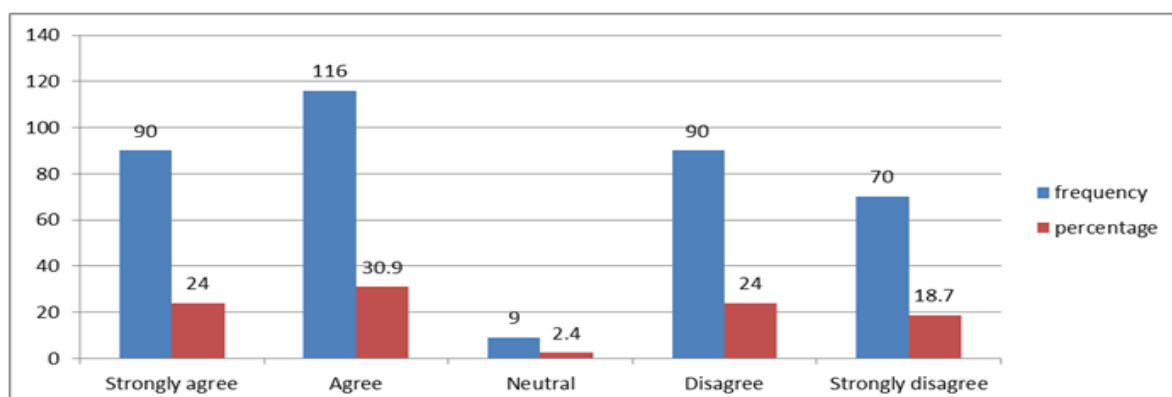
11.3 Does Eco-Friendly Fixture influence the attitude of Consumer Behaviour?

Table-16: The Percentage of the Respondents' Attitude of Consumer Behaviour by Eco-Friendly Fixture.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	90	24.0	24.0	24.0
	agree	116	30.9	30.9	54.9
	neutral	9	2.4	2.4	57.3
	disagree	90	24.0	24.0	81.3
	strongly disagree	70	18.7	18.7	100.0
	Total	375	100.0	100.0	

Source-Sample Survey 2018

Graph-3: The percentage of the respondent's Attitude of Consumer Behaviour by Eco-Friendly Fixture



Analysis: From the above table, it can be observed that 24% of the sample of strongly agree & 30.9 % of sample agreed with Eco-Friendly Fixture. But 24% of sample and 18.7% of sample did not agree with Eco-Friendly Fixture. It can be said that more than 54 % consumers believed that attitudes of consumer buying behaviour is influenced by Eco-Friendly Fixture.

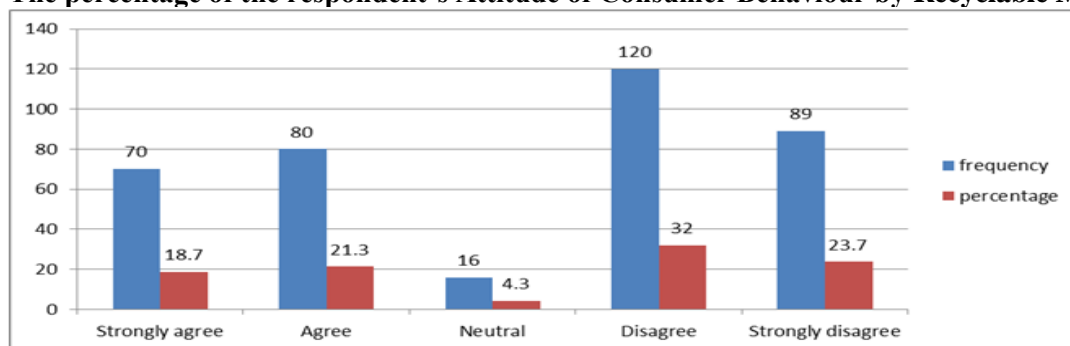
11.4 Does Recyclable Mannequin influence the attitude of Consumer Behaviour?

Table-17: The Percentage of the Respondents' Attitude of Consumer Behaviour by Recyclable Mannequin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	70	18.7	18.7	18.7
	agree	80	21.3	21.3	40.0
	neutral	16	4.3	4.3	44.3
	disagree	120	32.0	32.0	76.3
	strongly disagree	89	23.7	23.7	100.0
	Total	375	100.0	100.0	

Source-Sample Survey 2018

Graph-4: The percentage of the respondent's Attitude of Consumer Behaviour by Recyclable Mannequin



Analysis: From the above table, it can be observed that 18.7% of the sample of strongly agree & 21.3 % of sample agreed with Recyclable Mannequin. But 32% of sample and 23.7% of sample did not agree with Recyclable Mannequin. It can be concluded that more than 40 % consumers believed that attitudes of consumer buying behaviour is influenced by Recyclable Mannequin.

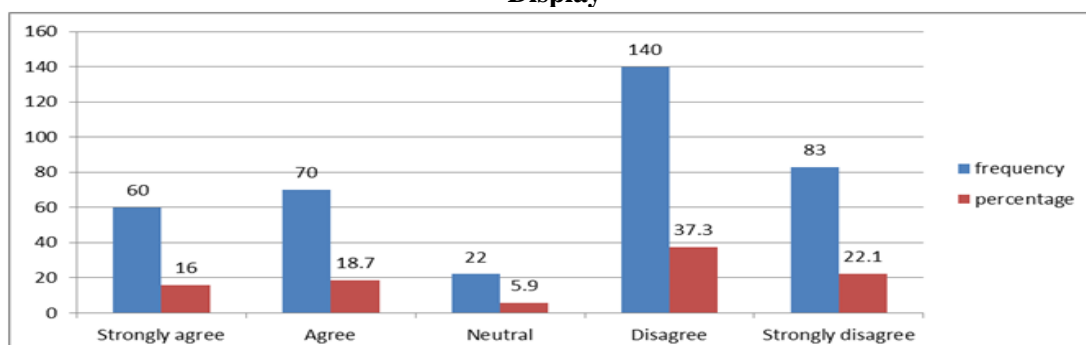
11.5 Does Eco-Friendly Window Display influence the attitude of Consumer Behaviour?

Table-18: The Percentage of the Respondents' Attitude of Consumer Behaviour by Eco-Friendly Window Display

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	60	16.0	16.0	16.0
	agree	70	18.7	18.7	34.7
	neutral	22	5.9	5.9	40.5
	disagree	140	37.3	37.3	77.9
	strongly disagree	83	22.1	22.1	100.0
	Total	375	100.0	100.0	

Source-Sample Survey 2018

Graph-4: The percentage of the respondent's Attitude of Consumer Behaviour by Eco-Friendly Window Display



Analysis: From the above table, it can be observed that 16% of the sample of strongly agree & 18.7 % of sample agreed with Eco-Friendly Window Display. But 37.3% of sample and 22.1% of sample did not agree with Eco-Friendly Window Display. It can be concluded that more than 34 % consumers believed that Attitudes of Consumer Buying Behaviour is influenced by Eco-Friendly Window Display.

12. FINDINGS

- The Most Impactful Sustainable Visual Merchandising Practices element according to customers are Energy Efficient lighting, Eco-Friendly Fixture, Recyclable Mannequin and Eco-Friendly Window display.
- There is deeply influence of Sustainable Visual Merchandising Practices on the Attitude of Consumer Buying Behaviour.
- Most of the Customers visit here (about 47.12%) are having annual income up to 2 lac
- Most of the customer (about 36%) of organised outlets belongs to students.
- Most of the visitors of outlets (about 55. %) are belong to 15-30 age group.

13. CONCLUSION

- The study is conducted to know the attitude of consumer behaviour towards the Sustainable Visual Merchandising Practices,
- The Study revealed that the attitude of consumer behaviour significantly influenced by Sustainable Visual Merchandising Practices.
- It shows that if the retailers would use the Energy Efficient Lighting, Eco Friendly Fixture, Recyclable Mannequin, Eco Friendly Window Display, then Consumer would purchase because Consumers are Becoming more Conscious about Environment for Future Generation.
- The study showed that Customers will agree to pay for Recyclable Merchandise and want to shop in Green Stores.

14. RECOMMENDATION

- As per the Result, there is Positive Relationship between Attitude of Consumer Buying Behaviour and Sustainable Visual Merchandising Practices.
- The Study is Suggested that Retailers should Practice of Sustainable Visual Merchandising because it influences Buying Attitude of Consumer Behaviour.
- The Study Reveals that the use of Energy Efficient Lighting, Eco-Friendly fixture, Recyclable Mannequin & Eco-friendly Design, it would not only Minimize the Indirect Cost of the store but also increase the Profitability of Store.
- The Study is Suggested that Retailers can Survive for long term by adapting Sustainable Visual Merchandising Practices as Strategies that Meet the Need of Organised Retail and its Stakeholders while Protecting, Sustaining and Escalating the Human and Natural Resource that can be used by Future Generation.

15. LIMITATION OF THE STUDY

- Time Frame and Resource for the study was a constraint.
- The Study was Confined in Patna.
- Respondents were Resisting to fill the Questionnaire
- Apart from Visual Merchandising, there is the influence of other mediums like television, newspaper, and radio used for communicating the Discount and scheme.

16. CONTRIBUTION TO ADVANCEMENT OF EXISTING KNOWLEDGE

- The Research Findings contribute to a better understanding of sustainable visual merchandising practices and its influence on Attitude of consumer behaviour and sale,
- It breaks the dilemma of Retailers in term of Sustainable Visual Merchandising Practices.
- This Study reveals that the Sustainable Visual Merchandising Practices have huge influences on buying behaviour and it has stimulated sale in Organised Retail sector.
- The study helps retailers to survive for a long term.

- It helps to maximize the profit of a firm without harming the environment and its natural resources. It assists retailers to grab the attention of consumer by offering Eco-friendly Merchandising.
- The study enables retailers to gain competitive advantages by adopting Sustainable Strategy

17. SCOPE FOR FURTHER STUDY

This Study Examined limited factors of Sustainable Visual Merchandising Practices affecting the Attitude of Consumer Buying Behaviour. Further Research can be done on the impact of other elements of Sustainable Visual Merchandising Practices such as Eco-Friendly Store Design, Recyclable Merchandise, Eco Friendly design layout, product display, and Eco-Friendly Paper Bags, Cleanliness etc., Associated with the Attitude of Consumer Buying Behaviour in the Indian context as well as International Context.

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INNOVATIVE PRACTICES AND APPLICATION IN ICT - USES IN EDUCATION

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ABSTRACT

ICT is technology that supports activities involving information. Such activities include gathering, processing, storing and presenting data. Increasingly these activities also involve collaboration and communication. Hence IT has become ICT: information and communication technology. Here are the some underlying principles where Technology does not exist in isolation. ICT contributes at various points along a line of activity.

ICT is used in activities – the ICT use depends on the activities

The key outputs of educational activities are context are knowledge, experience and products.

The output should be useful to the users (self and others)

Information and communications technology (ICT) refers to all the technology used to handle telecommunications, broadcast media, intelligent building management systems, audiovisual processing and transmission systems, and network-based control and monitoring functions. Although ICT is often considered an extended synonym for information technology (IT), its scope is more broad. ICT has more recently been used to describe the convergence of several technologies and the use of common transmission lines carrying very diverse data and communication types and formats. This paper tries to brings various uses of ICT in different field. New technology and its concepts that make things easier , flexible, understandable and comfortable.

Keywords: ICT in education, objectives, change process, virtual labs, remote labs, teleconferencing , Innovation, applications, technology, practices

Theme: Innovative Practices and application in ICT – uses in Education

1. INTRODUCTION

Information and Communication Technology is an extensional term for Information Technology that stresses the role of unified communication an integration of telecommunication and computer , as well as necessary enterprise software , middleware , storage and audio visual systems , that enable user to access data , store data and update the data...

ICT is technology that supports activities involving information. Such activities include gathering, processing, storing and presenting data. Increasingly these activities also involve collaboration and **communication**. Hence IT has become ICT: information and communication technology. **Some underlying principles** Technology does not exist in isolation ICT contributes at various points along a line of activity. ICT is used in activities – the ICT use depends on the activities

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A good way to think about ICT is to consider all the uses of digital technology that already exist to help individuals, businesses and organisations use information. **ICT covers any product that will store, retrieve, manipulate, transmit or receive information electronically in a digital form.** For example, personal computers, digital television, email, robots.

Information and communication technology, or ICT, is defined as the combination of informatics technology with other, related technologies, specifically communication technology. In this book, these three definitions have been collapsed into a single, all encompassing, definition of ICT. This definition implies that ICT will be

used, applied, and integrated in activities of working and learning on the basis of conceptual understanding and methods of informatics.

The 21st century is already the age of knowledge, the knowledge society and the educational age. The educational industry will be the industry of the 21st century. It is only natural that new technologies, ICT (Information and Communication Technology) above all, are in the focus of those who are contemplating the novelties in education. ICT has brought a range of new terms in the education like: e-learning, distance education, virtual classrooms, etc. While new terminology is being defined and redefined, hundreds of pioneers experiment with the usage of ICT in education.

The strategists of education, politicians and decision makers on the national and international level are prophesying, proposing, planning and talking about major benefits from ICT implementation in education.

2. AIM

An aim on which change agents, implementers and all other players could keep an eye while embarking on this exciting journey of fundamentally changing the activity which makes humans essentially different from all other species. This aim could be surprisingly simple. It is to move ICT from labs, experimental institutions and pilot projects to every day's practices in a broad number of activities in majority of schools, colleges, offices. ICT also include improvement in all aspects in other fields also like arts, science, commerce, engineering, fine arts....

3. THE HOPES

The most important benefit from ICT in education it is hoped for is improved learning outcomes. It would provide necessary skilled workforce for the knowledge society while boosting cost/benefit ratio. No less important is hope to speed up learning process making it in average much faster than today. Democracy would get to its full potential by democratization of learning, lowering all sorts of boundaries between students and knowledge while bringing knowledge to all students and unlimited number of them. This hope is combined with already an urban legend that ICT will make learning and teaching much cheaper. Finally, while quality learning does require substantial effort from students and teachers, the process itself could be much easier and more pleasant.

4. THE VISION

Based on proliferating use of ICT in almost every aspect of modern life, almost universally shared vision is created. This vision believes that overall human knowledge (already mostly is, but certainly) soon will be fully digital and available to any student globally for whatever purpose. The world where a student is restricted to locally available teacher is the past and we see the world in which student and teacher are globally matched and paired for a specific learning activity based on desired outcome, psychology, timing, cost, and multiple other factors. It is envisioned that students will learn anytime when their need and ability meet, at the pace that best suits them. Finally, it is clearly seen that education process will be freed from non-educational activities like: administration, support, organization, etc. They will be minimized, automated, reprogrammed, asynchronous and delegated.

5. THE REALITY

While an army of researchers are seeking technical and organizational solutions, while pioneers all over the world already for more than a decade experiment "in vitro" implementing those solutions and while politicians talk and bumble as if they single handedly created the vision and bore solutions for it and as if the vision is already implemented and realized, the reality is quite different.

ICT is still far from the mainstream of education. It is predominantly in hands of pioneers and early adopters, still on the margins of early majority.

The furthest most "mainstream educators" came is to publish "digital photocopies" of their educational materials. They simply switched media leaving materials in the form of "paper age".

Even worse, e-learning is still mostly illegal. Not that someone will be prosecuted for doing it, but in the sense that only minority of educational institutions recognize e-learning as their regular way of teaching and learning and even smaller number makes it their strategy and priority.

The whole initiative is operating in an organizational vacuum in most educational institutions, globally. The expectations from ICT leverage are greatly exaggerated while not being properly planned for and without or with only symbolic financing. The key problem are missing and unassigned responsibilities in the envisioned change process.

Those visions are nothing more than dreams tending to become illusions. So, what can be done to change that situation? The first thing to look at are the forces to change. Without a change driver there won't be any change. The forces in any process come from the customer, internally and from the environment.

The ultimate customer of the educational industry is the one who uses skilled professionals: the industry. The industry is already demanding well educated highly skilled professionals. There is increased demand for customized education targeted at specific subset of knowledge or tailored for a specific project [9]. Another demand from industry is globally standardized certification of knowledge and skills.

Internal change forces are students and teachers. Because of the industry demands, students need customized education, now and fast and they do not want to waste time on any kind of overhead: administrative, organizational or any other. Teachers want to reach every student globally available in order to maximize the gain from their investment in designing educational materials, tools and processes. They too want to reduce overhead in order to boost their own productivity.

The globalization process creates pressure from the environment creating competition where there wasn't any and bringing it from sources unknown till now. For example, globally available virtual labs and remote labs compete with physical facilities at local school. Competitors are no longer only other local or national schools not even well established and recognized schools from the world. Competition today comes from countries and institutions one barely heard of or even from industrial education facilities whose educational certificates are globally recognized and demanded (Cisco, Microsoft, LPI, ECDL, ...). Finally, the process of decoupling teaching from certification (ECDL, LPI, ...) is a force in itself that will irreversibly change the landscape of traditional educational institution we all are familiar with.

6. USES AND APPLICATIONS OF ICT

The most important benefit from ICT in education it is hoped for is improved learning outcomes. It would provide necessary skilled workforce for the knowledge society while boosting cost/benefit ratio. No less important is hope to speed up learning process making it in average much faster than today. Democracy would get to its full potential by democratization of learning, lowering all sorts of boundaries between students and knowledge while bringing knowledge to all students and unlimited number of them. This hope is combined with already an urban legend that ICT will make learning and teaching much cheaper. Finally, while quality learning does require substantial effort from students and teachers, the process itself could be much easier and more pleasant.

7. OBJECTIVES

This paper's scope is to propose one possible set of objectives that could realize above defined aim. For each objective a set of applications, change drivers, requirements and possible leaders will be identified.

Education processes differ among themselves because of the subject of learning, required learning outcomes, previous knowledge, learning styles, culture, industry and many other factors. On the other hand, ICT can be used in a variety of ways in any traditional or new activity.

These two factors combined derive numerous activities in educational process in which ICT is or can be implemented. In order to streamline them and to try to identify some common points and shared resources, it is proposed to group them in three sets of objectives:

Support functions: administrative, technical and supportive functions ,

Learning assistance: assistance and support for learning and teaching,

New learning: new teaching and learning methods, techniques and tools.

Using this aim as an orientation point, a way towards it needs to be designed. The way is a stepwise process to be followed both globally and in each segment of the way or specific activity. It needs to: define objectives, for each objective identify: change drivers, players, resources, outcomes, leaders ,set the infrastructure, plan, publicize.

The first step is to define objectives. Objectives are clearly defined realistic goals to be accomplished. In the next step, for each objective change drivers, players, available and needed resources as well as measurable expected outcomes need to be identified. Leaders are those who initiate and sustain the change process.

The third step calls for setting the infrastructure. It encompasses everything that will be used in the change process or that will support it: strategies, materials, equipment, money, time, people, education, consultants, ...

With infrastructure set, a change plan consisting of sets of well documented procedures needs to be designed.

Finally, the players in the change process need to become informed and familiarized with all this through extensive and continuous process of publicizing.

8. ANALYSIS

Support functions

Support functions are all those administrative, technical and supportive functions that are (considered to be) necessary in today's educational processes but which do not increase the knowledge or skills of students by themselves. In particular they are: enrolment to courses and programs, certification (a formal and administrative process as opposed to knowledge verification) and payment. They are also: scheduling of classes, exercises and exams; attendance granting and monitoring; resource allocation and usage monitoring and billing. Surveys, statistics and reports belong here, too. Supplemental functions are provision and usage of libraries and info services, counseling and student assistance. Finally, the mere physical presence at the premises of a school is a support function, as well,

Today, a substantial amount of student's and teacher's time is used for those functions. By intensive, extensive and proper use if ICT all mentioned functions can be reduced, automated, asynchronized or avoided at all.

The goals should be to avoid (the need for) physical presence for all administrative activities and for all those learning activities where possible. The data which a user (student or teacher) enters into the system should be available system wide and should never be entered again. Every function that can be described by rules and programmed should be performed by computers, automatically, not requiring human effort. The communication among all players in the educational system should be available on-line 24 hours a day 365 days a year using the variety of communication techniques (phone, Internet ...) preferably asynchronous ones: SMS, IM, e-mail.

This means that administrative information systems, automated information systems and digital libraries should be built. Teleconferencing should be routinely used. Virtual communities need to be established providing legal assistance, support groups etc. Finally, virtual and remote labs should be designed.

All the technologies exist, applications have been tested world wide and concepts proved in practice. So, what needs to be done in order to implement them on the broader scale?

The change drivers fall in two categories: financial pressure and market competition. The need for administrative cost reduction and efficient resource usage make financial pressure on school administrations. Market competition in form of increased offer from other educational institutions and new players from the industry will result in increased demand from both students and teachers to reduce non-educational burden on their time.

In order for those changes to take place, certain requirements need to be met: educational institutions need to be (at least partially) cost based instead of fixed budget, students need to be empowered and reputational framework in place supporting remote work and education in general.

Finally, the leaders of change need to be identified. In this case these are students, their organizations and leaders and leaders from administration (school, local, or national)

Learning assistance

Learning assistance are all those functions that provide assistance and support for learning and teaching. They are closely related or bound to learning content and process but do not directly increase student's knowledge or skills in the learning domain. They are comprised of resources and systems that make learning and teaching faster, easier, better focused, broader and deeper thus enhancing the understanding and mastering domain knowledge and skills. They are also systems that continuously improve teacher's competences [4] as well as student's knowledge and skills outside (but in "neighborhood") of the learning domain.

The goals within this objective are to provide students with all necessary and desired information and knowledge and to do so in digital form suitable for any type of processing and manipulation they deem desirable. A goal is also to further physically and temporally decouple student from any other individual, resource or process required or desired in learning. Assumed goal is that all necessary resources are available to a student as well as training and support to efficiently use them. An important resource in learning process are centers of excellence: points of referral when in doubt or need for clarification and assistance.

These goals can be accomplished by digitizing all existing learning and teaching materials and making them available on-line, by establishing and opening digital libraries and opening all relevant digital collections and

libraries world-wide to students while learning. Archives of student's results from previous generations as well as their questions and answers to them are invaluable source and aid in learning process. E-mail communication with teachers and other students, virtual (global) working groups, distance asynchronous teaching, live streaming and recordings of lectures, exercises and events greatly enhance and simplify learning process. Computers, communications and SW tools per se but also as means to access and use other resources should be treated as resources and readily, presently available to students. Training and assistance for their usage are natural part of those resources.

In order to create described learning assistance, change forces can come from three sources. Students will demand them as market competition increases and competitors start creating their own market advantage offering such assistance. Professional educational standards could come from teachers professional associations and education industry as the changing force. Educational community (such as university) could create "service level" requirements within themselves thus creating internal change force. Obvious but serious obstacles in this process area associated cost and huge effort required from all involved in providing education and traditional inertia of large systems.

In order for these changing forces to succeed there are requirements to be fulfilled. Above all it is necessity to honestly, substantially recognize the (importance of) teaching quality and achievement. Currently there are only few instances where a regulation would prevent development of learning by means of ICT, but significant changes in regulation are a must in order to foster it. Market competition of education providers is single most important factor that needs to be established in order to "wake up giants". When all this is set, the infrastructure that will support e-learning needs to be in place, too. Large financial investment is inevitable in every educational system.

The final question is: who can lead the change? In part that can be students demanding resources. Majority of burden still lies on educational authorities and governance. However, teachers and their associations cannot avoid their responsibility in this change

9. RECOMMENDATION

New learning is a joint name for new methods, techniques and tools in teaching and learning that substantially change the outcomes, the way and the experience of learning. They do so in the way which would be impossible, impractical or prohibitively expensive without the use of ICT.

Since this is a very innovative field of ICT leverage it is difficult to set fixed goals, but on the general terms it is about full adjustment of learning process to needs and abilities of the student. It is focused on understanding and mastering knowledge modules of sustainable importance. Above all it is about putting full control of learning process in student's hands, making learning process as transparent as possible with ample reference points enabling students to measure their progress, asses acquired skills and knowledge and find their way forward in every learning situation.

These goals can be accomplished through ICT implementation in several ways. One of most innovative ways is by means of virtual laboratories in which students can perform endless experiments at no additional cost, dangerous or unethical (on simulations of human body) experiments, impossible experiments (temperatures close to absolute zero or no-gravitation environment) or experiments with compressed or elongated time line. Virtual working groups and faculty staff would add to student's ability to truly understand and grasp learning concepts. Self examination tools are those that will provide students with orientation points for their own path and milestones along it. Self paced integrated adaptive learning materials are the ultimate goal. They are as close to the real teacher silicone technology will ever get. They will liberate teachers from tedious and routine work and concentrate their skills and energy to providing teaching, mentoring and coaching only human can. Simultaneously, students will be able to learn in the way best suits them, aiming to the goals tailored to their needs, in the process optimized to their abilities while keeping the control in their own hands.

The major driver that will force change in the learning process itself is market competition. Once students experience new, enhanced learning they will demand it from all educators. Since the major burden of changing the learning process is on teachers, market competition will result in pressure from educational employers who will require teachers to improve and develop the learning process. In addition, teacher's professional associations may come forward with new set of professional teaching standards which could serve as an auxiliary change driver.

As with other objectives, market competition should not only be waited for but should be proactively created by national governments, educational communities, international associations and industry at large. Strong

recognition of quality (in) teaching is a must for the changes to become sustainable. It has to be understood that new learning requires more effort on side of teachers and students likewise, plenty of time and a lot of money. In addition, since teachers and students alike are walking on a completely new path they need strong support. In such an innovative process it is very difficult to precisely plan for required infrastructure and even more difficult to optimize its use. Therefore a state-of-the-art, abundant infrastructure needs to be provided to all players.

Crucial point to understand is that innovative teachers are pioneers in this process, not leaders. Leaders can be only those who can (inter)connect ideas, pilots and new achievements, obtain resources and start the change process. In general, those are decision makers at the highest level.

10. CONCLUSION

Proposed set of objectives, goals, drivers, requirements and leaders is not the only one possible but could be used as an orientation point or guiding principle to design a similar one for the educational change desired.

It is important to identify, define and design all components and put them in operation because they are all crucial. For example, even ample resources and detailed plan will bear no results if they are missing a change force or are trying to engage the wrong one. Similarly, without the proper leader there will be no sustainability and no focus in the process and thus desired results cannot be achieved.

However, if all elements are in place and are applied over the appropriate period of time, they will result in expected outcomes.

Leading authors on change in educational systems agree that the major changing force are teachers. Students have very important role, too. All others are “merely” in a support function but their role is therefore not less important and their responsibility cannot be circumvented. Indeed, support functions in education like decision makers, regulators and financiers are those with the major responsibility to design the change process properly and keep it in motion.

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THE SKILL DEVELOPMENT ECOSYSTEM IN INDIA

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INTRODUCTION

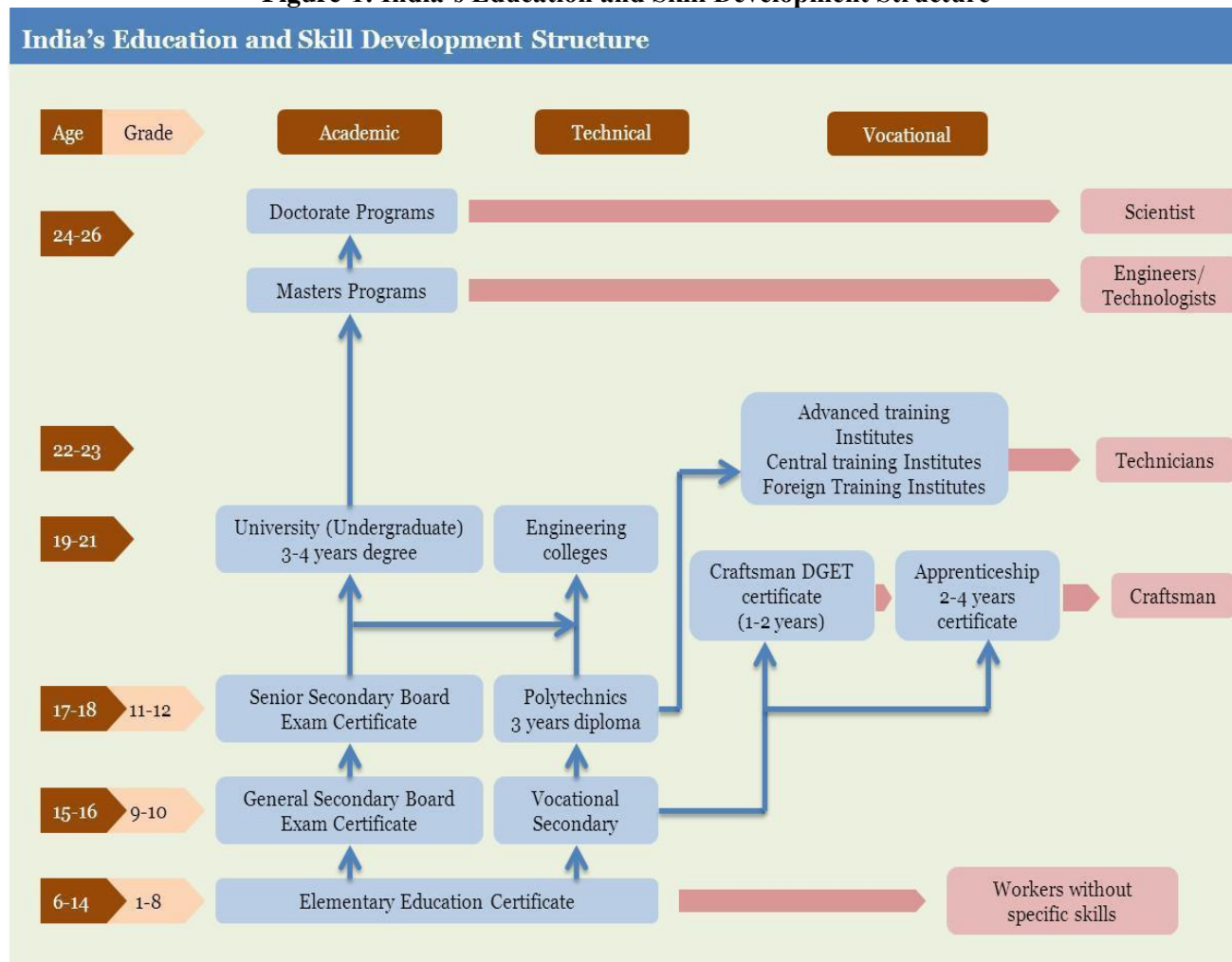
Skill development and entrepreneurship efforts across the country have been highly fragmented so far. As per the NSSO, 2011-12 (68th round) report on Status of Education and Vocational Training in India, among persons of age 15-59 years, about 2.2% **reported** to have received formal vocational training and 8.6% are reported to have received non-formal vocational training. There is a need for speedy reorganization of the ecosystem of skill development and entrepreneurship promotion in the country to suit the needs of the industry and enable decent quality of life to its population. Currently, over 40 skill development Programmes (SDPs) are being implemented by over 20 Ministries/Departments of the Government of India. However, there are gaps in the capacity and quality of training infrastructure as well as outputs, insufficient focus on workforce aspirations, lack of certification and common standards and a pointed lack of focus on the unorganized sector. Recognizing the need and urgency of quickly coordinating the efforts of all concerned stakeholders in the field of Skill Development and Entrepreneurship, according to the needs of the industry, the Government of India notified the formation of the Department of Skill Development and Entrepreneurship on 31st July, 2014. The department was subsequently upgraded to a full-fledged Ministry of Skill Development and Entrepreneurship on 9th November, 2014.

Education, vocational training and lifelong learning are central pillars of employability, employment of workers and sustainable enterprise development". Skill development is critical for economic growth and social development. The demographic transition of India makes it imperative to ensure employment opportunities for more than 12 million youths entering working age annually. It is estimated that during the seven-year period of 2005-2012, only 2.7 million net additional jobs were created in the country. To enable employment ready workforce in the future, the youth need to be equipped with necessary skills and education. The country presently faces a dual challenge of severe paucity of highly-trained, quality labour, as well as non-employability of large sections of the educated workforce that possess little or no job skills. The skill development issue in India is thus pertinent both at the demand and supply level. To meet the demand side challenge, consistent efforts are being made towards expansion of economic activities and creation of large employment opportunities. On the supply side, a simple look at the projected youth population provides a fair reason to believe that India has the strength to cater to this demand. However, the employability quotient is questionable and remains a major area of concern. Already huge gaps exist between the industry requirements and the level of skills of workers due to varied reasons including inadequate training infrastructures, inappropriate mix of skills and education, outdated curricula, limited industry interfaces, limited standards, etc.

The skill development ecosystem in India is skewed towards a formal education system with limited vocational training. While the vocational training is in a dismal state both qualitatively and quantitatively, the higher education system itself is grappling with issues related to scale and quality. Moreover, there is a disconnect between the formal education system and work requirements, compounding the challenges related to the skill gap. A concerted action is thus required on the supply side to ensure sustained employability of the Indian youth. Extensive efforts to skill the workforce are required, both in quantity and quality. Transforming the skill development ecosystem and making it responsive to needs of both industry and citizens requires a scalable, efficient and comprehensive vocational training ecosystem to meet future requirements. There is a need to assess the traditional approach of skill development delivery in India in light of the successful models and best practices in other economies. The learning's can be imbibed and custom adopted to address the skill development challenges of India. This is one of the key objectives of the study presented.

SKILL DEVELOPMENT ECOSYSTEM IN INDIA

The skill development ecosystem in India is complex, large and diverse, providing varied levels of skills across an extremely heterogeneous population. Skill development in India can be broadly segmented into **Education** and **Vocational Training**. The exhibit below presents the broad framework of Skill Development in India.

Figure-1: India's Education and Skill Development Structure

Source: World Bank

Elementary, secondary and higher education is governed by the Ministry of Human Resource Development. University and Higher Education caters to all college education (Arts, Science, Commerce, etc.), while engineering education, polytechnics, etc. fall under Technical Education. University Grants Commission (UGC) is the nodal body governing funds, grants and setting standards for teaching, examination and research in Universities, and the All India Council for Technical Education (AICTE) is the regulatory body for Technical Education in India.

Skills in India are acquired through both formal and informal channels. Formal vocational training is imparted in both public and private sector. Some of the major channels of formal vocation training include the government-run Industrial Training Institutes (ITIs), privately operated Industrial Training Centres (ITCs), vocational schools, specialized institutes for technical training, and apprenticeship training by the industry. The private sector participation has been on a rise lately, but the sector continues to be dominated by the public sector. Informal training on the other hand refers to experiential skills acquired on the job. At the central level, the nodal institution for vocational training is the Director General of Employment & Training (DGET) under the Ministry of Labour and Employment. The DGET is responsible for formulating policies, establishing standards, granting affiliation, trade testing and certification, and matters connected to vocational training and providing employment services. The National Skill Development Council (NSDC) - now a part of the newly created Ministry of Skill Development and Entrepreneurship - was initially set up under the Ministry of Finance to provide viability gap funding and promote private skill initiatives.

OBJECTIVES

❖ Related to Skill Development:

To make quality vocational training aspirational for both youth and employers, focus on an outcome based approach towards quality skilling, increase the capacity and quality infrastructure, establish an IT base duality infrastructure for aggregating demand and supply of skilled workforce and promote increased participation of women in the workforce among others.

❖ **Related to Entrepreneurship**

To promote entrepreneurship culture and make it aspirational, enhance support for potential entrepreneurs through mentorship and networks and integrate entrepreneurship education in the formal education system among others.

❖ **Policy Framework for Skill Development**

The framework outlines the following **eleven major paradigms and enablers** to achieve the objectives of the policy.

❖ **Aspiration and Advocacy**

A National Campaign will be launched within three months to create awareness and a positive proskilling environment.

SKILL DEVELOPMENT AND ENTREPRENEURSHIP

The creation of the first-ever separate Ministry of Skill Development and Entrepreneurship was announced by Prime Minister in June 2014. It is conceived to encompass all other ministries to work in a unified way, set common standards, as well as coordinate and streamline the functioning of different organizations working for skill development. The Ministry of Skill Development and Entrepreneurship is entrusted to make broad policies for all other ministries' skill development initiatives and National Skill Development Corporation (NSDC). Mapping and certifying skills, market research and designing curriculum, encouraging education in entrepreneurship, make policies for boosting soft skills and computer education to bridge the demand and supply gaps are among the other goals.

Figure 2: Skill Development Eco-System in India

Key Bodies	Enablers	Implementing Bodies	Beneficiaries
<ul style="list-style-type: none"> Ministry of Skill Development & Entrepreneurship MHRD Ministry of Rural Development (MoRD) Other Central Ministries 	<ul style="list-style-type: none"> State Skill Development Mission (SSDM) NSDC NSDA SSCs NCVT SCVT Labour Laws Minimum Wages Act Financial Institutions Apprenticeships Act 	<ul style="list-style-type: none"> it is Training Providers Captive Training by Employers Schools Universities Assessment Companies 	<ul style="list-style-type: none"> Marginalized Societies Unemployed youth Low income Group School & College Students

MHRD

The Ministry of Human Resource and Development (MHRD) governs the polytechnic institutions offering diploma level courses under various disciplines such as engineering and technology, pharmacy, architecture, applied arts and crafts and hotel management. MHRD is also involved in the scheme of Apprenticeship Training. Apart from this, MHRD has also introduced vocational education from class IX onwards, and provides financial assistance for engaging with industry/SSCs for assessment, certification and training. There are 21 Ministries under the central government who are also working for the purpose of skill development. There are two approaches that these Ministries have: one approach is setting up training centres of their own for specific sectors. The second approach is in the form of Public Private Partnership (as adopted by Ministry of Rural Development, Ministry of Women and Child Development, etc.).

Break up of Incremental Human Resource Requirement across 24 Sectors						
(Estimates in millions)						
Sl. No		Sector	Human Resource Requirement			Incremental Human Resource Requirement (2017-2022)
				Estimates		
			2017		2022	

1	Agriculture	229	215.5	-13.5
2	Building Construction & Real Estate	60.4	91	30.6
3	Retail	45.3	56	10.7
4	Logistics, Transportation & Warehousing	23	31.2	8.2
5	Textile & Clothing	18.3	25	6.7
6	Education & Skill Development	14.8	18.1	3.3
7	Handloom & Handicraft	14.1	18.8	4.7
8	Auto & Auto Components	12.8	15	2.2
9	Construction Material & Building Hardware	9.7	12.4	2.7
10	Private Security Services	8.9	12	3.1
11	Food Processing	8.8	11.6	2.8
12	Tourism, Hospitality & Travel	9.7	14.6	4.9
13	Domestic Help	7.8	11.1	3.3
14	Gems & Jewellery	6.1	9.4	3.3
15	Electronics & IT Hardware	6.2	9.6	3.4
16	Beauty and Wellness	7.4	15.6	8.2
17	Furniture & Furnishing	6.5	12.2	5.7
18	Healthcare	4.6	7.4	2.8
19	Leather & Leather Goods	4.4	7.1	2.7
20	IT & ITeS	3.8	5.3	1.5
21	Banking, Financial Services & Insurance	3.2	4.4	1.2
22	Telecommunication	2.9	5.7	2.8
23	Pharmaceuticals	2.6	4	1.4
24	Media and Entertainment	0.7	1.3	0.6
	Total	510.8	614.2	103.4

Source: Environment Scan Report, 2016 (NSDC)

Incremental Human Resource Requirement across States (2013-22)		
Sl. No.	State	(in lakh)
		Incremental HR Requirements
1	Andhra Pradesh	108.71
2	Arunachal Pradesh	1.47
3	Assam	12.34
4	Chhattisgarh	30.43
5	Delhi	63.41
6	Goa	2.27
7	Gujarat	57.57
8	Haryana	34.84
9	Haryana	0.93
10	Himachal Pradesh	12.06
11	Jammu and Kashmir	11.22
12	Jharkhand	44.52
13	Karnataka	84.77
14	Kerala	29.57
15	Madhya Pradesh	78.16
16	Maharashtra	155.22
17	Manipur	2.33
18	Meghalaya	2.49
19	Mizoram	1.40
20	Nagaland	0.97
21	Odisha	33.45
22	Punjab	28.99
23	Rajasthan	42.42
24	Sikkim	147.82
25	Tamil Nadu	135.52

26	Tripura	2.59
27	Uttar Pradesh	110.11
28	Uttarakhand	20.61
29	West Bengal	93.42
Grand Total		1,203.34

NATIONAL SKILL DEVELOPMENT CORPORATION (NSDC)

NSDC is a one of its kind Public Private Partnership in India that aims to promote skill development by catalyzing creation of large, quality, for-profit vocational institutions. NSDC is a not-for-profit company set up by the Ministry of Finance, under Section 25 of the Companies Act, 1956 corresponding to Section 8 of the Companies Act, 2013. The present equity base of NSDC is Rs.10 crore, of which the Government of India through the Ministry of Skill Development & Entrepreneurship (MSDE) holds 49%, while the private sector has the balance 51%.

In its efforts to scale up skill development efforts, the NSDC strives towards the following

- ❖ Develop low cost, high-quality, sustainable business models.
- ❖ Attract significant private investment.
- ❖ Ensure that its funds are largely re-circulating; i.e., loan or equity rather than grant.
- ❖ Focus on quality assurance, information systems and high-quality vocational training through partnerships.
- ❖ Create leverage for itself.

To ensure superior decision-making with speed and scale, the NSDC has a structure and governance model that provides it with autonomy, stature and continuity. Thus, the organization has a tiered decision-making structure comprising of the Board of Directors, Board Sub Committees, Proposal Approval Committee, Proposal Evaluation Committee and Restructuring Evaluation Committee. The NSDC has provision for a 15-member Board of Directors with 6 from the Central Government (including Chairman) and 9 (including the MD & CEO) from the private sector.

NATIONAL LABOUR MARKET INFORMATION SYSTEM (N-LMIS)

NSDA has developed a single window platform to aggregate supply and demand trends in the Indian vocational education and training space, referred to as the National Labour Market Information System (LMIS). The portal was formally launched by President of India on the 15th of July, 2016. It is now known as Skill Exchange - A Labour Market Information System. LMIS is an integrated set of institutional arrangements, procedures, mechanisms and data systems designed to produce labour market information as per global standards and best practices. The system brings together statistical (quantitative) and non-statistical (qualitative) information concerning labour market actors and their environment and generate key analysis and reports which can be used for various policy interventions by different government stakeholders, as well as by the industry at large. The data on the National LMIS is displayed in the form of ten National Repositories namely Certified Candidates, Trainers, Training Centres, Training Providers, Assessors, Assessment Agencies, Employers, Courses and Prospective Candidates. Each repository contributes in building a holistic picture of the skill ecosystem in the country. Data of 82 lakh certified candidates is being reflected on the National LMIS.

S. No.	Name of Ministry	Name of Scheme
1	Ministry of Skill Development & Entrepreneurship (MSDE)	Skill Development Initiative Scheme (SDIS)
		Schemes under National Council for Vocational Training
		Standard Training Assessment and Reward (STAR)
		PradhanMantriKaushalVikasYojana (PMKVY 1.0)
2	Ministry of Micro, Small and Medium Enterprises (MSME)	MSME-Advanced Training Institutes
		MSDE Development Institutes
		MSME-Tool Room
3	Ministry of Minority Affairs	SeekhoAurKamao
4	Ministry of Housing & Urban Affairs (Earlier known as MoHUPA)	Employment through Skill Training & Placement (ES&TP) under DAY-NULM component.
5	Ministry of Textile	Integrated Skill Development Scheme

NSDA is developing a roadmap for integrating all remaining data sources including States, Central Ministries and other agencies working in the skill development space. The first step in this direction is to undertake a scoping study of all skill development MIS systems in the country. Following this study, the NSDA will develop an action plan for state integration and roll out which will include strengthening of state and institutional MIS systems in a systematic phase wise approach. The employment linkage on the LMIS has been facilitated through integration with the National Career Services Portal maintained by the Ministry of Labour and Employment. Through this integration, candidates trained and certified through Government Schemes and programs will reflect as potential job seekers on the NCS portal. LMIS is envisioned as a system that provides a consolidated and unified view of various stakeholders at any given point of time and empowers the Government and other agencies to take informed decisions by providing intelligent and insightful reports, as required. Also, stakeholders can access key analytics, and trends, including skilling and employment opportunities through various channels. The LMIS is an evolving process. In practice it can always be improved. A snapshot at any particular time can detect areas for improvement. Currently the areas needing improvement can be summarized under a number of headings.

SKILL REQUIREMENTS BY 2022

The quantitative as well as qualitative skill gaps can further widen going forward if there are no or limited efforts towards addressing the key supply related issues. As per the skill gap study conducted by the National Skill Development Cooperation over 2010 - 2014, there is an additional net requirement of 109.73 million skilled manpower by 2022 across twenty four key sectors. As India strengthens its base as a knowledge economy, there would be additional requirements to the highly skilled workforce in sectors like financial services, IT/ITeS, Bio-technology, Healthcare and Pharmaceuticals. Further, with value added industries being given a policy push under the 'Make in India' initiative, highly skilled workforce would also be required in high-end industries.

Incremental Training Need across 34 Sectors (2017 to 2022)		
Sl. No.	Sector	(in lakhs)
		Incremental Human Resource Requirement and Training Need
1	Agriculture	24.5
2	Animal Husbandry	18
3	Fertiliser	1
4	Textile Handloom and Handicraft	60
5	Automotive, Auto Components & Capital Goods	41*
6	Gems & Jewellery	35
7	Food Processing	33.7
8	Leather	25
9	Pharmaceuticals	14
10	Chemicals & Petrochemicals	12
11	Steel	7.5 (by 2025)
12	Rubber Manufacturing	6.7
13	Road Transport & Highways	62.2**
14	Ports & Maritime	25
15	Aviation & Aerospace	14.2
16	Railways	0.12 (by 2018)
17	Power	15.2
18	Oil & Gas	7.3
19	Renewable Energy	6
20	Coal & Mining	2.6
21	Construction	320**
22	Furniture & Fittings	52.6
23	Paints & Coatings	9
24	Electronics and IT-ITeS	69 #
25	Telecom	38.6
26	Retail	107**
27	Beauty & Wellness	82
28	Media & Entertainment	13

29	Tourism & Hospitality	49
30	Banking, Financial Services and Insurance (BFSI)	12
31	Logistics	42.9**
32	Healthcare	32 (by 2025)
33	Security	31
34	Media & Entertainment	13
	Total	1,282.12

Source: Ministry of Skill Development & Entrepreneurship

AWARENESS, MINDSET AND PERCEPTION ISSUES

Skill development in India is way below the requirements due to a lack of awareness on the type of courses as well as information on the ensuing career prospects. More importantly, there is limited acceptance of skill development courses as a viable alternative to formal education. Skilling is often viewed as the last resort meant for those who have not been able to progress in the formal academic system. This is partly to do with the lack of integration between the two options and also due to rising aspirations for white collar jobs which necessitate higher qualifications. Moreover, skill development is often associated with blue collar jobs, which is largely perceived to be of low dignity and provides low wages/salaries. The perceived 'stigma' associated with skill development has resulted in low enrolments in vocational education courses. The aspirational mismatch that exists in India can be gauged from the example of the construction sector, which has a huge requirement of workforce with low level skills. For instance, the construction sector in Punjab faces a shortage of workers locally, and depends on the migrant workforce from Uttar Pradesh, Bihar and Jharkhand.

PROPOSED SCHEME ON ENTREPRENEURSHIP DEVELOPMENT

An entrepreneurship development scheme is currently being developed by Ministry of Skill Development and Entrepreneurship. The scheme will be designed around the following major elements:

EDUCATE AND EQUIP POTENTIAL AND EARLYST A GEEN ENTREPRENEUR INDIA

In partnership with experts, a world class entrepreneurship education curriculum will be developed. This curriculum will be delivered to all aspiring entrepreneurs at no cost. Leveraging online learning, entrepreneurship courses can be taken as and when needed by students and business people alike through Massively Open Online Courses (MOOCs). In addition, entrepreneurship education will be integrated into the mainstream curriculum in 3,000 colleges around India. Entrepreneurship education courses will also be delivered in approximately 325 industrial clusters across the nation. Through 50 nodal Entrepreneurship Hubs (E-Hubs) set up across all states, existing and potential entrepreneurs will be targeted for entrepreneurship education modules that suit their need.

CONNECT ENTREPRENEURS TO PEERS, MENTORS, and INCUBATORS

To support young entrepreneurs, a web and mobile based platform connecting the entire entrepreneurial ecosystem will be established. Platform members will access content online, including information on government services and special packages offered by service providers. The creation of new incubators will be encouraged and a national network of incubators and accelerators established to support young entrepreneurs. A national network of high quality, screened mentors will also be created, leveraging existing networks and successful local entrepreneurs where possible. Entrepreneurship activities in innovative and cutting edge technology areas will be aligned with initiatives such as Atal Innovation Mission (AIM) and Self Employment Talent Utilization (SETU).

SUPPORT ENTREPRENEURS THROUGH ENTREPRENEURSHIP HUBS (E-HUBS)

Support to entrepreneurs, including coordinated delivery of national and state government entrepreneurship programs and access to enabling resources, a national network of Entrepreneurship Hubs (E-Hubs) will be established. One national, 30 state, 50 Nodal and 3,000 college based E-Hubs will be set up to deliver support. These E-Hubs will, collectively, cover the entire nation.

CATALYSEA CULTURE SHIFT TO ENCOURAGE ENTREPRENEURSHIP

To promote entrepreneurship, state and national level interactions with stakeholders will be convened. International linkages will be established through internship opportunities and exchange trips to global entrepreneurship hubs such as Silicon Valley and Israel. To build awareness, national brand ambassadors will be created to champion entrepreneurial culture in India. Awards will be instituted for young achievers and a National Entrepreneurship Day will be celebrated.

ENCOURAGE ENTREPRENEURSHIP AMONG UNDER REPRESENTED GROUPS

Special focus will be given to the inclusion of scheduled castes & scheduled tribes, minorities, differently abled, etc., and regionally under-represented areas including large part of Eastern and North Eastern India in entrepreneurship programs. Special efforts will also be made to enrol incubators and mentors catering to these groups will in the national entrepreneurial ecosystem.

PROMOTE ENTREPRENEURSHIP AMONGST WOMEN

Focus will also be placed on encouraging women entrepreneurs through appropriate incentives for women owned businesses under the public procurement process. It will also be ensured that gender neutral incubation/ accelerator, network of mentors, industry, resource centres and credit institutes are developed to facilitate Women Entrepreneurs. Priority will be given for mentorship and support system for women entrepreneurs in existing business centres and incubators. Steps will also be taken to assemble gender disaggregated data.

FOSTERSOCIAL ENTREPRENEURSHIP AND GRASSROOTS INNOVATIONS

Universities and academic institutions will be encouraged to launch a course on 'Social Entrepreneurship', including through online distance education, to actively promote social entrepreneurship in the country. Additional support, including through fiscal incentives and incubation, will also be considered. To foster grass-roots innovation, a focus on innovations in hubs, collaborations with organizations such as the National Innovation Foundation and promotion of Intellectual Property Rights will also be encouraged.

TRAINING PROGRAMMES

Financial Year	Programme	Participants
1994-95	43	1168
1995-96	47	1523
1996-97	32	782
1997-98	39	857
1998-99	59	1556
1999-00	69	2306
2000-01	79	2297
2001-02	72	2069
2002-03	97	2914
2003-04	120	4019
2004-05	130	4644
2005-06	155	5278
2006-07	225	9111
2007-08	214	7788
2008-09	255	12939
2009-10	297	12024
2010-11	556	16837
2011-12	815	26584
2012-13	1461	44287
2013-14	501	23359
2014-15	822	27629
2015-16	153	5230
2016-17	185	6398
2017-18	133	5426
Total	6353	218879

NATIONAL SKILL DEVELOPMENT FUND

The National Skill Development Fund was set up in 2009 by the Government of India for raising funds from Government and Non-Government sectors for skill development in the country. The fund is contributed to by various Government sources, and other donors/contributors to enhance, stimulate and develop the skills of Indians. A public trust set up by the Government of India is the custodian of the fund. The trust accepts donation and contribution in cash or kind from contributors for furtherance of objectives of the fund. The fund is operated and managed by the Board of Trustees. The Chief Executive Officer of the trust is responsible for day-to-day administration and management of the trust. The fund meets its objectives through the National Skill Development Corporation (NSDC) which is an industry led not-for-profit company set up for building skill

development capacity and forging strong linkages with the market. The NSDC acts as a catalyst in skill development by providing funding to enterprises, companies and organizations that provide skill training. It also develops appropriate models to enhance, support and coordinate private sector initiatives. Till January, 2018, the NSDF has released over Rs. 5,638 crores to the NSDC towards skill development programmes including STAR, PMKVY 1.0 & 2.0, and UDAAN Scheme. As on 31st December, 2017, the NSDC with 354 training partners and 6,004 training centres has trained around 1.01 crore persons across India.

Accounts of the trust are subject to CAG audit and are also audited by a Chartered Accountant for every financial year and in such manner as may be directed by GOI. The trust has engaged SBICAP, a wholly owned subsidiary and the investment banking arm of the State Bank of India (SBI), the largest commercial bank in India, for providing micro prudential oversight on the implementing partners and monitoring the interests of the trust. The National Skill Development Fund has been incentivized by the Government through various tax and non-tax policies. It is registered under section 80G of the Income Tax Act. This allows the trust to work more effectively in the skill development sector by allowing tax incentives to donor. Further, NSDF is exempted from FCRA regulations to accept funds from foreign sources. Secretary, MSDE is the trustee of the NSDF while JS, MSDE (handling NSDF) is the CEO.

CONCLUSION

There is a need for speedy reorganization of the ecosystem of skill development and entrepreneurship promotion in the country to suit the needs of the industry and enable decent quality of life to its population. Currently, over 40 skill development Programmes (SDPs) are being implemented by over 20 Ministries/Departments of the Government of India. However, there are gaps in the capacity and quality of training infrastructure as well as outputs, insufficient focus on workforce aspirations, lack of certification and common standards and a pointed lack of focus on the unorganized sector. The skill development ecosystem in India is skewed towards a formal education system with limited vocational training. While the vocational training is in a dismal state both qualitatively and quantitatively, the higher education system itself is grappling with issues related to scale and quality. Moreover, there is a disconnect between the formal education system and work requirements, compounding the challenges related to the skill gap. A concerted action is thus required on the supply side to ensure sustained employability of the Indian youth. Extensive efforts to skill the workforce are required, both in quantity and quality. Transforming the skill development ecosystem and making it responsive to needs of both industry and citizens requires a scalable, efficient and comprehensive vocational training ecosystem to meet future requirements. There is a need to assess the traditional approach of skill development delivery in India in light of the successful models and best practices in other economies.

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THE POPULARITY OF SMALL - SIZED PACKS OF CONSUMABLE PRODUCTS: AN IMPACT OF ON-THE-GO LIFESTYLE

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ABSTRACT

Light-weight, smaller bakery and snack packages are more preferred since they are affordable and convenient for consumers (Euro monitor International), smaller packs are really matching to the consumer needs. In addition to this characteristic it is found that if the popular products when served in small-sized varieties specifically in a less than the 100 Gms consumers preferred its consumption to enjoy at moments of solo consumption. Consumers also found preferring for light-weight snacks that they may easily carry at their work place and continently consume it during the breaks. This preference for portability, has emerged as a key driver in the category of snacks and other food items and the buyer responses are regulated as they were for an impulse category traditionally. Convenience and ease of use are the two significant factors across all the contemporary packaging design, and it has emerged as one of the prominent motivating focus of the new product development activities. Consumers prefer and choose the products on the basis of the pragmatic criteria like, its fitment into the pocket. Sometimes the choice is motivated if the packaging sturdy and reclose able. So, the ideal on-the-go product and its packaging are not only simple but need to be attractive, easy to use, and reclose-able, and fitting the personality of the individual consumer.

Keywords: Convenience, on-the-go consumption, life style, flexi-pack, Pack-portability

INTRODUCTION

Life style changes, such as adoption of micro-wave as a major processing routine has created a need for expecting 'microwavable' pack formats. This has forced a new add value packs by using thin-wall plastic containers suitable for occasions of breakfast cereals. This type of life style driven cumulative effect reflected in the small pack's popularity due to the convenience and its contribution through subsequent price saving it offers to the consumer apart from the convenience.

On the go is a phrase adopted to indicate life style changes for people who are extremely active. If people think their rolling suitcase containing with necessity and it is a non-separable part of their body, they're on the go. When they're on the go, they have a lot of things to do, such as there is a plan to meet people, and places to go. On the go can also refer to something to do when one is not at home. Simply, the music one listen to on the plane is music on the go.

Convenience and ease of use are the two significant factors across all the contemporary packaging design, and it has emerged as one of the prominent motivating focus of the new product development activities. Anything that leads in making life easier for the consumers, it may be through operationally by easy-open, ease of portability or portioned food packs or simply adds pack functionality are the key features that contribute to satisfaction of the modern on-the-go consumers. In the busy life style, the consumers are seeking products that meet the needs of their busy lifestyles (Gheorghe O. et.al, 2018). Brands are always looking for unique, innovative packs that offer good on-shelf presentation, deliver fresh appeal may ultimately drive the sales by making the products stand out in the crowd. Consumers are always looking out for products that suits their being on the move, today, it leads them to pick up snacks at a kiosk or in the supermarket which may suit their consumption then in smaller portions on multiple occasions. Besides, a product needs to be designed to stand out at its point of sales i.e. POS, in addition to it needs to have a perfect and suitable stylish design.

Consumers prefer and choose the products on the basis of the pragmatic criteria like, its fitment into the pocket. Sometimes the choice is motivated if the packaging sturdy and reclose able. So, the ideal on-the-go product and its packaging are not only simple but need to be attractive, easy to use, and reclose-able, and fitting the personality of the individual consumer. Typically, the consumers look feasibility for transporting the food items for their on-the-go consumption in handbags or backpacks, they throw it into the back of their car or strap it to their bike's luggage rack (Zaeema A., 2002).

Ability of re-using due to the introduction of proper closures in a product of small size makes the consumer's life easier as this facility allows them to carry the product in their travelling bag; even if the product has been used before and consumed partially. For instance, within the fairness cream segment the success of both Vicco and Fair and Lovely with its Rs. 5/- and Rs. 9/- sachet pack is due to its design with twistable thread cap fixed with the pouch. It has emerged as the fastest growing within small flexible packages. The pouch is set to grow

further in many categories as a functional packing solution, being perceived as convenient as and safer to carry than conventional tube and more portable than thin wall plastic containers.

The influence of packaging is seen in all of the product categories. For bakery and snacking products, for example, flexible packaging has creating a new trend and it would contribute the category to grow as a dominate on-the-go consumption food category. With this category, for hard shaped products like, biscuits, however, folding cartons has become a common solution for primary packaging, while as pouches will continue to be used for bigger quantities in sizes. The packaging in pouch format offers the consumers a format specifically when it is intended to share with many.

LITERATURE REVIEW

It is found that life style has made peoples' eating routines less fixed than in it was in the past. Many people opt to skip breakfast to go to the gym or for a few extra minutes to spend at their bed. This means that, many people now have their first meal of the day while they are probably when they are on-the-going. They are also increasingly likely to have their snack between lunch and dinner. The rise of this being at out-of-the home, on-the-go consumption occasions leads in creating specific demand for packages that are comfortable to hold, have re-sealable caps, and fit in their handbags and backpacks. So, the industry is forced to translate these needs into specific and concrete innovations, in the formats which were able to be easily separating ability for several single portion consumption, easy to open and re closable packaging solutions.

The multi-cavity pack design allows the on-the-go snacking market, offering the option to snap off one of many individually wrapped cavities or trays as required, while keeping the remaining trays or cavities sealed for later consumption, it gives the consumers the ability to consume the snack as well as it allows them to exercise portion control indirectly. The tray also keeps the contents fresher for longer and can help to reduce food waste also. Products specifically the liquid food producers need to be served in the packages those were easy to use when opening, handling and pouring, together with its unique ability to be microwaved, attracts consumers (Malcolm McDonald and Ian D., 2010).

The change in life style is forcing consumers to derive smarter ways for maximizing their time. Consumer's expectation is reaching a new high called as hyper-convenience. If they found a product or service isn't easy to use, it is simply recognized as not worth for the time to investment for its consumption. So, to stay relevant, the brands must adopt a new way of seamlessly fitting into people's busy on-the-move lives and assuring them to provide a fuss-free experience. It brings all together new products with smart channels of distribution, ensuring that a product is exactly where the consumer is, whenever they want it.

Convenience food are those eatable or edible items which do not require much time (often need less than five minutes) and efforts for both in its preparation and serving or consumption are convenience foods. Some convenience foods can be consumed instantly or some after the addition of some water, heating or thawing. The demand for convenience foods is growing at a faster pace due to changes in social and economic patterns, as well as socio demographical characteristics such as increase in urbanization, changes in the buying power and awareness about healthiness of food items (Mahera M, et.al 2015), Some predominant changes in the traditional meal pattern and food habit and the execution of hedonic motive of desire to taste new products are some of the dominant drivers cartelizing the demand of the convenience food items in India. They are making these convenience food items extremely popular especially among the working-class people, teenage children, and people living in hostels, bachelors, and so on. These items are usually found cheap due to its size, barring some specific healthy choices are expensive (Kacey Culliney, 2014), The popular examples of such convenience category of food items include candy, beverages, frozen pizza, cake mixes, microwaveable items, canned soup or pastas, masala oats, chocolate bars, shrikhand, yogurt, fruits drinks, are some of the nutritious examples of convenience foods.

CONSUMER CHARACTERISTICS

Some of the peculiar socio demographic characters of the Indian consumers leading in the rise of market of convenience food items includes their age most of them are belonging to a class category of youngers, more than 50% Indian consumer base is in the age category of below the age of 30 years. They are high income earners, there is a change in consumption patterns due to rising of families with dual income sources in a family unit. Indian economy is expected to triple in the next decade. This resultant income growth would lead to a rise in middle class customers, as per the BCG report – The New Indian (March 2017). It is expected that the share of this middle class (strivers and seekers) would increase from 14% in 2017 to 46% in 2030 (MOFPI, Report 2017). Their aspirations are up worldly mobile, and they are looking for better standard of living articulated in measurable characteristics such as quality, variety, choices and convenience. The general awareness has

advanced in the areas of health and they are becoming hygiene conscious. There is a visible shift in the demand and consumption for protein rich and organic food items, (Chairman & Managing Director - Nestlé India Limited – Annual report 2016-17). On the social front this young generation is internet savvy and prefers shopping online for convenience and monetary discounts are not ignored by them.

MARKET FOR CONVENIENCE FOODS

The size of the foods and beverages sector in India today is nearly Rs 3,350 billion. Of this, the semi-processed and RTE packaged foods segment constitutes only 2%, however, growing at 20%. Globally, 65% of the consumers buy ready to eat i.e. RTE meals for their convenience either frequently (20%) or occasionally (45%). The US is the largest market for convenience foods in the world and the emerging markets of Asia-Pacific, Middle-East and Latin America would fuel the future growth of the same. The global ready-to-eat food market is expected to grow at a 21.5% CAGR during the forecast period 2017-2022.

According to Indian census data (2011), more than 70% of families in Indian society today are nuclear and 11% are single members. Lack of time for food preparation due to shift of their lifestyle from a traditionally being slow pace into a pre-occupied with many priorities becoming a high pace busy lifestyle. This change in lifestyle is leading a change in the consumption patterns and ultimately contributing in an increase in the demand for convenience foods as its result.

In India, the convenience food market is about to reach Rs 1,580 billion by the end of 2017, with a penetration in 30 million households which accounts for 32% of the industry. Among convenience foods, the market for ready-to-eat foods is about Rs 2,900 cores in financial year 2016. Three main factors viz. acceptability, affordability and availability drive such an enormous growth in the convenience food sector. India is supposed to experience a double-digit growth rate through the 2017–2022 in several categories of convenience foods.

RESEARCH METHODOLOGY

This paper specifically looks into preferences for small pack sizes of eatable items by the Indian consumers and their demographic characteristics related with respect to their on-the -go life-style. These demographic characteristics will allow the marketers to estimate the demand for products in small packs. For this study the sample collected on the basis of a qualification criterion of their being purchased an eatable or drinkable food item in small size. Small pack preferable 30-60 grams in weight or 60-100 ml in case of liquid product, in the last seven days.

RESEARCH INSTRUMENT

The consumer responses were collected on 5-Point Likert-type scales. Statistical analyses were conducted using the SPSS software version 22. Descriptive statistics was used to describe respondent characteristics and their socioeconomic profiles. Based on the results of the pilot study, 7 statements regarding the perceived benefits and perceived obstacles were selected to measure the attitude along with the factors influencing the attitudes towards the small packs eatable or consumable item purchase. The respondents were asked to evaluate each statement on perceived benefits regarding their own attitudes on a 5-point Likert scale. A score of 1 was assigned as “I strongly disagree” and 5 for indicating “I strongly agree.”

SAMPLING

Participants were considered eligible if they were 16 years of age or elder than that and were excluded if they were not willing to participate. A total 1212 number of respondents were collected for this study. The data had been collected at all major railway stations located on the three main local railway lines such as Central, Western and Harbor, during March, 2018 to July, 2018. Trained research scholars had collected the data. The details of the sample and their first choice for buying eatable and consumable items in small packs has as described in Table No.1 above.

SCOPE OF RESEARCH (DV and IVs)

Attitudes towards small packs were evaluated. Attitudes towards the 3 main categories available in small size formats e.g. 1) Liquid carton with twisted cap 2) Snacks sachet with zip lock, and 3) Spread pack with cap.

The on the go life style characteristics were measured by four demographic characteristics such as, age, gender, income level, education level, with seven life style indicating statements (independent variables) such as, their span of time of job, nature of accompanying at living, preferred food preparation method, distance of work place from residence, mode of travelling, working nature of partner, inclination for wellness.

SAMPLE DETAILS

Table No.1 : Describe the sample collected for this study.

Demographic Characteristics		Frequency	Percent
Age	Up to 25 Years	262	21.6
	26-35 Years	385	31.8
	36-45 Years	401	33.1
	46 Plus	164	13.5
Education	Up to High school	358	29.5
	College Attended/ Graduate	408	33.7
	Graduate	446	36.8
Income	Up to Rs. 30,000	552	45.5
	30,000 to 40,000	84	6.9
	40,000 to 50,000	433	35.7
	50,000 Above	143	11.8
Gender	Male	790	65.2
	Female	422	34.8
Product	Pichku	152	12.5
	Tropicana Juice	147	12.1
	Snacks	239	19.7
	Fair & Lovely	277	22.9
	Hand wash	232	19.1
	Close-up Toothpaste	165	13.6

Source: Primary data

DATA ANALYSIS

The respondents were asked to express, their opinion, about how appropriate they were about the sourcing regarding the purchase of a product with inbuilt facility of re-usage and easiness of carrying in its design. A score of 1 was given for “not preferred at all” and 5 for “always preferred.” The research was aimed to associate life style related specific demographic factor which significantly influences the attitude about the three reusable facilities in its package. The reliability of the answers on the benefits and disadvantages were estimated, and the Cronbach’s alpha was determined (benefits $\alpha=0.76$), indicating the reliability values were satisfying. A discriminant analysis had been conducted to arrive at conclusions.

A linear regression analysis was conducted using a stepwise method to measure the effect of correlating factors on willingness to purchase medications online.

RESULTS

Table No.1 shows the results of tests of equality of group means for preferring the products under study by the subjects. The results indicated that only one life style indicating reason had established a strong association with buying of such products. This reason is the working nature of the partner. This parameter has the least ‘F’ test value i.e. 1.735. The similar values of all lifestyle measures shows the equal spread of data.

Table No-1: Results of Tests of Equality of Group Means					
Lifestyle measurement	Wilks' Lambda	F	df1	df2	Sig.
Span of Job	0.980	4.921	5	1206	0.000
Living Alone	0.989	2.602	5	1206	0.024
Avoid Food Preparation	0.990	2.360	5	1206	0.038
Distance of Job	0.980	4.921	5	1206	0.000
Mode of daily Travelling	0.989	2.602	5	1206	0.024
Working partner	0.993	1.735	5	1206	0.124
Wellness Preference	0.988	2.886	5	1206	0.013

Source: Primary data

These results were further analysed by applying a categorical regression by manipulating subjects’ individual four demographic variables and the specific lifestyle reason which has established as significant for buying of such packs, as indicated in table No.1.

Table No.2 described the ANOVA results of the regression model summery. The less than 0.05 significance level indicated fitment of explanation of variance through the proposed predicative model.

Table No.2 ANOVA Results					
	Sum of Squares	df	Mean Square	F	Sig.
Regression	82.277	4	20.569	21.976	0.000
Residual	1129.723	1207	0.936		
Total	1212.000	1211			
Dependent Variable: Working partner					
Predictors: Age Group Education Level Income Group Gender					

(Source: Primary data)

Table No.3 contains the coefficients of regression, for the purchase of re-usable product by the subjects if their partners are working. The model also indicated that among the four demographic characteristics income level and gender remained non influential and remaining two viz. age and education showed a significant influence in predicting the preference for products served in convenient packing features.

Table No-3: Coefficients					
	Standardized Coefficients		df	F	Sig.
	Beta	Bootstrap Estimate of Std. Error			
Age Group	-0.040	0.047	1	0.734	0.392
Education Level	0.021	0.059	1	0.132	0.716
Income Group	-0.247	0.034	1	53.595	0.000
Gender	-0.078	0.027	1	8.458	0.004
Dependent Variable: Buying if Working partner					

FINDINGS

Only one lifestyle reason had established significant association with buying of products in re-usable packing. The preference had been insignificant with respect to buyers' income levels and their gender.

SUGGESTIONS

Marketing practitioners need to design their strategies keeping all income segments and both the male as well as female in focus. The negative co efficient values for age, income and gender indicate a negative relationship since gender was coded as male one and female as two less preferred by females than males, this was specificity with respect to the working nature of their partners.

Further step wise entry and elimination process may be applied to locate the situational impact for designing of marketing strategies.

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THE INFLUENCE OF CULTURE ON CONSUMER BEHAVIOR

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ABSTRACT

Culture is a complex system of laws, values, beliefs and morals where each of the laws, values, beliefs and morals are associated with a range of acceptable behaviors. It includes knowledge, belief, art, morale, law, customs and all other habits acquired by man as a member of society. An accepted concept about culture is that includes a set of learned beliefs, values, attitudes, habits and forms of behavior that are shared by a society and are within that society. Culture influences consumers that is why understanding of culture enables marketers to interpret the reactions of consumers to alternative marketing strategies.

Keywords: consumer behavior, culture, family, subculture

INTRODUCTION

We all are consumer. In our daily life we are buying and consuming variety of goods and services. However, we all have different tastes, preferences, consumption and buying pattern. These all things plays vital role in the present highly competitive and consumer- oriented marketing. Consumers behavior is the outcome re result of various external factors. Such factors include economic, social, cultural, psychological and personal. Of these cultural factors highly influences on buying behavior of the consumer. Cultural factors include values, beliefs, faith and traditions accepted willingly by buyers or specific class of buyers. A marketer needs to be aware of these cultural influences on buyer behavior while promoting, advertising different products.

OBJECTIVES OF THE STUDY

The objectives of this study are

1. To understand the characteristics of culture.
2. To analyze the role of culture in consumer's decision making process.
3. To discuss the sub-cultural influences on individuals

RESEARCH METHODOLOGY

The research is mainly based on the secondary data. The secondary data has been collected from various reference books, research papers, articles and websites.

CULTURE - MEANING

Culture can be defined as the sum total of learned beliefs, values and customs of a society that is transmitted from generation to generation. Culture is the uniqueness and knowledge of a particular group of people defined by everything from language, religion, cuisine, social habits, music and arts. Culture is an external influence that affects the consumers. Culture teaches an individual about the acceptable norms of society and tell him the right and wrong. The use of colors, symbols, language and message reflect culture. Thus, culture is a set of socially acquired values that society accepts and transmits it to members through language and symbols. Understanding of cultural properties in the analysis of consumer behavior has been an important variable in marketing especially in market segmentation.

CHARACTERISTICS OF CULTURE

1. **Culture is invented** - Culture is invented by the society and developed through generation by customs, rites, rituals, belief, value etc.
 2. **Culture is learned** - Culture is learned through formal and informal and technical learning. The marketing messages increase informal learning by providing people with a model of behavior to imitate. Many practices are learned from the environment of which an individual is a by-product.
 3. **Culture is Shared** - Culture is viewed as customs that link together the members of the society. It means people within a cultural group share common culture. Common religion and languages is most important for shared culture. Social institutions that transmit culture and share culture are
 - a) Family - Primary agent for learning your culture
 - b) Educational Institutions - Imparts learning skills, history, patriotism, citizenship etc.
 - c) Religious Institutions - Provides spiritual and moral guidance
 - d) Mass Media - Agent for learning wide range of culture values and different cultures.
-

American pop culture is shared by no of other countries through the availability of products like coke, McDonalds etc.

4. **Satisfies Needs** - Culture is also associated with what a society's members consider to be a necessity and what they view as luxury. In US owning a car may be a necessity but in India it may be a status symbol.
5. **Culture is Dynamic** - It is never static. Member of a society keep having new experience and the members are do not remain fixed. New generations are brought in. With mobility of members and younger people joining the group, cultures expand, dilute subdivide and change. Some cultures are slow to change while some are receptive to change and they adapt other culture easily. Culture is continuously changing due to influence of other cultures. Change can only be gradual. In recent times, cultural changes are taking place at a rapid due to exposure to other cultures through mass media.
6. **Every culture has some core values** - In the context of consumer behavior core values are determined on the basis of -how they are accepted by a majority of people in a society, how lasting they are and how they related to consumption behavior.
7. **Culture helps in adaptation** -When marketers sell their products, they have to adapt to meet cultural standards of a society otherwise they cannot succeed in business e.g. McDonald's sells meat burgers all over the world but in India its Mac Aloo Tikki burger is very popular. Marketer must study the specific culture of their target market to determine whether their products will be acceptable. Also how they will communicate the features of their products to persuade the target market to buy.
8. **Culture is differential** -Culture is not universally uniform. Culture is different in every country and in every society. Strong differences exists because of the practices followed in different societies. Marketers must understand these differences if they want to succeed in business. Once they understand these differences, they can communicate well and sell their products properly

CULTURAL INFLUENCE ON CONSUMER BEHAVIOR

Culture is greatly influence on buying behavior of consumer. It influences the living pattern, consumption pattern and decision-making process of consumer. Also culture is closely associated with certain nationality or religious identity of an individual. For example women in some Arab countries are not allowed to show their faces, in some countries men wear tie and in some other countries men wear turban. Many brands associate their message with country's culture. Hence, cultured messages are too obvious in marketing products and services e.g. Honda a Japanese brand communicates Indianess by using the brand logo in Mehendi (Henna).

Culture directly affects consumption habits e.g. Frenchmen use double the cosmetics as compared to women and Italian children like to eat a bar of chocolate between slices of bread as a snack.

There are large areas where individuals are conditioned by culture, most important being food and clothing, media habits. Food habits are conditioned to a large extent by culture. Avoidance of beef by Hindus and Sikhs, avoidance of pork by Muslims, vegetarian food is a large sub culture in India, sea food is foe subcultures along the coast. Fast foods like McDonalds are to be modified according to Indian Cultural values and habits.

Clothing is usually conditioned by climate but also depends upon culture and inherited. For example saris by south Indians and salwar kameez by north Indians, dhoti in the south etc. Cross cultural influences however have influence on clothing habits of people who are exposed to mass media. For example jeans, branded designer clothes etc.

In India we find change in consumer behavior as a result of gradual cultural changes. This is largely due to impact of mass media on consumer attitude and lifestyle. Technological advances that take place globally find their way into our country very quickly through mass media. Mass media has shrunk the world into a global village. People are today interested in luxury goods and comfort products. International brands are available today freely and people are adapting to the brand culture e.g. People have become brand conscious like Nike, Reebok etc.

Today as more and more women are joining the work force and there is an increasing demand for products that help lighten and relieve the daily household chores, and make life more convenient. For example washing machines, microwaves, pressure cookers, mixer-grinders, food processors, frozen food etc.

People in our society would like to improve their career prospects and also they wish to acquire relevant education and skills. So obviously many professional, career oriented educational centers are started.

Today all are conscious about the good health, physical fitness and smart appearance. Thus, many slimming centers and beauty parlors are opened in all major cities of the country. Cosmetics products (for both women and men) are rapidly sold out in the market.

SUB-CULTURAL INFLUENCES ON INDIVIDUALS

Sub culture is a distinct cultural group that exists as an identifiable segment within a larger, more complex society e.g. nationality, social class, language etc. Sub - cultural analysis enables the marketers to finalize market segmentation. In doing so marketers must remember to respect beliefs, values and customs of the sub-culture. Sub-culture can be identified on the following basis.

- A. **Social Class:** It is a hierarchical division of society with respect to education, status, wealth, values etc. Consumer behavior and needs change with social class. Three types of social classes are - 1. Upper Class 2. Middle Class 3. Lower Class
- B. **Age:** It is an important sub culture. A consumer's buying behaviors lifestyle and consumption pattern changes with his age. There are main four age trends - Baby, Youth, Middle-aged, Elderly.
- C. **Gender:** The subculture based on male female divide is called gender subculture. The needs and preferences of men and women are different.
- D. **Geographical Location:** within a country there are various geographical locations, states, regions etc. which have different climatic conditions. Individuals living in various regions have different lifestyles, because of differences in climate, culture, and ethnic mix of people. This lead to need for different products. For example in hilly areas there is need for sweaters and warm cloths. South Indians prefer Idili, while north Indians prefer poori Bhaji. People belonging to a region prefer a particular food, have same kind of interests, wear same type of clothes.

FINDINGS

- Culture has a strong influence in a consumer's decision making.
- The silent language of gesture, posture, food and drink preference, clothing preference, different taboos, ritualistic activities etc. all these have a great impact in consumer behavior.
- Culture provides direction and guidance in all phases of human problem solving by offering reliable and dependable methods to satisfy personal, physiological and social needs.

CONCLUSION

Cultural factors plays an important role in influencing consumer behavior. Culture is important part of society; it greatly influences an individual's wants and behavior. So before entering a market, a marketer needs to carefully study the culture of the country so that he can satisfy the needs of the people. A marketer can't ignore the cultural factor as it puts maximum influence on business activities; business depends on society for its survival, growth and prosperity. So it needs to fulfil the expectation of the society. Proper understanding of culture enable the marketer to interpret the reaction of consumers to alternative marketing strategies.

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IMPACT OF POINT OF SALE PROMOTION ON CIGARETTE CONSUMPTION

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ABSTRACT

India is a major market for cigarette in the world but per capita consumption of cigarette in India is very low compare to the global standard. Though the sale of legal cigarette in the country is declining over the period of time. However cigarette marketers have managed to adopt such activities which ultimately resulted in more quantity of cigarette being sold and growing number of smokers in the country. Even the number of youth and females resorting to smoking show a rising trend. The present paper attempts to find out how the marketers have managed to retain their market and what is the role of point of sale on the consumption of cigarette in the city of Mumbai. The research is based on primary as well as secondary data. Primary data was collected from a sample of 100 consumers who smoke cigarette. The survey was conducted with the help of a structured questionnaire which was convassed among the consumers. The main objective of the research was to find out the effect of point of sale on consumption of cigarette. Point of sale is one innovative tool used by the marketers to increase the sale of the products and this has nullified the control measures adopted by the government from time to time. The government also adopted statutory warnings and pictorial warnings to prevent the consumption of cigarette but marketers have managed to overcome these restrictions and promote the harmful products more effectively. The findings of the research revealed that majority of the consumers do not bother about the statutory warnings and pictorial warnings and consume cigarette as per their needs and requirements. The point of sale attracts consumer to the purchase of cigarette and smoking as consumer feel that they consume out of choice and not chance. Thus marketers have succeeded in marketing the harmful products through point of sale and retaining their customers and the market. Marketers have succeeded in selling the products at the strategic locations through innovative means including the point of sale and encouraging impulsive buying of the products.

Keywords: Consumption, Advertising, Marketing, Visual display, Point of sale

INTRODUCTION

India is one of the important countries in the world for tobacco production as well as consumption. It is an important market for cigarette sale. India ranks second in the world in tobacco production (i.e. 800 million kgs.) after China which ranks first in the world (i.e. 2800 million kgs.). Tobacco consumption in India has increased over the period of time even though the share of legal cigarette has declined from 21% in 1981-82 to 11% in 2015-16. The per capita consumption of cigarette in India is 96 cigarettes per person per annum.

Cigarette is the only product marketed legally all over the world which kills six million people every year. The government all over the world has taken various measures to restrict the advertisement & publicity, display of tobacco pictorial warning so that consumption of cigarette can be controlled. Despite these restrictions tobacco manufacturers have managed to promote cigarette consumption using innovative methods of marketing & promotion. One such method is Point of sale (POS). It is a place in wholesale or retail business where cigarette products are sold. Point of Sale advertising weakens the effectiveness of tobacco control law. It promotes the consumption of cigarette through higher product visibility and attraction. This has helped cigarette companies to promote their products & create conditions demand for the product.

In all countries of the world there is common practice of printing warning messages on packet of cigarette. This will create greater awareness among the people about the dangerous smoking. Australia was the first country in the world to introduce plain tobacco packages. In most countries of the world there are legal restrictions on the product display, advertising & promotion of cigarette. Some countries have imposed pictorial warning on tobacco products. Many countries have adopted maximum percentage of cigarette packets to be used for pictorial warnings. India comes under the top 10 countries in this respect. Nepal ranks first with 90% space to be used for pictorial warning. India has 85% space for the same. Thus India is in the top 10 countries of the world in terms of imposing pictorial warnings whether this has any effect on cigarette consumption is to be analysed.

REVIEW OF LITERATURE**Different promotional strategies**

Patel S. Rendell & others (2013) conducted research on the subject of point of sale with advertising and promotion of tobacco products in the city of Mumbai. The research concerned 125 establishments using display

boards for the promotion of cigarettes. It was observed that majority of establishments (85%) violate the placement of board. The display board was placed above the shop. The display board was oversized and the advisements were highlighted with backlights. Thus marketers adopt different promotional strategies to attract consumers. Thus the board were placed on the top of the shop to ensure greater visibility and attraction. In some cases two boards were placed next to each other with common background. In most of cases the health warnings were in the same colour as the background brand image, hence marking the effect of warnings. Most of the shops had visible promotions in the form of stickers & dangles. Promotion in the form of pictures was also common.

Tools for marketing tobacco & cigarette products

Sinha & others (2014) conducted research on the influence of tobacco industry advertisement & promotions on tobacco use in the country. The findings of research revealed that sellers adopt different tools for marketing tobacco & cigarette products such as advertising, point of sale, discounted prices, free coupons, surrogated advertising etc. This results in higher tobacco consumption among adults. Thus there is direct correlation between higher direct & indirect exposure of advertisement, promotion and higher consumption of tobacco & cigarette products.

Sophisticated marketing programmes

Bansal and others (2015) analysed the marketing strategies adopted by cigarette companies in the city of Mumbai. The findings of the study revealed that cigarette advertising was ubiquitous in the environment, present in the news & in the films, magazines. However cigarette advertisement was not printed in women magazines & even women were not show smoking but seen in the advertisement. Thus cigarette companies have developed sophisticated marketing programmes targeting men, women & children in different socio-economic groups to promote the sale of cigarettes.

Advertisement about Tobacco prevention

Sajjan Shetty Malikargun (2014) undertook research to find out the effectiveness of tobacco warning labels in communicating health risks among bus drivers in Karnataka State Road Transport corporation Mangalore. The findings revealed that a higher number of respondents who noticed advertisement about the danger of smoking thought about the risks of smoking and were inclined to think about quitting smoking. Thus continues exposure of tobacco warning labels helps to educate smoker about health hazards & risks of smoking.

Motivational activities of smoking

Ash fact sheet (2017) analysed the impact of point of sale display on consumption of cigarette. The findings revealed that it has a direct impact on young smokers in increasing the rate of cigarette consumption. It acts as a motivator for smoking. Tobacco companies have succeeded in creating point of sale exposure of their products by developing multiple products and brands of cigarette.

Display of statutory warning and enforcement of smoking

Karibasappa & others (2011) conducted study to assess the awareness and impact of pictorial warnings on tobacco product among younger people of 15 years & above in Davangre city of Karnataka. The findings of the study revealed that majority of participants (72%) were aware of the statutory & pictorial warnings but only 50% of the respondents pointed that these warnings influenced them to quit smoking. Further pictorial warnings were more effective than statutory warnings.

Sales of tobacco and adolescents addiction

Janine Paynter (2009) evaluated the impact of tobacco promotion at the point of sale. The research revealed that tobacco promotion in any form will have positive impact on smoking especially among adolescents. It is for this reason that tobacco manufacturer or seller focuses on point of sale promotions. The findings revealed that there is statistically significance association between exposure to tobacco promotion at the point of sale & cigarette consumption. Such promotion also leads to impulse purchasing of cigarette & tobacco products. Thus tobacco companies are using point of sale promotions to encourage children to smoking. Such promotion should also be banned to control the consumption of cigarette.

Increased sales of tobacco products among adolescents

Lindsay Robertson (2016) conducted research to evaluate the impact of point of sale promotion among children & adolescent. The findings revealed that point of sale promotion of cigarette will have 1.6 times higher chances of young & adolescents to smoking as compare to those who are less frequently exposed to point of sale promotion. Thus there is need to enact some law to ban point of sale promotion of tobacco products.

Impact of E cigarette on control of smoking

Montey, Pasch & others (2017) analysed the impact of cigarette advertising on smoker behaviour. The findings revealed that e cigarette adverting will have positive impact on the use of e cigarette & this in turn may reduce the consumption of other cigarette & tobacco products, e cigarette is more useful in controlling the adverse effects of normal cigarettes smoking.

Monshower & Verdumen (2014) conducted research on point of sale of tobacco products in Netherland. The findings of research revealed that there is multiplicity of sources from where people can buy tobacco products. The density & proximity of this point of sale influence the smoking behaviour of the people. These people are less likely to travel far places for the purchase of cigarette. A higher density & proximity of tobacco point of sale gives higher exposure to the youth. It also results in stiff competition among the seller which results in lowering of prices to induce more customers.

Further there are large variety of sources from which consumer can buy cigarettes which include grocery, stores, gas station, newspaper stand, outside the country, KIOS, duty free shops, vending machines, Bar & Restaurants etc. Majority of the young people in the age group less than 16 years the main source of purchase is gas station and for other young people of age group 16-19 years the main source is grocery store.

Netherland has 60,000 POS while Norway has 15,000 POS, France 27,000 POS, England has 56,000 POS, Ireland 13,000 POS, and Hungary has 6,500 POS, and so on. In Netherland 95% of consumers buy cigarette from 23,000 POS.

Thus higher density of POS may influence the behaviour of smokers by making higher access, higher exposure to smoking cues, greater acceptability of smoking in the society and higher competition among the outlet.

RESEARCH OBJECTIVE

[1] To study the impact of advertising point of sale on cigarette consumption

[2] To analyse the effect of statutory warnings/ pictorial warnings of on cigarette consumption.

Research Area: At the site of outlet of Pan Shop, Mall, Collage Premises, Railway stations South Mumbai and Mumbai Suburb

iii] Dependent & Independent Variables

The research design included dependent & Independent Variables were cigarette consumption and independent Variables which are as below:

Dependent Variable: Cigarette Consumption

Independent Variables: Point of sale Promotion, Statutory warning & Pictorial warnings

[C] Research Methodology: A brief description of research methodology can be seen below.

[i] The nature of research & Research Design

The present research is descriptive as well as exploratory research. It attempts to examine the role of POS promotion on cigarette consumption. The research design is descriptive research design.

[ii] Sampling methods & Sample size

The method of sampling was mainly Non Random sampling which include convenience sampling method. The size of sample was 100 Consumers which included male & female smokers from different age group.

[iv] Questionnaire A structured questionnaire was prepared from 100 respondents in a 1 – 5 rating scale using Likert rating scale

[D] Data Analysis: The following section covers analysis of demographic profile of the respondents and the impact of point of sale promotion on cigarette consumption.

[i] Sample Size & Distribution: The size of sample was 100 consumers & the distribution can be seen as below.

Statistics tools

The statistical tools used were simple percentage for descriptive statistics and Spearman Rank Correlation for inferential Statistics

DATA ANALYSIS & INTERPRETATION

Gender Distribution: The gender distribution of the respondents can be represented as follows:

Table-1: Gender of the respondents

Gender	No. of Respondents	Percentage
Male	95	95
Female	05	05
Total	100	100

Inference: Majority of the respondents were male accounting for 95% of the total female smokers were only 5% of the total.

[ii] Age Distribution: The age distribution of the respondents can be seen as below.

Table-2: The age of the respondents.

Age	No. of Respondents	Percentage
Less than 20	50	50
20 to 30 years	20	20
30 to 40 years	20	20
Above 40 years	10	10
Total	100	100

About 70% of the consumers in the age group less than 30 years & remaining 30% were above the age of 30 years.

[iii] Educational Qualification: The distribution of sample according to education can be seen as below.

Table-3: Educational Qualification of the respondents

Qualification	No. of Respondents	Percentage
SSC/ Non SSC	20	20
Under Graduate	10	10
Graduate	30	30
Post Graduate	20	20
Others	10	10
Total	100	100

Majority of the consumers were graduate & post graduates accounting for the 50% of the total.

[iv] Occupational Distribution: The distribution of sample population according to occupation can be seen as below.

Table-4: Educational Qualification of the respondents

Occupation	No. of Respondents	Percentage
Private Services	60	60
Government Service	20	20
Professionals	10	10
Others	10	10
Total	100	100

Majority of consumers were in private services/jobs accounting for 60% of the total.

[v] Income distribution: The distribution of sample according to income distribution can be seen as below.

Table-5: Income of the respondents

Income	No. of Respondents	Percentage
Less than Rs.2 Lakh	50	50
Less than Rs.2 Lakh – Rs. 4 Lakh	20	20
Less than Rs.4 Lakh – Rs. 6 Lakh	20	20
Above Rs. 6 Lakh	10	10
Total	100	100

Majority of respondents (ie.50%) were in the income bracket less than Rs.5 lakh per annum. Only 10% were above Rs.10 lakh per annum.

[vi] Marital Status: The distribution of population according to marital status can be seen as below.

Table-6: Marital Status of the respondents

Marital Status	No. of Respondents	Percentage
Single	60	60
Married	40	40
Total	100	100

Majority of respondents were single & only 40% were married.

[vii] Impact of point of sale/ pictorial warnings/ statutory warning- The research had focused on the objective of the impact of point of sale and pictorial warnings on the cigarette consumption among the selected sample consumers. Ten questions on the subject were asked to the respondent. The details can be seen as below.

Table-7: Impact of point of sale/ pictorial warnings/ statutory warning

No.	Description	SA	A	NA	SNA
1	Cigarette promotion is not strictly allowed	10	80	10	-
2	There is no need of promotion for regular smoker	05	90	05	-
3	Cigarette brands helps in promotion	10	10	70	10
4	Cigarette packaging is attractive	10	30	50	10
5	Visual display attract cigarette smokers	20	20	40	20
6	Visual display can be help in control of cigarette consumption	10	10	60	20
7	Statutory warning has no effect on cigarette smoking	20	60	10	10
8	Point of sale helps in promotion& sale of cigarette	30	50	10	10
9	Big cigarette brands need no promotion	20	40	20	20
10	Pictorial warnings are more effective than statutory warning	30	40	20	10

Inference: Majority of the respondents (about 80%) pointed out that cigarette promotion is not strictly allowed. However most of the consumers feel that there is no need of cigarette promotion (about 90%) for regular smokers as smoking become a habit not for regular smoker as smoking became a habit not by chance but choice. Even majority pointed out that even branddo not matter for promotion. On question regarding cigarette packing majority considered it as attractive(about 60%) & reaming 40% considered not attractive. About 80% of the respondents considered that statutory warning can be useful in reducing cigarette consumption. Majority of the consumers feel that point of sale is important strategy of cigarette marketers to promote cigarette sale in the country. Most of the retailers use visual display to attract consumers. Further cigarette pictorial warnings are more effective than statutory warnings. .Majority of the consumers feel that cigarette manufacturer have managed to adopt innovative means to market the product which is harmful to our health.

Spearman Rank Correlation for Point of Sales [POS], Statutory Warnings with Cigarette Consumption

The value r_s (rank correlation coefficient) ranges from -1 to +1[-1 indicates negative correlation ,+1 indicates positive correlation]. If the value of r_s is between [0.75 to 1 (it is high association), 0.5 to 0.74(moderate association), less than 0.5(low association)].

Table-8: Spearman Rank Correlation of [POS * Cigarette Consumption]

Variables	POS	Cigarette Consumption	Sig. level	N
POS	1	.883	.000	100
Cigarette Consumption	.883	1		100

Inference: There is a positive correlation between [POS * Cigarette Consumption] The value of r_s (=.883) indicates that there is a strong association between point of sales and cigarette consumption.

Table-9: Spearman Rank Correlation of [Statutory Warnings * Cigarette Consumption]

Variables	Statutory Warnings	Cigarette Consumption	Sig. level	N
Statutory Warnings	1	.647	.000	100
Cigarette Consumption	.647	1		100

Inference: There is a positive correlation between [Statutory Warnings * Cigarette Consumption] The value of r_s (=.647) indicates that there is a strong association between Statutory Warnings and cigarette consumption.

It can be further inferred that point of sales influence cigarette consumption than statutory warnings.

SUMMARY & CONCLUSION

1. India ranking in the world in tobacco production & consumption is next to China and it is an important market for cigarette.
2. Per capita consumption of cigarette is very low in India as compare to global standard and the sale of legal cigarette in the country has declining over the period of time.
3. Governments all over the world have taken sufficient measures to control the consumption of cigarette & harmful products by way of pictorial warnings & printing of warning messages on the packet of cigarette. There are restrictions on advertisement and publicity & sale of cigarette at public places.
4. Despite these restrictions the cigarette manufacturers have adopted various innovative marketing strategies to boost the sale of their products. One such tool is the point of sale. It is the place in the wholesale or retail outlets where cigarettes are sold. Point of sale promotion weakens the restrictions imposed by the government on cigarette sale.
5. The findings of the survey revealed that the majority of the smokers (90%) do not bother about cigarette promotion as they are smokers by choice & not by chance. Majority feel that point of sale is an important strategy adopted by cigarette marketers. Further cigarette pictorial warnings are more effective than statutory warnings. Even cigarette packages are more effective & colourful. There is direct correlation between cigarette display and cigarette consumption.

The results of the survey revealed that point of sales influence cigarette consumption than statutory warnings

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SUSTAINABLE CONSUMPTION AMONG CHILDREN-THE ROLE OF PARENTS

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ABSTRACT

Any discussion on Commerce is related with the consumption of goods and services that an economy produces. For the last couple of decades we as an economy have been consuming goods very mindlessly, this has led to a lot of destruction to the eco system of the country. Thus the need for sustainable consumption becomes very important. Few point about Sustainable consumption to ponder are :

- *Sustainable consumption does not mean that the consumer does not consume*
- *Sustainable consumption emphasizes that the quality of goods and services must improve and thus help improve the quality of life.*
- *Sustainable consumption does not mean reduction in production.*
- *Sustainable consumption focuses on minimizing use of natural resources and toxic material – production should support use of bio-degradable and man made material instead of natural resources*
- *Sustainable Consumption aims at consumption of goods that do not create waste and pollution either at the time of production or use*
- *Sustainable consumption stresses that the needs of the future generation should be paramount.*

The paper aims to study the role that Parents play in teaching the next generation about sustainable consumption habits.

Keywords: Consumption patterns; Sustainable consumption; children; role of parents.

INTRODUCTION

Sustainable consumption is the use of products and services that have a minimal impact on the environment so future generations can meet their needs. To produce goods and services raw material is drawn from the environment, such as water, timbers and fossil fuels. Therefore, meeting the desires of the consumer for more goods and services can lead to depletion of resources and increased pollution.

Children are the future of the world and they are also huge influencers in purchase policy of families, at the same time they are not very savvy regarding the effect of their consumption on the environment. Thus if any substantial change has to be brought about in the consumption patterns, education and involvement of children is a must. The consumption patterns of children have changed steadily over the past decade, this is evident from the bags, water bags, tiffin and other accessories they carry to school a far cry from what children used even a decade ago, every thing is branded and latest in the market. Every urban child above 10 years of age has a pocket money, which may remind you of your first salary and they are free to spend it without any supervision from parents. The demands of some pre-teeners are so absurd that one wonders whether the goods demanded by them are specific to their age.

The consumption patterns of most kids are defined by what they see at home and the society they move in or at school. Most schools are very strict in allowing kids to get high end gadgets or high end accessories to school and thus they do their jobs in controlling peer pressures and undue consumptions at school. The next biggest influencers are the parents and their immediate social contacts that the child is exposed to. This is where children actually learn what they must buy, how they must use goods and how much of what they must consume. The societal structure of our country has changed in the last two decades, young parents are better educated and skilled than their parents and the growing economy has offered them goods jobs with good pay packages. Most families have both parents working thus they are able to have a disposable income which they spend freely. Most of these young parents were brought up in small towns with parents having limited incomes, thus when they have money to spare they go about buying all the gadgets and other products that they dreamt of when they were going up, thus setting a bad example to their kids . Another aspect that leads to children buying a consuming goods that are not necessary is the guilt factor among parents who are unable to devote time to their kids and feel that they can buy gratification and thus put their children into habits of high consumption. Excessive use of gadgets not only takes children away from the outer world but also has ill effects on their health as most of them are not into physical games but only into virtual games. The constant need for up gradation of gadgets also leads to a lot of e-waste which can create a lot of ill effect to the environment.

OBJECTIVE OF STUDY

The main objective of study is to find how parents influence consumption patterns of children and whether they can convince children towards sustainable consumption

HYPOTHESIS

H₁ – Parents at home do not have a significant influence on consumption habits of children.

SAMPLE SELECTION

The aim is to find out how parents influence the consumption patterns of children. For this purpose 200 school going children in the age bracket of 5 to 19 were studied in the areas of Mumbai; Navi Mumbai and Thane.

RESEARCH METHODOLOGY

A structured questionnaire was administered to respondents. This was done through a personal interview method. The researcher contacted the respondents personally. The questionnaire was divided into two parts. Part one is respondents profile and Part two was the main survey. Two different questionnaires were prepared one for the Parents and other for the children. The sample to which the questionnaire was administered was based on convenience sampling techniques. The sample distribution was as under:

Table-1

Sr. No.	Sample	Gender	Sample	Sample Size
a)	Parents	Male Female	84 116	200 nos.
2.	Children	Male Female	124 76	200 nos.

Source: Primary Data

Table 2

Age	Parents Number in sample	House Income(per month)	Parents
27-30	40	50,000-75,000	20
31-35	30	75,001-100,000	50
36-40	47	100,001-125,000	56
41-45	43	125,000-150,000	40
46-50	30	150,001-200,000	20
>50	20	>200,000	14

Source: Primary Data

Table 3

Age	Children	Pocket Money- pm	Children
5-7	40	00	16
8-10	32	1000-2000	26
11-13	28	2001-4000	62
14-16	56	4001-6000	54
17-19	44	6001-10000	22
		>10000	20

Primary Data

Primary data was collected randomly through the structured questionnaire in Mumbai, Navi Mumbai & Thane District using convenience based random sampling.

Sample Size

The study was limited to those participants who willingly elected to complete the instruments in their entirety. There were a total of 200 children and 240 parents as respondents.

Sample Design

The researcher relied upon convenience based random sampling technique, considering the research methodology and research type as per guidelines. A caution was exercised during the study that the respondents who did not show inclination to be a part of the study were not covered.

Area of Research

Mumbai, Navi Mumbai & Thane District.

Secondary Data

The secondary information or data was collected from published sources such as journals, magazines, newspapers, government reports, internet and other sources.

Research Instruments

A summated closed end questionnaire was used with different viewpoints of customers.

Statistical Analysis

Efficient and effective data analysis is the result of effective data preparation. This was found to be very crucial between the completion of the field work and the statistical processing of the collected data. Data preparation involved transferring the questionnaire into an electronic format which allowed and facilitated subsequent data processing. Data sheet was prepared directly at Statistical Program for Social Sciences (SPSS) software for further analysis. Code was assigned to each response for data entry and data record. Transcribed data sheet was prepared for data analysis. On the basis of data sheet, tables and graphs were prepared for the analysis.

Limitations

- Time and area are a major constraint in the study.
- This research reflects opinion and responses of individuals only where by findings and suggestion given on the basis of this research cannot be extrapolated (applied) to the entire population.
- Area of research is also a major constraint.

ANALYSIS:

In order to study the influence that parents have on the consumption habits of children the children were asked questions on consumption of electronic and other goods and on food and food habits and the children were also asked question on spending habits of their parents

CHILDREN'S RESPONSE

Consumption Habits Of Clothes, Accessories And Gadgets

a) Do you feel that your parents are trendy vis. They have the latest clothes, accessories and other possessions

Children's Age	Yes	No
5-7	40	00
8-10	32	00
11-13	20	08
14-16	43	13
17-19	27	17

Source: Primary Data

b) Do you feel proud, among your peers on account of your parents appearance and possessions

Children's Age	Yes	No
5-7	40	00
8-10	32	00
11-13	28	00
14-16	45	11
17-19	30	14

The above data proves that children are happy by the possessions that their parents have and it makes them feel good among their peers.

c) Do you and your parents possess the latest and high end e devices like smart phones, laptops, game consoles smart TV's etc

Age	Children	No
5-7	40	00
8-10	30	02
11-13	20	08
14-16	42	14*
17-19	28	16*

Source: Primary Data

*Most of the time it is seen that the mother, if she is a house wife may not posses the latest device

d) Do your parents give you the latest gadgets and fulfill your demands

Age	Yes	No	Sometimes
5-7	40	00	00
8-10	30	00	02
11-13	21	01	06
14-16	39	05	12
17-19	26	04	14

Source: Primary Data

The data above proves that most of the time parents themselves are giving the children the latest gadgets and very rarely are they refusing what their children demand.

Food Consumption Habits

a) How often is your demand for junk food or eating out entertained by your parents

Children's Age	Always	Often	Sometimes	Seldom	Never
5-7	30	06	04	00	00
8-10	18	08	06	00	00
11-13	19	06	03	01	00
14-16	31	14	06	03	02
17-19	18	15	06	02	03

Source: Primary Data

b) How often have you been allowed to leave food cooked at home and go out to eat or call for a take away meal if you don't like what is cooked?

Children's Age	Always	Often	Sometimes	Seldom	Never
5-7	00	29	08	01	02
8-10	00	19	08	02	03
11-13	00	12	09	04	03
14-16	00	32	18	02	04
17-19	00	18	22	01	03

Source: Primary Data

c) What happens to the food not consumed?

Children's Age	Consumed later	Discarded
5-7	02	38
8-10	04	28
11-13	02	24
14-16	06	50
17-19	04	40

Data proves that children are allowed to consume junk food or leave food if they do not like it and most of the time the food is discarded this obviously does not teach the child good food habits and there is a lot of wastage.

d) How often do you carry a tiffin box for lunch to school/college

Children's Age	Always	Often	Sometimes	Seldom	Never
5-7	40	00	00	00	00
8-10	18	08	06	00	00
11-13	11	09	05	03	00
14-16	13	22	14	06	01
17-19	05	08	06	12	13

Source: Primary Data

- e) How often is the food that you carry in your tiffin junk (only for those children who carry a tiffin even occasionally)

Children's Age	Always	Often	Sometimes	Seldom	Never
5-7	03	04	16	12	05
8-10	07	09	06	08	02
11-13	07	15	11	04	01
14-16	15	26	10	04	00
17-19	10	08	08	05	00

Source: Primary Data

Data proves that parents themselves are giving children junk food thus there is no way for the children to learn good food habits.

Children's Opinion On Their and Their Parent's Consumption Habits

- a) Do you feel that your parents are right in buying the latest clothes and accessories and gadgets for themselves and you?

Children's Age	Yes	No	Don't Know
5-7	25	00	15
8-10	32	00	00
11-13	20	06	02
14-16	34	12	10
17-19	38	06	00

Source: Primary Data

Most children feel that there is nothing wrong in their parents spending constantly on new gadgets and clothes. Reuse or use till wareout do not seem to be necessary.

- b) Have your parents ever told you that it is wrong to buy new things when the earlier things are still good

Children's Age	Yes	No	Sometimes
5-7	04	32	02
8-10	02	26	04
11-13	02	16	12
14-16	06	26	24
17-19	16	12	16

Source: Primary Data

Parents have never told children that they should consume cautiously and therefore they do not feel that their consumption habits lead to wastage

- c) Who spends more money on gadgets and eating out

Children's Age	Me	My Parents
5-7	00	40
8-10	01	31
11-13	03	25
14-16	06	50
17-19	04	40

Source: Primary Data

- d) Do you feel your parents are wasteful in their expenditure

Children's Age	Yes	No
5-7	00	40
8-10	00	32
11-13	03	25
14-16	07	49
17-19	06	38

Source: Primary Data

The above analysis proves that the Hypotheses is rejected because parents have a huge role to play in how children perceive their consumption habits. If parents replace their gadgets and other possessions quickly even if they are properly functional then the children also do not feel that it is wrong. Young parents themselves have very poor consumption habits and thus the children follow them in their thought process as well as consumption.

FINDINGS

The major findings of the study are that children are what their parents make them. Children know how far they can push their parents for what they want and they will do it. Parents have the biggest role to play in consumption patterns of the children. They are very important in making the child realize what is essential and how much is essential. Good habits and owning of responsibility towards themselves, the society, the country and the world as a whole has to be taught at the family level. Parents have to exhibit healthy consumption and use habits which can then be imbibed into children. The study shows that most urban parents do not follow and teach their children smart consumption and disposal habits thus creating very poor consumption habits where children and parents are consuming more than is good and especially the e-disposal is creating very toxic and bad environment.

It is very difficult for children to have self-actualization because they are seeing their parent perpetually indulge in unhealthy consumption of goods and services. In fact schools are trying very hard to teach children sustainable consumption and many times from their learning in schools children have been able to restrain their parents from unhealthy consumption. Parents above the age of 45 have been found to be more responsible but the young parents have been found to be most irresponsible in their consumption habits as well as in fulfilling the demands of their children for goods and services that need not be used children.

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INNOVATIVE PRACTICES FOR AUTOMATED BILLING SYSTEM IN RETAIL SECTOR

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ABSTRACT

Indian retail is one of the fastest growing markets in the world due to economic growth. India is the world's fifth largest global destination in the retail space. Retail market in India is projected to grow from US\$ 672 billion in 2017 to US\$ 1.1 trillion in 2020 but in spite of that people are facing lots of problems while purchasing from retails. One of the most important challenges is billing system in retail.

In today's competitive and fast dynamic world, people prefer to buy things from place where it takes less time. Billing in Shopping mall takes lot of time. Billing of products from mall is quite difficult because it takes more time as people have to wait for a long time in a queue for billing.

Looking at the advancement in technology and problems in shopping at departmental stores, the study has been taken with an innovative idea of "Automated Billing & Vending Machine (ABVM)" where a customer should go for self billing process in a store. This machine will be a mix functionary machine of Scanner, PoS (Point of sale) and Payment facility.

The machine has entry and exit windows through which complete process will be done.

A customer will put the products in tray which will take them inside for auto scanning and the list of items with price will be shown on the monitor on top of the ABVM.

After the process of scanning, the payment will be done through cash/card/e-wallet. For cash payment, a customer will insert the cash as per the bill amount displaying of the monitor. After auto verification, green signal shows approval of the payment and then the customer will able to press exist button, from where the purchased items will come out though Product Dispenser.

For card payment, a customer has to insert the card (credit/debit) and the bill amount automatically shows on the PoS. After verifying and authorizing the card for payment, the customer will able to press the exit button. This is applicable for small packed items.

Loose and heavy items (upto 5kg packet) will be processes similarly, but it will be put inside the machine for auto scanning through Conveyer belt.

The study has been done keeping in mind as an additional facility for auto-billing mechanism in retail market where a customer with few items do not have to wait in queue and it may help them reducing time. It also helps in reducing the present manpower cost.

The study has been done in "D-Mart and Big Bazaar" of Navi Mumbai (Seawood location) to analyse the real problems of the customers in billing at retail stores. Data has been collected from 140 respondents through a well structured questionnaire.

Keywords: Billing system; Departmental Store; Global Destination; Point of Sale; Retail Market; Vending Machine.

1. INTRODUCTION

Retail business is getting more exciting with each passing day due to increase in consumption and the changing attitude to live-it-up. At the same time, the business environment is getting more challenging as every businessman wants to utilize the opportunity. The results are increasing competition, more products in every category, volatile pricing environment, changing business processes, lack of consumer loyalty etc. Under these circumstances, the retail business management tool assumes greater significance as it becomes more strategic to a business. The choice of good retail business management tool combined with the correct implementation of the same can result in great business benefits to lower investment, increase sales, lower operating cost resulting in business growth.

In recent years a deep structural change has occurred, with consequences on economic growth and society, especially in factors such as territorial occupation, urbanization, openness to global markets, demography, family structures and cultural and consuming patterns. The grocery industry sector in nowadays extremely important in worldwide economy, with its recent evolution in technological, political, social and economic terms making it one of the most convenient and diverse businesses across the globe.



INDIAN RETAIL INDUSTRY ANALYSIS

- India has occupied a remarkable position in global retail rankings; the country has high market potential, low economic risk and moderate political risk
- India is expected to become the world's third-largest consumer economy, reaching US\$ 400 billion in consumption by 2025, according to a study by Boston Consulting Group
- India is ranked first in the Global Retail Development Index 2017, backed by rising middle class and rapidly growing consumer spending
- India's retail market witnessed investments worth US\$800 million by Private Equity (PE) firms and wealth funds in 2017.

In spite of growth in retail sector, customer are facing problem while billing the products. They have to wait in queue for long time for their chance. In such situation, automated billing system with scanning facility helps them to overcome the problems.

2. LITERATURE REVIEW TO FIND THE GAP

Many researchers have been carried out on retails sectors, but not on Automatic Billing system which includes scanning of the items alongwith the payment facility. The gap exist which can be remove by practicing the Innovations as found during the study.

Thakur, 2017 highlights on the automated trolley used while purchasing in departmental store. Here a customer will put the items required for purchasing in trolley which will be will bill the amount through RFID. No research has been done where automated payment system alongwith payment of the items.

Siras Dr Manmeet kumar, 2012 indicates about the challenges in retails sector. The automated scanning and payment required to be

“Udita Gangwal, Sanchita Roy, Jyotsna Bapat” proposed a system of smart shopping cart for automated billing purpose using wireless sensor networks. In this paper authors describing the implementation of a reliable, fair and cost efficient shopping card using wireless sensor networks.

“**Kalyani Dawkar, Shraddha Dhomae, Samruddhi Mahabaleshwarkar**” ” proposed a model of electronic shopping cart for effective shopping based on RFID in which a system consist of smart trolley will have RFID reader, lcd display. When the person puts a product in trolley it will scan and the cost, name and expiry date of the product will be displayed.

3. PROBLEM DEFINITIONS

- In retail store, sometimes standing in queue for Billing of products is Time Consuming.
- While purchasing, person having few items has to be queue for long time and wait for his chance, if anyone with more items will be in same queue ahead.
- Being manual operation for billing and scanning at Billing Counter, errors may happen in amount and double scanning of same product.

4. OBJECTIVES

- To study how fully automated physical shopping reduce purchasing time.
- To study if self Billing system will reduce manpower cost to the retail shop.
- To study if self billing system helps in enhancing cashless markets.

5. RESEARCH METHODOLOGY

Methods- the study was descriptive and analytical, so a Survey method was used by using well structured Questionnaire. Questionnaires were divided into three sections. First two sections consist of Personal and Demographical details of respondents' while the third section consists of the research questions.

Data were collected from both Primary and Secondary sources.

Primary data were collected from customers at D-Mart and Big Bazaar (Seawoods location) in Navi Mumbai. Secondary data were collected from different relevant websites, newspapers, magazines, and research articles.

SAMPLING

a) Universe- Customers of Departmental store D-Mart and Big Bazaar, at Seawood in Navi Mumbai.

b) Sample Distribution

Customers- 140

Gender wise		Store		Total
		D-Mart	Big Bazaar	
Gender	Male	35	28	63
	Female	45	32	77
Total		80	60	140

Table-1: Source-Primary Data

Age wise		Store		Total
		D-Mart	Big Bazaar	
Age	Less than 20 years	1	2	3
	20-30 years	25	8	33
	30-40 years	22	26	48
	40-50 years	22	16	38
	Above 50 years	10	8	18
Total		80	60	140

Table-2: Source-Primary Data

Annual income wise		Store		Total
		D-Mart	Big Bazaar	
Annual Family Income	Not Sure	1	3	4
	Less than 2 Lakh	3	1	4
	2-4 Lakh	15	8	23
	4-6 Lakh	37	31	68
	Above 6 Lakh	24	17	41
Total		80	60	140

Table-3: Source-Primary Data

Techniques of Selection- Simple Random sampling were used for the study.

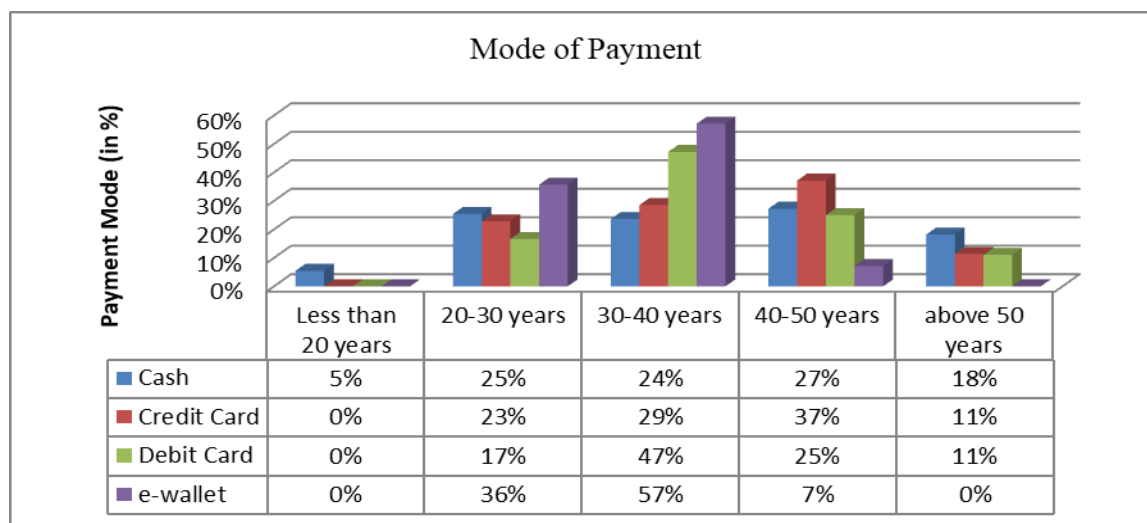
Location of Study- Navi Mumbai

Analysis Method- The data collected for study was carefully validated and uploaded on SPSS software for Analysis. Excel was also used for analysis of the data.

7. ANALYSIS & FINDINGS OF THE STUDY

The Study includes the analysis on Time consumption during payment for the products at the Billing Counter in Departmental stores, separately on weekdays and weekends during evening time. It has been also reflects on the preference of customer for selecting mode of payment.

I) MODE OF PAYMENT



Graph-1: Source-Primary Data

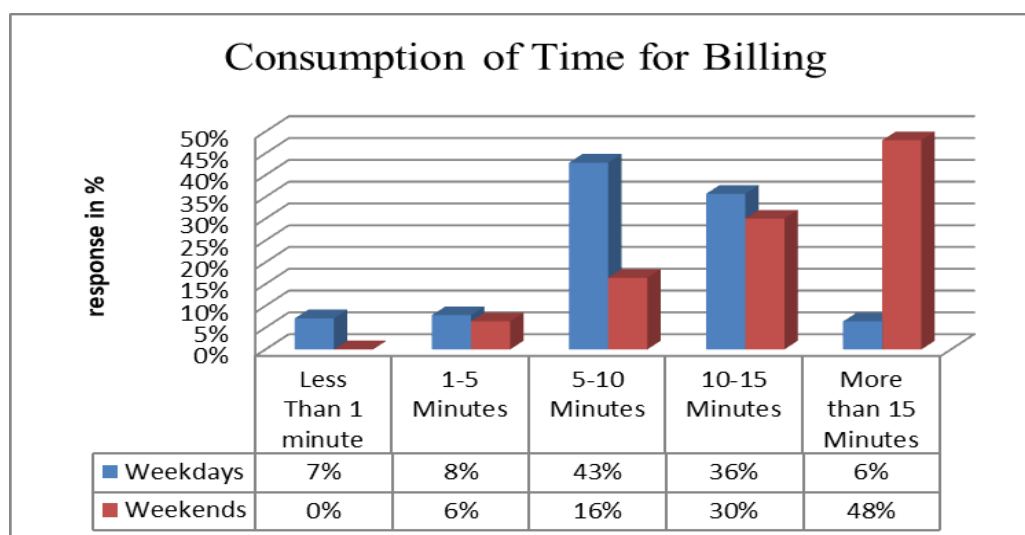
Refer Graph 1: Graph 1 reflects that 18% of respondents of Age above 50 years prefer to use Cash rather than credit or debit card for purchasing. They were afraid of being fraud or security means, do not want to disclose any financial details.

37% of the respondents of age bracket of 40-50 years were using Credit card whereas 47% respondents were using Debit card for purchasing. During the study it has been found that few of the people using the Debit Card were pessimist type and believe on own money. It also found that few f the people were not able to get the credit card because of their low income.

57% of the respondents were found using e-wallet for purchasing: the new payment gateway. Few of the respondents told that its easy to purchase using single mobile Apps. Also they are able to get lots of offers in terms of cash back or discounts during purchasing through e-wallet.

Most of the respondents in the age bracket of 20-30 years were not holding the Credit Card being low salary income, but managing their purchase through smart phone using e-wallets.

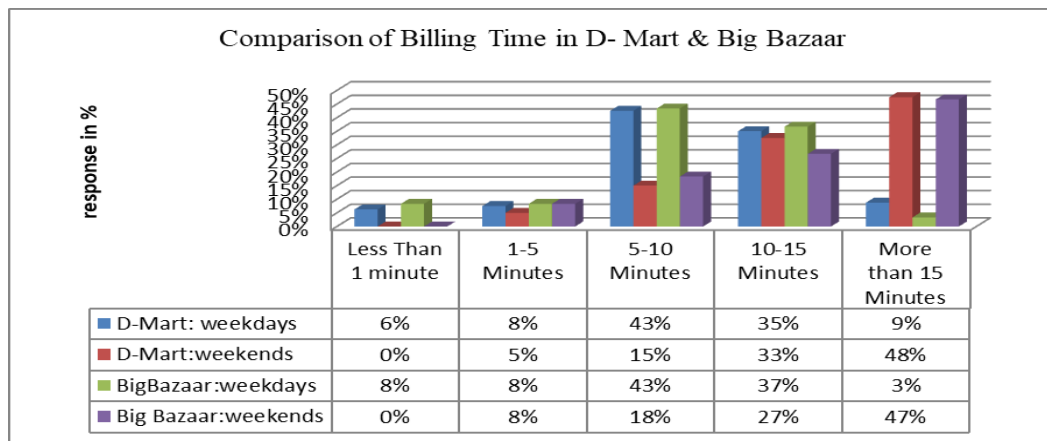
II) TIME CONSUMPTION AT BILLING COUNTER IN DEPARTMENT STORE



Graph-2: Source-Primary Data

Refer Graph 2: Graph 2 reflects that 43% & 36% of the respondents agreed on the facts the average timing for billing procedure 5-10 minutes and 10-15 minutes respectively on weekdays (Monday to Friday) during evening time, whereas its more than 15 minutes on weekends (Saturday & Sunday) during evening time. Few of the respondents also agreed that because of the more time consuming on weekends at cash/billing counter, they prefer to buy few products from local retail shops. They prefer to visit departmental stores once or twice in a month to buy the grocery for whole month, because of availability of varieties in products at discounted rate.

III) COMPARISON OF TIME CONSUMPTION AT BILLING COUNTER IN D-MART & BIG BAZAAR



Graph-3: Source-Primary Data

Refer Graph 3; Graph 3 reflects on the facts that billing time at both D-Mart and Big Bazaar were approximately the same. 43% of the respondents at D-Mart and Big Bazaar agreed on the facts the consumption time is approximately 5-10 minutes at billing counters on weekdays, where more than 45% of the respondents both at D-Mart and Big Bazaar agreed that average billing time is more than 15 minutes on weekends.

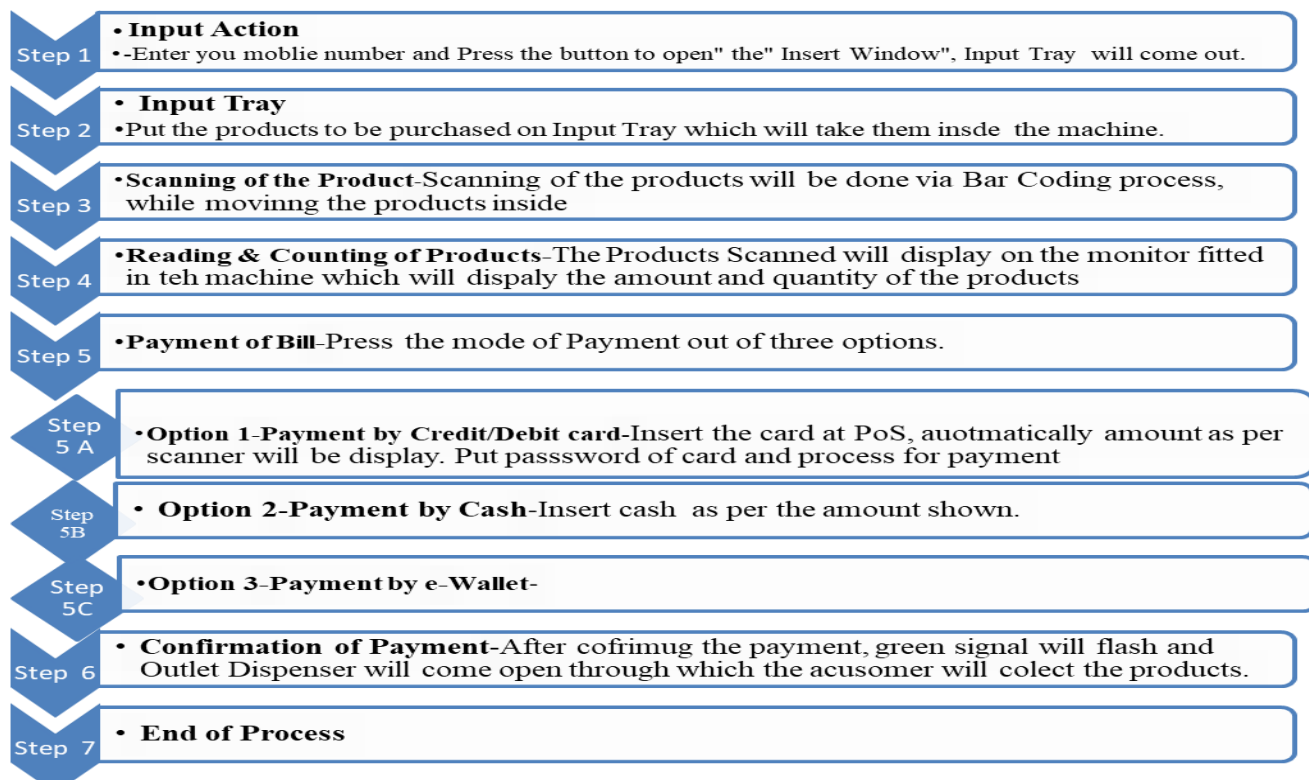
8. IMPLICATIONS OF THE STUDY

The Study conclude that the young generations in the age brackets 20-40 years are using credit card or debit card for purchasing. They also prefer to use e-wallet, because of many offers in getting cash backs or discounts during shopping. Today in competitive and dynamic world, people are more time conscious and prefer shopping from the place where they save because of the Infrastructure and facilities of the store.

In such situation, suggest having hybrid methodology by using Scanner, PoS and Payment gateway together in single Automated Billing Machine. The consumer themselves can operate the machine for billing and payment procedure. It will save time to the customer and especially to those customers who have small items to purchase.

It will also help the departmental store to reduce the cost of manpower deputed at the billing counter. It will be additional facilities may be recommended to use in Departmental Stores to reduce the time at billing counter.

Flow chart of Operations of Automated Billing Machine



Step 1- Customer has to insert his/her mobile number before accessing the machine. After that Input Tray will come out on which they put the products one by one.

Step 2 to 4-the Tray will go inside and with the help of Bar Coding system, the rate and quantity of the products will display on the monitor attached to the machine on the top front.

Step 5-Payment System-After getting the bill amount, customer will select any of the payment mode on the screen of the monitor.

Option 1- Cash- The cash amount will put inside the window open after selecting this choice. It will be conditional basis, restricted to certain denomination of the notes only.

Option 2- Using Credit or Debit Card- Customer has to insert the card on the PoS and verify the auto generated amount of purchase on it. They put the Password of the card and make the payment.

Option 3- Using e-wallet- Department stores tie-up with various e-wallet service provider companies. E-wallet will be access by using Purchase Scan Code or OTP which they will get after selecting the payment option.

Step 6-After confirmation of the payment, green light will show and Dispenser Window will open from where the purchased products will come out. These products will go inside the bag/basket attached from outside.

9. LIMITATIONS OF THE STUDY

- i. Area of research is a major constraint. The biggest limitation of the study is that it has been done in two departmental Stores of Navi Mumbai in Maharashtra only and may not give an overall picture of India.
- ii. The study has been taken for 2 months May & June 2018, so it may affects on buying behavior being vacation and holidays.
- iii. It will not be applicable for store of electronic items.
- iv. The Innovations as suggested is not applicable for any type of Coupons like Meal Coupons, Sodexo etc.
- v. This study reflects the opinion and responses of individuals only where by findings and suggestion given on the basis of this research cannot be extrapolated (applied) to the entire population.

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- www.ibef.org

TECHNOLOGY INNOVATION FOR SUSTAINABILITY: A CASE OF TRUCKING INDUSTRY IN INDIA

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ABSTRACT

An economic system well supported by technological advancement via innovation on a regular basis with steady progress in production and productivity always have more chances of success in short as well as long run as far as sustainability is concern. Many economies of the world have attained the status of developed economy only on the basis of technological developments in almost all the segments of their economy. The countries with either low technological progress or technological backwardness are still underdeveloped or in developing stages. The economies with lesser technological advancement are paying cost in terms of high cost of production and underutilization of capacity or resources i.e. using more resources with less output, and this is raising a big question mark for sustainable development of those economies. This is because especially in case of non-renewable resources, if the economy will continue with same diseconomies i.e. no increase in productivity of same non-renewable resource per unit of output, with the use of same resource in more quantity the output still remains low; it will have huge cost to the nation in many ways via direct and indirect impact. Further, having look at Indian Economy with reference to crude consumption especially diesel by various sectors and sub-sectors, it seems that one of the segments of our economy i.e. trucking industry, where consumption of diesel is maximum and still going to increase in future too. Even in the total cost of trucking operation in India the cost of diesel is highest for the trucking operators. Therefore, the need of hour is to reduce the level of consumption of diesel by this segment without deteriorating the performance, productivity and efficiency of trucking industry in India.

Thus, in this paper an attempt has been made to understand the nature trucking industry in general and level of technology in particular over period of time to analyse its impact on trucking productivity with reference to improvement in mileage of trucks. Also, the aim is to look at the impact of change in mileage on import bill with reference to crude bill and its impact on currency value at international level. This paper also attempts to understand the consumption pattern/trend of crude for trucking industry with its price.

Keywords: Innovation, Industry, Technology, Resource, Fuel, Transport.

1. INTRODUCTION

Transport in general and road transport in particular plays an important role in sustainable economic growth of any nation and especially economy like ours. Road transport also supports in growth of trade at national and international level through activity of movement of goods at various places. The share of transport sector in our Nation's GDP is around 6.41%. GoI Report suggests that road transport amongst other modes of transport has emerged as dominant segment in India with a share of 4.7% in India's GDP when we compare it with railway which has a mere 1% share (GoI 2012). Road transport is considered as the most efficient mode for short and intermediate haul with high as well as low value commodity. Road transport industry has certain inherent features which provide certain advantageous position to this mode as compare to other modes. The share of road transport in terms of freight movement has been increased from less than 15% during early 1950s to around 70% in recent times (Parihar M & Sharma R, 2016). Further, according to Transport Vision 2020 (GoI 2002), given the present GDP growth rate and anticipated 8% - 10% in future, the freight traffic will be 5000 – 7000 BTKM and the modal share would be 15% - 20% of Rail and 80% - 85% of Road. It shows that there would be growth of Rail freight traffic by 3 folds whereas Road freight traffic by 5 folds under the assumptions that there would be positive impact of NHDP (National Highway Development Program) and PMGSY (Pradhan Mantri Gram Sadak Yojana) along with other developmental schemes of the government on road freight transport. . Given below in the Table 1 the growth of truck population in India due to increase in demand for freight handled by road transport in India:

Table-1: Growth of Trucking Industry in India	
Year	Truck Population(in Thousand)
2001	2948
2002	2974
2003	3492
2004	3749

2005	4031
2006	4436
2007	5119
2008	5601
2009	6041
2010	6432
2011	7064
2012	7658
2013	8307
2014	8698
2015	9344
Source: Transport Research Wing, Ministry of Shipping, Road Transport and Highways.	

Thus, with the increase in demand for trucking industry, the number of trucks has also increased as shown in Table 1. However, this ever increasing truck population required more and more fuel in absolute terms. This is again very important because the data given below in the Table 2 indicates that the addition of number of trucks in existing trucking population every year is significantly high.

Table-2: Domestic Sales Trends of Commercial Vehicles in India	
Year	Commercial Vehicles
2012-13	793211
2013-14	632851
2014-15	614948
2015-16	685704
2016-17	714082
2017-18	856453
Source: Society of Indian Automobile Manufacturers (12 th January, 2019)	

Again, with growth of trucking industry, making available the required fuel to trucking industry and other segments of our economy is a challenging task especially when most of our demand are being met by import of such products. Fluctuation in prices and high prices of those products further add to the challenges to our economy. This challenge become worse especially when our economy is growing in absolute term with reference to agricultural and industrial segment that has resulted into demand of more trucking services for freight handling. Given in Table 3 the freight handled by road transport and its growth over period of time.

Table-3: Freight Handled by Road Transport in India (Billion Tonne Kilometer)	
Year	Freight Handled
2001	515
2004	646
2008	1021.6
2012	1508
2015*	1975
Source: Road Transport Year Book 2015 *ICIEM 2018 (Parihar M. 2018)	

Given in Table 3 the freight handled by road transport is higher than even projection of Working Group Report of 12th Five Year Plan on Road Transport which is given below in Table 4. This simply indicates that there would be more demand for trucks in future too.

Table-4: Projection of Freight Traffic during 12 th 5 Year Plan	
Year	Projected Freight Traffic (BTKM)
2012-13	1315
2014-15	1553
2016-17	1835
Source: Working Group Report on Road Transport 12 th 5 Year Plan.	

Further, this growth of trucking population especially with reference to goods movement has also placed the need for more fuel requirement for Indian economy in general and trucking sector in particular (Parihar M & Sharma R, 2016). Some of the recent past data given below in Table 5 itself indicates that the crude oil consumption in India has increased more specially after economic reforms in India.

Table-5: India's Crude Oil Consumption ('000 Barrel Per Day)

Year	Consumption
1980	643
1985	894
1990	1168
1995	1654
2000	2147
2005	2550
2010	3115.40
2013	3509
Source: United States Energy Information Administration	

2. METHODOLOGY

The methodology includes review of literature to gather insights and secondary data use. The study also attempted a critical understanding about the trucking industry in India with reference to its growth via number of trucks, its share in freight movement, fuel consumption and level of technology being used in trucks in terms of mileage having considered the role played by trucking industry in India in many ways. Again, given the importance of trucking industry in economic growth of our nation, the significance of our study can be considered from a future policy framework perspective. This has been sought to be examined with the help of secondary data and econometric analysis fitting log-log regression model which has provided some basis for the study.

3. OBJECTIVES

- To understand the kind of technology being used and nature of trucking industry in India.
- To examine the impact of technological advancement in trucking operations on Indian economy in general and truck operators in particular, especially small operators..
- To suggest policy guidelines and recommendations on the basis of the study.

4. TECHNOLOGY INNOVATION AND TRUCKING INDUSTRY IN INDIA

Transport sector in India with consumption of large volume of total commercial energy of country and nation's petroleum product as well, it has become one of the fastest growing energy demand sector in the country. Moreover, India's critical cause of concern is that it imports 84% of the crude oil processed in the country and indicates the gap of almost 4-5 times between production and import (TERI 2014 and I. V. Rao 2013). Thus, having energy security problem, any resulting bottlenecks in meeting the demand of energy for transport could be detrimental for the Nation's growth. Hence, it has been assumed that through technological advancement especially with reference to trucking industry, fuel efficiency can be improved resulting into substantial saving of fuel via increase in productivity in terms of mileage which ultimately will have positive impact on nation's economy in general and trucking industry in particular.

However, having look at Indian Economy which has witnessed the technological advancements and innovation over period of time via various policies and plans under five year plan regime, almost in all the sectors, may not be with uniformity but yes it has taken place in one or the other way. Various governments at different-different times tried their best to bring and usage of latest technology for increase in production and productivity in various sectors or sub sectors of our economy. However, despite of various levels of technological advancements and innovation in various components/sectors of our economy, still there exists certain segments of our economy (for example transport sector especially road goods transport industry-Trucking industry) which majorly depends on non-renewable resources like crude oil and so, where technological advancement has not reached fully (especially with reference to mileage of truck), irrespective of the importance of road freight transportation industry to our economy. This may have happened because of many reasons. One specific reason might be the market competition with reference to number of firms in market and their market concentration. Thus, in order to maintain their monopoly, it might have been possible that they would have influenced the political willingness to make more money, by not making or framing those kinds of rules and regulations via legislative or regulatory regimes by government which can be forced or pressurized to adopt new technology especially in making of trucks and using new kind of technology which can really increase the productivity of fuel consumption via increase in mileage of trucks, over period of time. Although some marginal improvement has been taken place but lot more has to be done in this regard.

Further, it has been observed that for quite some time, given regulatory and legislative regimes in our country, there were some barriers for new entry in truck manufacturing market. However, in recent some time given reforms in regulatory and legislative measures to some extent especially for truck manufacturing industries, we have seen that many new entry i.e. truck manufacturing companies, has been taken place resulting into increase in supply of trucks in the market with some good modifications (related to carrying capacity via axle load, comfort to drivers through cabins etc.), but despite of this the changes or improvement is very marginal in context of mileage of trucks.

Moreover, in case of trucking industry in India despite of some development via technology innovation and its usage especially with reference to load carrying capacities i.e. axle, the trucks with multi-axle features has increased but with reference to mileage of trucks per litre of crude oil (i.e. productivity with reference to operation), it is still struggling at same level or marginally more since last so many years (i.e. 3.5 km/lit to 4km/lit). On the other hand if one can look at passenger car/vehicles, it has changed drastically in last 10-15 years i.e. given better technological innovation, the mileage of passenger cars have reached almost double or more. Further, the most important thing to be noted here is that due to low productivity (with reference to mileage) of trucks in India, the demand for crude and its consumption is increasing at an alarming rate with increase in truck population. As we know that the major proportion of our import bill is of crude and road transport is one of the major consumers of this crude in terms of direct consumption, it is now necessary and urgent for our government to look into this matter and take necessary steps before it gets delayed. This is because any economic disturbances at international level with reference to exchange rate due to high import bill resulting into weakening of our currency at Global level will have negative impact on our economy internally too. Again it has been observed that the fuel cost is highest amongst total cost of operation for truck operator due to low mileage.

Further, having look at kind of technology with reference to engines being used in trucks right from the beginning in Indian commercial vehicles have completely different story to tell. If one can go back prior to 1965 we can find engines in trucks being used called Dodge, Perkish, Hindustan, Bedford, Chevrolet, Shaktiman, etc. Whereas, from 1965 onwards engines in trucks being called STAR ENGINE provided by TATA and Mercedes with the mileage around 3 to 3.5 kilometres per litre. However, after the entry by ASHOK LEYLAND in the trucking market and started manufacturing trucks Indian economy got another manufacturer resulted into supply of more trucks in market. But the market was dominated in one or another way by TATA trucks only. Over period of time TATA especially introduced various truck models with improved functioning with reference to carrying capacity but nothing much was done with reference to mileage improvement, as taken place in Car segment. For example, TATA in 1969 introduced truck namely Model 1210 and 1210 LPT, in 1971 Model 1210 DI, in 1975 Model 1210 S and in 1979 Model SE. Currently, TATA is using Cummins-China and Cummins-German engines but still the mileage is 3.5 to 4 kilometres per litre only. On the other hand, ASHOK LEYLAND by Hinduja Group also using Cummins engines in their Model No. 2518 and 3118 with carrying capacity 28000 Kgs. And 35000 Kgs. GVW (Gross Vehicle Weight) respectively.

However, given the development in the number of truck models by different-different truck manufacturers, it is being observed that no substantial development has been achieved or no substantial efforts being putted for development of mileage. Even, in latest scenario in India with reference to the number of truck manufacturers in India which has increased substantially after New Economic Policy of Liberalisation, Privatization and Globalization since 1991. Toady apart from TATA trucks and ASHOK LEYLAND trucks we can find trucks from Bharat Benz, Eicher, Mahindra, AMW, etc. on Indian roads. But the story remains the same i.e. despite of more truck manufacturers in India with all kind of development in truck manufacturing system, no substantial improvement in mileage of trucks, one can finds that even today also the mileage is around 4 kilometres per litre only. The situation is again not favourable in case of trailer-truck where mileage is only around 2.5 to 3 kilometres per litre.

Therefore, given the growth in GDP along with increase in production of agricultural and industrial sector in absolute terms, the demand for trucks will further rise. This simply indicates that there would be more demand for non-renewable resources like petroleum and crude oil product. This is because the growth of trucks in India is having positive correlation with growth in GDP and freight handled by surface transport i.e. road transport. It can be seen with the help of result obtained from econometric analysis fitting log-log regression model to check the relationship between GDP and Truck Population as well as Freight Handled and Truck Population (2000-2001 to 2013-2014).

The Model is:

$$Y_i = \beta_1 + \beta_2 X_i + \beta_3 X_2 + U_i$$

Whereas,

Y_i = Truck population, β_1 ----- β_3 = parameters to be estimated and X_i = GDP Growth and X_2 = Freight Handled by Road Transport.

Thus on the basis of applying the data in given model for estimation to analyse the impact of growth in GDP and Freight Handled, the hypothesis constructed i.e. the first hypothesis states that there is no significant relation between truck population growth and GDP growth, and second hypothesis states that there is no significant relation between truck population growth and Freight Handled. Further, the result in Table 6 shows that:

- As per First Hypothesis: The value of R^2 (preparation of variances in the dependent variable that can be explained by the independent variables) is 0.99 which indicates that GDP growth explains 99% of the variability of the truck population. In other words, there is a strong impact of GDP growth on truck population. Thus, the result is statistically significant at 5% level of significance. Therefore, the hypothesis (there is no significant relation between truck population and GDP growth) is rejected.
- As per Second Hypothesis: The value of R^2 (preparation of variances in the dependent variable that can be explained by the independent variables) is 0.99 which indicates that Freight Handled by Road Transport growth explains 99% of the variability of the truck population. In other words, there is a strong impact of Freight Handled growth on truck population. Thus, the result is statistically significant at 5% level of significance. Therefore, the hypothesis (there is no significant relation between truck population and Freight Handled growth) is rejected.

Table-6: Truck Population Growth		
	GDP Growth	Freight Handled
Elasticity	1.18	0.86
Intercept	-4.10	1.12
R^2	0.99	0.99
Standard Error	0.013	0.01
t-stat	42.80	49.21
Source: Our Analysis		

Thus, on the basis of given result it is observed that in future the truck population is going to increase and accordingly the demand for petroleum products and crude oil will also increase drastically which may have adverse impact on our import bills and exchange rates too.

Further, with reference to trucking industry, the fuel cost is one of the major cost in trucking operation. Therefore, it is need of hour to take upon a call to improve the mileage component of trucks with technological advancement favourably. Current study is under opinion that if the mileage will improve from 3 or 4 kilometres per litre to around 9 or 10 kilometres per litre, the scenario would be completely different and it will have positive impact in many respects through multiplier impact. This is because the trucking industry not only help the logistic industry but certainly a backbone for the country's economy because nearly 70% or more of the cargo is transported along the roads making trucks a very important part of the economy. Today, Indian trucking industry has around more than 90 lakhs vehicles (Trucks of all categories) on the road.

5. CONCLUSION

The study conclude that despite of improvements in trucking manufacturing systems in many ways nothing much have been done from enhancement in mileage component of trucking industry, which still effecting trucking industry in multiple ways. However, no concrete efforts being putted for bringing kind of technology on line with Car segment in our economy for trucking industry so the mileage can go upto atleast double given in development in road network in our economy from quality and quantitative perspective, despite the fact that trucking industry serves as a backbone of our economy. The study also conclude that positive correlation between GDP growth and trucking population as well as growth in freight handled and trucking population the demand for trucking services also increasing and thus, the number of trucks. Further, this will create demand for more fuel especially non-renewable, which is already limited in availability. However, with improvement in technology with reference to increase in mileage of trucks, it is going to cost our economy internally as well as externally in multiple ways. Therefore, the study suggests that Government should intervene as regulator and provide necessary support to the truck manufacturers and compile them to come up with technological

innovation which will increase the mileage of trucks. This is necessary because the trucking industry is not able to get complete gains from improved road infrastructure in our country. Government should motivate and encourage truck manufacturers through various incentive programmes to come forward and undertake research and development relating to this. However, it is not as simple as it seems because it involves financial obligations. Thus, in this regard a detailed study is called for.

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ENTREPRENEURSHIP: CHALLENGES FACED BY ENTREPRENEURS

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ABSTRACT

Entrepreneurship is the process of designing, launching and running a new business, which is often initially a small business. The people who create these businesses are called entrepreneurs. Entrepreneurship has been described as the capacity and willingness to develop, organize and manage a business venture along with any of its risks in order to make a profit. A nation how so ever rich in natural resources, cannot prosper if its resources are not put to some productive use, for this purpose, enthusiastic entrepreneurs are needed who can contribute effectively for national prosperity. The only solution is promotion and development of Entrepreneurship, as entrepreneurship focuses on making an individual a job provider and not a job seeker. So, this paper examines main challenges of entrepreneurs which entrepreneurs face while starting their business. The pivotal problems faced by the entrepreneurs are financial problems, labour problems, production and government related problems.

Keywords: Challenges of Entrepreneurs, Labour problems, Financial problems, Enthusiastic Entrepreneurs.

INTRODUCTION

Entrepreneurship is the practice of forming a new business or commercial enterprise, usually in an industry or sector of the economy with a large capacity for growth. Entrepreneurship is generally synonymous with resourcefulness, ingenuity, and the ability to take calculated risks in order to introduce a new, untested product or service into the marketplace. These traits are often referred to collectively as the “entrepreneurial spirit”. Entrepreneurship is driven by the entrepreneur, a person who launches and oversees the operations of a new business venture. The entrepreneur is generally self-employed, self-motivated, and ambitious and is willing to take chances to meet his or her goals. Unlike the capitalist, a business person who generally limits his or her role to financing commercial ventures, the entrepreneur is the driving force behind the formation of a new business and asserts a great deal of control over the key management decisions. Many entrepreneurs also assume responsibility for hiring and managing employees. Successful entrepreneurs tend to be highly skilled at organizing and motivating their employees. In some cases, the entrepreneur invents or develops a new product or service, which then forms the core of his or her new business. In other cases, however, the entrepreneur simply discovers a new way to market and sell an existing product or service. The risks undertaken by the entrepreneur are often considerable. Some entrepreneurs invest everything they own into their new enterprise, with no guarantee that the business will succeed. Other times a successful businessman will risk his reputation on a new idea, the failure of which could potentially jeopardize his entire career. Because of the high level of risk involved in entrepreneurial endeavours, the entrepreneur generally hopes to earn a high rate of return in the venture.

According to many twentieth-century economists, entrepreneurship is an indispensable aspect of capitalism. Capitalism is an economic system characterized by free markets (situations in which goods and services are bought and sold, with competition determining the prices), private or corporate ownership of the means of producing and distributing goods and services, and minimal government regulation of business practices. In a capitalist economy prosperity is driven by economic growth. Entrepreneurship helps promote such growth by continually providing the economy with new ideas that ultimately lead to more efficient and profitable business models.

When Did it Begin

While qualities of entrepreneurship have undoubtedly played an important role in business innovation since the earliest days of commerce, the concept of entrepreneurship is relatively new. According to economic historian Fritz Redlich (1892–1978), entrepreneurship first emerged in the sixteenth century, when German military officers regularly recruited mercenaries for armed expeditions throughout Europe.

The word entrepreneur was first introduced by the Franco-Irish economist Richard Cantillon (1680–1734), who coined the term in his landmark work *Essay on the Nature of Commerce in General*. Although Cantillon wrote the book just before his death in 1734, it was not published until 1755. In the early nineteenth century, French political economist Jean-Baptiste Say (1767–1832) was among the first to argue that the entrepreneur played an indispensable role in promoting economic growth.

REVIEW OF LITERATURE

Druker P.F (1985) :- In his study on “Innovation and Entrepreneurship Practices and Principles” revealed that the entrepreneur always searches for a change, responds to it and exploits it as a opportunity.

WimVizverberg (1988) :- From a case study undertaken in the rural areas of Cote d’ Ivoire among self-employed small scale enterprises observed that self-employment is an important mode of activity and a significant portion of the labour force in rural areas make a living through self-employment. The study reveals that the motive behind the starting of a majority of such enterprises is not entrepreneurial but because the market wage offer is low.

Finansdepartemenetet (1997) :- In his study on “Egenforetagande Och Manna Fran Himlen” revealed that running a small business generates uncertain income, in comparison to employment, irrespective of the entrepreneur’s level of education and working experience

Jacob (1998) :- neither the encouragement from the government policies nor the EDP-training they had received had been the motivation for setting up enterprises.

S.Swathy’s paper (2014) :- Suggests that government at the state and central level can conduct entrepreneurial programs, like talk by successful entrepreneurs, their success stories, the challenges faced by them and how bravely they overcome etc. The problem of finance is faced by many entrepreneurs. Government shall play active role in providing loan to needy entrepreneurs through nationalized and co-operative banks. Bank loan procedures shall be less complicated and less time consuming. All the required documentation should be in regional language. So that, even, illiterate entrepreneurs will feel that it is appropriate and trusted source of getting finance.

OBJECTIVES OF THE STUDY

- ❖ To study the challenges faced by the entrepreneurs
- ❖ To study the problems faced by entrepreneurs while running the enterprise efficiently and profitably
- ❖ To study strength and weakness of entrepreneurs
- ❖ To study the ways to overcome barriers faced by entrepreneurs.

RESEARCH METHODOLOGY

Research methodology is the specific procedures or techniques used to identify, select, process, and analyse information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study’s overall validity and reliability.

The paper consists of both the method i.e. primary as well as secondary

PRIMARY DATA

Raw data, also known as primary data, in this paper primary data has been collected by conducting an online and physical survey.

SECONDARY DATA

Secondary data, also known as second hand data is a data which is collected by someone who is someone other than the user. In this Paper Secondary data has been collected through internet and newspaper.

Following were the responses recorded from the survey which was conducted via online survey. We got 86 respondents in total, and their response record is as follows:

1. AGE

AGE GROUP	No. of respondents	Percentage
20-30 Years	32	37.20%
31-40 Years	24	27.91%
41-50 Years	22	25.59%
51 Years & Above	08	09.30%

Table-1: Source: Primary Data

2. GENDER

GENDER	No. of respondents	Percentage
MALE	47	54.66%
FEMALE	39	45.34%

Table-2: Source: Primary Data

3. EDUCATIONAL QUALIFICATION OF ENTREPRENEURS

QUALIFICATION	No. of respondents	Percentage
ILLITERATE	11	12.80%
HIGH SCHOOL	26	30.23%
UNDER GRADUATE	28	32.56%
POST GRADUATE	21	24.41%

Table-3: Source: Primary Data

4. OWNERSHIP OF BUSINESS

OWNERSHIP	No. of respondents	Percentage
SELF-OWNED	23	26.75%
PARTNERSHIP	16	18.60%
SHARE HOLDERS	19	22.09%
JOINT VENTURE	28	32.56%

Table-4: Source: Primary Data

5. HOURS SPENT ON BUSINESS

HOURS	No. of respondents	Percentage
UP TO 4 HOURS	17	19.77%
4 TO 8 HOURS	26	30.23%
8 TO 12 HOURS	32	37.20%
12 HOURS	11	12.80%

Table-5: Source: Primary Data

6. STRENGTH OF THE RESPONDENTS

STRENGTHS	No. of respondents	Percentage
FAMILY	14	16.27%
PARTNERS	16	18.61%
SELF-CONFIDENCE	29	33.73%
OTHERS	27	31.39%

Table-6: Source: Primary Data

7. WEAKNESS OF THE RESPONDENTS

WEAKNESSES	No. of respondents	Percentage
LACK OF EDUCATION	11	12.80%
LACK OF ENTREPRENEURIAL SKILLS	14	16.27%
FEAR OF FAILURE	32	37.20%
LACK OF MANAGEMENT SKILLS	29	33.73%

Table-7: Source: Primary Data

8. MOTIVATION FOR STARTING A BUSINESS

MOTIVATING FACTORS	No. of respondents	Percentage
SELF-CONFIDENCE	29	33.73%
TRADITION	15	17.44%
INTEREST	31	36.04%
OTHERS (e.g. Schemes by Govt.)	11	12.79%

Table-8: Source: Primary Data

9. INITIAL SOURCE OF FUNDING FOR BUSINESS

SOURCE OF FUND	No. of respondents	Percentage
LOANS	39	45.34%
SEEKING FINANCIAL HELP FROM FRIENDS & RELATIVES	14	16.27%
PERSONAL SAVINGS	17	19.78%
OTHERS	16	18.61%

Table-9: Source: Primary Data

10. INTERNAL FACTORS AFFECTING THE BUSINESS

FACTORS AFFECTING (INTERNAL)	No. of respondents	Percentage
FINANCE RELATED ISSUES	19	22.09%
LACKING EXCEPTIONAL LEADERSHIP QUALITIES	27	31.39%
POOR SELF IMAGE	29	33.73%
LACKING MOTIVATION AND CONFIDENCE	11	12.79%

Table-10: Source: Primary Data

11. EXTERNAL FACTORS AFFECTING THE BUSINESS

FACTORS AFFECTING (EXTERNAL)	No. of respondents	Percentage
LACKING INFORMATION	29	33.72%
OPPORTUNITIES FOR TRAINING	18	20.93%
LACKING TECHNICAL SKILLS	17	19.77%
INFRASTRUCTURE RELATED ISSUES	22	25.58%

Table-11: Source: Primary Data

12. CHALLENGES RELATED TO BUSINESS

CHALLENGES	No. of respondents	Percentage
LABOUR PROBLEM	16	18.62%
PRODUCTION PROBLEM	14	16.27%
MARKET CONDITIONS	17	19.77%
LEGAL CONDITIONS	13	15.11%
FINANCE RELATED ISSUES	26	30.23%

Table-12: Source: Primary Data

13. LACKING EDUCATION ADVERSELY AFFECTS ENTREPRENEURSHIP?

RESPONSE	No. of respondents	Percentage
YES	47	54.66%
NO	39	45.34%

Table-13: Source: Primary Data

14. WAYS TO OVERCOME THE BARRIERS IN ENTREPRENEURSHIP

WAYS	No. of respondents	Percentage
PRECISE BUSINESS PLAN	27	31.39%
PRACTICAL BASED KNOWLEDGE	31	36.04%
GOOD MANAGEMENT	12	13.96%
PROPER POLICY IMPLEMENTATION	16	18.61%

Table-14: Source: Primary Data

15. QUALITIES NECESSARY TO BE SUCCESSFUL IN AN ENTERPRISE

QUALITIES	No. of respondents	Percentage
ADAPTABILITY	28	32.56%
INNOVATION	31	36.04%
OPEN MINDED / POSITIVE	13	15.11%
WIDE KNOWLEDGE BASE	14	16.27%

Table-15 Source: Primary Data

DATA INTERPRETATION

- ❖ There are 37.20% people who belong to the age group that is between 20-30 years as per Table 1.
- ❖ There are 45.34% Female respondents as per Table 2.
- ❖ There are 32.56% people who are under graduates as per Table 3.
- ❖ There are 26.75% people having self-owned business as per Table 4.

- ❖ There are 37.20% people who spent between 8-12 Hours of their time on their business as per Table 5.
- ❖ There are 33.73% people who have self-confidence as their strength as per Table 6.
- ❖ There are 37.20% people who have fear of failure as their weakness as per Table 7.
- ❖ There are 36.04% people who have Interest as their motivation to start business as per Table 8.
- ❖ There are 45.34% people who took loan to satisfy the requirement of initial capital to start with business as per Table 9.
- ❖ There are 22.09% people who face finance related issues as their internal affecting factors for business as per Table 10.
- ❖ There are 25.58% people who face Infrastructure related issues as their external affecting factors for business as per Table 11.
- ❖ There are 18.62% people who face labour problem as their challenges related to business as per Table 12.
- ❖ There are 54.66% respondents who says “YES” Lacking education adversely affects entrepreneurship as per Table 13.
- ❖ There are 31.39% people saying that a precise business plan can one of the ways to overcome the barriers in entrepreneurship as per Table 14.
- ❖ There are 36.04% people saying that Innovation is one of qualities necessary to be successful in an enterprise as per Table 15.

ANALYSIS

- Shortage of working capital is the finance related problem such problems are faced by the entrepreneurs who are starting with their enterprise that too on frequent basis. This problem also comes under the internal affecting factors of business.
- Government Department are not co-operative, such cases fit under the category of government related problems, this problem is also bothering many entrepreneurs who are into entrepreneurship.
- Respondents also face labour related issues as the problem in production unit
- Many respondents have fear of failing in the line of entrepreneurship i.e. they feel that they may fall prone to heavy losses and end up losing business related property as well as private property.
- As per the online survey, Interest among the Enthusiastic Entrepreneurs. For entrepreneurship acts as a major motivating factor to start with an enterprise.
- Practical Knowledge as well as Precise business plan are majorly favoured by the respondents, in order to overcome the barriers related to entrepreneurship.

SUGGESTIONS

- ❖ Entrepreneurs should be fortified to start their business venture in joint stock companies rather than as a partnership concern and sole trading concern, so that they can avail the major advantages of large scale operations.
- ❖ Financial issues are faced by many entrepreneurs, some people drop the idea of entrepreneurship just because they fail to arrange initial finance that they need in order to give a start to their business idea. Here Government shall play vital role in providing loan to deprived entrepreneurs via nationalized and cooperative banks. Bank Loan procedures and other related formalities shall be less complicated and less time consuming. All the required documentation and other paper work should be in regional language, so that even, illiterate entrepreneurs will feel that it is suitable and totally trustworthy source of getting finance.
- ❖ It should be ensured that maximum number of entrepreneurs and aspirants who wish to start their own enterprise could know about the schemes that are provided by the government, and the procedures and formalities to avail these benefits should be simplified to the extent possible.
- ❖ Awareness programs should be conducted so that large number of population gets idea about the schemes that are provided by governments.
- ❖ Sufficient amount of data regarding marketing situation should be made available in hand to the entrepreneurs.

CONCLUSION

In today's modern age entrepreneurs are becoming a major need to society in order to grow the economic value of any country and also to provide jobs to young youth. Entrepreneurs should be positive and enough open minded as well and even he or she who aspires to be entrepreneur should have adequate amount of knowledge regarding business. Information related to marketing and technology should be regularly updated, doing this may help entrepreneurs to be successful enough in their business venture.

People who aspire to be an Entrepreneur usually face various problems while starting an business venture. But with every problem, there comes a solution too. But knowing solution to every problem doesn't mean that entrepreneurs will never face any kind of problems. Finance is the extensive problem faced by many of entrepreneurs while starting with their business venture. Either by getting loan from bank or by personal savings, or by getting subsidies from government this problem can be sorted out. There are 'n' number of challenges that an entrepreneur has to face while doing business, so to face them entrepreneur must have enough strength. Only by this he or she can get the desired level of success in his or her business.

According to this study, it has been concluded that the dominant challenges faced by the entrepreneurs are financial challenges, labour related issues, marketing challenges etc. The way which they used to overcome the barriers are through applying practical based knowledge and precise business plan in the business venture. The main strength of entrepreneurs is self-confidence and main weakness is the fear of failing which they have at the moment when they start with their business venture. Thus, they have confidence within them and a capacity to take practical steps so that they can attain their goals and prosper in their enterprise.

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ROLE OF ICT IN IMPROVING QUALITY OF EDUCATION

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ABSTRACT

ICT's are potentially commanding tool for extending educational opportunities. It is predicted that there will be many benefits for both the learner and the teacher, including the promotion of collaborative learning and radical new ways of teaching and learning. ICT will also modify the role of a teacher who will have other skills and responsibilities other than classroom teaching. The paper mainly focuses on the role of Information Communication Technology (ICT) in improvement of quality of education.

Keywords: ICT, Learning, Computer, Global, students

INTRODUCTION

Today, 24×7 we are surrounded by the technology. Radio, television, computers, mobiles, android gadgets etc have become a part and parcel of our daily life. Sometimes we are so much engrossed in these technologies that we completely forget what is happening in our surroundings. These technologies are nothing but media. All these media comes under the overall umbrella of what is known as today's ICT. Knowing and using ICT is important in today's fast changing and knowledge oriented globalized society, but we are very often confused about what these technologies are. Communication Technology and Information technology have thin line between them but can't do without each other. When these technologies are used in the field of education, it is called as ICT in education. In the era of the computer technology the term ICT mainly focuses on the infrastructure, devices and sources of computer technology.

OBJECTIVES OF THE STUDY

The objectives of this study are

1. To understand the purpose of Education
2. To analyze the relationship between ICT aids and education
3. To discuss the role of ICT in improving quality of education

RESEARCH METHODOLOGY

The research is mainly based on the secondary data. The secondary data has been collected from various reference books, research papers, articles and websites.

WHAT IS EDUCATION?

Education is a broad term that can have many meanings, but it is generally defined as the process of learning and acquiring information. Formal learning in a school or university is one of the most common types; though self - teaching and so - called 'life experience' can also qualify. Education is a process which draws from within. Each child has unique identity, qualities, aptitude, different IQ levels. Education can use their qualities and developed them self according to their nature in a free and uncontrolled environment. It is a continues process of growth and development.

INFORMATION AND COMMUNICATION TECHNOLOGY

ICT means all devices, tools, content, resources, forums and services, digital and those that can be converted into or delivered through digital forms, which can be deployed for realizing the goals of teaching learning and enhancing access of resources. The concept of ICT is not limited to hardware devices connected to the computers and software applications but also it covers interactive digital content, internet and other satellite communication devices like radio and television services and web based content repositories. Now the advance technology has paved the way for content designing, knowledge management and most important in distance learning for rural India. This development witnessed various changes in government approach and understanding.

ICT AND EDUCATION

In the education system information and communications technology (ICT) use to support, enhance and optimize the delivery of information. According to Worldwide research ICT based education can improve students' learning process and better teaching methods. Now days the mobile learning arises as a form of e-learning where the education has outgrown the physical constrains of the classrooms and acquired mobility. In the ICT based education students can easily get information (whenever and wherever) which they want and

institutions can also provide such advanced technological terrain. ICT in education can help the students to be a part of skilled workforce in the global economy. Through massive open online courses (MOOC) we can reach more students and facilitate social mobility. To promote and improve the digital culture in schools and colleges the government has given the National Award for innovative use of ICT and it will be motivation for the teachers as well as students for innovative use of ICT in teaching learning.

ROLE OF ICT IN IMPROVING QUALITY OF EDUCATION

In a developing country like India role of ICT in improving quality of education is very important, especially to provide the educational facilities to the rural masses. The role ICT in improving quality of education is as following:

1. Improvement of Education Curricula

Education system had long supported and emphasized upon the importance of content. A curriculum was centered on text and teachers taught through lectures which were further interspersed with tuitions and learning activities designed to consolidate and rehearse content. ICT integration has redesigned curricula that promote performance and competence. It is more concerned about how the information is used instead what the information is. The proliferation and widespread use of ICTs have removed many restrictions and impediments. Their availability has made sharable resources accessible both to the students and the teachers.

2. To improve Quality of Distance Education

A large number of distance education universities and programmes use ICT to support the print content that they deliver to the students. These includes broadcast audios and videos such as radio and television programmes, audio and video tapes delivered to students as part of a learning kit and in more recent times, multimedia content such as lessons which are delivered offline, i.e. on CDs/DVDs.

3. Motivates students

ICT based education makes students feel that they can control of what they learn. Teachers publish educational instructions on classroom blogs or they design research work via email, and this gives a student time to study on their own and have no fear of making mistakes during the process of learning. To increase interest of students in education teachers can use different tools during the lectures. For example educational puzzles, PPT, Short Films, Documentaries etc. it will be helpful for students to understand the topic easily.

4. Improves students Writing and Learning Skills

ICT aids helps many students to write well composed sentences and paragraphs. Students can use computers word processing applications to take notes in the classroom, these word processing applications have built - in dictionaries which help students auto-correct spelling errors and also correct their grammar in a sentence. Teachers can encourage their students to create personal blogs using free blog publishing sites. Students can used this platform to express themselves and share with friends.

5. Increase students innovation and creativity

Many teachers have discovered that integrating technology in their classroom increase student's engagement in the classroom. Teachers can give different tasks to students. They can organize various competitions related to technology like making smart pens, mobile applications and much more. These technological competitions can increase the level of creativity and innovation among students.

6. Simplifies Access of Educational Resources

Technology helps students to easily access the open educational resources. These resources are kept under the public domain and rare freely available to anyone over the world wide web (WWW). These educational resources include e-books, pod-casts, digital libraries, educational games, educational videos and instructions, tutorials and much more. Through digital platform like teachers can upload the recorded lectures and it will be helpful for students those who missed lectures can access them from anywhere.

7. Virtual Learning

It is a platform with the aim of supporting learning and teaching activities across the internet. A VL is an education system based on web that models the real world education with virtual classes test etc... A virtual learning environment (VLE) allows online interactions of various kinds to take place between tutors and learners making use of computer and internet. Typically Web-based, VLEs provide an integrated set of internet tools, enable easy upload of materials and offer a consistent look and feel that can be customized by the user.

CONCLUSION

ICTs have greatly impacted on educational system. Now days ICT has become a strong agent for change among many educational practices. The continuous use and development of ICTs within education will have a strong

impact on learning and teaching. All the ICT based activities are very useful for educational institutions to improve the quality of education. To ensure the opportunities and the advantages of ICT, it will be important as it is in every other walk of life to ensure the education research and development is sustained so that education at large can learn from within and that experiences and activities in different institutions and sectors can inform and guide others without the continual need for reinvention of the wheel.

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FAMILY MANAGED BUSINESSES (FMBs): IMPERATIVE FOR NATION'S GROWTH AND DEVELOPMENT

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ABSTRACT

The family businesses are Imperative for the Nation's economy. So, it is interesting to know what are the contributions made by these family businesses to the world as well as to the big nation like India.

Keywords: family managed Business and family owned business

1. INTRODUCTION

Family business is; one of the oldest form of the business in the world. Their continued existence is critical to the sustainability of the Nation's Growth and Development. In spite of facing numerous day-to-day management concerns and challenges, they are managing many issues that are specific to their status in order to grow since global economy is constructed around family businesses. In the views of Pearl Initiative & PWC (2012), many of the largest MNCs began as family businesses, and around 90% of the world's businesses can be defined as family managed businesses, both in developed, developing and emerging markets with the majority are small and medium-sized enterprises (SMEs), but some are very large companies (Sarbah, A. and Xiao, W.,2015).

2. FAMILY OWNED/MANAGED BUSINESS (FOBs/FMBs)

A family business can be described as a system that encompasses of three independent but coinciding subsystems which can impact each other. These subsystems are business, ownership and family and are depicted in the Three-Circle model (Figure 1) of Gersick et al. (1997). The three circles divide the entire figure in seven segments. Any individual in a FMB has one location in this model, depending on the connection that person has with the organization. Number 1 refers to the family members who are not involved in the business. Number 2 are non-family owners of the business. Then number 3 are non-family members working for the company. Next, number 4 are family members not working in the enterprise but are owner of the firm. Number 5 are non-family owners who work in the business. Number 6 are family members who work in the business but are not owners and finally number 7 who are family members working in the business and are owners of the business (Jeroen Verbruggen, 2012).

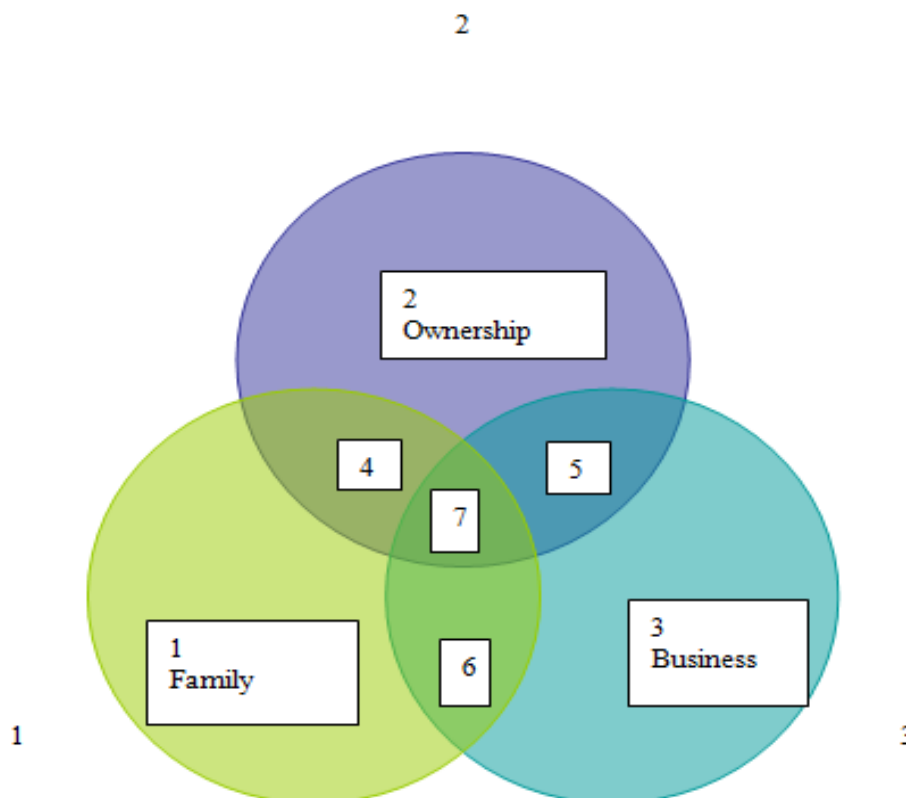


Fig-1: Three-Circle Model (Gersick et al., 1997)

2.2 Importance of family businesses to the World Economy

According to Ward (1991), family businesses, over the world, represent a dominant and noticeable form of enterprise in the economic and social landscape. Some researchers estimate that, today, family-owned businesses (FOBs/FMBs) comprise over 95% of all business establishments in the worldwide (Litz, 1995). Studies in the developed countries suggest that FMBs account for the majority of the businesses and have a major influence on the progress of the national economies (Poutziouris et. al., 1997, Sarbah, A. and Xiao, W., 2015).

According to the Family Firm Institute Inc., (2019) internationally, family businesses represent:

- 85.4% of China's private enterprises are family owned (2010)
- 60% of all European companies are family owned (2013)
- 79% of all private sector employment in India is through FMBs (2013)
- 25% of the total United Kingdom GDP is generated through family firms (2012)
- Over 80% of all businesses of businesses in the Middle East are either family-run or controlled (Family Firm Institute, 2019)

According to the Pat Soldano (Family Enterprise USA Board Member-2019) says "Family businesses in America generate 50% of the jobs, 64% of GDP and account for 61% of all privately owned businesses. While family businesses are critical to the economic growth of our country, they are not given proper consideration when new laws, regulations and restrictions are imposed by legislators and other government bodies."

Family businesses have been an integral part of any country's economy and society. The story is not different in India. These businesses, whether large conglomerates or medium and small enterprises, have contributed significantly to nation building, employment generation and overall wealth creation. Family owned businesses have played a crucial role in the economy of most the countries. Much of the retail trade, the small scale industry, and the service sector are run by family businesses. Further, family managed businesses employ half the world's workforce and generate well over half of the world's GDP. With time, the contribution of family businesses has gone beyond simply paying taxes and employing people (Family Firm Institute, 2019).

3. CONCLUSION

With the increasing number of family members which are involved in the business, the more complex issues within the family can arise, which can harm the business. In this case as a society; it is our duty to provide them enough support and credit backing for their survival and existence.

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BUDDY - AN OFFLINE SMARTPHONE TRACKER

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ABSTRACT

The paper is based on improvement in the current smartphone tracking systems. In this paper we are presenting a prototype of an android application that will solve the problem of tracking a smartphone's location without internet. It works based on GPS and Mobile Tower Location. The current system compromises of Tracking with GPS which can only be made Online i.e with the help of internet. Many apps have also been develop which use A-GPS (Assisted GPS) that actually costs data bandwidth.

The proposed system will make use of advanced technology that will help in making tracking of Smartphones online as well as offline thereby making the tracking procedure easy and efficient.

1. Smartphone models need not be upgraded.
2. By means of Sensors (GPS/A-GPS, GSM/CDMA modem and WiFi modems) and Mobile Network, the smartphone on receiving a text message regarding being lost or stolen would automatically send the location co-ordinates as a text message to the numbers specified in the system application. We hope that the implementation of this concept in the Smartphones in future will add to the security and reliability of the data which is present on the smartphone.

Keywords: GPS (Global Positioning System), A-GPS (Assisted Global Positioning System), GSM (Global System for Mobile Communications), CDMA (Code division multiple access), Wi-Fi (Wireless Fidelity).

INTRODUCTION

In Mumbai alone, the number of smartphones active today exceeds the number of people living in the city and big corporates give their employees smartphones in order to be able to work from anywhere in the world. The Smartphones carry personal as well as professional data and hence the data present is bound to be very confidential. So, the security of the smartphone itself becomes a critical issue. Many measures however are taken in-order to secure the network channels but least amounts of measurements are taken in-order to prevent or stop stealing a smartphone. Many a times people lose their smartphones in public thereby losing the confidentiality of the data present in them. Globally 60% of the people own a smartphone. Most of these smartphones come around 150-400\$ price bracket. Each smartphone contains personal, professional and confidential data of its owner. Losing a smartphone results in loss of confidentiality and security of the data present in the smartphone.

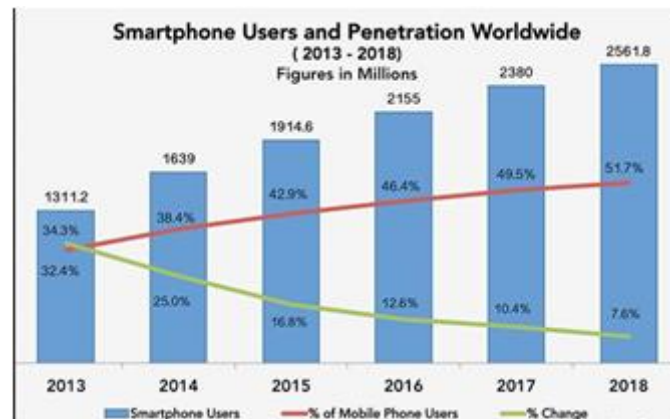
India ranks 3rd in the World for Smartphone usage numbers published on the Internet. Around 240 million people own a smartphone in India. Smartphones essentially make our lives easy with their features and are always used as a companion device to store personal and professional data onto it. They're primitive use is to be a way of communicating to other people throughout the country and to store essential information regarding them and the user.

Top 25 Countries, Ranked by Smartphone Users, 2013-2018
millions

	2013	2014	2015	2016	2017	2018
1. China*	436.1	519.7	574.2	624.7	672.1	704.1
2. US**	143.9	165.3	184.2	198.5	211.5	220.0
3. India	76.0	123.3	167.9	204.1	243.8	279.2
4. Japan	40.5	50.8	57.4	61.2	63.9	65.5
5. Russia	35.8	49.0	58.2	65.1	71.9	76.4
6. Brazil	27.1	38.8	48.6	58.5	66.6	71.9
7. Indonesia	27.4	38.3	52.2	69.4	86.6	103.0
8. Germany	29.6	36.4	44.5	50.8	56.1	59.2
9. UK**	33.2	36.4	39.4	42.4	44.9	46.4
10. South Korea	29.3	32.8	33.9	34.5	35.1	35.6
11. Mexico	22.9	28.7	34.2	39.4	44.7	49.9
12. France	21.0	26.7	32.9	37.8	41.5	43.7
13. Italy	19.5	24.1	28.6	32.2	33.7	37.0
14. Turkey	15.3	22.6	27.8	32.4	37.2	40.7
15. Spain	18.9	22.0	25.0	26.9	28.4	29.5
16. Philippines	14.8	20.0	24.8	29.7	34.8	39.4
17. Nigeria	15.9	19.5	23.1	26.8	30.5	34.0
18. Canada	15.2	17.8	20.0	21.7	23.0	23.9
19. Thailand	14.4	17.5	20.4	22.8	25.0	26.8
20. Vietnam	12.4	16.6	20.7	24.6	28.6	32.0
21. Egypt	12.6	15.5	18.2	21.0	23.6	25.8
22. Colombia	11.7	14.4	16.3	18.2	19.7	20.9
23. Australia	11.4	13.2	13.8	14.3	14.7	15.1
24. Poland	9.4	12.7	15.4	17.4	19.4	20.8
25. Argentina	8.8	10.8	12.6	14.1	15.6	17.0
Worldwide***	1,311.2	1,639.0	1,914.6	2,155.0	2,380.2	2,561.8

Note: Individuals of any age who own at least one smartphone and use the smartphone(s) at least once per month. *excludes Hong Kong. **forecast from Aug 2014. ***includes countries not listed
Source: eMarketer, Dec 2014
182905 www.eMarketer.com

Following is the survey and data collected after observation regarding the penetration of the smartphone market.:



METHODOLOGY

The User would enter 3 safety numbers as trusted contacts within the app and then would save them. A service would constantly check for messages regarding Keyword messages from any of the safety numbers. As soon as any Keyword message arrives, the appropriate location service would be started and an SMS along with an email (if data connectivity is available) would be sent to all the three safety numbers. The Keywords are:

LOCATE_ME: Locates the current position of the user *requires internet* and shows the current location in a text message or in a Google Map.

LOCATE: Locates the approximate position of the smartphone and sends a message to all 3 safety numbers.

RING: Rings the smartphone to its fullest volume irrespective of the profile set in it.

LOCK: Locks the smartphone with a special pin and sends the pin as an email to the user.

ERASE: Erases everything presents on the phone via Android Device Manager login.

NOTICE: The smartphone won't be tracked after this has been used and it requires internet.

A. The Parameters calculated by the Message Service

<i>Mn</i>	Message number to check if it matches the safety number	<i>Mc</i>	Message Content to start the appropriate service
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B. The Parameters calculated by the location Service

<i>Lt</i>	Latitude co-ordinates	<i>Lg</i>	Longitude Co-ordinates
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EXPECTED OUTCOME

By the means of GPS/A-GPS, WiFi modem and GSM and/or CDMA modem, the smartphone will lock, erase, locate itself as soon as the keyword message arrives from any of the specified safety number. If Data Connectivity is available then there will be hardly any delay in terms of response message from the smartphone. In the case of Offline tracking there may be a delay of 5-7 minutes for the response message.

CONCLUSION

This proposal shows an evolutionary idea of tracking the approximate location of a smartphone device. Using GPS system, we will be able to build a smart app which would be efficient and safe for the smartphone users. It will help in providing security to its users even when there is no access to the internet.

APPLICATION

Using this offline tracking app will help in controlling mobile thefts. It will add to more control over the smartphone even if it is lost or stolen and more also it would add to the security of the smartphone and would help to locate the device a lot faster than the traditional way.

FUTURE ASPECTS

The project is proposed to design a technology that can track and provide an approximate location of the smartphone without any access to the internet which would help millions who either don't have access to high speed internet or aren't in a high-speed internet coverage area.

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A STUDY ON DIGITAL MARKET AND ITS IMPACT

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ABSTRACT

Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. The prime motto of digital marketing is concerned with consumers and let the customers to intermingle with the product by virtue of digital media. This paper focuses on the immensity of digital promotion for customers as well as the marketers. The conclusion for this study is derived on the basis on responses collected from 90 respondents. Primary data collection method is used along with secondary as well, just to get the clear picture about the current study.

Keywords: Digital Marketing, Digital technologies, Promotion, commune.

INTRODUCTION

We live in a super-connected world these days and as such, advertising and marketing are no longer the same animals they once were. This is especially true due to the rise of social media, which has changed how businesses communicate with potential and existing clients. Digital Marketing is the term used for the targeted, measurable, and interactive marketing of products or services using digital technologies to reach the viewers, turn them into customers, and retain them. Digital marketing's development since the 1990's and 2000's has changed the way brands and businesses use technology for marketing. As digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of visiting physical shops, digital marketing campaigns are becoming more prevalent and efficient.

Digital marketing has become so powerful network of advertising, that with the introduction of "Double click" strategy of Google for internet, the world has become very close linking to each and every place conveniently. With the help of digital marketing, campaigns for promoting any product through internet has become very cost effective and convenient.

With the feature digital technology, in digital marketing, the advertiser easily comes to know how many times and how long the campaign has been showed on internet, also it comes to know how many people have seen this campaign, how many responses have received, and how many purchases have been made through online mode.

With this fast-end technology, marketing of any particular products becomes easier, the consumer's convenience become possible and the organization makes huge profits, too.

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. In the USA online marketing is still a popular term. In Italy, digital marketing is referred to as web marketing. Worldwide digital marketing has become the most common term, especially after the year 2013.

History of Digital Marketing

The development of digital marketing is inseparable from technology development. One of the key points in the start of was in 1971, where Ray Tomlinson sent the very first email and his technology set the platform to allow people to send and receive files through different machines. However, the more recognisable period as being the start of Digital Marketing is 1990 as this was where the Archie Search engine was created as an index for FTP sites. In the 1990's the term Digital Marketing was first coined, with the debut of server/client architecture and the popularity of personal computers, the Customer Relationship Management (CRM) applications became a significant part of marketing technology.

REVIEW OF LITERATURE

Fawad Khan: in his paper based on the study of perception and effectiveness of digital marketing amongst the marketing professionals suggests that "professionals are skeptical about the usage and benefits of digital

marketing and have been classified as Skeptical. They do consider it as an important tool for promotion but at the same time concerned about the issues of privacy and misleading of information of digital marketing”

Afrina Yasmin (April 2015): in her study based on “Effectiveness of Digital Marketing in the Challenging Age: An Empirical Study” says that “Digital channel in marketing has become essential part of strategy of many companies. Nowadays, even for small business owner there is a very cheap and efficient way to market his/her products or services”.

Holly Paquette (2013) in his paper based on Social Media as a marketing tool suggests that retailers can increase awareness of their brand by being creative when engaging customers on social media sites “As more shoppers are using social media (e.g. Twitter, Facebook, MySpace, and LinkedIn) and rely on them for marketing shopping decisions, promotion through these media has become important”.

Javier A. Silva (May 2011): in his study based on perception of digital marketing and its Implementation concluded that SEO is still not fully understood by most companies. However, its relevance is clear. It relays the importance of content to overall web presence just as Garzotto et al (2010) identified value driven content in driving the brand experience.

In recent year’s academics have gained more interest in social media as a subject of academic research. Some concentrate on specific sides of the overall digital media’s impact on businesses and marketing. Webster’s (2010) study of how social media shapes patterns of consumption is a great example of this.

OBJECTIVE OF STUDY

- ✓ To Recognize the level of usefulness of digital marketing in the competitive market.
- ✓ To study the impact of digital marketing on consumer purchase.
- ✓ To study the difference between traditional marketing and digital marketing.

Traditional Marketing V/s Digital Marketing:

Table-1: The following table lists a few points that differentiate Digital marketing from Traditional marketing

Traditional Marketing.	Digital Marketing
Communication is unidirectional. Means, a business communicates about its products or services with a group of people.	Communication is bidirectional. The customer also can ask queries or make suggestions about the business products and services.
Medium of communication is generally phone calls, letters, and Emails.	Medium of communication is mostly through social media websites, chat, and Email.
Campaigning takes more time for designing, preparing, and launching.	There is always a fast way to develop an online campaign and carry out changes along its development. With digital tools, campaigning is easier.
It is carried out for a specific audience throughout from generating campaign ideas up to selling a product or a service.	The content is available for general public. It is then made to reach the specific audience by employing search engine techniques.
It is conventional way of marketing; best for reaching local audience.	It is best for reaching global audience.
It is difficult to measure the effectiveness of a campaign.	It is easier to measure the effectiveness of a campaign through analytics.

Table 1, Source: Secondary Data

RESEARCH METHODOLOGY

The methodology is the general research strategy that outlines the way in which research is to be undertaken and, among other things, identifies the methods to be used in it. These methods, described in the methodology, defines the means or modes of data collection or, sometimes, how a specific result is to be calculated. In this paper, primary data collection as well as secondary data collection method has been used.

PRIMARY DATA

Raw data, also known as primary data is the first hand information which is collected by investigator him/her self. In this paper primary data is gathered through observation and collection of data via questionnaire using online response collection technique.

SECONDARY DATA

Secondary data is the data which is collected from journals, books and magazines to develop the theory. In this paper secondary data is collected via internet and newspaper articles as reference.

SAMPLE SIZE

By sample we understand a group of subject that is selected from the general population and is considered a representative of the true population for that specific study. In this paper the sample size is determined as 90 respondents opinion from customers who are currently purchasing products with the help of digital marketing.

Table-2: Demographic Details of Online buyers

Title	Classification	No. of respondents	Percentage
Gender	Male	46	51.11
	Female	44	48.89
	Total	90	100
Age	Below 20 Years	14	15.56
	21-30 Years	27	30.00
	31-40 Years	31	34.44
	Above 41 Years	18	20.00
	Total	90	100
Profession	Employee	39	43.33
	Business	14	15.56
	Students	21	23.33
	House Wife	07	07.78
	Others	09	10.00
	Total	90	100
Monthly Family Income (in INR)	Below 10,000	13	14.44
	10,001-20,000	33	36.67
	20,001-40,000	26	28.89
	Above 40,000	18	20.00
	Total	90	100

Table 2, Source: Primary Data

Table-3: Online Shopping Awareness

Particulars	No. of respondents	Percentage
People having Knowledge about Online Shopping System	90	100
People Not having Knowledge about Online Shopping System	0	0
Total	90	100

Table 3, Source: Primary Data

Table-4: Availability of the product information on Online site

Particulars	No. of respondents	Percentage
Excellent	42	46.67
Good	21	23.33
Average	19	21.11
Poor	08	08.89
Total	90	100

Table 4, Source: Primary Data

Table-5: Reason for Opting Online Shopping System

Particulars	No. of respondents	Percentage
Easy buying process	41	45.56
Numerous Modes of Payment	24	26.67
Lower Prices (In comparison with market)	11	12.22
Wide Variety of Products to make choice	12	13.33
Others	02	02.22
Total	90	100

Table 5, Source: Primary Data

Table-6: Frequency of Making Purchases via Online Shopping System

Particulars	No. of respondents	Percentage
Purchasing Once Annually	12	13.33
2-5 Times Annual Purchase	34	37.78
6-10 Times Annual Purchase	28	31.11
11 & above times purchase annually	16	17.78
Total	90	100

Table 6, Source: Primary Data

DATA INTERPRETATION

- There are 51.11% Males from the total sample size which is 90 as per Table 2
- There are 30.00% People who belong to the age group 21-30 Years as per Table 2
- There are 43.33% People who come under the category of employee as their profession as per Table 2
- There are 20.00% people who belong to the income group of INR40,000 & Above (on monthly basis) as per Table 2
- There are 100% people of the total sample size being aware about the online shopping system as per Table 3.
- There are 46.67% people who say that availability of the product information on Online site is excellent as per Table 4.
- There are 45.56% people who say that reason for opting online shopping system is that the process of buying any product via online marketing sites is quite simple and consumer friendly as well as per Table 5.
- There are 37.78% people who purchase products via online sites that too 2-5 times annually as per Table 6.

FINDINGS

- ❖ Digital marketing have substantial future in the present market
- ❖ Consumers are satisfied with the current digital marketing purchasing system.
- ❖ People think that buying online products is trustworthy and safe as well.
- ❖ Ratio of Males Customers over Female Customers is very high in online shopping i.e. 51.11%
- ❖ Awareness about shopping via online websites is 100% among the respondents.
- ❖ Income level of respondents majorly falls in the range of INR10,001-20,000 i.e. 36.67%
- ❖ Most No. of respondents i.e. 45.56%, feel that online shopping system is very much sorted as the buying procedures are very much easy and customer friendly. While others feel that it has numerous modes of payment, have lower prices in comparison to market prices, they have wide variety of products to choose.
- ❖ Employees of various organizations are purchasing more in comparison to others i.e. 43.33%

SUGGESTIONS

1. Collect the valuable feedback of the existing as well as new customers and try to implement the feedback in a right way.
2. Awareness about digital marketing should be ensured among the general public.
3. Proper after sales service should be provided by the online vendor.
4. Technical Advancements should be improved in order to do promotion of digital market in effective manner.

CONCLUSION

Digital Marketing, after conducting this study, has turned out to be a crucial part of approach of many organizations. In current time, Small business proprietor have an inexpensive and competent technique i.e. using of digital marketing to market their products and services to others i.e. customers. E.g. (GoDaddy.com). Such medium of marketing products and services has no restrictions. Company can utilize any devices like T.V, Tablets, Laptop, Media, Social Media and lot other so as to support the company and its products & Services. Digital Marketing may achieve more and more if it gives consumers desires as a top priority.

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RADIATION DETECTOR

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ABSTRACT

Electronic devices that have become a necessity in today's life, emit a certain amount of radiation. This radiation many a times goes undetected. Radiation is a slow poison which slowly damages the human body. Prolonged exposure even to minor amounts of radiation can lead to serious consequences later. Through this paper we propose an app that helps the user easily detect the level of radiation in the commonly used electronic devices. It also highlights the harmful effects and suggests ways to reduce usage of devices thereby reducing the exposure to this radiation. The proposed app is user friendly and detects three types of radiation namely Electromagnetic, Particle and Acoustic Radiation. It makes use of the inbuilt hardware namely the Magnetometer, Ambient, Mic sensors present in all latest android mobiles.

1. INTRODUCTION

Exposure to radiation leads to serious consequences like cancer, damage to eardrum, skin rashes etc. We are exposed to radiation in our regular life through electronic devices like Mobile Phone, Laptop etc. If people could be alerted to the level of radiation transmitted by a device, then people may limit the use of the device or come up with alternatives. Through this paper we propose a mobile app called 'Radiation Detector' that will easily detect the radiations emitted by the electronic devices frequently used by us in our daily life and alert the person using the device. This app will alert when the level of radiation exceeds the normal range. The app will be supported in Android 4.0 and above.

2. NEED OF STUDY

Radiation is an emission or transmission of energy in the form of waves or particles through space or through a material medium or Radiation is the emission of energy as electromagnetic waves or as moving subatomic particles, especially high-energy particles which cause ionization[1]. Exposure to different types of radiation can lead to serious consequences, resulting in severe damage or diseases. The apps currently available detect only one type of radiation namely Electromagnetic Radiation. As the diseases caused vary depending on the type of radiation, there is a need to sense and detect the other types of radiation such as Acoustic and Particle Radiation.

3. FEASIBILITY STUDY

The proposed app overcomes the limitations of the existing apps. This app will detect three types of radiations (Electromagnetic Radiation, Particle Radiation and Acoustic Radiation) using in-built Magnetometer Sensor, Ambient Sensor and Microphones in the latest android mobile phones. The app thus does not need any additional hardware for implementation. It only makes an efficient and effective use of the existing hardware.

4. OBJECTIVES

The app aims to increase awareness about radiation emission even by regularly used electronic devices. The app aims to alert the user about above normal levels of radiation from these devices. It also suggests some simple solutions to overcome the bad effects of the mentioned types of radiation.

5. WORKING

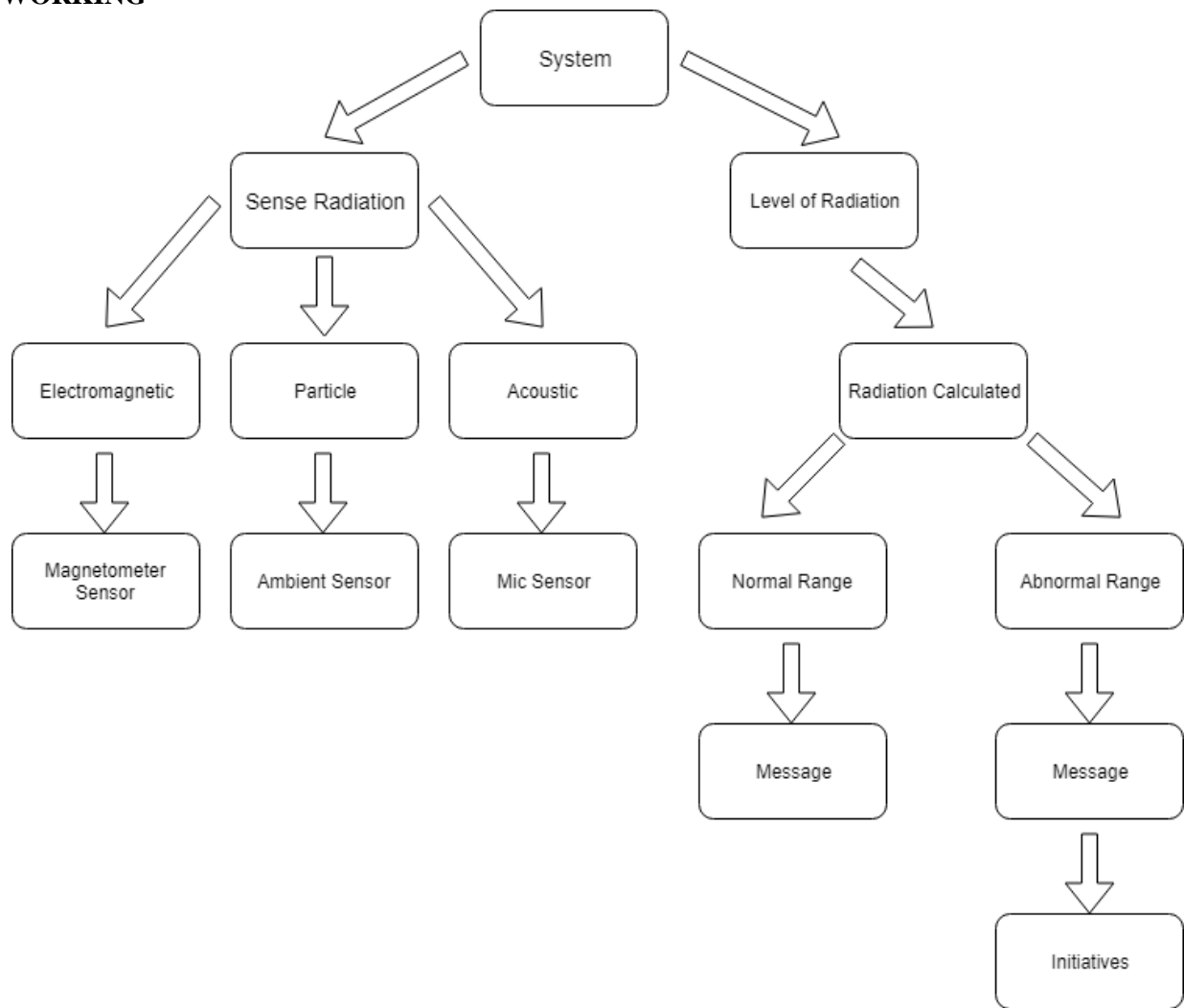


Figure-1: Block Diagram



Figure-2: Position of Sensors

The app requires minimal intervention of the user. The main screen of the app displays four buttons. Figure(3) shows that the first button provides instructions on how to use the app. The next three buttons help the user select the type of radiation to be sensed.

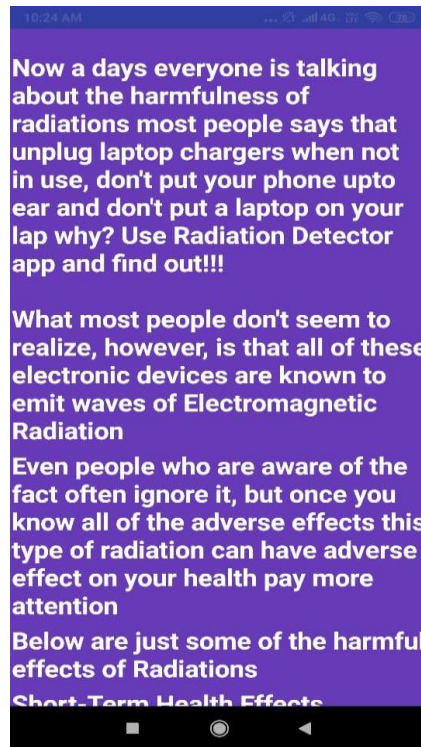


Figure-3: Instruction Screen

5.1 Sensing the type of radiation

The second button directs the user to the screen where Electromagnetic Radiation is sensed. The third button directs the user to the screen where Particle Radiation is sensed. The fourth button directs the user to the screen where Acoustic Radiation is sensed.

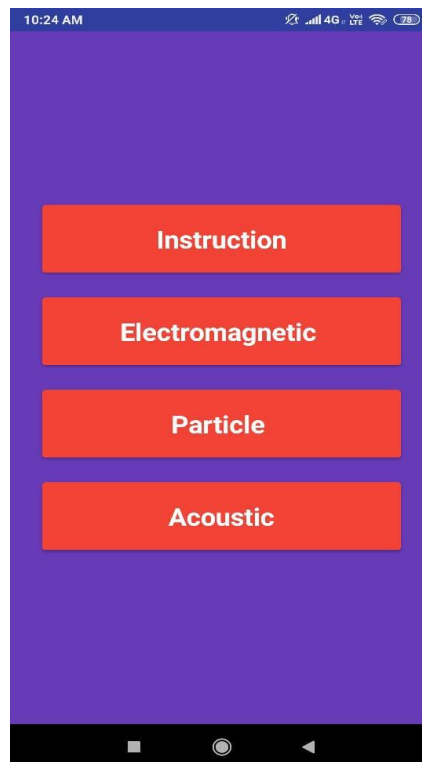


Figure-4: Home Screen

5.2 Detection of Level of Radiation

The level of radiation is detected for the type of radiation chosen. The level is displayed graphically. The app gives out a beep if the level of radiation exceeds the normal range. Additionally, the user is prompted with a button which directs him to the screen of Initiatives, that displays information about the harmful effects of the particular type of radiation as well as suggests ways to minimize the emission of that radiation.

5.2.1 Detection of Electromagnetic Radiation

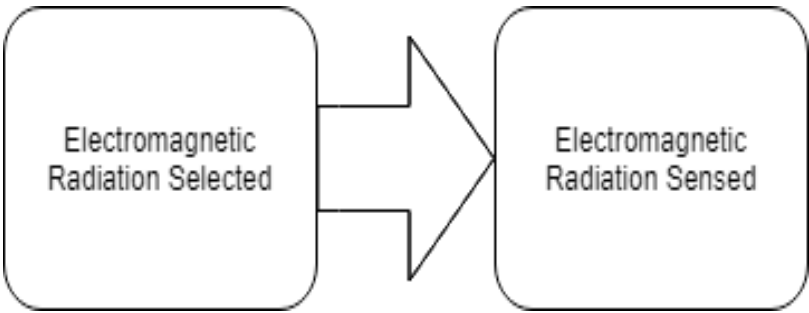


Figure-5: Workflow of Electromagnetic Radiation

This type of radiation refers to the electromagnetic field, propagating through space, time carrying electromagnetic radiant energy[2]. The normal range for electromagnetic radiation is 300GHz to 400THz[2].The level of radiation detected will be of mu frequency which will be converted to hertz. The electromagnetic radiation is calculated using the following formula.

$\sqrt{x^2+y^2+z^2}$

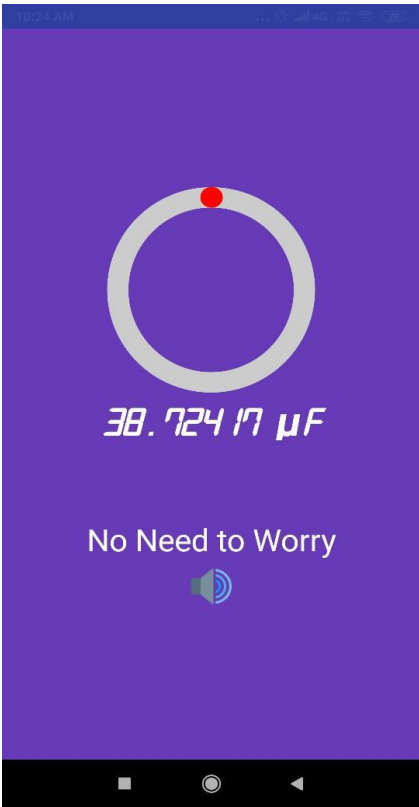


Figure-6: Electromagnetic Radiation Sensed

5.2.2 Detection of Particle Radiation

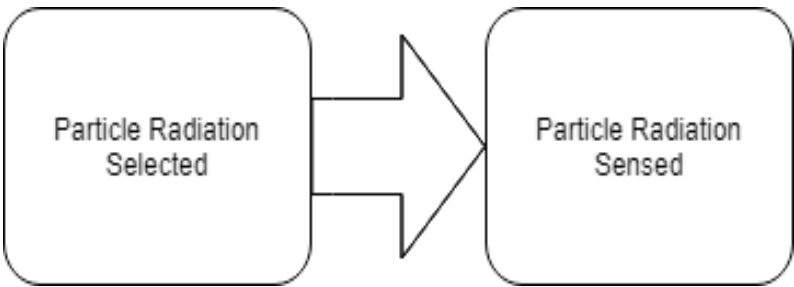


Figure-7: Workflow of Particle Radiation

This type of radiation is the radiation of energy by means of fast moving subatomic particles[3]. There is no formula for calculating the level of particle radiation., as it only emits luminance rays. The result of the Particle Radiation detected will be in luminous unit.



Figure 8: Particle Radiation Level Exceeded

5.2.3 Detection of Acoustic Radiation



Figure-9: Workflow of Acoustic Radiation

Acoustic Radiation is the branch of physics that deals with the study of all mechanical waves in gases, liquids and solids including topics such as vibration, sound, ultrasound and infrasound[4]. There is no formula for calculating the level of acoustic radiation,as it only emits decibel waves. The normal range for acoustic radiation is 20Hz to 20KHz[4]. The level of radiation detected will is in decibel unit which will be converted to hertz.

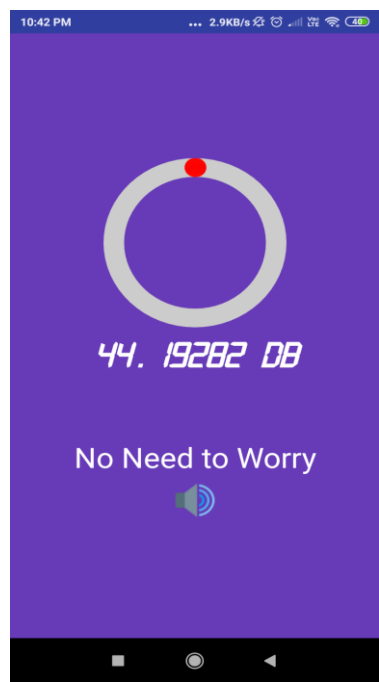


Figure-10: Acoustic Radiation Detected

5.2.4 Suggestions to minimise Radiation

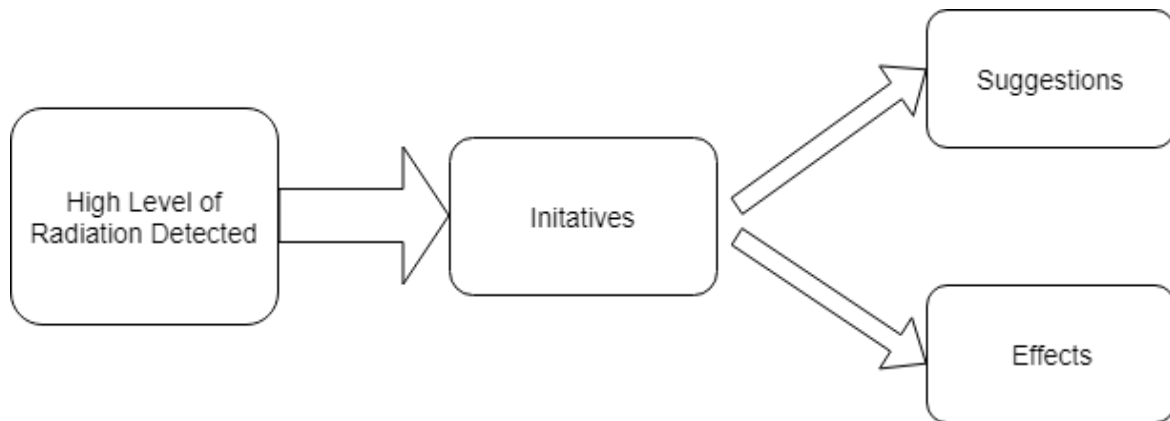


Figure-11: Workflow of Initiatives

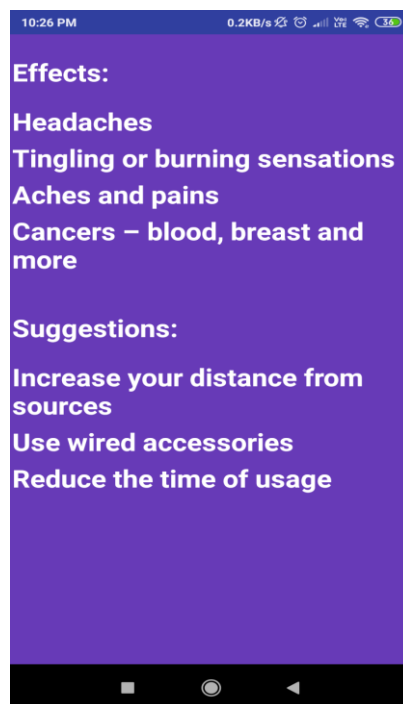


Figure-12: Initiatives Screen

6. APP BASED BUSINESS

The app is innovative as it covers three types of radiation against only one type covered in existing apps. The app is easily sustainable as it works on mobile phones with Android 4.0 and above, so the app will be compatible with almost all the current and future mobile phones. Additionally, the app uses all the built-in sensors in the mobile, hence has no adverse impact on the environment. The app is scalable and can be enhanced further. The current version of the app will be available free of cost on the play store. The subsequent versions as mentioned in future scope will be charged.

7. CONCLUSION

This app can be used by the user as well as by the companies to rate the devices used or designed by them. This will help the user (consumer) choose a device wisely. The app will make the user aware about the harmful radiation and will provide the initiatives to minimise the radiation caused by the device. We provide some initiatives like avoiding Bluetooth, Headsets, Overuse of Network Connectivity as a solution when the range exceeds the limit.

8. FUTURE SCOPE

We can enhance the app by collecting the total value of radiation emitted by a device in a day. In addition we can give the user the statistics of the radiation they are exposed to. With the help of this statistics we can find the health of the device and represent it graphically. Which will be useful for the user to decide to change the device or not. We can even enhance this app to control the opposite device process and minimise the radiation emitted.

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4. <https://en.wikipedia.org/wiki/Sound>

CORPORATE SOCIAL RESPONSIBILITY (CSR): AN EMERGING OPPORTUNITY OR A FORCED LIABILITY

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1. ABSTRACT

A significant number of studies have been conducted on Corporate Social Responsibility (CSR) and its impact on different business organizations. However, no such study has been witnessed so far that could explain the nature of the amount involved in the CSR spending. The main purpose of the study is to analyze the viewpoint of different organizations that how they consider this CSR spending. In a current scenario, organizations have failed to take responsibility for what they are operating, so it is needed to consider the real cost of their functioning which brings a focus toward the environmental and social concerns. On the other hand, CSR also became legitimate spending stipulated in the Indian companies act, 2013. According to the act, every business organization is a responsible player to build an equitable society and for that CSR should be a part of the DNA of every organization. Through this paper, we made an attempt to see the nature of CSR adopted by different organizations, whether it is voluntary or mandatory. We reviewed some survey reports made on CSR before and after the Indian companies act, 2013. These reports provide a perspective on CSR perceptions of different business organizations. For empirical analysis, we have analyzed 100 listed companies' financial reports to know whether CSR mandate impact their performance or not. Using a difference-in-difference approach, we found that before the legitimization of CSR the performance found to be better than post CSR legislation. This paper is also an attempt to present a conceptual analysis of the CSR spending before and after its legitimization in India which will help us to determine whether it should be treated as an investment opportunity or a forced liability.

Keywords: Corporate Social Responsibility (CSR), Legitimation, Investment, Expenditure, India.

JEL: M10, M14, O16, L21

2. INTRODUCTION**2.1 Attention towards CSR**

In the earlier decades, many organizations found to incorporate social and environmental considerations into their investment decisions (El Ghouli et al., 2011). The ongoing attention on CSR from organizations perspective has raised the question of its financial nature; either it should be treated as an investment opportunity or a forced expenditure. The theoretical point of view says that a good CSR policy may increase the organization's performance in terms of productivity and return (Waddock and Graves, 1997). Also it implies a good relation with stakeholders, provides a competitive advantage, increasing innovation ability and also creates value by developing goodwill (Hart, 1995; Porter and Linde, 1995; Russo and Fouts, 1997).

When the awareness of CSR is increasing to the stakeholders, an organization can make a reputational capital and enhance their social legitimacy, which can lead to higher revenues and also increase customer's loyalty (Saeed & Arshad, 2012). These theoretical views indicate CSR as an investment decision. On the other side, many leaders have viewed CSR as just another source of pressure or passing fad. As per Windsor (2001), the relationship between business firms and society are based on corporate interests, not societal interests. As per these views, this form of CSR favors a reactive approach and not a proactive approach (Matten & Moon, 2008).

Apart from this organizational view, some scholars have also considered the stakeholders and society to place more importance on CSR (Carroll, 1999; Waddock, 2018; Park, & Ghauri, 2015). As per this view different executives have started to treat it as a creative opportunity to strengthen their organizations through contributing to the society. CSR also works as a central approach to the managements' overall strategies for helping them to address any key business issue (Keys, Malnight, & Van, 2009). The Indian Companies Act, 2013 contains different provisions regarding CSR. As per Section 135 of Companies Act, 2013 every company having any of the three:

- a) The net worth of Rs. 500 crore or more.
- b) The turnover of Rs. 1,000 crore or more.
- c) The net profit of Rs. 5 crore or more.

It is mandatory to spend at least 2% of its average net profits during the last three financial years on CSR activities.

Now the question is being raised that after the legitimization whether the CSR is being really observed by the companies as an opportunity or it is creating any forced liability on them? If CSR spending provides unpredictable returns in the foreseeable future, then it can be considered as an Investment opportunity. On the other side if a business organization thinks that it's better to retain such outgoings in the organization, then they would consider this spending as a forced liability (Al- Hadi. et al., 2017).

3. HISTORICAL PERSPECTIVE

The concept of CSR is not new in India. It can be seen as a well-established tradition in a number of business organizations, particularly family based corporations with a strong community ethos (Sundar 2000, Shrivastava and Venkateswaran 2000). Some earlier studies present evidences that CSR reduces idiosyncratic risk (Bassen et al., 2006; Boutin-Dufresne and Savaria, 2004; Sharfman and Fernando, 2008; Vanhamme and Grobbsen, 2009).

CSR also help the business organizations to generate positive reputation and moral capital among the society (Godfrey, 2005; Godfrey, Merrill, and Hansen, 2009). Each kind of these firms found to be less vulnerable in the event of a public crisis (Peloza, 2006). For example, corporations which implement CSR practices are likely to invest in equipment which enables greater product safety and environmental protection. Organizations which invest in CSR activities can more easily reconstruct their corporate and social image compared to organizations without having such policies (Bhattacharya and Sen, 2004).

Earlier studies also make a focus on CSR disclosures, firm's performance, and the relationship between CSR and various characteristics of the business firm. In these studies, CSR in India was found to be far below than the global norms, and there was no significant change in the approach of Indian corporates towards CSR (Cheung et al. 2009). In starting CSR has been seen as a configuration of principles of responsibilities, and different social activities. As time passed these activities lead to a reputation for CSR (Peloza and Shang, 2011).

The social and cultural base of India encourages CSR practices that differ from many other nations. In general terms, research shows that if an organization invests in CSR activities, then this investment provide cushion against negative events which may affect the reputation of the business. India can be seen as the world's richest tradition of CSR (Dhanesh, 2015). Though the term CSR could be new, the concept behind this dates back over a hundred years. Its legislation history also can be seen back to 11th five year plan 2007, which committed to growth as an essential part of country's development.

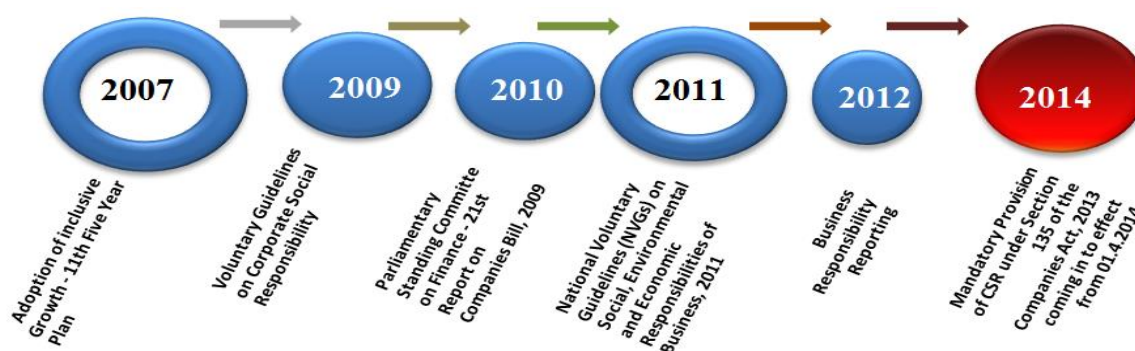


Fig. Historical Perspective of CSR Legislation

Source: Author

In 2009, the Ministry of Corporate Affairs, India had issued "Voluntary Guidelines on Corporate Social Responsibility," which was the first step towards mainstreaming the concept of corporate responsibilities. These guidelines were further extended in 2011 as "National Voluntary Guidelines on Social, Environmental and Economic Responsibilities of Business." In 2013 the Indian Companies Act mandated every company which qualifies under section 135 (1), to make a statutory disclosure of CSR in their annual reports.

4. DATA AND METHODOLOGY

We analyze different survey reports which have been organized on CSR before and after its legitimization in India. We use Indian Institute of Management, Bangalore 2001 survey report to know how organizations perceived this CSR spending in the earlier period when there was no any legal provision for CSR (Balasubramanian and Kimber 2005). To analyze the present scenario about CSR spending, we use KPMG CSR

survey report, 2015 and FICCI CSR survey report, 2016 in which we consider both quantitative attributes as well as qualitative trends. This paper also presents the evidence on the effect of CSR mandate on firms' performance. We have analyzed the experiences of 100 listed Indian companies among which 50 companies are those who never dealt in any CSR activity (control group) and another 50 companies who practiced CSR before as well as after the law has been enforced (treatment group). Comparisons of return on asset (ROA) for the control group and treatment group before and after the companies act, 2013 offer a simple method for evaluating the effects of CSR. In order to empirically test the research model, we used secondary data which has been extracted from the financial statements of 100 listed Indian companies. The main part of this empirical analysis is its difference in difference methodology. Earlier studies focusing on CSR and firm's performance attempts to identify CSR impact mainly through a single comparison by considering only those companies who are dealing in CSR. All such studies argues that their single comparison supports the hypothesis that CSR impact the firm's performance. However, this single comparison can actually be consistent with either positive or negative effects. The DID approach is therefore designed to overcome the probable ambiguities of the single difference approach. It's not only deal with the problem itself, but it also aims to improve the analysis of earlier work. This article has four additional sections. Section 5 briefly summarizes some main aspects of IIM Bangalore CSR Survey report, 2001. Section 6 reviews the output of KPMG CSR survey report, 2016. Section 7 highlights the findings of FMCG survey report, 2017. Section 8 outlines the difference in difference empirical analysis. Section 9 concludes with a discussion of future research ideas.

5. IIM, BANGALORE CSR SURVEY

In 2001, the Indian Institute of Management, Bangalore organized a survey that shows results on 778 usable responses. Among which 85% respondent of the survey group was Graduate with major areas like science, engineering, accounting, and finance discipline. Other different factors were taken as considered in Table 1.

Table-1: IIM, Bangalore Survey - Response Factors

Tertiary Educated	96%
Male	86%
Working Personnel	64%
Unmarried	58%
Under 30 year of age	60%
Had no children	75%
Employed in Pvt. Sector	85%
Employed in Industry	60%

Source: Balasubramanian and Kimber 2005

It was the first CSR survey which was based on modern technology as it was designed through a web-based technique and ran for approximately two months. However, the IIM, Bangalore CSR survey fails to represent the majority of employees and leaders (Balasubramanian and Kimber 2005).

As per the survey, 70% respondents believed that Social Responsibility should not only a government initiative but also should be adopted by corporate one. However, 17% were not agreed with this statement. 80% respondent agreed on the codes of conduct as a necessary element to encourage accountability and transparency. 46% agreed that responsiveness for society has increased in the last five years. But surprisingly 72% stated that CSR should be treated as an operational cost and not as an appropriation of profits. It is perhaps heartening as responses are sensitive regarding social responsibilities.

After IIMB and before current surveys there was some other survey also administered like A CSR survey organized by Tata Energy Research Institute (Europe) in which it was found that corporate organizations focused on mainly "employees' health and their safety, social relations, environmental sustainability and accountability of stakeholders" (Kumar *et al.* 2001). In early 2001 a survey was undertaken by The Centre for Social Marketing (CSM) which based on an email instrument, which sends to a cross-section of Indian industry to get the answer of the questions like what is the meaning of corporate citizenship in case of modern Indian businesses? What is the interpretation of this new language for Indian organizations? How are they providing leadership and how they are responding? (Brown, 2001).

In 2003 National Stock Exchange also administered a questionnaire-based survey of top 50 companies which were listed in the Nifty index (NSE/NIFTY 2003) The report shows how

CSR is considered and how it is implemented by these organizations (Balasubramanian and Kimber 2005).

6. KPMG CSR SURVEY

In the year 2015 KPMG India, a leading service organization represents a survey report which was made on top 100 companies. The following details have been captured from the KPMG CSR reporting survey 2015.

Table-2: KPMG Survey – No. of companies surveyed

Documents reviewed	Number of companies
CSR policy	95 companies
Financial reports	92 companies
CSR disclosure (as per prescribed format)	87 companies

As of 30th September 2015, KPMG accessed CSR policies of 95 companies and financial reports of 92 companies. Out of 100 companies, eight found to follow a different cycle of the annual report (not 1st April – 31st March) and, thus, were not considered for this survey. Another five companies found not to have the required information on CSR. Therefore KPMG made an analysis of CSR policies for 95 companies, and CSR spending for 87 companies.

The main findings of the KPMG survey were

- 90.95% of companies having availability of mission/vision/philosophy in there CSR policy
- 79.83% CSR activities were related to the specific activities which covered in companies CSR policy. And 13.14% activities related to the Schedule VII activities. Rest 3% was not able to found as details were not given in the companies CSR policy.
- Around 63 companies mentioned that the surplus arising by dealing in CSR activities was not expected. These companies also stated that the profit arising out of CSR activities would be transfer to the CSR fund. However, 32 of them was not replied and remained silent.
- 53 companies have agreed to provide details regarding focus areas of CSR involvement in their director's report, and 19 have given details regarding outreach/impacted.
- 52 companies provided the detail of CSR spending among which 13 companies failed to spend the prescribed amount, but they committed to carrying forward the unspent amount into next year.
- Only 32 companies spent 2% or more towards CSR.

(Source: KPMG survey, 2015)

7. FICCI CSR SURVEY

In 2016, FICCI surveyed during January and February 2016. The report has covered Public sector companies, Private sector companies as well as foreign MNCs. The result was based on about 150 responses.

- 79% of the companies found to have an independent director in their CSR committee.
- 95% respondent stated that their CSR schemes are mainly aligned with the Governments development programs like- Digital India, Swach Bharat Abhiyan, MGNAREGA, National Health Mission, etc.
- 72% respondent said that the normal duration of a CSR project is less than five year and companies consider these projects by their investment decisions.
- Companies use the strategic approach to identify the projects. They engaged third-party consultancy firm for regular community interaction, need assessment survey, etc.
- 77% respondents reported an increase in their CSR budget for the year 2016 as compared to last few years. While 12% respondents declined and the other 6% cited no change. Remaining 5% reported that they had made a CSR provision for the first time in their budget.

(Source: FICCI survey, 2016)

8. EMPIRICAL ANALYSIS: DIFFERENCE-IN-DIFFERENCES ESTIMATION

Difference in Differences is a tool for study the impact of pre and post treatment differences in the outcome of a treatment group relative to the performance of some control group. In this study, we are interested in estimating the effect of the treatment (legitimation of CSR) on firms' performance. The control group shows the details which would have happened to the treatment group in the absence of treatment (legitimation of CSR). Applied to the concern of mandate CSR effect on firms' performance, this approach suggests that one compare the performance pattern among treatment group pre and post (Section 135) with the performance pattern among

control group pre and post (Section 135). To develop this empirical approach we have used difference in difference methodology, following the detailed discussion in Meyer (1995). This suggests

$$Y = \beta_0 + \beta_1[\text{time}] + \beta_2[\text{intervention}] + \beta_3^{\text{diffs-in-diffs}}[\text{time}*\text{intervention}] + \varepsilon \quad (1)$$

Where:

Y = Output for performance

β_0 = Baseline average

β_1 = Time trend in control group

β_2 = Single difference between treated and control groups on the baseline

$\beta_3^{\text{diffs-in-diffs}}$ = Difference in changes over time

ε = error

The difference in difference (DID) estimate ($\beta_3^{\text{diffs-in-diffs}}$) can be understood by graphical figure given below in figure 2.

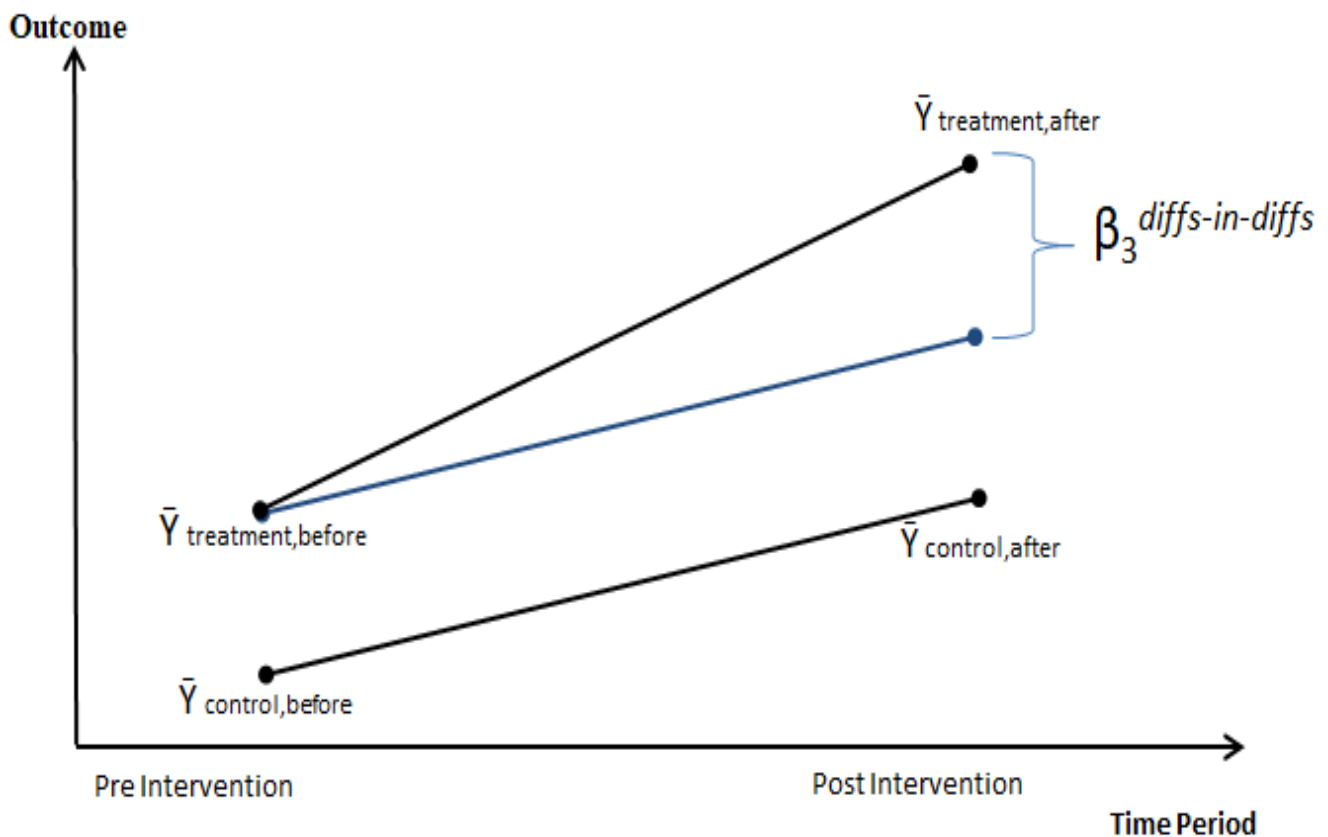


Figure-2: Difference in Differences (Graphical Approach)

$$\beta_3^{\text{diffs-in-diffs}} = (\bar{Y}^{\text{treat, after}} - \bar{Y}^{\text{treat, before}}) - (\bar{Y}^{\text{control, after}} - \bar{Y}^{\text{control, before}})$$

The whole data set from 2012 to 2017 containing information of 100 companies used for building the DID model. The DiD regression model is proposed as follows:

$$Y = 1.18 + -0.01[\text{time}] + -0.47[\text{intervention}] + -0.07[\text{time}*\text{intervention}] + \varepsilon \quad (2)$$

In order to deal with the main assumptions related to DiD estimation, we used descriptive statistics for summarizing and exploring data, visual inspection for parallel trend assumption, and Wooldridge test for autocorrelation.

Descriptive statistics of key variable (ROA)

The values of descriptive statistics for different variables are provided in Table 4 and Table 5. In these tables, it is observed that the mean ratio of ROA for treatment group companies before the legitimization of CSR was 0.710 and after legalization, it is 0.631.

Table-3: Return on Asset (ROA) of treatment group

Year	Observation	Mean	Standard Deviation	Minimum	Median	Maximum
For time period 1 (2012-2014)						
2012	50	0.725	0.526	0.087	0.634	2.044
2013	50	0.710	0.544	0.089	0.573	2.295
2014	50	0.696	0.530	0.092	0.538	2.203
Total	150	0.710	0.530	0.087	0.568	2.295
For time period 2 (2015-2017)						
2015	50	0.681	0.539	0.095	0.476	2.305
2016	50	0.621	0.493	0.094	0.471	2.272
2017	50	0.592	0.435	0.093	0.514	2.198
Total	150	0.631	0.489	0.093	0.495	2.305

Table-4: Return on Asset (ROA) of control group

Number of observations in the Diff-in-Diff : 600				
		Before	Before	Total
Control:		150	150	150
Treated:		150	150	150
Total		300	300	300
Outcome Variable	ROI	S. Err.	 t 	P> t
Before				
Control	1.177			
Treated	0.710			
Diff (T-C)	-0.467	0.098	-4.74	0.000***
After				
Control	1.168			
Treated	0.631			
Diff (T-C)	-0.537	0.098	5.46	0.000***
Diff-in-Diff	-0.071	0.139	0.51	0.612

Table-5: Difference-In-Differences Estimation Results

Year	Observation	Mean	Standard Deviation	Minimum	Median	Maximum
For time period 1 (2012-2014)						
2012	50	1.188	1.131	0.000	0.896	6.111
2013	50	1.175	1.104	0.035	0.905	5.727
2014	50	1.168	1.066	0.036	0.952	5.002
Total	150	1.177	1.093	0.000	0.905	6.111
For time period 2 (2015-2017)						
2015	50	1.248	1.172	0.025	1.026	6.013
2016	50	1.166	1.033	0.022	1.010	5.435
2017	50	1.091	1.078	0.021	0.850	6.424
Total	150	1.168	1.090	0.021	0.937	6.424

This value is lower than control group companies as their mean ROA before the legitimization of CSR was 1.177 and after legalization, it is 1.168. Starting trends were very similar among companies in both groups, although the average ROA was significantly higher in control group companies. The average ROA for treatment group companies found to be decreased by 11 percent following the legitimization of CSR while for control group companies the average ROA found to be decreased by 0.76 percent only.

Inference: * p<0.01; ** p<0.05; * p<0.1

Source (Authors' Calculations)

Software Used: STATA 13

R-square: 0.08

Further insight into this change is provided in figure 3, which shows the distributions of change in ROA of treatment and control group before and after the legislation of CSR. Standard deviation indicates wide variance among all the selected firms. Such variance can be occurring due to the selection of firms from different sectors in our sample. But we have chosen the same strata for both the groups (treatment and control) to make our analysis more appropriate.

Next, we test for parallel trend assumption which normally used to deal with biased estimation of the causal effect. The parallel trend assumption is the most critical assumption to ensure internal validity of difference in difference model and is the hardest to fulfill as there is no statistical test for this assumption. Violation of this assumption will lead to biased estimation of the causal effect. With the help of visual inspection, we confirm this validity in our model. Firstly on pre-treatment periods, we check the parallel path trends by testing for difference in the treatment and control group. Equality of pre-treatment trend can be seen in the below figure 3, which leads to the confidence of having this validity in our model.

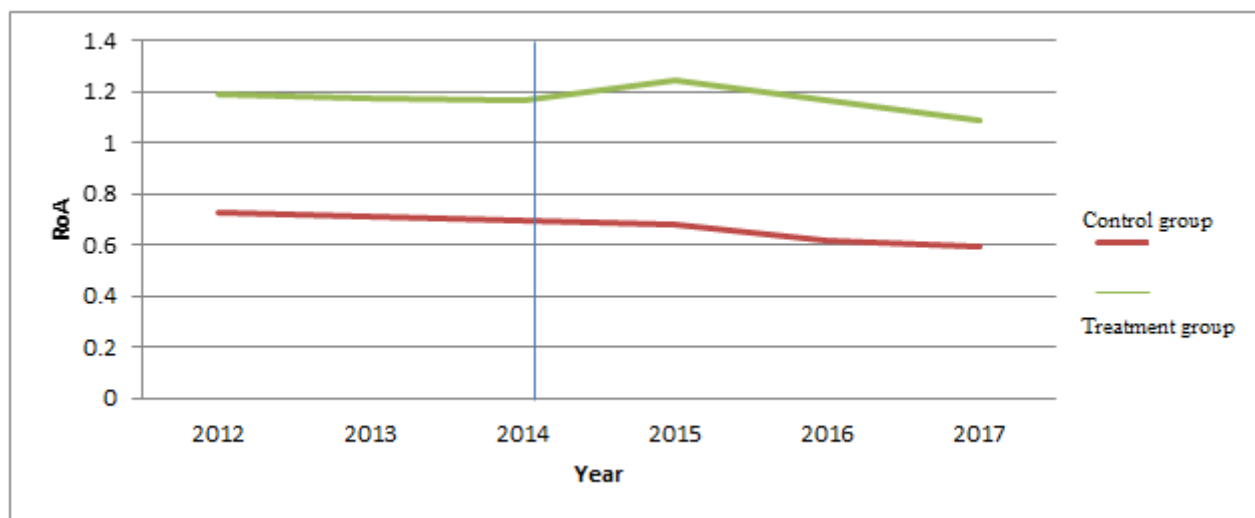


Figure-3: Parallel trend pre-treatment

Finally, we obtain the value for Wooldridge test statistics to check for autocorrelation. The computed F value of Wooldridge test is 13.378, which falls into the serial correlation area. As the Wooldridge test statistics indicate a significant autocorrelation in our panel model, our analysis leads to possible biases associated with the degree of serial correlation. Such correlation may exist due to the small sample size as the law has been implemented from the year 2014 onwards. This can be considered as a limitation of this paper. Although it takes into account a three-year pre and three-year post data, it is believed that it is important to incorporate a longer time period for validation of the true relationship between CSR and firms' performance. Despite such limitations, this study contributes to the literature in the view of CSR and its implications to investors, corporate managers, and policymakers.

9. DISCUSSION

After going through the survey reports it seems that before as well as after legitimization of CSR a genuine and deep integration of csr activities in to the current business world is still not significant. Furthermore, it can be seen that many companies are following a reactive mode and mainly focused on 'caring' model (Balasubramanian and Kimber, 2005). The importance of legitimization is seen from a number of perspectives. After legitimization, various reports suggest that csr law is essential to support csr initiatives. Because of csr law, companies are aware of the concern about social responsibilities in India and ready to respond accordingly. Mainly all survey indicates csr as an important part of their business plan and if ignore, are likely to suffer.

As per the output of the DID estimation, legislation of CSR shows a negative impact on ROA. The relative loss (the "difference in difference" of the changes in pre and post analysis) is -0.071, with a "t" statistics of 0.51. Perhaps most interesting is that before the legitimization of CSR the performance found to be better than post CSR legislation. We hypothesized that this inconsistency could be due to short time span. However, the present study also did not control for the possible effects of other variables. Our study examined the relationship between CSR and accounting based performance measure (ROA), for which earlier studies have generally found positive results (Bragdon and Marlin, 1972; Bowman and Haire, 1975; Parket and Eibert, 1975). Our results highlight those arguments which are based on a trade-off between social responsibility and firms' performance. This view proposes that firms experience costs by making socially responsible actions which

result into economic disadvantage compare to those firms which are less responsible (Aupperle, Carroll & Hatfield, 1985; Ullmann, 1985; Vance, 1975). As per results, till now CSR activities are like any other activity for firms and the firms choose those activities that maximize firm performance.

10. CONCLUSION

As per different survey reports, it seems that before legitimization of CSR companies considered it as an act of philanthropy or just a business practice towards the society. Earlier they did not consider the actual cost which incurred by functioning their operations in the social environment. After legitimization of CSR, it is seen that companies are ready to invest in CSR. However, the results of the empirical analysis report negative outcomes. This effect is larger than the 2% stipulated requirement, signifying that the relationship between CSR and firms' performance is complicated. These findings bring new evidence over the consequences of CSR activities. Earlier studies also found it to be difficult because it was a more complex than a simple linear relationship (McWilliams and Siegel, 2000; Ullmann, 1985). Opposite to this, there was a significant increase in CSR spending by treatment firms relative to control firms (Dharmapala, & Khanna, 2016). Future studies can be made for a better understanding of the consequences revealed in this paper, by employing some other specific variables like advertisement, firm size, government policies, etc.

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VARIANCE-COVARIANCE (DELTA NORMAL) APPROACH OF VAR MODELS: AN EXAMPLE FROM BOMBAY STOCK EXCHANGE

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ABSTRACT

Numerous investors are inclined to understand, the quantum of wealth or capital they can lose in a specific time period, which could be one day or 5 days or 10 days. In this research paper, out of numerous approaches, variance – covariance approach of VaR is discussed. This method helps in prediction of maximum loss that can occur for a specific time period and given probability. Here in order to calculate VaR, portfolios are created, which is followed by identification of returns distribution. Finally VaR of portfolios is calculated. Daily loss is calculated using data for the period of 01st January 2018 to 31st December 2018 as historical data consisting of 246 days. Companies were selected from Bombay Stock Exchange (BSE). VaR has been computed for both 95% and 99% confidence intervals for holding period of 1 day and 10 days.

Keywords: Risk & Return, VaR, Maximum Loss, Variance – Covariance approach, Correlation.

1. INTRODUCTION

The key yardsticks or benchmark for any investment happens to be Risk and Return. The primary assumption w.r.t investors are that they want to maximize their utility and reduce risk. In other words they are risk averse. From that perspective, risk management has emerged as a vital facet for evaluation and choice of investments. Numerous organizations and regulatory authorities too attribute tremendous significance to analysis and measurement of risk in the aftermath of 2008 financial crisis.

A number of methods exist to compute market risk, which primarily consists of exchange rates, interest rates etc. Value at Risk models (VaR) have been implemented since 1994. The primary disadvantage of VaR models is that they estimate or predict only those risks that can be quantified. Qualitative risks such as regulatory risk, operational risk or political risks cannot be measured using this model. VaR model estimates the highest loss for a portfolio or a stock w.r.t a given holding period and a level of confidence. This gives investors an opportunity to know, how much they stand to lose in a particular time frame.

Different results are thrown up by different models. VaR models have both advantages as well as disadvantages. The classification of VaR models can be parametric or non – parametric. Variance – Covariance model (also known as delta normal) is the most widely used VaR model in finance.

The advantage of using this model is that it is very simple and straight forward to use. This model uses covariance and correlation matrices to measure standard deviation and variance of a risky asset portfolio. This model goes with a primary assumption that returns should follow a normal distribution.

RESEARCH OBJECTIVE

The primary objective of this paper is to elaborate on Variance – Covariance VaR method and to measure the maximum loss that an investor can incur on a portfolio comprising of a variety of stocks. The research paper is divided into following parts: -

A brief introduction of VaR models is given in Part 2. In Part 3, the approach of VaR – CoVaR is applied to measure loss value. A number of statistical techniques are applied in this section. Finally the paper is concluded in section 4.

The aim of this paper is briefly to elaborate on Variance-Covariance method and to compute maximum risk for portfolios consisting of different stocks. The rest of the paper is organised as follows. In part 2, VaR models are briefly introduced. In part 3, variance-covariance method is applied to calculate loss value. Many statistical techniques are used in this section. Finally, part 4 concludes the paper.

2. VARIANCE-COVARIANCE APPROACH OF VAR METHODS

Every investor wants to earn maximum returns at minimum risk. Therefore, prediction and estimation of risk is a very important parameter in all decisions related to investments. The investor will be willing to invest in any portfolio or asset only if the expected return is more than its perceived cost. Normally there is a compromising situation or a trade – off situation experienced by every investor, wherein a good but relatively small investment in terms of money may result in an opportunity cost, however a substantially large but bad investment may lead

to enormous losses. Therefore risk management becomes imperative and is inevitable to attain the stated objective of maximum return at minimum risk. Value at Risk (VaR) is a popular method of risk measurement to compute the worst case scenario loss at a specific level of confidence over a specific time frame (Johansson, 2013).

VaR was applied for the first time by J.P Morgan in 1994 creating CreditMetrics methodology, RiskMetrics and RAROC models. This model later on has been applied by numerous other organizations. (Anjunas, 2009)

Even though regulatory groups have been pushing it vigorously for setting regulatory minimum capital standards, numerous financial companies too have devised their own methods based on VaR as a medium to manage and monitor market risk (Darbha, 2001). In 1995, Basel Committee of Banking Supervision, USA Federal Reserve System and USA Stock Committee and in 1996, European Union Capital Requirements Directive put forward a proposal to implement Value – at – Risk method as one of the tool for market risk management (Anjunas, 2009).

VaR models have three primary assumptions

- 1) Static requirement meaning that daily fluctuations of returns are completely independent and unrelated from previous day's or future day's return. It is associated with random walk theory in finance.
- 2) The second assumption is that of non – negativity. It implies that the financial assets do not have negative values.
- 3) VaR model assumes that the historical data w.r.t stock/portfolio returns is normally distributed (Allen, 2004)

VaR approaches can be primarily categorized into two categories.

- 1) Parametric (Variance – Covariance, also known as delta normal)
- 2) Non – Parametric (This consists of two simulation methods, which are called as historical simulation and Monte Carlo simulation). Both methods have their own advantages and disadvantages (Bozkaya, 2013).

In this research paper, preference is accorded to Variance – Covariance approach to compute the portfolio loss. Ease of application and nimbleness are the two distinct pluses of this method. Also it is not imperative to assume that distribution of returns is static through time as volatility has been incorporated into estimation of parameters. (Bohdalova, 2007).

The main disadvantage of this method amongst other disadvantages is that it is tremendously dependent on the assumption that returns are normally distributed, however evidence suggests that market returns generally have “fat tails” and do not look like a true normal distribution.

3. RESEARCH METHODOLOGY

3.1. Data and Formulas

In this research paper, historical data has been employed by Variance – Covariance approach to compute maximum (worst case) loss for a certain given confidence interval over a certain holding time period. Therefore confidence interval and holding time period are the primary yardsticks of measurement.

In this study, two hypothetical portfolios are created at first. They have same three companies' stocks but different weights. These three companies trade in Bombay Stock Exchange (BSE). They are operating in industries as given below.

Table-1: Name and Industry of Companies

Name of the Company	Industry
Mahindra & Mahindra Ltd	Automobile
Wipro Ltd	IT
ICICI Bank	Banking

In this research paper, beta of companies and market return are estimated using daily returns (Adjusted price for INR). They have been borrowed from BSE Database. One year period (246 working days) data is employed. The period is from) 01st January 2018 to 31st December 2018. Also BSE SENSEX has been used as market index.

To calculate for stocks daily return; the formula is applied as follows:

$$R_i = \frac{R_{it} - R_{it-1}}{R_{it-1}}$$

Where “ R_i ” is a daily return of share i , “ R_{it} ” is a closing price of share i in t date and “ R_{it-1} ” is a closing price of share i in $t - 1$ date

To Calculate the index (BSE SENSEX) daily return, the following formula is applied.

$$R_{BSE} = BSE_t - BSE_{t-1}$$

$$BSE_{t-1}$$

Where R_{BSE} is average return of market. BSE_t is a market return in t date. BSE_{t-1} is a market return in $t-1$ date.

In order to calculate variance of stocks daily return and index return, I used the following historical volatility formula.

$$\sigma^2 = \frac{1}{n-1} \sum_{i=1}^n (R_i - R_{average})^2$$

Where “ σ^2 ” is a variance of daily share return. R_i is a daily return of share i . $R_{average}$ is the average daily return. N is a sample size (246) days.

To measure, how stocks vary together, standard formula for covariance can be used.

$$Cov(X,Y) = \frac{1}{n-1} \sum_{i=1}^n [(X_i - \bar{X}).(Y_i - \bar{Y})]$$

Where the sum of the difference of each value X and Y from the average is then further divided by the total number of values minus one. The covariance calculation enables us to calculate the correlation coefficient, shown as:

$$\text{Correlation Coefficient} = \frac{Cov(X,Y)}{\sigma_X \cdot \sigma_Y}$$

Where σ is the standard deviation of each asset/stock. However, if there are more than two financial assets in the portfolio, then correlation and covariance matrices are needed to solve equations. To calculate standard deviation of portfolio (position) the following formula is used:

$$\sigma_p = \sqrt{\sum_{i=1}^n (w_i^2 \cdot \sigma_i^2) + 2(\sum_{i=1}^n \sum_{j=1}^n (w_i \cdot \sigma_i \cdot w_j \cdot \sigma_j \cdot \rho_{ij}))}$$

Where “ σ_p ” is a standard deviation of portfolio, “ σ_i ” is a standard deviation of stocks. W_i is a weight of stocks in a portfolio and ρ_{ij} is a correlation coefficient between stocks i and j .

3.2. Analysis and Interpretation

In this study, excel functions and data solver are used for all calculation. The calculation of variance- covariance model involves the following steps:

Step 1 – Determining period to hold and Confidence Level (table 2)

Step 2 – Determining Portfolio (table 3 and table 4)

Step 3 – Statistical Details of Returns (table 5)

Step 4 – Determining Correlations and Covariance between Assets (table 6 and table 7)

Step 5 - Calculating the Volatility of the Portfolio (table 8)

Step 6 - Calculating the VaR Estimate (table 9)

Table-2: Main Parameters of Calculations

Parameter	Value
Confidence Level	95% and 99%
Time Horizon	1 Day and 10 Days
Size of Historical data	246 Days
Testing Period	01 – 01 – 2018 to 31 – 12 – 2018

Closing price (as on 31 – 12 – 2018) of stocks along with weights are given below in Portfolio 1 and Portfolio 2. They have same stocks but different weights.

Table-3: Portfolio 1

Stocks	Closing Price (31 – 12 – 2018) in Rupees	Weights
M&M Ltd	803.700	33.3%
WIPRO Ltd	330.25	33.3%
ICICI Bank	360	33.3%

Table-4: Portfolio 2

Stocks	Closing Price (31 – 12 – 2018) in Rupees	Weights
M&M Ltd	803.700	50%
WIPRO Ltd	330.25	30%
ICICI Bank	360	20%

Table-5: Statistical Details

Stocks	BSE SENSEX Returns	M&M Ltd Returns	WIPRO Ltd Returns	ICICI Bank Returns
Minimum	-0.02366941	-0.068921185	-0.043191939	-0.061096253
Average	0.00026358	0.000339849	0.000170777	0.00066673
Maximum	0.021312587	0.051512356	0.04766844	0.102770294
Variance	0.00006	0.00028	0.00020	0.00039
Standard Deviation	0.007939661	0.016699341	0.014092362	0.019741286

Variance – Covariance employs matrix calculations in order to compute Value – at – Risk for portfolios comprising of numerous stocks/assets. As seen from Variance-covariance approach uses matrices giving chance to measure VaR value for a portfolio consisting of hundreds of assets. As we can see from the formula for portfolio measurement, standard deviation of portfolio calculation warrants computation of correlations of each asset and also covariance between them. Also application of variance covariance matrices is a pragmatic method of computing standard deviation of portfolio. In this research, the objective is to show, how the parametric methodology utilizes variance and correlation matrices to calculate the variance, and hence standard deviation, of a portfolio.

Table-6: Correlation Matrix

Correlation Matrix	BSE SENSEX	M&M Ltd	WIPRO Ltd	ICICI Bank
BSE SENSEX	1			
M&M Ltd	0.59453	1		
WIPRO Ltd	0.602216	0.441329	1	
ICICI Bank	0.696572	0.392052	0.404383	1

The strength of association between two variables is computed through correlation. This tells us the quantum in terms of percentage and direction in which the two variables move together. Volatility of a portfolio or the risk of a portfolio is lower than its individual assets volatility or risks.

Therefore it is imperative to know the relation between variance of a portfolio and variances of assets. Correlation always has a value between -1 and +1 (Bozkaya, 2013). As we can observe from Table 6,

correlation between stock returns of Bharti Airtel Ltd and Maruti Suzuki Ltd is higher than correlation between HDFC Bank Ltd and Maruti Suzuki Ltd and also higher than correlation between HDFC Bank Ltd and Bharti Airtel Ltd. But all correlations are positive.

The coefficient of correlation may be computed by employing the covariance matrix that measures how mean returns of two companies vary or move together. Covariance matrix assists decision makers in deciding on the assets that move in the same direction or in the opposite direction (Bozkaya, 2013).

Table-7: Covariance Matrix

Covariance Matrix	BSE SENSEX	M&M Ltd	WIPRO Ltd	ICICI BANK LTD
BSE SENSEX	6.27809E-05	7.53537E-05	2.49809E-05	8.62372E-05
M&M Ltd	7.53537E-05	0.00027773	1.89357E-05	0.000102151
WIPRO Ltd	2.49809E-05	1.89357E-05	0.000197784	3.9046E-06
ICICI BANK LTD	8.62372E-05	0.000102151	3.9046E-06	0.000388128

Covariance enables us to compute volatility of portfolios. Covariance values between stocks are multiplied by each shares weights and then added to find volatility of portfolio.

Table-8: Standard Deviation and Variance of Portfolio 1 and Portfolio 2

	Portfolio 1	Portfolio 2
Standard Deviation	0.01101243	0.0113727
Variance	0.000121	0.000129

VaR is calculated as using the following formula:

$$P \cdot \alpha \cdot \sigma \cdot \sqrt{t}$$

Where “P” is the value of portfolio (or position), “ α ” is confidence level, “ σ ” is a volatility of portfolio and t is a holding period. For 95% level of confidence, “ α ” is 1.65 and for 99% level of confidence “ α ” is 2.33. VaR may be calculated for different time periods. In this research both 1 day and 10 day periods have been considered. If someone needs to determine VaR values for more than 1 day, such as 10 days, they need to multiply daily volatility returns by $\sqrt{10}$. Here if we consider principal value P as 1000000 (10 Lakhs), then the VaR values are as follows:

Table-9: VaR Values of Portfolio 1 and Portfolio 2

	Portfolio 1		Portfolio 2	
	95%	99%	95%	99%
VaR (One Day)	18170.51	25658.96	18764.9	26498.31
VaR (Ten Days)	57460.2	81140.76	59339.82	83795.02

Market risk of portfolios can be computed through VaR models. As we can see from the above table, at 95% level of confidence and time period of 1 day, maximum loss that portfolio 1 can incur is Rs 18170.51 and maximum loss that portfolio 2 can incur is Rs 18764.9. It indicates that there is only 5% probability that loss for the next day will be greater than Rs 18170.51 for portfolio 1 and Rs 18764.9 for portfolio 2. At Confidence level of 95% and time period of 10 days, maximum loss will not be more than Rs 57460.2 for portfolio 1 and not more than Rs 59339.82 for portfolio 2.

At 99% level of confidence and time period of 1 day, maximum loss that portfolio 1 can incur is Rs 25658.96 and maximum loss that portfolio 2 can incur is Rs 26498.31. It indicates that there is only 5% probability that loss for the next day will be greater than Rs 25658.96 for portfolio 1 and Rs 26498.31 for portfolio 2. At Confidence level of 99% and time period of 10 days, maximum loss will not be more than Rs 81140.76 for portfolio 1 and not more than Rs 83795.02 for portfolio 2.

CONCLUSION

It is possible for investors to estimate probable loss value of their portfolios for different holding periods and confidence level. Variance–covariance approach helps us to measure portfolio risk if returns are distributed normally. In this study, two hypothetical portfolios to calculate potential loss with both 95% and 99% confidence level as well one day and ten days holding periods are created. As a main conclusion, there is no huge difference between Portfolio 1 and Portfolio 2 results. It is thought that the portfolio was not diversified well. There were only three stocks in the portfolio but importantly their correlations were not low enough to decrease risk adequately. Stocks have equal weights in Portfolio1 as 33.3 %. Stocks have different weights in Portfolio 2. Thus, while risk evaluation of one stock is related with especially volatility characteristics, risk evaluation of portfolio is related with correlation between risky assets inside the portfolio.

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CORPORATE FRAUDS AND ITS IMPACT ON ORGANISATIONS

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ABSTRACT

The term Fraud can be defined as an intentional perversion of truth for the purpose of inducing another in reliance upon it to part with some valuation thing belonging to him or to surrender a legal right.

Corporate Frauds refers to any disclosure that is omitted or improperly reported on any of the four financial components i.e.;

- *Balance Sheet*
- *Profit and Loss Statement*
- *Cash Flow Statement, and*
- *Shareholder's equity*

It also includes any offer document/advertisement which is used as tool to solicit the investment from general public.

Corporate Fraud is a problem for companies regardless of its size, sector or region where they operate. Fraud is a serious problem of a modern business. It generally arises out of auditing malpractices of the organisations. Association of Certified Fraud Examiners (ACFE) every two years publishes a report on Occupational Fraud and accuse. The recent report states that one-fifth of the cases causes losses bigger than USD 1 million. Moreover a typical organisation loses on average 5% of its revenues to fraud every year and nearly half of the victim organisations never recover any perpetrator's takings.

Fraud committing and fraud detection levels differs from Industry to Industry e.g. fraudulent misreporting will be concentrated in high growth industries, e.g. Stayam Computers Limited, fraud detected in year 2009. Another reason is if investors ask/demands/ expects higher return on equity, the Companies comes under pressure to increase the return, which may result into fudging of financial datas.

On the other hand financial frauds happen due to too much autonomy given to top management, e.g. Punjab National Bank scam where the external server for international transaction was not connected to the internal server of the Bank resulting into separate play room for the fraudsters where the internal management took advantage of it.

Third type of frauds happen when the Fraudsters took advantage of loop holes of laws/grey areas of regulations e.g. Sahara OFCDs scams or Harshad Mehata Scam. Thus we may say that Fraud is determined by some Company's Characteristics, such as high leverage ratios, high performance – based manager's Compensation, poor corporate governance, high growth and financial needs.

1- INTRODUCTION

The Association of Certified Fraud Examiners' (ACFE) "2012 Report to the Nation" is one study that describes the losses that an entity may experience as a result of Fraud:

- A Typical organisation loses approximately 5 percent of its annual revenue to fraudulent acts (but in India it is much more).
- The median loss caused by the Frauds in the study was USD 145,000. Additionally, 22% of the cases involved losses of at least USD 1 Million

It takes time and effort to recover the money stolen by the perpetrators and many organisations are never able to fully do so .At the time of survey, 58% of the victim organisations had not recovered any of their losses due to fraud, and only 40% had made full recovery.

According to the Association of Certified Fraud Examiner's "**Report to the Nations 2016**" India ranks **second in terms of victim organisations** reporting the cases. The study shows the imperative need for the regulators, business as well as the investment community to asses the risks emanating in the business. Today, in an increasingly interconnected world, digitisation enables business to be conducted in the wink of an eye. Thus, it is time for organisations to examine the role of corporate governance, particularly of those involved in preventing and detecting frauds.

2- FINANCIAL AND CORPORATE FRAUDS;

Corporate Fraud can be classified in three broad areas;

- (a) **Financial fraud or Accounting fraud** consist of falsifying financial information by fudging the books thereby misleading the investors for example- capitalising the expenses, swap transactions, accelerated/inflated revenues and deferred expenses. This is usually perpetuated by the top management.
- (b) **Self dealing by corporate insiders** is mostly related to misappropriation of corporate assets by top management/senior executive such as loans granted to senior management are written off over a period of time, failure to disclose their business relationship, reimbursement of personal expenses, kickbacks from vendors/suppliers.
- (c) **Obstructive conduct is falsifying testimony** to regulators, erasing the data from system, shredding documents, creating or altering documents to support illegal conducts.
- (d) **Tax evasion and money laundering** is a criminal offence aimed at presenting wealth of illicit origin or the portion of wealth that has been illegally acquired or concealed from the purview of tax and other authorities, as legitimate, through the use of methods that hide the identity of the ultimate beneficiary and the source of the ill-gotten profits.

3- PAST INCIDENCE THAT HIGHLIGHTS THE EXTENT OF LOSS FROM FINANCIAL FRAUDS

A majority of the scandals are perpetrated on investors of the organisation in question. Investors were often mislead/misguided and are forced to believe that organisations financial situation is sound. However this was not true.

Sr. No.	Organisations	Loss	Modus Operandi
1	Toshiba (2014)	Profits were overstated by more than US\$ 1 bn	Toshiba understated its costs on long-term projects. Toshiba CEOs put intense pressure on subordinates to meet sales targets, which pushed certain employees to postpone losses or push forward sales on accounting
2	Olympus (2011)	US\$1.7 bn accounting fraud- speculative investment losses	Olympus created a Tobashi scheme to shift losses off the Olympus balance sheet. Companies located in Cayman Islands were purchased via exorbitant M&A fees.
3	Satyam (2009)	Falsely boosted revenue by US\$ 1.5 bn	Falsified revenues, margins and cash balance to the tune US\$ 1.5 bn.
4	Lehman Brothers (2008)	Hid over US\$ 50 bn in loans disguised as sales	Allegedly sold toxic assets to Cayman Island banks with the understanding that they would be bought back eventually. Created the impression Lehman had US\$ 50 bn more cash and US\$ 50 bn less in toxic assets than it really did.
5	Bernie Madoff (2008)	Tricked investors out of US\$ 64.8 bn through the largest ponzi scheme in history	investors were paid returns out of their own money or that of other investors rather than from profits
6	WorldCom (2002)	Inflated assets by as much as US\$ 11 bn, leading to 30,000 lost jobs and US\$ 180 bn in losses for investors	Inflated assets by as much as US\$ 11 bn, leading to 30,000 lost jobs and US\$ 180 bn in losses for investors
7	Enron (2001)	Shareholders lost US\$ 74 bn, thousands of employees and investors lost their retirement accounts, and many employees lost their jobs	Kept huge debts off balance sheets
8	Saradha Chit Fund (2013)	Deposits were taken from public amounting to USD 600 mln	Chit fund collapsed leading to defaults after a crackdown by SEBI an RBI

4- HOW THE FRAUD HAS IMPACT ON THE ORGANISATIONS

Fraud has the potential to disrupt the activity of any business, be it small or big. However, smaller or a mid size companies/organisations are usually hit harder when employees or management engage in fraudulent behaviour. In some extreme cases, fraud can threaten the survival of the business itself by limiting the confidence partners and clients have in it or by promoting mistrust inside the workplace. A company dealing with fraud is usually painted in black for investors and other business associates. Bad news usually reaches the clients faster than anything else does.

The detected/undetected fraud can have disastrous and far-reaching consequences for an organisation, some of them are;

- **Financial Loses**

This is most obvious consequences of detected/undetected fraud is a financial loss. Corporate books might not balance correctly as a result of this financial loss.

- **Lost Inventory**

Whether it is a service industry or a manufacturing industry, lost tangible goods can be a huge problem. Some employees commit fraud by lifting merchandise and re-selling it or by faking burglaries.

- **Lost Productivity**

When any employee/executive/top executive is involved in fraudulent activities he/she losses his/her concentration on work resulting into loss of productivity

- **Legal issues**

Frauds whenever get detected put the Company/organisation in a situation to face for lawsuits, legal cases etc.

- **Loss of Goodwill**

Whenever a case of Fraud is reported in media, it directly affects the Goodwill of the company. For a listed Company's like Satyam the Companies' market cap drastically got eroded in a single trading session and second day it was about 1/20th of the previous day high.

- **Sustainability question**

Sustainability become a big question for the companies named in Frauds e.g. after OFCDs scam of Shahara India, the entire group is in trouble, similarly Satyam Computers. Recent case of PNB also put the company into big trouble.

5- CHANGING REGULATORY ENVIRONMENT IN INDIA

Some of the recent incidents have resulted in the increased focus of the regulators. Regulators are proposing companies to develop standards for fighting frauds and create framework to address fraud prevention, detection and response.

The new Companies Act 2013 is a step towards the evolution of India's regulatory environment. The Act includes specific provisions to address the risk of fraud, alongside prescribing greater responsibility and increased accountability for independent directors and auditors. It goes beyond professional liability for fraud and extends to personal liability, prescribing penalties for directors, key management personnel, auditors and employees.

The establishment of a vigil mechanism for listed companies, and a greater degree of accountability placed on the Board of Directors are the most effective provisions of the law.

Recently the Listing regulations have also been changed since 2015 and further amended in year 2018. The objective of these changes are to bring more transparency on the part of Management so that Investment can be able to understand and have catch hold of the transaction being taken place on quarterly basis e.g. disclosure of key ratios, payment of NCDs its interest payment etc. has to be informed to the exchange on half yearly basis. In the recent amendments, Secretarial Audit has become mandatory for the unlisted material subsidiary of the Listed entity. Similarly there is mandatory appointment of Independent Director of Holdco. to the Board of Subsidiary Company.

5- PREVENTION AND CONTROL

In order to better manage these risk, and reduce impact of fraud and corruption on their organisation all companies should ensure they have the following as a minimum as part of the fraud and corruption control frame work.

1. Policies- relevant, up to the date and tailored for the organisation and the industry in which it operates.

2. Procedures- well documented, audited for complaints and actually followed by management and staff with sanctions for failure to follow those procedures.

3. Culture- top down and bottom up, promotes transparency and rewards those that identify fraud and corruption and protects those who come forward from adverse action.

4. Fraud and corruption control plan- which sets out the frame work for the effective management of fraud and corruption, assigns responsibility, and outlines the obligations of key stake holders including management, staff, internal audit, external audit and third parties.

5. Whistle blower hotline- 24/7 service which is extremely hosted and supported by a protected disclosure policy.

6. Employment screening- robust and risk based and consistent with the principles.

7. Due diligence programmes- that covers vendors, suppliers, agents and contractors and is risk based.

8. Training- tailored and relevant and delivered not only at time of induction but on an ongoing basis. Special training for finance professionals and top executives of the Companies.

9. Ethical Codes- The ethics code of the Company should be developed keeping in mind the size of the organisations, the mix of employees, the number of employees, and the key risk areas.

6- CONCLUSION

Organisations will never be able to stamp out fraud and corruption, but by implementing the aforesaid controls, they have a better chance of reducing the impact that of fraud or corruption event has on their organisation through

- The early detection of fraud, thereby limiting the size of the financial loss;
- Being able to demonstrate to the regulators that they had risk based fraud and corruption control frame work which was based on accepted best practise and
- Having the ability to demonstrate the efforts the organisation took to prevent these types of incidents occurring to key stake holders, including the media, investors and shareholders.

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PERCEPTION OF INTERNATIONAL TOURISTS ON INDIA AS A TOURIST DESTINATION

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ABSTRACT

The adjudge the perception of foreign tourist about India as a tourist destination is the purpose of the study. Many studies show that India is ranked highly for its rich art forms and culture heritage. Tourism industry is one of those industries which are tremendously growing larger and faster day by day. Its contribution is remarkable to increase the global GDP and employment. The performance and progress of Indian tourism industry has a very influencing impact among the service sector of India. Tourism in India contributes to various sectors like to generate an employment, creates a noteworthy source of foreign exchange for the country and it also helps to improve economic activity which has direct positive impact on the life of local and host communities. Rise in income level of citizens and their changing lifestyles, development in multiple tourism offerings, administrative support by the government are performing a significant role in mounding the tourism sector in India. The Indian tourism consists of many different tourism such as rural tourism, eco-tourism, adventure tourism, cultural tourism, agro tourism, religious tourism, medical tourism and cruise tourism, etc. However, the sector is facing many difficulties such as inadequacy of good quality tourism infrastructure, global concerns regarding health and safety of tourists, and shortfall of trained and skilled manpower. For the sustainable development and maintenance of the tourism sector of India, government, private sectors and the community are taking great efforts collectively.

Keywords: GDP, companions, tourist destination, eco-tourism, sustainable development.

INTRODUCTION

Travel and tourism is reflector to each other in our developing world. Tourism sector is spirited and motivating in the economic, social and environmental shifts of the times. There is reliable growth in the arrivals of international tourists. In 1950 the numbers of international tourist were 25 million which has responsibly grown up to 1.1 billion in 2014. According to the report of the WTTC Travel & Tourism Economic Impact 2015, 1 in every 11 people worldwide is employed by the tourism sector, with the industry generating US\$ 7.6 trillion or 10% of the global GDP in 2014. Now a days the middle class of large emerging economies are rapidly attracting towards the international tours and vacations, its becoming a way of life. At a global scale, the sturdy economic growth has given rise to millions of new tourist which are looking for great travel experience, it may be business or leisure, domestically, nationally, regionally or internationally and this trend is expected to continue with the sustained momentum, outpacing global economic growth. Over the past two decades the large urban middle class has become the main stay of India's tourism sector because of transformation of India economically demographic and psycho graphically.

The planning commission of India stated in its 12th Five Year Plan that "the tourism sector has played a major role to promote a faster, sustainable and more inclusive economic growth; it has better prospects for promoting pro poor growth that many other sectors."

Climate change is an occurrence that affects the tourism sector and certain destination, in particular mountain ranges and coastal destinations which is not a remote event for the tourism sector. Climate is a crucial factor that affects tourism especially for the beach nature and winter sport tourist segment. Change in climate and weather patterns affects direct negatively on tourist comforts and their travel decisions. There is now urgent need for the tourism industry and national governments and international organizations to find the different advance techniques which will help to face the climatic difficulties and take strong and powerful actions to prevent them from future effects and mitigate the environmental impacts of tourism contribution to climatic change.

OBJECTIVES OF THE STUDY

1. The study the impact of tourist perceptions, destination image.
2. To analysis the attributes of the tourist perception and destination image.
3. To examine the attributes of tourist satisfaction
4. To highlights the government plans and policies for the development of tourism in India.

HYPOTHESES OF THE STUDY

The following are the hypotheses of the study

- H_0 – India is not ranked highly for its rich art forms and culture heritage.
- H_1 - India is ranked highly for its rich art forms and culture heritage.
- H_0 – Travel and tourism is not a reflector to each other in our developing world.
- H_1 - Travel and tourism is reflector to each other in our developing world.

METHODOLOGY

The study was based on extensive literature survey consists of secondary sources of information. It included the books, research papers, working notes, related web sites and articles published in the leading newspaper and information covered through various journals.

STRENGTH OF INDIA FOR TOURISM

- Country of rich heritage and traditions having a vast and varied history.
- Places of ancient civilization and settlements dating back to several centuries present in India.
- Unity in Diversity i.e. multicultural people staying together in the same country.
- One of the fastest growing economies of the world.
- India has been maintaining good and cordial relationship with different countries which helps the people of those countries to get the visas easily to visit India.

INITIATIVES TAKEN BY GOVERNMENT TO PROMOTE TOURISM INDUSTRY

In the year 2002, the Government of India announced a New Tourism Policy. The policy is built around the 7-S Mantra of –

- SWAAGAT (WELCOME)
- SOOCHANAA (INFORMATION)
- SUVIDHAA (FACILITATION)
- SURAKSHAA (SECURITY)
- SAHYOG (COOPERATION)
- SANRACHNAA (INFRASTRUCTURE)
- SAFAAI (CLEANLINESS).

TOURIST ATTRACTION

India is one of the greatest civilizations in the world, and is home to four great religions. It is a rich tapestry of varied product and experience offerings across the nation's innate strengths of culture, heritage, nature, beaches, mountains, wild life, wellness, cuisine and other unique assets spread across different landscapes, communities and climatic zones.

The important tourist attractions are discussed below

- **Heritage and Culture:** India is blessed with a rich history and a vibrant heritage and culture. India has an array of 32 cultural and natural sites inscribed on the World Heritage list of UNESCO. There are Museums which are rich repositories of the country's culture with explicit examples as proof of the development of the country's culture and heritage over a period of time. Tourism is one of the most effective instruments to give a new lease of life to such priceless heirlooms inherited and celebrated by us.
- **Spirituality:** India has from time immemorial been a destination that has drawn and welcomed seekers from afar in search of enlightenment. Tourism in India has traditionally thrived upon Travellers visiting places of spiritual interest. As the birthplace of four great religions, Hinduism, Buddhism, Jainism and Sikhism, India can attract significant number of visitors.
- **Yoga:** As a science that seeks to keep the body, mind and soul in concert, Yoga is India's gift to the world which holds the promise of self-realization. Yoga has drawn followers from all over the world over the years. Properly marketed, Yoga has the potential to draw in significant number of long stay Travellers. India has the potential to establish itself as the land of Yoga, leveraging this growing global interest.

- **Ayurveda / Holistic Health Systems / Wellness:** The ancient science of Ayurveda seeks to maintain a balance amongst the different elements in the body to maintain good health. Entirely holistic in its approach, it has emerged as the answer to lifestyle issues that ail modern living through its detoxification and maintenance regimens. With increasing consumer demand for wellness services and products, the global wellness market is now worth US\$3.4 trillion (Source: The 2014 Global Spa & Wellness Economy Monitor).
- **Medical Tourism:** India has a large medical tourism sector which is expected to grow at an estimated rate of 30% annually, to become a US\$ 2 billion industry in 2015. India is placed among the top three medical tourism destinations in Asia (with Thailand and Singapore), mainly due to the low cost of treatment, quality healthcare infrastructure and availability of highly skilled doctors (Source: FICCI-KPMG Report on Medical Value Travel in India).
- **Cruises:** The Cruise sector is a fast growing component of the leisure industry, worldwide. Experience in the Caribbean, Latin American and South-East Asian countries indicate that a huge amount of foreign exchange can be earned and sizeable direct & indirect employment can be generated onshore by providing the right policy environment and infrastructure for the growth of cruise shipping.
- **Adventure:** With its diverse geographical zones India has immense potential for adventure activities throughout the year. 73% of the Himalayas are situated in India and along with the other mountain ranges can host a variety of activities like skiing, trekking, rock climbing, Para-gliding etc. Caravan parks and caravan tourism can add yet another facet to the tourism product.
- **Wild Life/ Eco Tourism:** India has ecological hotspots, which are rich in flora and fauna. While uncontrolled tourism can harm these areas, a calibrated and meaningful approach can help in preserving these areas with the visitors acting as a check against illegal activities.
- **Cuisine:** Getting a taste of local cuisine has become an essential part of the travelling experience, and as such gastronomy presents a vital opportunity to enrich the tourism offer and stimulate economic development. India's strongest calling card to the world is its cuisine. Indian restaurants are now running in many parts of the world to great popularity.
- **Destination Weddings:** India is known for its vibrant and colorful weddings and its spectacular palaces and rituals can form an attractive proposition for destination weddings. The opportunity exists to elevate this niche, linking together various locations and experience creators (i.e. wedding planners, tour operators, and hoteliers etc.) to create attractive offerings, expanding our ability to tap into this unique, lucrative market.

RECOGNIZABILITY

Trust is the cornerstone on which all businesses are built. Buyers need to be reassured that what they buy is what they get. All stakeholders within the tourism industry, whether product or service providers, need to view themselves as part of India's delivery of:

- The Incredible India Brand promise
- Exceptional traveller experience.

PROPAGANDA OF TOURISM INDUSTRY:-

The Incredible India campaign is one of the most successful projects that placed India on the world tourism map. It is imperative that we build on its strength by keeping it fresh to productively engage with the audience. This is also an excellent vehicle to project our soft power and create a positive perception about India.

There is a strong case for achieving coordination with the States while planning our publicity campaign to achieve synergy and greater efficiencies. A consultation and co-ordination mechanism is envisaged. Our campaigns address two kinds of audience, the international and the domestic. It is important to focus on key markets to engage with established markets along with a few key identified emerging markets that can push our growth and insulate us from market risks.

CONCLUSION

At the global scale the tourism industry has emerged as one of the largest and fastest growing economic sectors globally. It has contributed to the GDP and employment generation remarkably. The tourism industry has influenced the other sectors significantly. It also helped to create employment. However, the sector is facing challenges such as lack of good quality tourism infrastructure, global concerns regarding health and safety of

tourists, disparate passenger/road tax structures across various states and shortfall of adequately trained and skilled manpower.

There are many initiatives taken by the government to promote the tourism industry like swagat, soochanaa, etc. There are many things which attracts the tourist are heritage and culture, spirituality, yoga, Ayurveda, medical tourism, cruises etc. With increasing tourist inflows over the past few years, it is a significant contributor to Indian economy as well.

Concerted efforts by all stakeholders such as the central and state governments, private sector and the community at large are pertinent for sustainable development and maintenance of the travel and tourism sector in the country.

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INNOVATION, GROWTH AND SUSTAINABILITY

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ABSTRACT

The development of any country's economy depends on the performances and growth of banking sector. The growth of banking sector depends on satisfaction of customer's w.r.t the services provided to them. According to the Changing perspective of the customers and their expectations, upcoming business models, growing competition etc. all these factors are creating a pressure on the current banking system (Traditional) to initiate new methods and new technology in their processes. Current banking system has seen huge number of changes right from the independence till now. Majority of the banks have moved towards creating and providing more value added services such as ATM facilities, RTGS (real time gross settlement) and NEFT (National Electronic Funds Transfer), E-banking, Mobile banking and other facilities like travelers cheques etc. which is helping them to create more valued customers. In spite of these facilities there are few more innovations and techniques which are used by the non-banking institutions and some of the foreign banks. Adapting these new innovations and techniques may help the Indian banks to perform their day to day activities more effectively and efficiently. So, this paper discusses the a new innovations available for banking sector

Keywords: Banking Sector, Services offered & Innovations

OBJECTIVE OF THE PAPER

- To study the new innovative techniques available for the current banking sector.
- To study the impact of new services offered by banks to the society is beneficial or not
- Research Methodology
- Available secondary data was extensively used for the study. Various Books, articles and websites were referred.

1. BANKING SECTOR IN INDIA

The development of the banking industry took place majorly after the nationalization of Schedule banks (14 banks) in 1960's and 80's. In Late 90's, the banking sector in India placed higher weightage on technology and modernization. Current banking system is adequately capitalized and well managed by the Central bank of India. There are almost 27 public sector banks, 21 private sector banks, 49 foreign banks, 56 regional rural banks, 1,562 urban cooperative banks and 94,384 rural cooperative banks, in addition to cooperative banks. The growth of Indian banking sectors appears not only more stimulating but also transmuting. Banking sector of India could be ranked as 5th largest banking sector in the world by 2020 and 3rd largest by 2025. In coming year's technological engagement with Indian banking sector will make banks more versatile to develop the services offered by them. Indian banking sector is providing technology based solutions to raise Income, improve customer experience, improving operating & functional activities and also to mitigate risk. However, the technology execution competencies varied across different competitors of the banking sector.

2. INNOVATION IN BANKING

There has been a constant change seen in terms of innovation in the Banking sector in recent decade as banks have understood the necessity of digital technologies such as mobile banking, e-banking and telepresence to cope up with the fast-changing expectations and preferences from customers. The below mentioned are some of the innovations initiated in banking sector

2.1 Collaboration with E-wallets

Most of the leading banks have taken the initiative for startups, which has led in collaboration with the e-wallets service providers such as Paytm, Phonepe, and Gpay, AmazonPay etc to make transactions easier, convenient and efficient. Some of the leading banks like HDFC has come in association with PayZapp which has led the customers in smooth functioning of the transaction at day to day basis. Many of the other leading banks and companies have collaborated with these e-wallets service providers to make customers more reliable and dependable on these digital technology rather than focusing on traditional banking system. Such collaborations helps banks to adapt these new innovative technologies which provides easy access to the database.

2.2 Biometric system technology

Biometric technology is a unique identity by which a person can be identified by assessing one or more different biological personalities. Biometric verification comprises of Fingerprints; DNA, Face, Eyes (retina) and ear features.

The benefit of biometric systems helps in reducing the problems of forgetting password and Pin Code. This system is also supporting the initiative of *One touch payment* to make the transaction safer, secure and reliable

2.3 In-car apps

Some of the international bank have created a mobile banking app that can be accessed while driving using voice control function. The benefits of these technology is that drivers can make bank balance enquires and bank transaction (transfer of funds), the drivers can easily locate ATM branches with the help of android device.

2.4 Satellite Banking

It is one of the forthcoming innovative technology for the Indian banking system, this technology would benefit the banks in solving the problem of weak global communication associations in many parts of the country. This technology uses Satellites for forming connectivity between different branches which will help urban banks to expand the reach to rural as well hilly areas in a healthier way, and offer enhanced facilities with respect to transfer of funds electronically. The overall setup of this technology involves high cost.

2.5 SmartWatches:

Now a days banking transactions are usually done on smartwatches like Android wear, Apple watch or Samsung gear. Same like some Global financial institutions and foreign banks Indian banks like HDFC (WatchBanking), ICICI bank (iWear) have introduced smart watches app which helps them to use facilities like viewing information of the bank account, recharging mobile & DTH connections, Requesting for A/C statement & Cheque book, Hotlisting of debit/credit cards etc.

2.6 Educating Rural population

It is observed that there is a need of converting the traditional banking system and turning the cities in to cashless cities across India, banks are imitating many different activities by associating with the Schemes like Pradhan Mantri Jan Dhan Yojana which encourages the customers to open account with ZERO Deposit at the time of opening account i.e. Zero balance account. Bank of Baroda and some others banks are taking initiative of conducting activities which will help the rural areas to easily access technology. Dhasai, in Murbad taluka, Thane District became the first “cashless Village” in Maharashtra with the help of *Bank of baroda* in collaboration with *NGO Veer Savarkar Pratishthan*. These banks have taken the initiative of training the villagers in using digital techniques of transactions.

2.7 Smarter way of providing services for faster growth.

One of the best way to pull more customers through innovation has been the introduction of services that reduces the time consumed in processing any request of the customer. After demonetization, the government is searching new ways to push inexpensive digital transitions medium. Yes, banks have started the new initiative “SIMsePAY”-which allows a consumer to transfer money, make payments of bills and some selective banking services without accessing Internet. State bank BUDDY app eliminates the need of visiting banks. This app can be easily downloaded from Google play store, which helps in easily opening accounts for customers.

2.8 Cryptocurrencies

It is a new medium of exchange like any other currencies which is intended for the purpose of exchanging digital information. It is a type of digital currency which is generated through encryption methods. Some of the foreign banks is open to cryptocurrencies and block chain, and some of other banks are also opening to cryptocurrencies.

2.9 Expansion of Open Banking

Many regulatory bodies Local as well as Globally are necessitating banks to allow customers to share their data securely with the Third parties like PayTM, Gpay, Amazon Pay etc. which will helps to power new financial services. This services helps by making account and payment data available through secure application programming interfaces (APIs), customers and consumers have full freedom and control on how they interact with their financial service providers. Expanding Open banking APIs speed up innovation and association which leads to expansion of banking networks that could help not only by providing financial services but also helps in making consumers lifestyle easier and better.

2.10 Cheque Truncation

It is the technique of conversion of physical cheque into electronic form for transmission to the bank making payment. It replaces the traditional method of Cheque clearance system (physical movement, time and cost of processing the cheque). Some of the foreign banks allow payment information to be deposited digitally using mobile

Some of the Examples of the apps launched by some Indian banks to promote going cashless

a. **Axis Bank:** Airtel Money, Kisan Card

b. **HDFC bank:** Chillar, WatchBanking

c. **Saraswat Co-op bank:** GoMo banking

2.11 Some of the other trends in Banking

a) Automatic Teller Machine (ATM)

b) Electronic Payment Services

c) Real Time Gross Settlement (RTGS)

d) Electronic Funds Transfer

e) Tele Banking

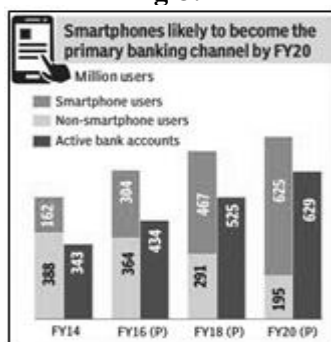
f) Electronic Data Interchange (EDI)

g) Customer management

- CRM to customer experience
- Use of alternative channels
- Effective cross and upsell

3. DIGITISATION TO MOTIVATE BANK GROWTH

Fig-3.1



Source: BCG (Boston Consultancy Group)

Observation

As per the report presented by BCG –Banking system can be enhanced through digitization. It is observed (Fig. 3.1) that there is continuous growth in terms of digital banking through Smartphones.

CONCLUSION

The Indian banking system has become rigid in term of development, expansion and growth in terms of economic and in terms of increasing the number of customers in the financial sector. The next generation plays an important role in further solidification of the banking sector. To conclude, banks have to understand that survival in the current digital world and e-economy depends on conveying all of their services on the internet with the help of technology. From the above discussions it is observed that most of the foreign banks have implemented the latest technology very earlier as compare to Indian banks. In the Indian banking system majority of the private banks are also taking the initiative in terms of innovating banking system. The high-tech progression in the banking sector can be made effective only when it is simple and user friendly in nature and linked method is implemented in Indian banking system. So to meet the demands of the growing customers, banks will need to upgrade their technology and follow digitization with greater enthusiasm and eagerness.

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TO STUDY ON THE CONCEPT OF GREEN MARKETING

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ABSTRACT

The term Green Marketing came into prominence in the late 1980s and early 1990s. The proceedings of this workshop resulted in one of the first books on green marketing entitled "Ecological Marketing". Green, environmental and eco-marketing are part of the new marketing approaches which do not just refocus, adjust or enhance existing marketing thinking and practice, but seek to challenge those approaches and provide a substantially different perspective. In more detail green, environmental and eco-marketing belong to the group of approaches which seek to address the lack of fit between marketing as it is currently practiced and the ecological and social realities of the wider marketing environment. The legal implications of marketing claims call for caution or overstated claims can lead to regulatory or civil challenges. In the United States, the [Federal Trade Commission] provides some guidance on environmental marketing claims. This Commission is expected to do an overall review of this guidance, and the legal standards it contains, in 2011.

Keywords: 4 p's – Green Product, Green price, Green place and Green promotion.

INTRODUCTION

The Corporate Social Responsibility (CSR) Reports started with the ice cream seller Ben & Jerry's where the financial report was supplemented by a greater view on the company's environmental impact. In 1987 a document prepared by the World Commission on Environment and Development defined sustainable development as meeting "the needs of the present without compromising the ability of future generations to meet their own need", this became known as the Brundtland Report and was another step towards widespread thinking on sustainability in everyday activity. Two tangible milestones for wave 1 of green marketing came in the form of published books, both of which were called Green Marketing. They were by Ken Peattie (1992) in the United Kingdom and by Jacquelyn Ottman (1993) in the United States of America.

According to Jacquelyn Ottman, (author of "The New Rules of Green Marketing: Strategies, Tools, and Inspiration for Sustainable Branding" (Greenleaf Publishing and Berrett-Koehler Publishers, February 2011)) from an organizational standpoint, environmental considerations should be integrated into all aspects of marketing — new product development and communications and all points in between. The holistic nature of green also suggests that besides suppliers and retailers new stakeholders be enlisted, including educators, members of the community, regulators, and NGOs. Environmental issues should be balanced with primary customer needs.

DEFINITION

Green marketing is the marketing of environmentally friendly products and services. It is becoming more popular as more people become concerned with environmental issues and decide that they want to spend their money in a way that is kinder to the planet.

OBJECTIVES

- 1) To study the 4 p's Of Green Marketing Mix.
- 2) Advantages and Disadvantages of Green Marketing.

1) To study the 4 p's of Green Marketing Mix.**A. GREEN PRODUCT**

The products have to be developed depending on the needs of the customers who prefer environment friendly products. Products can be made from recycled materials or from used goods. Efficient products not only save water, energy and money, but also reduce harmful effects on the environment. Green chemistry forms the growing focus of product development. The marketer's role in product management includes providing product designers with market-driven trends and customer requests for green product attributes such as energy saving, organic, green chemicals, local sourcing, etc., For example, Nike is the first among the shoe companies to market itself as green. It is marketing its Air Jordan shoes as environment-friendly, as it has significantly reduced the usage of harmful glue adhesives. It has designed this variety of shoes to emphasize that it has reduced wastage and used environment-friendly materials.

B. GREEN PRICE

Green pricing takes into consideration the people, planet and profit in a way that takes care of the health of employees and communities and ensures efficient productivity. Value can be added to it by changing its

appearance, functionality and through customization, etc. Wal Mart unveiled its first recyclable cloth shopping bag. IKEA started charging consumers when they opted for plastic bags and encouraged people to shop using its "Big Blue Bag".

C. GREEN PLACE

Green place is about managing logistics to cut down on transportation emissions, thereby in effect aiming at reducing the carbon footprint. For example, instead of marketing an imported mango juice in India it can be licensed for local production. This avoids shipping of the product from far away, thus reducing shipping cost and more importantly, the consequent carbon emission by the ships and other modes of transport.

D. GREEN PROMOTION

Green promotion involves configuring the tools of promotion, such as advertising, marketing materials, signage, white papers, web sites, videos and presentations by keeping people, planet and profits in mind. British petroleum (BP) displays gas station which its sunflower motif and boasts of putting money into solar power. Indian Tobacco Company has introduced environmental-friendly papers and boards, which are free of elemental chlorine. Toyota is trying to push gas/electric hybrid technology into much of its product line. It is also making the single largest R&D investment in the every-elusive hydrogen car and promoting itself as the first eco-friendly car company. International business machines Corporation (IBM) has revealed a portfolio of green retail store technologies and services to help retailers improve energy efficiency in their IT operations. The center piece of this portfolio is the IBM SurePOS 700, a point-of-sale system that, according to IBM, reduces power consumption by 36% or more. We even see the names of retail outlets like "Reliance Fresh", Fresh@Namdhari Fresh and Desi, which while selling fresh vegetables and fruits, transmit an innate communication of green marketing.

2) Advantages of Green Marketing

1. A company can enter new markets when it brings attention to positive environmental impact

When a business shines light on the positive impacts their product or service brings about they have the possibility of piercing new target markets. For example, residents that never considered the idea of using solar power might switch to solar panels if the information is clear, concise and targets their needs.

Green marketing advantages can also include highlighting sustainable manufacturing practices, the use of eco-friendly and organic products within the work office, composting and recycling at work, and carpooling to go to work.

2. Gain more profit from green marketing.

Sustainability is a key concern for the millennial generation. They are willing to pay more for products and services seen as sustainable or with a positive social impact. Customers are reassured when their products are chemical-free and made with recyclable materials that do not harm the environment.

Green marketing and awareness campaigns help customers to make informed choices potentially contributing to environmental causes. This is a major asset, as conscious customers pay attention to the products they purchase and use, and therefore will become more active in voicing your product, leading to an increase in sales.

3. Green marketing brings a competitive advantage

When you choose green marketing, you become seen as a conscious or responsible leader in your industry. This is true even for customers that do not prioritize environmental issues.

It also creates a wider choice of marketing points that you can promote and discuss with your customers, which go beyond traditional strategies such as having the lowest price, durability and style. Focus on your product's environmental and social benefits instead of solely marketing the price and value.

4. Raise awareness on important environmental or social issues

If a company supports any causes, partnering with fellow environmental leaders can be part of its green marketing strategy. This can bring huge momentum to a campaign, an event, a training workshop and more.

For example, Patagonia donates a portion of their sales to environmental charities and is seen as one of the most respectable outdoor clothing lines in the world. In fact, they have an entire section on their website dedicated to environmental and social responsibility. Whole Foods supports sustainable agriculture with its suppliers and even created its own Eco-Scale for cleaning products sold.

These might be large-scale companies, but when it comes to green marketing advantages, the same possibilities apply to even the smallest companies.

For example, small businesses such as consulting firms can participate in any local environmental event such as Earth Day, which takes place on April 22. These events bring great awareness and usually have their own

activities, competitions and promotions in place. You can contact your local organizers to see if your team can participate in any way.

DISADVANTAGES OF GREEN MARKETING

1. Change leads to costs

Changing your marketing tactics takes time and the development of a new strategy, which typically translates into increased costs. While your sustainable efforts and practices are designed to save money, when a company puts effort into changing their brand to be more environmentally friendly, those changes can have expensive upfront costs.

2. Costly Green Certifications

To commercialize your products as “green”, depending on your industry you might have to go through a long and pricey process to obtain the environmental certifications. These certifications, which the governments, industry associations, professional associations and consumer rights groups distribute, use certain certifications to meet industry environmental standards. This is especially true for companies operating in the fields of energy consumption and recycling waste management.

Respecting these standards can be difficult and that is one of the main green marketing disadvantages. Particularly because without these official standards, customers and industries will have no way of measuring the facts of green “claims”.

4. Green washing

As green marketing brings so many advantages to a business, a lot of big companies try to look “greener” and the majority of it is just green washing. This means a company will make something not sustainable look green by putting all of the attention on a little detail.

For example:

Disposable water companies are extremely harmful to the environment. Yet you will see many that say “Our packaging is 100% recyclable”, while the entire production process is so polluting that they are not a sustainable business.

That’s why many customers have grown skeptical of seeing the word “green” stamped on products or services. The word “green” has been vastly overused and has practically lost all of its meaning. What’s more, some customers even see it as simply an excuse for a company to charge more for products with no environmental benefits.

RESEARCH METHODOLOGY

Secondary Data

Collected information through internet and websites.

CONCLUSION

The maturing of greening as a consumer phenomenon, and its decided shift from the fringe into the mainstream, changes the rules of green marketing. A new green marketing paradigm now exists. It is characterized by a keen sensitivity for the total person who constitutes one’s consumer and his or her new needs for brands that balance age-old benefits of performance, affordability, and convenience with minimal environmental and social impacts, and engage their consumers in meaningful dialogue.

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A STUDY ON IMPACT OF DEMOGRAPHICS ON CUSTOMER'S EVALUATION OF E-COMMERCE SITES IN INDIA

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ABSTRACT

E-commerce companies are very concerned about how customers evaluate them. They are continuously seeking their target group for better engagement. Demographic is a commonly used method to segment customers as it's easy to measure. With customers seeing information on multiple devices, there are higher chances of card abandonment and the reasons can be many. Some of the reasons are content utility and consistent experience across devices. Customer saving information available on the website as wish-list, save-list, etc. is one of the important indicators of interest and intention to purchase. Social media has begun to play an important role in online shopping and hence customer sharing information on social media has emerged as a very important indicator of customer engagement. This study aimed to find out the impact of demographics on the customer evaluation of e-commerce websites content utility, consistent experience across devices, intention to save information from websites for future use and social media engagement. E-commerce marketers will have to find out better ways to segment customers as demographics seems completely irrelevant.

Keywords: e-commerce site evaluation, customer demographics, website content utility

1. INTRODUCTION

As of January 2019, more than 500 million people are active internet users in India, second highest in the world only after China (IAMAI, 2019). Customers are now more informed, they are able to compare brand price, analyse information available from different sources, share information, post reviews and read reviews posted by other consumers on digital and social media. Online information is playing a vital role in shaping the consumer buying decision. Customer evaluation of e-commerce sites is a key area of concern for all marketers.

Consumers are seeking more and more information and making an informed decision. Although consumer engagement through online content applies to both brick and mortar and online companies, it is more important for e-commerce companies. E-commerce companies depend mainly on their content to engage customer and give them a richer experience as compared to brick and mortar companies (Chen & Hsu, 2009).

E-commerce portals track customer's intention to purchase through customer's evaluation of the website content utility, their engagement in terms of saving information available on the site for future reference, their propensity to share product information on social media. With multiple linked devices, consistent experience across devices has also emerged as an important parameter for customer evaluation.

A prospect consumes the content and shares it on various portals which spreads it virally even though the first customer stops there, s/he has generated leads in the form of his/her contacts who have access to the content and who might be in the information search stage of purchase cycle. Marketers make use of different metrics to measure content consumption, sharing, lead generation and sales (Devaraj, Fan, & Kohli, 2002).

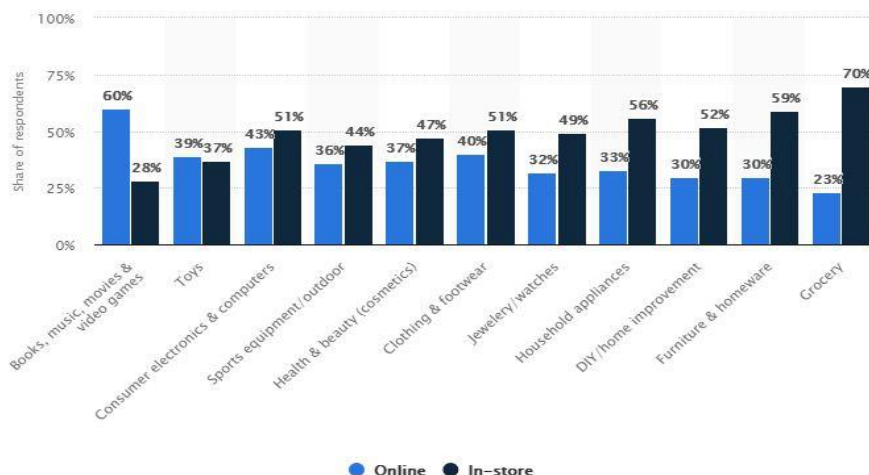
While 29% of shoppers browse on their smartphones daily, only 27% will complete a purchase during the mobile site visit. But, rather than focus on the mobile conversion rate alone, retailers should look closer at Omni channel shopper behavior. Most consumers buy across channels, so they start on mobile and they end on desktop, or they go from mobile to tablet. A lot of retailers get very myopic and worried about mobile conversion rate, and really, they need to look at multiple devices and the whole journey across devices. By looking at cross-device behavior retailers are able to deliver a more relevant and personalized experience. When consumers log in on both mobile and desktop, retailers can synch profiles across devices to deliver more relevant remarketing ads, promotions and product recommendations (Wassel, 2018).

The increasing consumer dependence and faith in digital and electronic media has given a major boost to e-commerce. The retail industry has seen a paradigm shift from brick and mortar to brick and click to click only retail portals hence. These e-commerce portals are the choice of the new generation and hence have led to the brick and mortar stores to lose their market share.

One of the biggest contributors to this change is smart phones, as of 2017; there were 4.43 billion smart phone users in India (Statista, 2019). In spite of the unexploited prospective, India is already second-largest online market in the world. The bulk of India's internet users are smart phone users, who are able to avoid expensive landline connections, desktop PCs and other infrastructure. Experts predict that there will be approximately

492.68 million mobile phone internet users by the year 2022. As of 2018, there were 120 million online shoppers in India contributing to 115% annual growth from 2017 (ASSOCHAM, 2018). The value of e-commerce industry in India e-commerce market is expected to grow to US\$ 200 billion by 2026 from US\$ 38.5 billion as of 2017 (IBEF, 2018).

What is Customer Buying Online: (Source: Satista)



2. LITERATURE REVIEW

Many factors for online shopping have emerged in the recent years; some of them are: website design, easy search, product range availability, genuine products, availability, order tracking, multiple payment options, shipping cost clarity, coupons and discounts, cash on delivery, intimation by e-mail, package information, supplier's information, ratings, reviews & recommendations, return policy, price comparison across other sites, privacy, customer support online chat, social media link, speed, guest checkout, multi device friendly website, pop-up interference and permission marketing (NinaKoiso-Kanttila, 2004) (Piercy, 2014) (Ramo'n & Carrio'n, 2014) (Zhang, Trusov, Stephen, & Jamal, 2017) (Bjarne & Stylianou, 2009). (Juneja & Mehta, 2017) (Kim, 2002). All these factors define content utility. Utility of content is important for customers and they value content which is relevant, accurate and useful with respect to information search, alternative evaluation and purchase decision. It also helps in improving the brand value of ecommerce portals (Yang, Cai, Zhou, & Zhou, 2005).

Customers can save the products of their interest in a digital cart for immediate purchase or for future purchase consideration. For future purchase, customers can also save relevant information in various forms like wish list, bookmark, save link, and subscriptions (Bigcommerce, 2019) (Farhang , Bentolhoda , Atefeh , & Forouz , 2012).

A number of attempts have been made to evaluate contents of ecommerce sites. Customers are more informed with the advent of social commerce. Social commerce equips customers to make more informed purchase decisions. It is proved in past researches that customer generated content in the form of information shared on their social media pages indicates higher customer engagement and interest in content (Tsai & Linjuan, 2014). Social commerce makes use of Web 2.0 for e-transactions. It also has the potential to enhance customer relationship, increase website traffic and maximize the effect of promotional campaigns (Safwa & Abeysekara, 2016).

Customers value consistent website experience across digital devices like smartphones, desktops, tablets and laptops. Website is a crucial infrastructure as it's the only company interface with the customers, it plays an important role in image building and consistent website experience across devices gives a competitive advantage (Borowski, 2015).

3. RESEARCH GAP & RESEARCH QUESTION

Though many studies have focused on the website content, its quality and utility to the prospective customers; fewer studies have been found that combines content utility with consistent experience across devices, customer's propensity to save information for further reference and social media engagement to customer's evaluation criteria. Further, fewer studies have been found to have been conducted in Indian subcontinent.

The research question hence diagnosed for this study is: What are the factors under consideration for customer's evaluation of e-commerce sites?

4. RESEARCH OBJECTIVES

The study aimed at the following research objectives

- To find out customer evaluation towards content utility provided by existing e-commerce sites for existing e-commerce sites and demographics.
- To analyze customer evaluation towards consistent experience across all digital devices for existing e-commerce sites and demographics.
- To examine customer evaluation towards interest in saving information available on e-commerce sites for future reference and demographics.
- To investigate customer evaluation towards social media engagement for existing e-commerce sites and demographics.

5. RESEARCH HYPOTHESIS

The following hypotheses have been formulated based on the above mentioned objectives

H1: There is a significant difference in customer evaluation for e-commerce site with respect to utility, multi device consistent experience, customers' intention to save information for further use and social media engagement among men and women customers.

H2: There is a significant difference in customer evaluation for e-commerce site with respect to site utility, multi device consistent experience, customers' intention to save information for further use and social media engagement among customers of different age groups.

H3: There is a significant difference in customer evaluation for e-commerce site with respect to site utility, multi device consistent experience, customers' intention to save information for further use and social media engagement among customers with different occupation.

H4: There is a significant difference in customer evaluation for e-commerce site with respect to site utility, multi device consistent experience, customers' intention to save information for further use and social media engagement among customers of different income groups.

H5: There is a significant difference in customer evaluation for e-commerce site with respect to site utility, multi device consistent experience, customers' intention to save information for further use and social media engagement among customers with different marital status.

H6: There is a significant difference in customer evaluation for e-commerce site with respect to site utility, multi device consistent experience, customers' intention to save information for further use and social media engagement among customers living alone, in nuclear families and in joint families.

H7: There is statistical correlation amongst customer evaluation for e-commerce site with respect to site utility, multi device consistent experience, customers' intention to save information for further use and social media engagement.

6. RESEARCH DESIGN

This study is a quantitative empirical descriptive research that aims to find out factors that are important to the customer with respect to website content utility, multi device consistent experience, customers' intention to save information for further use and social media engagement. 28 parameters that have been identified by previous researchers with respect to website content utility have been clubbed as content utility for this study. Existing experience across all connected devices, intention to save information for further use and social media engagement provided by the existing e-commerce sites are the other three parameters under consideration. A cross-sectional study is administered among 150 respondents using close ended structured questionnaire. Purposive Sampling technique was used for this study.

7. DATA ANALYSIS

7.1 Sample Description

Table 1 elaborates the sample description of this study. Men constituted 60% of the sample while women were 40%. Millennial (Gen Y) were 53% followed by Gen Z at 37% and Gen X at 10%. Baby Boomers and Silent generation were not represented in the study. 55% of the respondents were professionals followed by 31% students and 11% business. Very less representation is from homemakers and part-time job. 61% global Indians followed by 19% strivers, 17% seekers and 4% aspirers contributed to this study. Deprived were missing from this study. 66% of the respondents were singles and 29% were married. Committed constitutes just 4%. Finally 46% of the respondents are from joint family, 31% from nuclear family and 23% are living alone either in PG or hostel.

Table-1

	Male		Female						
Gender	90	60%	60	40%					
	Gen Z (4-23)		Gen Y (24-38)		Gen X (39-53)				
Age Group (Years)	55	37%	80	53%	15	10%			
	Student		Professional		Business		Homemaker		Part-time Job
Occupation	46	31%	82	55%	17	11%	2	1%	3 2%
	Global (Above 10)		Strivers (5-10)		Seekers (2.1-4.9)		Aspirers (.9 to 2.0)		
Income (Lakhs Per Annum)	91	61%	28	19%	25	17%	6	4%	
	Single		Married		Committed				
Marital Status	99	66%	44	29%	7	5%			
	Staying Alone		Nuclear Family		Joint Family				
Family Type	35	23%	46	31%	69	46%			

7.2 Evaluation of e-commerce site content utility, multi device consistent experience, customers' intention to save information for further use and social media engagement with gender.

Study shows that respondents have given very low scores to existing e-commerce website's utility (mean value: 2.24), multi device consistent experience (mean value: 2.23) and customers' intention to save information for further use (mean value: 2.75). Only social media engagement is high (mean value: 4.14). Men and women show little variation on these parameters. The details are mentioned in table 2.

Table-2

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Content Utility	Men	90	2.29	.53	.06
	Women	60	2.19	.56	.07
	Mean		2.24		
Consistent Experience Across Devices	Men	90	2.30	.59	.06
	Women	60	2.16	.66	.09
	Mean		2.23		
Save Information for Future Use	Men	90	2.70	.84	.09
	Women	60	2.81	1.00	.13
	Mean		2.75		
Share on Social Media	Men	90	4.07	1.12	.12
	Women	60	4.22	.90	.12
	Mean		4.14		

Further, independent sample t-test confirms that gender has no correlation with evaluation of e-commerce site content utility, multi device consistent experience, customers' intention to save information for further use and social media engagement as elaborated in Table 3.

Table-3

Independent Samples Test					
	Levene's Test for Equality of Variances		t-test for Equality of Means		
	F	Sig.	t	df	Sig. (2-tailed)
Content Utility	.079	.779	1.172	148	.243
Consistent Experience Across Devices	.342	.559	1.378	148	.170
Save Information for Future Use	3.787	.054	-.717	139	.474
Share on Social Media	4.732	.031	-.865	148	.388

Thus, H1 is not supported. By this study, we can conclude that both men and women evaluate e-commerce site in a similar way.

7.3 Customer evaluation for e-commerce site with respect to site utility, multi device consistent experience, customers' intention to save information for further use and social media engagement among customers of age groups.

This study shows that customer's evaluation of existing e-commerce with respect to site utility (mean value: 2.27), multi device consistent experience (mean value: 2.24), customers' intention to save information for further use (mean value: 2.66) is low. Customers have given better scores to social media engagement (mean value: 3.98). As seen in table 3, Gen Z (born between 1995 -2015), have given a slightly better score followed by Gen X (born between 1965 - 1979) and lastly by Gen Y (born between 1980 - 1994) on content utility, consistent experience across devices and save information for further use. Gen X has given the best score for social media engagement followed by Gen Y and Gen Z. Details are elaborated in Table 4.

Table-4

Descriptives					
	Age (Years)	N	Mean	Std. Deviation	Std. Error
Content Utility	Gen Z (4-23)	55	2.36	0.75	0.17
	Gen Y (24-38)	80	2.17	0.48	0.08
	Gen X (39-53)	18	2.30	0.54	0.06
	Mean		2.27		
Consistent Experience across Devices	Gen Z (4-23)	55	2.46	0.76	0.17
	Gen Y (24-38)	80	1.99	0.46	0.08
	Gen X (39-53)	18	2.28	0.61	0.07
	Mean		2.24		
Save Information for Future Use	Gen Z (4-23)	55	2.77	0.89	0.20
	Gen Y (24-38)	80	2.50	0.91	0.15
	Gen X (39-53)	18	2.72	0.84	0.11
	Mean		2.66		
Share on Social Media	Gen Z (4-23)	55	3.87	1.36	0.30
	Gen Y (24-38)	80	3.95	0.92	0.16
	Gen X (39-53)	18	4.13	1.04	0.12
	Mean		3.98		

Further, one way ANOVA in Table 5 shows that customer evaluation for e-commerce site with respect to site utility, multi device consistent experience, customers' intention to save information for further use and social media engagement among customers of different age groups is not statistically significant.

Table-5

ANOVA					
	Sum of Squares	Df	Mean Square	F	Sig.
Content Utility	1.027	4	.257	.855	.493
Consistent Experience across Devices	3.576	4	.894	2.406	.052
Save Information for Future Use	6.770	4	1.692	2.123	.081
Share on Social Media	9.832	4	2.458	2.358	.056

Thus, H2 is not supported. By this study, we can conclude that customer's across age groups evaluate e-commerce site in a similar way.

7.4 Customer evaluation for e-commerce site with respect to site utility, multi device consistent experience, customers' intention to save information for further use and social media engagement among customers with occupation.

Table-6

Descriptives					
Occupation		N	Mean	Std. Deviation	Std. Error
Content Utility	Student	46	2.22	0.63	0.09
	Professional	82	2.28	0.48	0.05
	Business	17	2.38	0.57	0.14
	Homemaker	2	1.70	0.42	0.30
	Part-time Job	3	1.67	0.58	0.33
	Mean		2.05		
Consistent Experience across Devices	Student	46	2.17	0.65	0.10
	Professional	82	2.27	0.62	0.07
	Business	17	2.39	0.55	0.13
	Homemaker	2	2.50	0.71	0.50
	Part-time Job	3	1.73	0.64	0.37
	Mean		2.21		
Save Information for Future Use	Student	46	2.63	0.87	0.13
	Professional	82	2.72	0.91	0.10
	Business	17	3.19	1.03	0.28
	Homemaker	2	2.42	0.59	0.42
	Part-time Job	3	3.28	0.77	0.44
	Mean		2.85		
Share on Social Media	Student	46	3.74	1.18	0.17
	Professional	82	4.19	0.97	0.11
	Business	17	4.72	0.60	0.15
	Homemaker	2	4.90	0.14	0.10
	Part-time Job	3	4.53	0.81	0.47
	Mean		4.42		

This study shows that customer's evaluation of existing e-commerce with respect to site utility (mean value: 2.05), multi device consistent experience (mean value: 2.21), customers' intention to save information for further use (mean value: 2.85) is low. Customers have given better scores to social media engagement (mean value: 4.42). Details of the scores of individual occupations are elaborated below. What comes across very interestingly is that student community has consistently given lowest scores to the existing e-commerce sites on all parameters.

Further, one way ANOVA shows that evaluation of e-commerce sites are significantly different for customers from different occupation. Students score this criterion lowest, followed by professionals, part-time job doers, business and home makers. **Hence, we can conclude that H3 is partially supported.**

Table-7

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Content Utility	2.011	4	.503	1.713	.150
Consistent Experience across Devices	1.622	4	.406	1.053	.382
Save Information for Future Use	4.471	4	1.118	1.373	.247
Share on Social Media	14.845	4	3.711	3.682	.007

7.5 Customer evaluation for e-commerce site with respect to site utility, multi device consistent experience, customers' intention to save information for further use and social media engagement among customers of different income groups.

Table-8

Descriptives					
Income (Lakh per annum)		N	Mean	Std. Deviation	Std. Error
Content Utility	Aspirers (.9 -2.0)	6	2.17	0.41	0.17
	Seekers (2.1 - 4.9)	25	2.17	0.54	0.11
	Strivers (5-10)	28	2.43	0.54	0.10

Consistent Experience across Devices	Global (Above 10)	91	2.22	0.56	0.06
	Mean		2.25		
	Aspirers (.9 -2.0)	6	2.23	0.64	0.26
	Seekers (2.1 - 4.9)	25	2.26	0.63	0.13
	Strivers (5-10)	28	2.33	0.68	0.13
	Global (Above 10)	91	2.22	0.61	0.06
Save Information for Future Use	Mean		2.26		
	Aspirers (.9 -2.0)	6	2.70	1.16	0.52
	Seekers (2.1 - 4.9)	25	2.45	0.95	0.20
	Strivers (5-10)	28	3.04	0.91	0.17
	Global (Above 10)	91	2.73	0.87	0.09
	Mean		2.73		
Share on Social Media	Aspirers (.9 -2.0)	6	3.60	1.21	0.49
	Seekers (2.1 - 4.9)	25	4.14	0.98	0.20
	Strivers (5-10)	28	3.87	1.23	0.23
	Global (Above 10)	91	4.24	0.98	0.10
	Mean		3.96		

This study shows that customer's from different income groups give low scores while evaluating existing e-commerce with respect to site utility (mean value: 2.25), multi device consistent experience (mean value: 2.26), customers' intention to save information for further use (mean value: 2.73). Customers have given better scores to social media engagement (mean value: 3.96). Details of the scores of individual income groups are elaborated below.

Further, one way ANOVA shows that income groups have no correlation with customer evaluation. **Hence H4 is not supported.**

Table-9

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Overall Utility	1.163	3	.388	1.304	.275
Consistent Experience across Devices	.268	3	.089	.228	.877
Save Information for Future Use	4.457	3	1.486	1.838	.143
Share on Social Media	4.567	3	1.522	1.421	.239

7.6 Customer evaluation for e-commerce site with respect to site utility, multi device consistent experience, customers' intention to save information for further use and social media engagement among customers and their marital status.

Table-10

Descriptives					
	Marital Status	N	Mean	Std. Deviation	Std. Error
Content Utility	Single	99	2.24	0.58	0.06
	Married	44	2.26	0.52	0.08
	Committed	7	2.31	0.16	0.06
	Mean		2.27		
Consistent Experience across Devices	Single	99	2.22	0.61	0.06
	Married	44	2.28	0.68	0.10
	Committed	7	2.40	0.48	0.18
	Mean		2.30		
Save Information for Future Use	Single	99	2.73	0.89	0.09
	Married	44	2.83	0.93	0.15
	Committed	7	2.45	1.07	0.40
	Mean		2.67		

Share on Social Media	Single	99	3.99	1.11	0.11
	Married	44	4.39	0.85	0.13
	Committed	7	4.40	0.73	0.28
	Mean		4.26		

The study shows that customer's from different marital status give low scores while evaluating existing e-commerce with respect to site utility (mean value: 2.27), multi device consistent experience (mean value: 2.30), customers' intention to save information for further use (mean value: 2.67). Customers have given better scores to social media engagement (mean value: 4.26). Details of the scores of individual income groups are elaborated below in table 10. In addition, singles gave lowest scores to all the parameters followed by committed and married respondents have given the highest scores.

Further, one way ANOVA shows in table 11 that income groups have no correlation with customer evaluation. **Hence H5 is not supported.**

Table-11

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Content Utility	.038	2	.019	.063	.939
Consistent Experience across Devices	.275	2	.137	.353	.703
Save Information for Future Use	.936	2	.468	.565	.569
Share on Social Media	5.288	2	2.644	2.496	.086

7.7 Customer evaluation for e-commerce site with respect to site utility, multi device consistent experience, customers' intention to save information for further use and social media engagement among customers living alone, in nuclear families and in joint families.

Table-12

Descriptives					
	Family Type	N	Mean	Std. Deviation	Std. Error
Content Utility	Staying Alone (PG/Hostel)	35	2.41	0.52	0.09
	Nuclear Family	46	2.14	0.52	0.08
	Joint Family	69	2.21	0.57	0.07
	Mean		2.26		
Consistent Experience across Devices	Staying Alone (PG/Hostel)	35	2.34	0.54	0.09
	Nuclear Family	46	2.25	0.66	0.10
	Joint Family	69	2.19	0.62	0.08
	Mean		2.26		
Save Information for Future Use	Staying Alone (PG/Hostel)	35	3.05	0.89	0.16
	Nuclear Family	46	2.70	0.84	0.13
	Joint Family	69	2.61	0.95	0.12
	Mean		2.79		
Share on Social Media	Staying Alone (PG/Hostel)	35	4.15	0.94	0.16
	Nuclear Family	46	4.07	1.15	0.17
	Joint Family	69	4.10	1.06	0.14
	Mean		4.11		

The study shows that customer's from different family construction give low scores while evaluating existing e-commerce with respect to site utility (mean value: 2.26), multi device consistent experience (mean value: 2.26), customers' intention to save information for further use (mean value: 2.79). Customers have given better scores to social media engagement (mean value: 4.11). Details of the scores of different family types are elaborated below in table 12.

Further one way ANOVA in table 13 shows that there is no significant correlation between customer evaluation for e-commerce site with respect to site utility, multi device consistent experience, customers' intention to save information for further use and social media engagement among customers living alone, in nuclear families and in joint families. **Hence, H6 is not supported.**

Table-13

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Content Utility	1.837	3	.612	2.092	.104
Consistent Experience across Devices	.481	3	.160	.411	.745
Save Information for Future Use	4.250	3	1.417	1.750	.160
Share on Social Media	1.452	3	.484	.443	.723

7.8 Correlation between customer evaluation for e-commerce site with respect to site utility, multi device consistent experience, customers' intention to save information for further use and social media engagement.

Table-14

Correlations					
		Content Utility	Consistent Experience across Devices	Save Information for Future Use	Share on Social Media
Content Utility	Pearson Correlation	1	.428**	.101	.120
	Sig. (2-tailed)		.000	.232	.144
	N	150	150	150	150
Consistent Experience across Devices	Pearson Correlation	.428**	1	.199*	.169*
	Sig. (2-tailed)	.000		.018	.038
	N	150	150	150	150
Save Information for Future Use	Pearson Correlation	.101	.199*	1	.420**
	Sig. (2-tailed)	.232	.018		.000
	N	150	150	150	150
Share on Social Media	Pearson Correlation	.120	.169*	.420**	1
	Sig. (2-tailed)	.144	.038	.000	
	N	150	150	150	150

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Pearson correlation test show that content utility is strongly correlated with consistent experience across devices. Consistent experience across devices is correlated with content utility, customer intention to save information for further use and social media engagement. Customer intention to save information for further use is found to be correlated with consistent experience across devices and social media engagement. Finally social media engagement of websites is correlated with consistent experience across devices and intention to save information for further use as seen in table 14.

Hence, H7 is supported. There is statistical correlation amongst customer evaluation for e-commerce site with respect to site utility, multi device consistent experience, customers' intention to save information for further use and social media engagement

8. CONCLUSION & DISCUSSION

Marketers tend to segment customers on the basis of demographics as it is easy to measure. This study concludes that demographics may be considered as null and void method to segment customers of interest to e-commerce sites. Psychographic, Behavioral and some others should be explored to understand e-commerce customers.

- Though many efforts are taken to make the content of the e-commerce sites relevant to its target customer, this study shows that customers perceive the content as not so relevant. Same goes with consistent

experience that e-commerce sites are able to provide across devices. Even customer's intention to save information for further use has been scored very low. On the contrary, social media engagements have scored high. This should be an eye opener to the e-commerce websites in India. Many more efforts are required to work on providing customers with better content utility, consistent experience across devices and to motivate customers to save information related to their products of interest for further use.

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ROLE OF ICT BASED LEARNING IN DIGITAL EDUCATION

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ABSTRACT

This paper deals with the teacher's role as a digital education designer and finding new innovations in teaching learning methods. By focusing on the teacher's role, I wish to acknowledge and further explore in what ways and with which means teachers can apply their expertise in the design of new teaching practices; ICT-based teaching, learning and materials; networked learning; etc. To allow students to deal with problems independently, as educators wish and put lot of efforts on students to engage them with our subject beyond a superficial level. By the use of the digital technology in the class room students can be engaged by creating enthusiasm and interest in learning the concepts.

The best instructors are presently utilizing innovation to advance and help autonomous learning by the utilization of amazing gadget in their pocket. Presently multi day's pretty much every student have the amazing gadget called Mobile telephone in their pockets. By enabling the Students to utilize a similar gadget for picking up, associating and appraisals it will make huge contrast in the method for instruction. The chronicle of understudy appraisal or GD (Group discourse), making an Audio and Video are yet an alternate method for system to draw in the Students.

Educators can assume an imperative job by enabling Students to explore new territory by the utilization of innovation as the device will make huge premium and consideration in instructive learning. Now a day's teachers and resources are confronting huge test with huge number of Students in a single class, progressively assorted Students from various culture and network, additionally from industry, bosses, government requesting greater responsibility and the comprehensive advancement of alumni who are workforce prepared or employable and furthermore the alumni needs to adapt up extremely quick evolving innovation. To deal with change of this nature, educators and teachers need an all around planned innovation driven stage fuse their base of hypothesis and information that will give a strong establishment to their instructing, regardless of what changes or weights they face.

INTRODUCTION

Instructors can take the help of advanced innovation to associate or set up a correspondence with individuals, huge information, think about substance, assets, specialists and make new learning encounters that can engage and motivate instructors to give progressively viable educating to all students.

Advanced Technology gives a major chance to the teachers to offer increasingly collective and broaden learning past the classroom. Educator can assume an imperative job in formation of a network which contains Students, co-teacher's, e-library, specialists in different subjects far and wide, couple of individuals from family and network. This improved collaboration which is empowered by computerized innovation gives the entrance to instructional materials, ponder material and apparatuses to make, oversee, and evaluate their quality and handiness.

Job of the instructor as an advanced trainer: The significant job of the teacher is to have profound information and comprehension about nature in which learning is upheld by Digital innovation. The instructor can assume following job. Digital innovation underpins the teachers to end up co-students alongside students by building new encounters for more profound investigation of substance. Following couple of depictions are the jobs which Teacher can play in planning innovation based advanced instruction.

1. Using innovation Educators should plan the course which is a long ways past the dividers of their schools/universities

By the utilization of Digital innovation, teachers are never again confined to teaming up just with different Educators in their schools rather now they can associate with other school or school instructors and experts crosswise over globe to extend their insight, perception, views and make new better chance to understudy learning. Here the job of educator is to associate with community associations who are had some expertise in explaining certifiable concerns which empower them to plan the new learning experiences that permit students o comprehend and investigate nearby needs and their needs. These above components make classroom adapting all the more intriguing important and credible by adding the of apparatuses, for example, video conferencing, online talks, and social media destinations, teachers, from substantial urban to little rustic locale, can interface and collaborate with specialists and prestigious instructors around the globe

2. Educators job in planning exceptionally fascinating and profoundly captivating learning encounters through innovation.

To make an exceptionally very captivating, fascinating, and pertinent arrangement of lesson which empowers the Students to utilize content information and utilize their critical thinking aptitudes, an instructor/educator can allot the students to take care of a network issue by utilizing advanced innovation.

This empowers the students to make an online network discussion, open introduction, or call which constrain the specialists make a move related to their proposed arrangement. They can utilize long range interpersonal communication stages to assemble data and suggestions of assets from their contacts. Students can draft and set up an introduction of their work by using animated introduction programming or through media organizations, for example, recordings and online journals. This work can be par taken in virtual discourses with substance specialists and put away in online a learning portfolio which improves science learning for schools which need in required framework. It can empower profound adapting once Students are in the important field. Students can collect data for their own utilization by means of cell phones and tests and synchronize their new discoveries with those of collaborators and analysts any place on the planet to make substantial, genuine informational indexes for future examination.

3. Educators can assume vital lead job in the assessment and usage of new innovations for learning.

Low venture cost or learning advancements makes the educator a lot less demanding to lead and create display rehearses around assessing new devices for security. Instructors in a broad way by understanding their own instructive innovation needs, as well as those of Students, co-teachers, can test the picked innovation with a little set of students to rapidly survey the execution of methodology and assess whether the desired result is conveyed or not by the chose innovation. This appraisal and assessment will build the certainty and increase involvement in the chose innovations previously submitting whole schools or areas to actualize and utilize it.

4. Teachers job in getting to be aides, facilitators, and inspirations of students.

The utilization of innovation in picking up the data through fast Internet empowers the educators need not to be content specialists across all conceivable subjects. Rather they need the adequate learning about controlling Students with respect to the entrance online data, and need great abilities to engage them in simulations of genuine occasions and furthermore they utilize the innovation for reporting their work. Instructors can relegate certifiable issues and assess the Students about their ability of reasoning and breaking down about the answer for the issue by applying their everything leanings. Utilizing computerized instruments, they can enable Students to make spaces for experimentation, emphasis, and go for broke with the accessible data at their finger steps. The spaces made by utilization of new innovation based devices can give huge focal points to the teachers additionally explore new understandings of training which moves past a specific spotlight on what they educate to an especially more extensive dimension of how students can learn and introduce it in deliberate way about what they know. Instructors can assume a vital direction job by helping the Students in choosing best apparatuses for making associations crosswise over branches of knowledge and take the choices for choosing the best tools for gathering and displaying their learning through exercises, for example, adding to online discussions, transferring new online courses, or distributing their discoveries to significant sites. These instructors examine guide and encourage the students on the most proficient method to make a web based learning portfolio to show their learning progress. Students can utilize their portfolios and add more assets to it with the goal that they survey, investigate in increasingly more profound and complex reasoning path about a curious issue. With such portfolios, learners can feature their voyage in the training and vocation with complex issues or precedents as a proof of learning history about what they realized and what they are able to do. Portfolio's can turned into their proof of accomplishment and record evidence when they go into profession and specialized education institutions, junior colleges, and colleges or for jobs.

5. Teachers' role as co-students with students and companions.

The advanced innovation based learning devices gives instructors an opportunity of a lifetime to end up co-students alongside their students and friends. Despite the fact that educators need not to know everything accessible in their disciplines, instead they ought to be find out about how to model and how to utilize the accessible apparatuses to make the leanings of substance with high interest and a make solid attitude on critical thinking ability and how to be co-makers of information. In short, educators ought to rouse the students in their classrooms.

6. Teachers can become catalysts to serve the underserved.

Technology provides a new opportunity for traditionally underprivileged populations to have equal access to high-quality educational experiences. When connectivity and access are uneven among the different populations the digital divide in education is widened which hardship the positive aspects of learning using new technology.

Here the role of the teacher is to provide all category students equal

- (1) Access to the internet, high-quality content, and devices when they need them and
- (2) Access to well skilled teachers who are good in teaching in a technology-enabled learning environment.

Such environment increases the showcase of skills of learners personalized learning experiences, their methods of choosing correct tools and activities, and access to adaptive assessments that identify their individual abilities, needs, and interests.

6. Teacher role in using power of technology to measure what matters and use assessment data to improve learning

Instructor can assume an essential job in structuring and reclassifying understudy evaluation device by the utilization of innovation in various distinctive ways. These tools provide estimations for students who are structuring and assembling new products, conducting tests utilizing cell phones, and controlling parameters in simulations. Students play out the different assignments on Problems which exist in genuine conditions, or include multi-arrange situations that reproduce credibility and dynamic commitment with the topic. It empowers the teachers to get to data with respect to understudy advancement and his method for learning all through the school day, which enables them to make a lot of guidelines or direction to customize learning or mediate or manage them to specific learning deficiencies.

The beneath are the couple of special qualities of innovation based evaluations are :

Empower enhanced Question Types: Technology-based evaluations permit the opportunity for an alternate assortment of inquiry types past the ordinary different Choice, genuine or-false or fill-in-the-clear choices that have portrayed conventional appraisals.

A few instances of lifted inquiry types incorporate the accompanying

- Graphic reaction, which incorporates anything to which Students can react by illustration, moving, organizing, or choosing realistic areas
- Simulations, in which students can take variety of actions to test their insight in settings that which give high devotion to genuine situations.
- Equation response, in this understudy reacts by contributing a condition
- Performance-based appraisals, in which Students play out a progression of complex assignments.

Measure Complex Competencies: Teacher can plan a testing apparatus program for estimating and breaking down the unpredictable competency parameters of students, for example, inspiration, outlook, and steadiness with an end goal to manufacture the proof base for increasingly boundless use.

Give Real-Time Feedback: Teacher can assume a vital job in building up a Digital Technology based developmental appraisals instrument which gives continuous detailing of results, permitting stakeholders to comprehend student's qualities and shortcomings, control them to comprehend valid actionable understandings of the evaluation information. Such abasements devices will empower instructors to assess and react the input to understudy work more rapidly than can customary appraisals. Similarly, learners and their families can get to this data nearly continuously. Innovation based aggregate evaluations will encourage quicker turnaround of results.

Some of current innovation based appraisals give the rich assortment of methodologies to feedback than conventional or even original online evaluations. Certain formative assessment stages empower the instructors to give criticism to students through comments(through video, sound, or content), participate in online talks, email input specifically to families and learners, and guide the students to get to extra assets for rehearsing explicit aptitudes or building up the abilities.

These advances likewise can expand the proficiency of the way toward giving input, allowing educators to have more opportunity to concentrate on regions of most noteworthy need. For instance, by having the predefined menu of reactions instructor can give the input on areas of regular worry to use as comments, which empower them to move the concentration to zones of criticism special to every understudy. Robotized responses can be produced also when assignments are late or fragmented. New advances that have happened in mechanized scoring of papers whenever implanted in criticism instrument that will make it an all the more incredible asset to create opportune input.

Increment Accessibility

Utilizing advances in computerized innovation some exceptional highlights can be implanted in the apparatus to build text dimensions and change shading, differentiate, content to speech, bilingual lexicons, glossaries, and that's just the beginning. These highlights can be incorporated into assessments and can be made open to Students, contingent upon what the appraisal is estimating and exactly perceiving student needs. Similarly, helping innovation, for example, content to-discourse, exchange reaction frameworks, and Braille, it supports the students having inabilities in getting to learning assets. These advances continue to advance and can make it less demanding for students to associate with computerized learning assets in ways which is inconceivable with standard print-based appraisals. At the point when both assistive technologies tools and evaluations successfully associate, Students will be in better position to show what they know and how to apply this educated learning to get the ideal result.

Adjust to Learner Ability and Knowledge

Educator can assume essential job being developed and execution of the Computer versatile testing framework which encourages the capacity of evaluations to gauge precisely what students knows and can do over the educational programs in a shorter testing session.

PC versatile testing utilizes diverse calculations to alter the intricacy dimension of questions throughout an appraisal based on an understudy's reactions. For instance, if the student answers an inquiry effectively, a marginally additionally difficult dimension is incorporated into next inquiry, and if the student answers erroneously, the individual in question will be given another opportunity to exhibit his/her insight in a different way.

Since in PC versatile tests, the testing target substance and test question things are in arrangement with the students ability level, this adjustment gives increasingly exact scores for all students over the general accomplishment level in a brief time of time. By embracing conventional paper and pencil test expects understudy to answer wide assortment of inquiries, because of this part of instructional time gets devoured. Then again by versatile tests appraisals gets profited because of the inter operability of the information, from these versatile estimates the information can be maneuvered into and brought together on dashboard which further enables the teacher to have coordinated comprehension of understudy for execution.

Implanted with the Learning Process

Instructors can likewise assume enormous job being developed of implanted appraisals which are innovation driven or essentially a piece of viable guidance, and they may show up in advanced learning devices and recreations. Since many of these are installed in the ordinary classroom exercises these are imperceptible to the instructional procedure. Implanted assessments have the possibility to give symptomatic knowledge in discovering why students are confronting troubles in comprehension and acing the ideas and furthermore gives customized criticism to address these difficulties. By building up a Game-based appraisal instrument which is computer game plan can make new fascinating next-age learning and evaluation framework.

CONCLUSION

Utilizing ICT based innovation has never that simple to enhance learning in all dimensions and just for all individuals of various regions. By utilization of innovation, new changes in authorized instructive assets has enhanced, and by utilizing apparatuses it expelled troubles in unsurpassed learning process. Enhanced classroom educating and learning norms along these lines enabling all students to get to assets with adequate aptitude in arranging instruments to execute them completely. Instructors who are well comfortable with encouraging learning framework can assume significantly greater job being developed of such tools. These apparatuses will include the information, abilities, and capabilities of teachers. With help of such devices like learning dashboards and coordinated effort and correspondence interfaces instructors and families without any difficulty. This is conceivable just by a solid commitment and tendency to learning for change. It likewise helps each stakeholder in the instructing and learning framework to enhance learning for students. In general the utilization of innovation gives the great result to help in educating and learning process.

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A STUDY OF DIFFERENCE IN CONSUMER BEHAVIOR IN THE MALLS BASED ON OCCUPATION

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ABSTRACT

In recent times no other sector has seen growing exponentially like retailing. Many retail formats and patterns are emerging at a rapid pace. Retailing is gaining momentum like never before in India.

Organized retailing has become the reason for euphoria amongst Indian shoppers; the sector which is dominated by local players has got the entry of prominent corporate. As a part of the rising organised retail modern formats of shopping have started promising and attracting. Malls are one of those new formats which have gained momentum in numbers. Early growth of malls was found only in few metros, but now it has extended equally to smaller towns.

Customers are getting newer and unique experience through varied services offered by malls. Shopping for food and grocery items have shown a revolution in retail market in India with the prominent changes in the people shopping behavior.

Malls are reshaping and rephrasing the standards and rules, developing a their own prescription and constitution and are transforming the basic need for entertainment and shopping experience into a unique factor or phenomenon for deciding one's lifestyle statement. Indian middle class is now looking for facilities like air-conditioning, spacious parking and other amenities for them.

People across geographic landscapes have inclined towards new retail formats where they can get benefits in terms of money, time and effort. However, retaining their customers and extracting life time profit from them all is the biggest challenge that these retail formats are facing. The focus of the study is on shopper attributes such as education. These factors have major impact on shopping behavior especially in retail format selection of shoppers.

The present study revealed that, Success of a mall is not just making it big and attracting foreign brands. A refreshing and pleasant environment is expected which makes the shoppers to forget all problems of the work and bring down their stress levels.

The study has come out with various path breaking results that propels the voluminous growth of mall culture in Mumbai, and elaborately discussed and presented numerous academic and managerial implications of vibrant and emerging mall culture. All the findings aroused through detailed analysis of the data followed by inferences have been presented in the study.

Keywords: Retailing, Organized, Occupation, Occupation, demographic

1. INTRODUCTION

The Journey of retailing turned out to be more organized and aided retail marketing to take a new path. Today's retailers are able to give range of products and services of fine quality and making it a delightful experience. The ever increasing demand and want of newness of customers have made the retailers run on toes, they have to anticipate and respond to the wants of consumers. It has become highly challenging to understand the consumer through the organized market in various forms.

As the success rate of conventional outlets is limited, it is essential to know the motive of shoppers and what attracts them. The research in this field has not progressed beyond a limit; there is a greater need to understand the shopping habits of consumers.

The scope of research has been identified by the researcher; hence an attempt is made to identify the gaps, by investigating the shopping behavior of consumers, with reference to the emerging retail formats. The focus is on to the behavior a consumer exhibits in a new mall, may it be just visiting or for making purchases.

The much needed effort is to find out a base line for understanding the changing consumer attitude in future.

2. REVIEW OF LITERATURE

1. **Cox and Cooke (1970)** determined customer preference for shopping Centre's and the importance of driving time. The authors mentioned that geographic allocation and mall attractiveness are vital determinants of consumer purchase destination preferences.

2. **Dr. M. N. Malliswari (2007)** in his study “Emerging trends & strategies in Indian retailing”, he found that the customers are influenced by the west due to media & there is a clear shift from savings to spending on life style.
3. **White (2008)** in his paper has elaborated that the customer and their lifestyles have changed, and with that, shopping Centre are changing to continue to attract consumers. Entertainment destinations, centers, once of trivial importance, are now growing in importance as an essential part of the mix,
4. **Kuruvilla and Ranjan (2008)** studied the behavior of Indian youth inside the mall, identified the recreational and utilitarian orientation among Indian youth, examined gender differences in their attitude to the malls. No major differences were observed in the attitude or motives of both genders for shopping in malls but there was evidence to suggest that purchase of fashion differed across genders.

5. OBJECTIVES OF THE STUDY

To study the difference in consumer behavior in the malls based on Occupation.

6. RESEARCH METHODOLOGY

The initiation is done by collecting and comprehending secondary literature, followed by scope, various issues to be studied, and formulation of research objectives and hypotheses. The research process encompasses sample design, data collection methods, and major variables measurement. The sample size was 68 shoppers visiting malls. The sample size was 68 shoppers visiting malls. The survey design, using a standardized questionnaire, is considered to be most appropriate research design to collect data. As per survey method, the research design used in the study is descriptive. It accurately and systematically describes the behaviors and characteristics of a monitored phenomenon or a particular population. It also aids in exploring the correlations which may exist between various phenomena.

For analysis the Statistical Package for the Social Sciences (SPSS) will be used. The techniques used are, Correlation and other statistical techniques. The interpretation will be based on analysis, tables and other statistical tools.

In the chosen study, the focus is to observe the customer behavior in the age of mall culture. An attempt is made to locate the forces behind the purchases at commercial malls, perception of people about malls, the degree of contentment towards various aspects of mall services and in all shopping behavior in malls. This can help all the stake holders of mall management to design feasible strategies which can lead to win the confidence of shoppers and win their trust.

Hypothesis: There is a noteworthy difference in consumer behavior in the malls based on Occupation.

DATA ANALYSIS

Among the respondents education is an important demographic variable as it indicates many factors like, quality of response, characteristics of respondent, type of questions etc. This profile of the respondents gives researcher to know how the Occupation affects the behavioural changes in information search, evaluation and decision making of mall customers.

Table-1: Occupation of the respondents

Sr. No.	Occupation	No. of respondents	Percentage
1	Student	50	14.6%
2	service	105	30.7%
3	Self-employed	67	19.6%
4	Home maker	78	22.8%
5	Retired	42	12.3%
	Total	342	100.0%

Source: Primary data

Above analysis shows that. 14.5 percent respondents are students of various levels, 30.8 percent of respondents which are maximum among all are from doing private and government services, 19.6 percent are having their own businesses, 22.8 percent respondents are from home maker category and retired people consists of 12.3 percent least of all categories. The sample shows that all groups of people visit malls for various reasons.

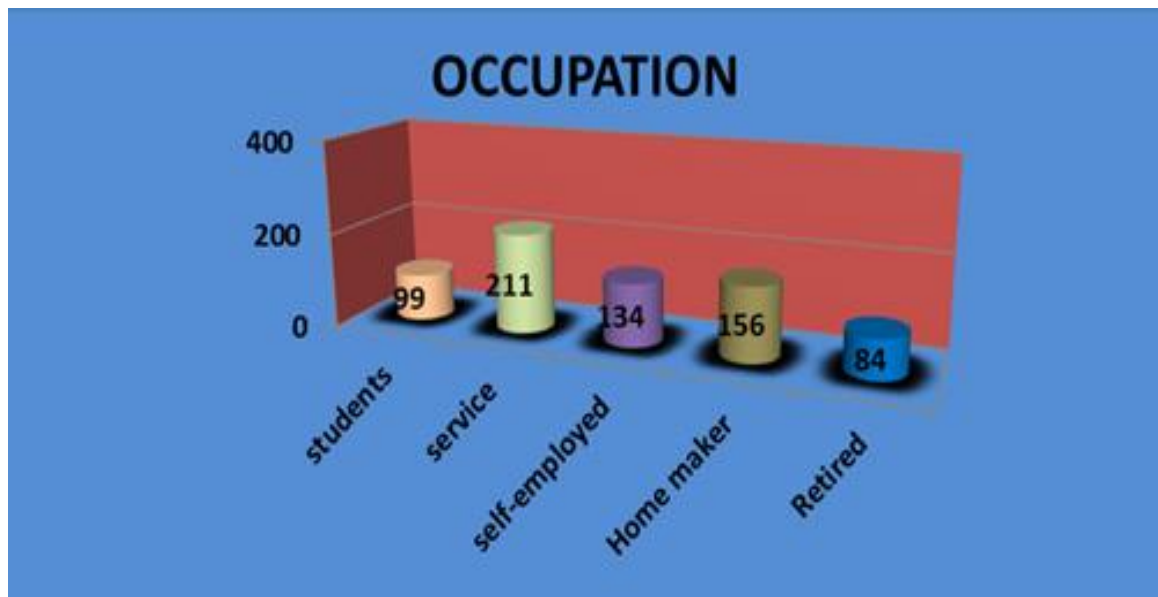


Chart-1

Table-2: Analysis of variance on Consumer Behaviour in Malls on occupation

Demographic	Shopping Behaviour	Sum of squares	df	Mean square	F	Sig.
Occupation	Shopping day preference	13.256	4	3.314	19.354	.000
	Preferred time to visit mall	14.523	4	3.630	25.361	.001
	Mode of transport	215.369	4	53.842	7.984	.000
	Distance travelled	152.236	4	38.059	58.657	.000
	Number of visits per month	98.258	4	24.564	19.658	.012
	Shopping companion	41.632	4	10.408	3.698	.004
	Average number of stores visited per trip	85.236	4	21.309	1.248	.124
	Average time spent per trip	2.369	4	0.592	0.854	.001
	Average amount spent per visit	25.236	4	6.039	8.654	.000

The data collected from respondents has been presented in the form of tables and charts for analysis, simple percentages are calculated to meet the purpose and results are shown in the charts as below.

For the research study objectives which are taken by the researcher and the associated hypothesis, the statistical tool applied to test the hypothesis related to demographic variable occupation is ANOVA. This test was used for comparing the difference in the average value of the dependent variable – consumer mall behavior related with the effects of the controlled independent variables- occupation.

To find the attitude and behavior of respondents towards shopping malls keeping in mind the occupation out of different demographics. For different gender groups the test applied is Analysis of Variance (ANOVA). The above table gives mean ratings by different occupation groups. The last column in the table (Sig.) is P-value. If $P \leq 0.05$ the difference between age groups is significant.

In the above table factors- Shopping day preference (.000), Preferred time to visit mall (.001), Mode of transport (.000), Distance travelled (.000), Number of visits per month (.012), Shopping companion (.004), Average number of stores visited per trip (.124), Average time spent per trip (.001), Average amount spent per visit (.000). People's responses for the factor 'average number of stores visited per trip' has no significance difference of all the above factors among various groups as far as occupation is concerned. The significance is tested at 5% LOS. Thus from the analysis the researcher came to a conclusion that the occupation is significant factor that influences peoples mall behavior.

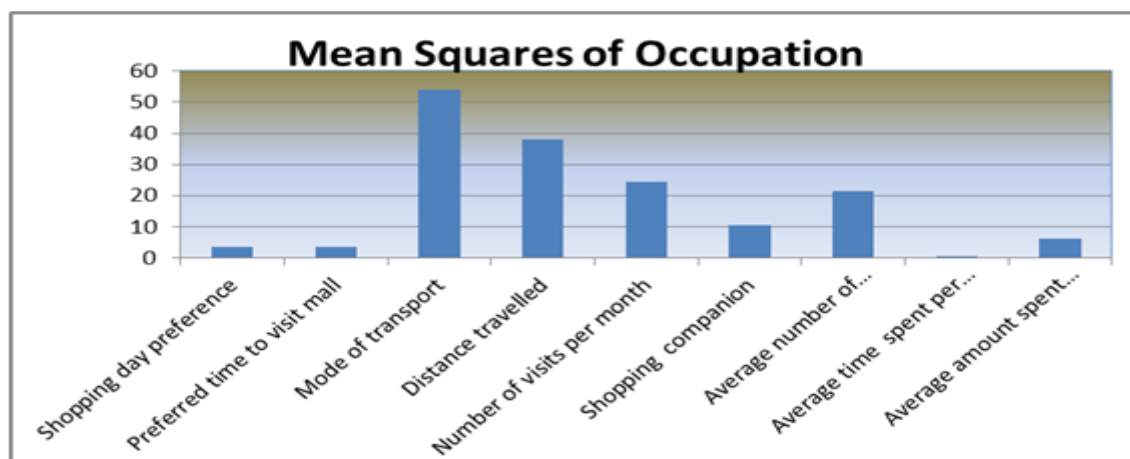


Chart-2

Second Hypothesis

‘There is a significant difference in consumer behavior towards the malls based on Occupation’ has been tested and accepted.

FINDINGS

Findings of the descriptive study are related to the consumer’s behavior in mall culture displayed in tables and charts. The intricate analysis carried out with indication to the data collected facilitated the test broad hypotheses.

It means present status of respondent and his major engagement or activity. It helps to understand behavioural patterns of, students, service people, self- employed, home makers and retired people.

1. There is a noteworthy difference among various occupations concerning their purchase decision in shopping malls. The factors like company promotion gained highest value for both professional and business class shoppers. Whereas for service class these are lowest preference. Service class preferred salesman’s persuasion. For all visitors of the mall factors like dealers influence, brand image, and company image affects equally.
2. The perception of sales people behavior different among different occupations. Equal number of business and service class rated employee behaviour low rating, whereas no professional shopper rated employee behavior as low. However majority of retailers rated employee behavior high.

IMPLICATIONS OF THE FINDINGS

As per Manish Gupta observations, people across geographic landscapes have disposed towards new retail formats where they can benefit in terms of money, time and effort. However, all these retail formats are experiencing bigger challenges of holding their customers and earning life time profit from them. The focal point of the research is on shoppers attributes such as per capita household income, demographic attributes like age, education, gender, family size, occupation, family type, distance and time taken to reach mall, and psychological factors like shopping orientation, life style, and sequential attributes like, frequency of purchase average time spent per each trip etc. These aspects have higher impact on shopping behavior specifically in retail format selection of shoppers. This also includes determinant factors of stores such as merchandise, price, location, pre and post purchase, atmosphere and ambience and store facilities, customer service; temporal factors like perceived risk, task definition have their share in selection of particular retail format.

RECOMMENDATIONS

There is a significant difference among various occupations pertaining to their purchase decision in shopping malls. The factors like company promotion have highest value for both professional and business class shoppers. Mall management should have balancing act across all occupations.

SCOPE FOR THE STUDY

Research is a never ending progressive process. Every new study creates knowledge in respective areas and also raises new questions to be answered and investigated. Hence, it is important to every researcher to record findings of the study and also leaves the unresolved issues to the future researchers. The scope of the future research starts where the present research ends, following are few areas/ issues present research throws up for future investigation.

1. Future research can be conducted to study top line and bottom line modern shopping malls and organized retail sector as a whole.
2. A relative study of mall culture and customer behavior in Tier I and Tier II cities can also be taken up.
3. A thorough study on comparative study of the preferences of consumers for malls and other retail formats can be undertaken.

Apart from the time and cost limitations, there were some other limitations of the present research; hopefully future studies in this area can overcome them. The findings of current study cannot be generalized for all malls. Indian consumer has varied temperament and emotional disposition, and consequently different buying pattern and unique decision making approach. Findings of the present study can be considered as few inputs for future research in different parts of the country. The findings may not be very effective for other malls. This study certainly opens doors to many researchers interested to pursue research in mall management and customer behavior. Deeper insights can be obtained into the retail mix, tenant mix, service quality factors, demographic dynamism etc. Furthermore, there is a scope to study the relationship between various shopping occasions in a year and visitors behavior in these occasions to understand the pattern of footfalls. The similar studies also can be done on demographic characters and motivational factors for particular shoppers' behavior.

7. IMPORTANCE OF THE STUDY

Retailers should give due importance to loyal customers as they are cheaper to serve, act as ambassadors to the brands. Retail outlets should have membership programmes to encourage their regular customers and generate more revenues. These membership cards and rewards will change customer behavior significantly in favour of retailers. Different types of rewards offered by mall retailers are bonus points, free gifts, and providing regular updates on promotional schemes.

8. LIMITATION OF THE STUDY

Researcher has taken all measures to ensure that the study design optimizes the ability to achieve the research objective. However there are some factors and limitations that do not validate the study but made to be noticed.

1. This study is restricted to the city of Mumbai & Navi Mumbai only.
2. This study is conducted based on primary data produced through questionnaire and assembled from the respondents shopping across different malls and as such its observations relied on accuracy of data.

9. CONCLUSIONS

The share of organized retailing in India so far is very low with 5 percent, whereas the share of modern retail in total retail is much higher with 65-75 percent globally. Therefore India has huge potential to grow in organized sector, especially through format like shopping malls. Many malls in Mumbai are doing well but for few, of course with many challenges and perennial problems like low occupancy and lower foot falls which are affecting the desired growth. The present study has focused on various such issues to help developers, mall managers and retailers in capital intensive sector to stop them doing previous mistakes and explore the potential awaiting to explore. However apart from the many aspects, study also focused on various factors that promote loyalty behavior of mall visitors.

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IMPACT OF SKILL BASED TRAINING ON RURAL INDIA

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ABSTRACT

Rural youth are educated but not skilled unlike urban youth. Lack of new, challenging and limited job opportunities for educated rural youth. As a result rural people are moving towards urban areas to obtain better employment opportunities and amenities of life.

The aim of this paper is to guide rural youth in various skills that are central to improve employability and livelihood opportunities, reduce poverty, enhance productivity, and promote environmentally sustainable development. Coordinated efforts are needed to develop an integrated approach that improves access to relevant, good quality education and employment to all rural women and men.

This paper focuses on the existing ecosystem for skill development in rural India and the role skill development has to play in the future for increasing employment and entrepreneurship opportunities among the youth of rural India.

Keywords: Skill development, Livelihood, Government Initiatives, Knowledge Based training, entrepreneurship.

1. INTRODUCTION

Rural people's access to education and training is often limited by financial barriers (e.g. training and transportation costs) and non-financial barriers (e.g. scarce education and training infrastructure, inflexible training schedules). Especially for poor rural children and adults, the opportunity costs for education and training may be too high to give up their income-generating activities and unpaid duties that help sustain their families.

In recent years, however, the economy had moved away from older labour-intensive industries using large quantities of unskilled labour. The industrial structure shifted towards new knowledge-based industries such as electronic information, electrical and special purpose equipment, petroleum and chemicals, increasing the demand for skills.

Many rural people do not have basic education. This also hampers their access to technical and vocational training or other skills development. Unequal gender relations and traditional gender roles entail specific difficulties for rural girls and women in accessing education and training. Education and training is often of inadequate quality. Teachers and trainers may be unqualified, equipment and technology out-dated, and teaching and training methods ill-suited to rural contexts. In many developing countries, training systems tend to operate in isolation from the labour market and employers' needs, so training does not always match skills demand.

2. REVIEW OF LITERATURE

Rural livelihoods are becoming diversified. Agriculture is the main source of livelihoods, but an increasing share of rural households' income comes from non-farm activities. One in four rural workers is employed full time in non-farm rural work. While some farmers are engaged in high-return agricultural businesses (for example, agri-business value chain activities and export-oriented cultivations), in developing countries many are still engaged in low-productivity subsistence farming. Education and skills increase the ability to innovate and adopt new technologies in agriculture and enhance farmers' performance. Evidence from Asia suggests that better education and training increases the chances to find high-paying non-farm employment, whereas lack of education tends to limit options to agriculture or low-wage non-farm employment. Access to training is a major constraint among rural people in developing countries. For instance, nearly 90 per cent of agricultural workers in India have no formal training, and a study among small scale entrepreneurs in India has indicated that over 85 percent of rural informal sector operators have no business or technical training at all. Rural girls and women are often the most disadvantaged. The global secondary school attendance rate for rural girls is 39 per cent as opposed to 45 per cent for rural boys and 59 percent for urban girls. Training outside the formal training system is often the most important source of skills training in developing countries. Many rural youth face great disadvantages when trying to enter urban labour markets because of their low level of education and lack of relevant skills and work experience.

3. OBJECTIVE OF THE STUDY

1. To study the selected skills development programme implemented by central and state government.

2. Offer modular skill training opportunities to rural youths based on local needs.

Study says that India is growing to be the world's best

- Recovery treatments of temporary or chronic disabilities alongside their
- Holidays or other forms of tourism.

4. Need of Skill Development

Our focus was on non-cosmetic surgery and medical treatment.

Education certainly opens the doors to lead a life of liberty but skills makes that liberty meaningful by allowing one to achieve prosperity. Education and skills increase the ability to innovate and adopt new technologies in agriculture and enhance farmers' performance. There is a wide gap between skills needed and available. There is a huge gap in demand and supply market. According to a survey done by NSDC, there is a huge demand for skilled workers at all the stages in food processing industry, especially for person with short term course training, having education level below 10th/ 12th standard. India currently faces a severe shortage of well-trained, skilled workers. It is estimated that only 2.3 % of the workforce in India has undergone formal skill training as compared to 68% in the UK, 75% in Germany, 52% in USA, 80% in Japan and 96% in South Korea, according to the recent survey. Lack of education and lack of skill is a pestilence that we need to overcome in over current system and the faster we do this, the better for all concerned. The shape of enterprises and jobs are being change with the development of new technology. A large section of the educated workforce has little or no job skill, making them largely unemployable. Skilling of rural population will improve economy and growth in GDP (Gross domestic Product) and has a cascading effect on employment opportunities for creating rural entrepreneurship. It is necessary to train rural people for reducing rural migration rate, poverty alleviation and unemployment eradication.

5. FINDINGS

The sixth edition of India Skill Report (2019) provides the latest view of the talent landscape on India. It covers the trends from supply as well as from demand side of talent.

WHICH SECTORS HAVE HIRED MOST?

Year	Top Sectors
2016	Retail,Transport,Healthcare
2017	Core Sector(Oil & Gas, Steel Minerals),Auto Ancilliary
2018	BFSI, Retail
2019	BFSI,Software/Hardware,Manufacturing

MEN V/S WOMEN EMPLOYABILITY

Year	2016	2017	2018	2019
Male	36.01%	40.12%	46.87%	47.39%
Female	39.95%	40.88%	38.15%	45.6%

According to the Report the different key areas for skill development are as follows

- Construction
- Food processing
- Fisheries
- Healthcare
- Tourism
- Beauty and Wellness
- Agriculture and Horticulture.
- Textiles
- Art and Crafts.

6. GOVERNMENT INITIATIVES FOR SKILL DEVELOPMENT

- "National Skill Development Corporation" By Government Of India.
- "Indian Institute Of Skills" By Government Of India.

- “Kaushal Pradarshini” By Government Of India.
- “Pradhan Mantri Kaushal Vikas Yojana” By Government Of India.
- “National Apprentice Promotion Scheme (N.A.P.S.)” By Government Of India.
- “Skill India Programme” By Government Of India.
- “Skill Knowledge Providers (S.K.P.“S)” By A.I.C.T.E.
- “Community College Scheme” By A.I.C.T.E.
- “Employability Enhancement Training Programme (E.E.T.P.)” By A.I.C.T.E.

7. CONCLUSION

Skill development of rural population is recognized as an urgent need of the day to reduce rural migration and achieve decent livelihood. Government has launched many strategic measures to get decent livelihood through entrepreneurship development at rural sector but in spite of programs, schemes and vocational courses India is considered as industrially underdeveloped country. People are not aware of these government initiatives. So it is necessary to raise awareness among rural people regarding government schemes and programs being run for the promotion of rural entrepreneurship. Mass media play an important role to disseminate new information among the people. Electronic media has a vital impact on audience. But the electronic media like T.V, radio, Internet, Mobile are not much involved to disseminate information regarding government schemes and programs to promote rural entrepreneurship. Therefore the use of effective media for the motivation and promotion of rural entrepreneurship should be increased. With the development of technology, the demand of technically skilled labors is increased. Rural people are not technically skilled. So it becomes an urgent need to develop technical skill of rural people to fill this skill gap. skill development programs must be framed innovatively such that there is environment protection, optimal utilisation of bio-waste and earning of livelihood can happen, all at same time.

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PERCEPTION ABOUT “MAKE IN INDIA” AND “SKILL INDIA” AMONG PEOPLE

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ABSTRACT

Prime Minister Narendra Modi launched the “Make in India” initiative on September 25, 2014 and “Skill India” initiative on 15th July, 2015. Make in India was launched with the primary goal of making India a global manufacturing hub, by encouraging both multinational as well as domestic companies to manufacture their products within the country. Skill India aims to train over 40 crore people in India indifferent skills by 2022. Primary as well as Secondary data is practiced in the design of this work and this paper discusses about Make in India and Skill India schemes and their perspectives among the common people.

Keywords: Make in India, Skill India, Perspectives.

INTRODUCTION

In the recent few years India has witnessed a remarkable structural transformation and is one of the Fastest growing economies in the world. India is focused to embark upon an 8-10% growth trajectory over the next decade. Several new initiatives have been launched by the Government in the last Two years, such as ‘Make in India’, ‘Start-up India’, ‘Skill India’, ‘Digital India etc., with an aim to make India number one destination for global FDI and to improve ‘Ease of Doing Business’ in India.

‘Make in India’ initiative was launched on September 25, 2014 by the Government of India with the aim to promote manufacturing in India. The program includes major new initiatives designed to facilitate investment, foster innovation, protect intellectual property, and build best-in-class Manufacturing infrastructure. Make in India aims at 25 economy driving sectors including Biotechnology for GDP growth of the country.

Devised to transform India into a global design and manufacturing hub, Make in India was a timely response to a critical situation: by 2013, the much-hyped emerging markets bubble had burst, and India’s growth rate had fallen to its lowest level in a decade.

The Indian economy stood out as the lone shining star during 2015 when countries across the world struggled to improve or even sustain growth rates. At 7.5% rates for the financial year 2015 – 16, the GDP growth rate of India was to be the highest in the world. And so, the I in BRICS, is much superior to the other economies like Brazil, China, Russia and South Africa. The world sees India as a star performer.

The objective of Make in India was to promote India as the most preferred global manufacturing destination to propel sustainable growth, facilitate investment, foster innovation, enhance skill development, protect intellectual property, and build best in- class manufacturing infrastructure.

Further, Skill India campaign was launched by Prime Minister Narendra Modi on 15 July 2015 to train over 40 crore people in India in different skills by 2022. To achieve the vision of ‘Skilled India’, Honourable Prime Minister Narendra Modi launched National skill development mission to not only consolidate and coordinate skilling efforts, but also expedite decision making across sectors to achieve skilling at scale with speed and standards.

SCHEMES FOR THE SKILL DEVELOPMENT LAUNCHED BY GOVERNMENT OF INDIA

1. Deen dayal upadhyaya Grameen Kaushalya Yojana
2. Pradhan mantri Kaushal Vikas Yojana
3. Financial Assistance for Skill Training of Persons with Disabilities
4. National Apprenticeship Promotion Scheme
5. Craftsmen Training Scheme
6. Apprenticeship training
7. Pradhan Mantri Kaushal Kendra
8. Skill development for minorities
9. Green Skill Development Programme

INITIATIVES

Various initiatives under this campaign are

- National Skill Development Mission
- National Policy for Skill Development and Entrepreneurship, 2015
- Pradhan Mantri Kaushal Vikas Yojana (PMKVY)
- Skill Loan scheme
- Rural India Skill

The objective of the National Policy on Skill Development and Entrepreneurship, 2015 was to meet the challenge of skilling at scale with speed and standard (quality). It aimed to provide an umbrella framework to all skilling activities being carried out within the country, to align them to common standards and link the skilling with demand centres. This policy linked skills development to improved employability and productivity.

OBJECTIVES OF THE STUDY

1. To understand the concept of Make in India & Skill India.
2. To find out perception about Make in India and Skill India concept among common people.
3. To know the current status of Make in India & Skill India.

RESEARCH AREA AND AGE GROUP

We have collected primary data by using questionnaire method in our research. The research consists of responses from within Mumbai and we have considered the age group of 18-50.

RESEARCH METHODOLOGY OF THE STUDY

The study is based on critical evaluation and analysis of basically Primary Data. Our respondents range from the age group of 18-50 which mostly include college students and working men and women.

With the help of the questionnaire, detailed analysis was made to understand their views, thinking and attitude which helped us to know their perception towards Make in India and Skill India.

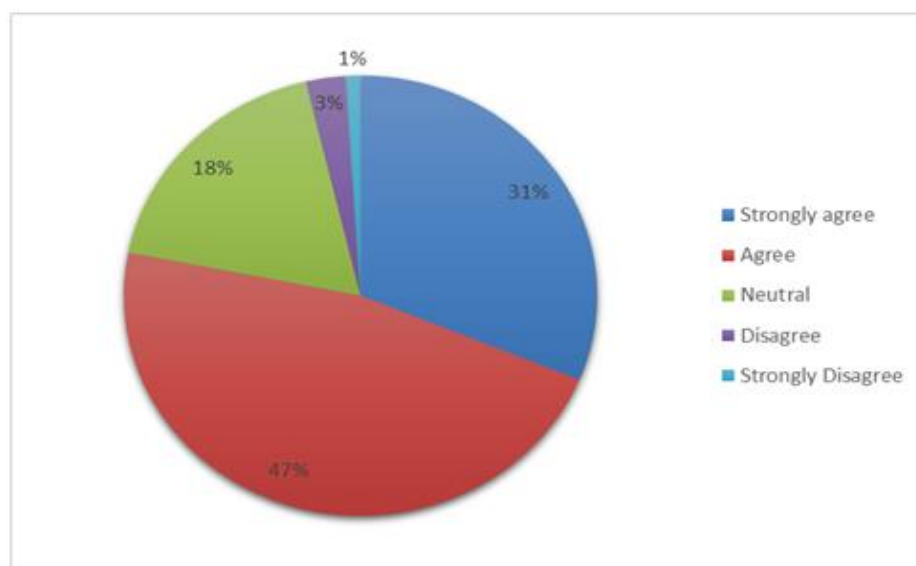
The questionnaire is processed with the help of pie charts and is used to analyse the opinion of the common people.

WHY SURVEY AMONG THIS AGE GROUP?

Make in India theme is very important in Indian economy, industrial development and increasing employment. The youth and adults are the major contributors towards the economic development of the nation. They are also the beneficiaries of the initiatives, Make in India and Skill India. Therefore, this research studies how they think about Make in India and Skill India.

DATA ANALYSIS

1. Do you think MAKE IN INDIA is indeed a successful launch?

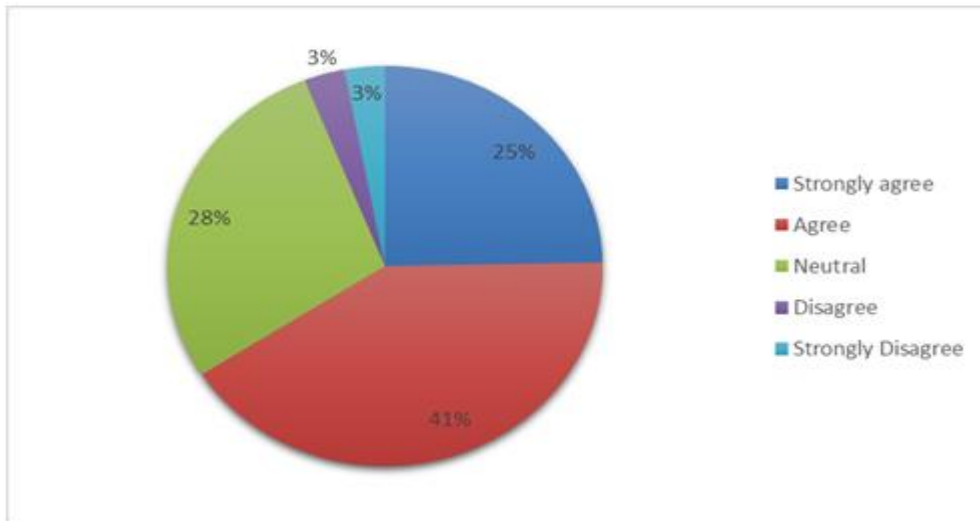


Findings

About 47% agree that Make in India is a successful launch, while 31% are feeling very sure about success of this launch. On the other hand, only 1% are disagree.

Therefore, we can say that this initiative is nothing less but a giant leap or the step of a lion.

2. Majority of the Indian citizens have been benefited from the SKILL INDIA initiative. How much do you agree with this statement?



Findings

About 41% agree that Indian citizens has been benefited from the Skill India Initiative, while 25% are strongly agree and only 3% are disagree.

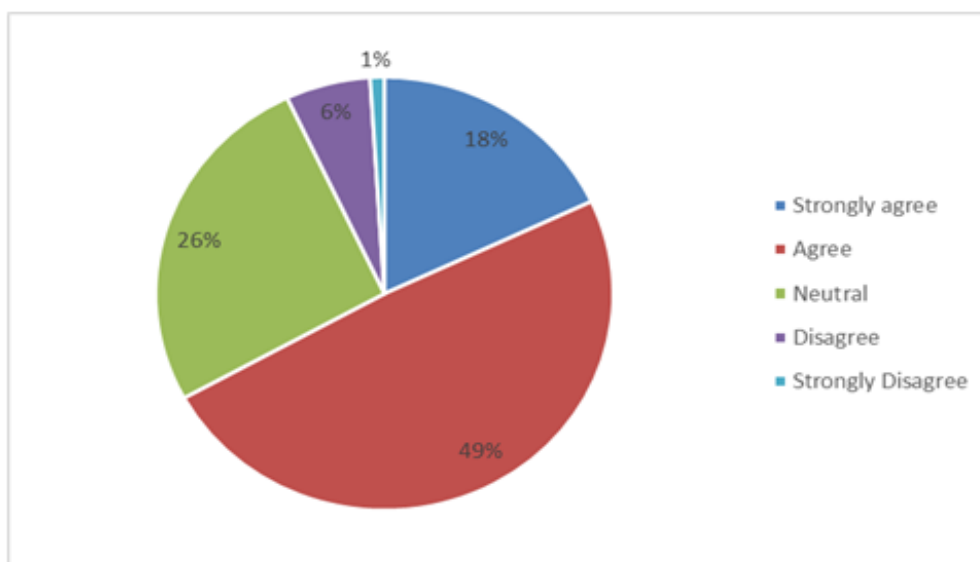
Pradhan Mantri Kaushal Vikas Yojana (PMKVY) is the flagship scheme of the Ministry of Skill Development & Entrepreneurship (MSDE). The objective is to enable a large number of Indian youth to take up industry-relevant skill training that will help them in securing a better livelihood.

Basically, people below poverty line as well as students in private schools are invited to join PMKVY. It has a wide course range, from hotel management to medical help etc. Some facts-

- There are 12,973 training centres.
- 19, 72,145 candidates have enrolled.
- 19, 55,675 candidates have completed their training.

Therefore, it is possible that Skill India Initiative has been proved beneficial to people.

3. There was an increase in employment opportunities after the launch of this scheme. Agree?

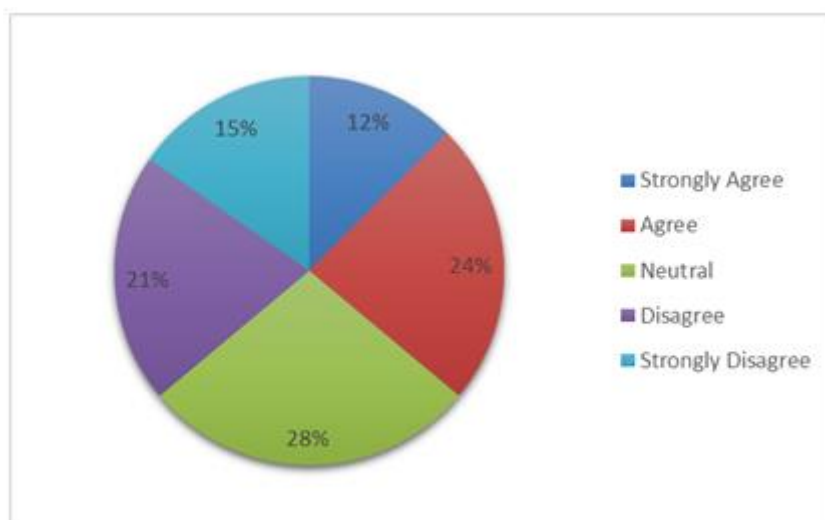


Findings

According to the diagram, 49% are agree that there is an increase in employment opportunities, while 26% are neutral and 6% are disagree.

As per latest reports, Pradhan Mantri Kaushal Vikas Yojana (PMKVY) (2016-20), the flagship scheme of the Ministry of Skill Development and Entrepreneurship (MSDE) registered 3,16,671 placements as on February 2018. Therefore, the statement holds true.

4. Make & Skill India initiatives have worsened India's relations with other countries. How strong do you agree on this?

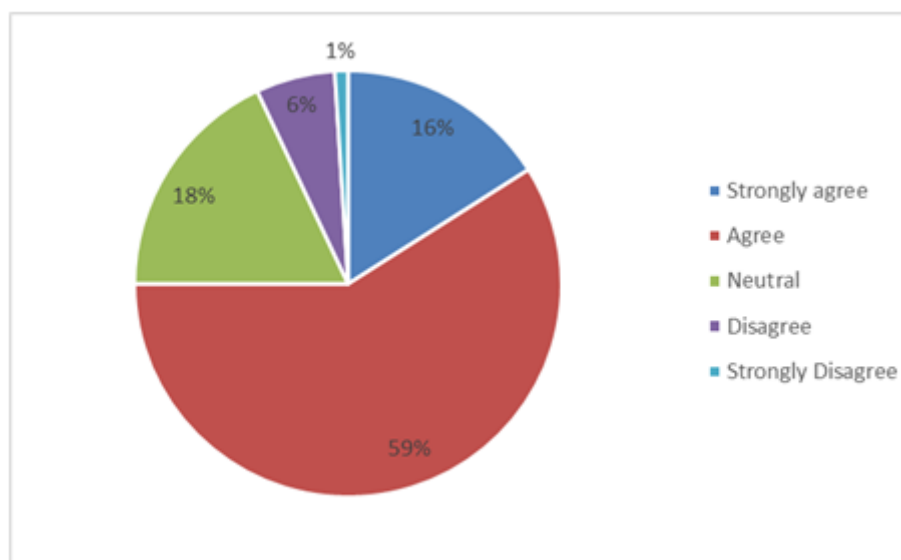


Findings

About 36% agree that the relations have worsened and about 36% disagree, on the other hand, 28% are neutral.

We can say that, India has the advantage of the young and skilled workforce over China, for e.g., which will expectedly take Make in India to new heights in the near future. So, it is possible for the situation to become worse among two economically growing countries.

5. Do you agree with a surge in Global Opportunity for the Indian Workforce?



Findings

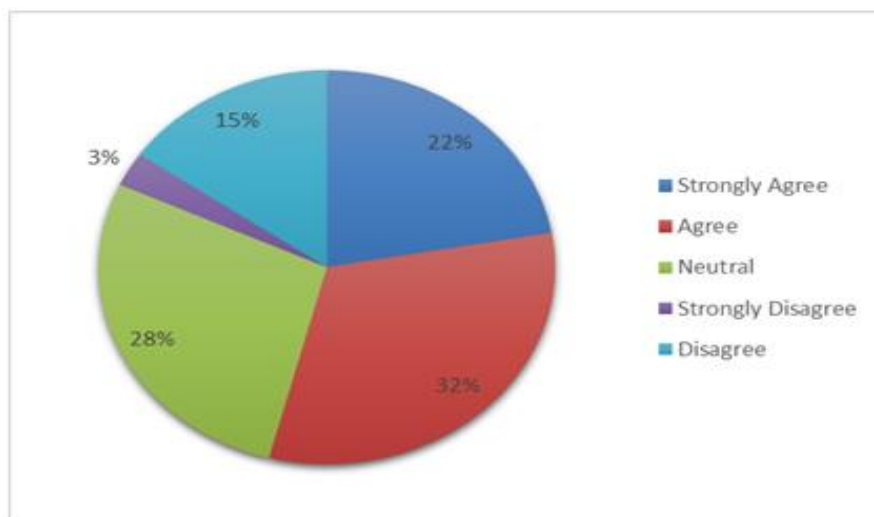
According to diagram, 59% are agree that global opportunities are increasing, while 18% are neutral and 6% are disagree.

The integration of developing economies such as China and India into the global economy in the last few decades has helped lift millions out of poverty. The introduction of their labour forces into the global economy increased growth and income in these economies which also resulted in a decline in global inequality. The

World Bank's latest "Global Economic Prospects" report shows that the second wave of change in the global labour market will play out over the next two decades, with developing economies contributing to all of the addition in the global skilled labour force, as the number of skilled workers in advanced economies is expected to decline. The rising level of skill and education in developing economies will also lift potential global growth and continue to reduce global inequality.

Taking these points into consideration, we can say that there is surge in global opportunities for Indian workforce.

6. How much do you agree with the strengthening of Indian Rupee against the domination of the US Dollar?

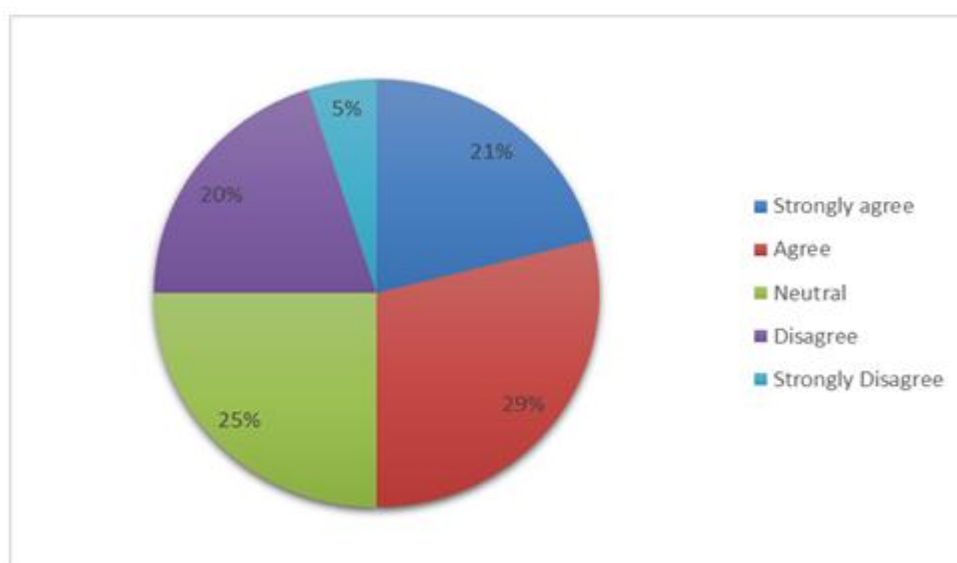


Findings

About 55% of the respondents agree that the Indian rupee has got strengthened, 18% disagree and 28% are neutral.

So, we can say that, the emergence of manufacturing industries strengthened the rupee against the Domination of the American dollar.

7. India is the agrarian country. But new developments in this scheme are service-oriented. Will it affect agriculture of India?



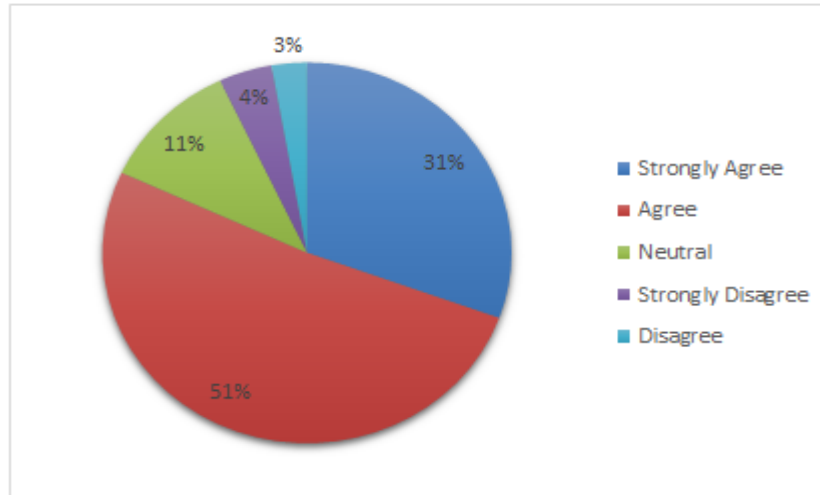
Findings

As per the given diagram, 29% people are agree with this given statement, on the other hand 20% of people are disagree with the given statement, while 25% are neutral.

Agricultural produce is the biggest resource of economic activity and development in India. Be poultry, pisciculture, horticulture, apiculture, dairy development, etc. These activities create a big base for agricultural

machinery and other inputs. Any kind of industry which uses agricultural products as a raw material, directly adds to the list of products "Make in India (MII)". Hence, to boost agricultural production has multiple impacts, including MII. With increased agricultural production rural economy is boosted and migration of marginal farmers can be reduced.

8. The development of agriculture can be one of the measures to be taken in the progress of the 2 initiatives. Agree?

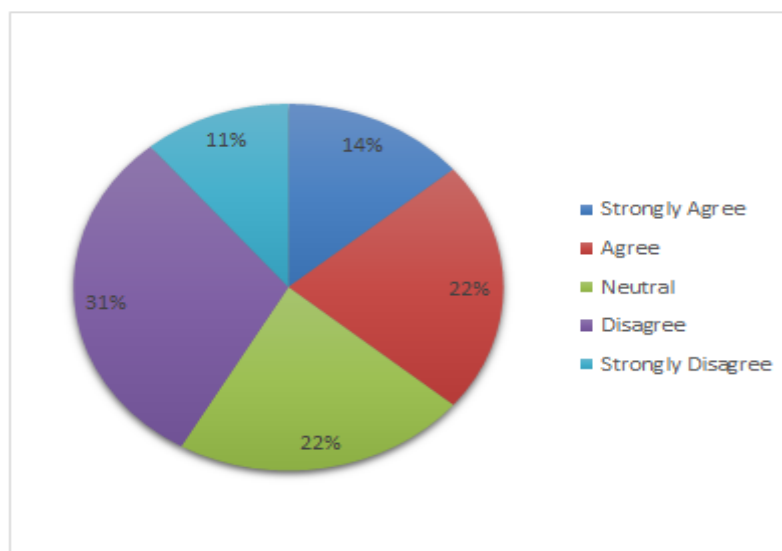


Findings

A majority of the respondents i.e. 82% agree to it that the development of agriculture can be one of the measures in the progress of the 2 initiatives. 7% disagree to it and 11% are neutral about it.

This shows that agricultural sector is still undeveloped and more measures need to be undeveloped and more measures need to be taken to develop agricultural sector which in turn would help various initiatives like Make in India and Skill India to progress.

9. It is said that India is still a developing country which consequently can have negative effect on the skill development of the youngsters. What are your views?

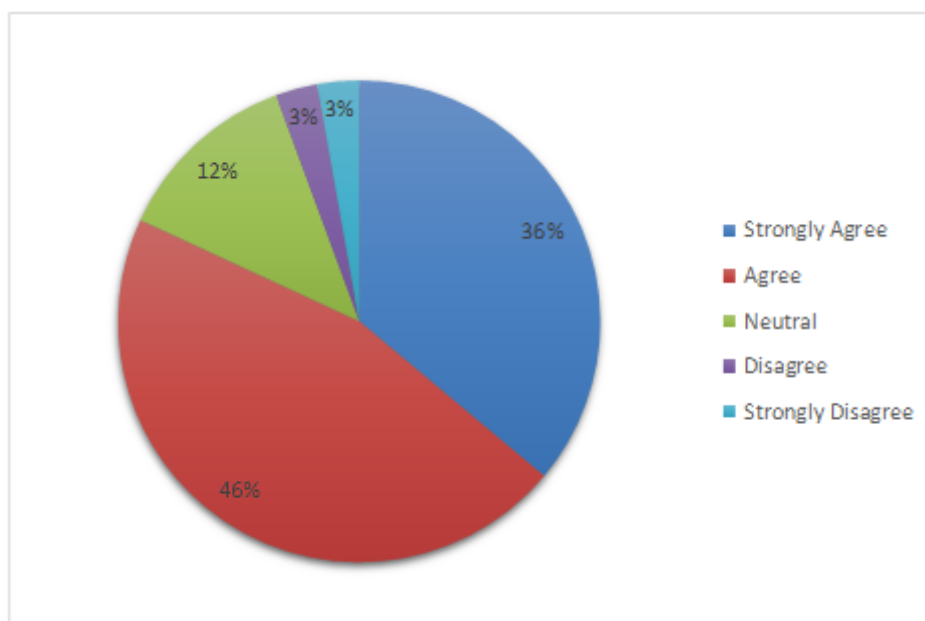


Findings

36% think that the ongoing development of India can have a negative effect on the skill development of youngsters, on the other hand, 42% do not agree to it and 22% are neutral.

It can be seen that the ongoing development of India does not have much negative impact on the skill development of the youngsters, which means that, India is becoming more and more skilled and we are progressing. Also, the 36% of the people think that the skill development of youngsters is negatively affected due to the ongoing development of India. So, that should also be taken into consideration.

10. Do you think that Innovative minds have been developed through Make in India?



Findings

When asked whether innovative minds have been developed through Make in India, 82% are of the opinion that innovative minds have indeed been developed. Again, 12% are neutral and 6% do not agree.

This shows that Make in India is successful in its implementation. And Make in India as well as Skill India have helped in innovating young minds.

LIMITATIONS OF STUDY

1. The age group of below 18 and above 50 is not considered in our study.
2. The number of respondents are limited to 70.
3. The area of our study is limited to Mumbai only.
4. The research is based only on the current status.

CONCLUSION

To conclude, the initiatives of Make in India and Skill India are very promising and innovative initiatives started by Indian government. Most of the people are aware about these initiatives and also accept that this an opportunity. Most of the people are well informed with all the programmes launched under this scheme.

Last but not the least, innovative minds are getting developed through such innovative initiatives. Also, Make in India and Skill India turn out to be one of the most important schemes for the Indian economy.

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MOVING BEYOND HUMAN RESOURCE DEVELOPMENT (HRD) TO HUMAN DEVELOPMENT RESOURCING (HDR) WITH SPECIAL EMPHASIS ON MENTAL HEALTH

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ABSTRACT

A famous comedian, 31, had everything going for him. Suddenly life stopped when he woke up one morning and found himself in the throes of an anxiety attack. Arjun Bharadwaj's suicide at Taj Land's End is not so subtle reminder of how a mental aberration can be so absolute. Namita, a 10th standard student, almost killed herself when her father forced her to do engineering. Kriti, 17, committed suicide in Kota, just a day after results of the IIT-JEE. In a note, Kriti said she was never interested in studying science. What's going on?

Not five or ten but 15 Crores Indians from all milieus are seeking attention – a desperate cry for help.

How do we do it?

Tara Gaikwad, 32, Director – HR with a multinational company in beverage and snack food business, confided that 6% of 60000 direct employees could be having mental health issues. It can happen to anyone of us at any point of time, mild or severe. The question is how we create a support system for them:

- *And to be with them through the difficult phase of their life.*
- *To enable them to cope with the stresses and complexities of life*
- *And what remedial and professional assistance will be required to put their life back on track.*

The organisations are very well geared to handle such issues of their people but HR, however, gets limited to talent management, skill & competency development and employee relations.

I want to emphasise the importance of Human Development Resourcing.

Organisations need to move beyond human resource development to human development resourcing. Human development resourcing is the process of identifying, building and sustaining resources for sustained development of our human resource assets.

Keywords: Human Resource Development, Human Development, Resourcing, Mental Health, Anxiety, Stigma, Suicide, Psychologist, Psychiatrist, Depression

INTRODUCTION**1. Why Human Development Resourcing?**

It was at Metal Box India in 1970 at Faridabad. The company faced its one of the worst human crises coping with fifty two cases of tuberculosis and leprosy discovered in a matter of thirty five days and half of them at the last stage. The nearest sanatorium and skin speciality hospital was 325 kms away at Kasauli in Himachal Pradesh. The resulting stress and the workforce pressures to ensure for quick healthcare to suffering employees and interests of their families necessitated a long term solution to such future mishaps.

There was no fully secure and reliable system in HR to apprehend such incidents as we deal with human life which by itself is so uncertain and unpredictable. We needed to look at human life from a different perspective.

And the new perspective was that we needed to move beyond Human Resource Development (HRD) to Human Development Resourcing (HDR). That demanded a paradigm shift in our approach to resolve problems and issues faced by our human resources whom we claim our scarce tangible assets.

Such serious problems we face in healthcare cannot be resolved just by admitting the sick employees in the hospitals and then wait to see who survived and who did not. It is not only the cure or the prevention of a disease; it is all about a bigger question “can we give our employees a disease free quality of life which they deserve as human beings?

This shift from human resource development (HRD) to human development resourcing (HDR) brought clarity on the issue at human resource development. Human resource development which is fundamentally an endeavour for talent and skill development, competency and performance management and employee relations is ineffective without resourcing. By resourcing we mean making funds available, providing infrastructure, creating support system, hiring professionals to materialise the development of human resources which means human resource development has to move beyond hiring and firing.

2. What is the difference Between Human Resource Development (HRD) and Human Development Resourcing (HDR)?**A. Human Resource Development**

In human resource development, we select our human resources and decide what assistance they need from us to help them to change their vision, sharpen their competencies and skills and adapt to multi-skilling, and betterment in leadership development, performance management, and human relations.

B. Human Development Resourcing

In human development resourcing, we first think of identifying, building and sustaining resources for sustained development of human beings (human resources or human capital) such as financial, economic, social, mental, psychological, spiritual and physical resources for overall sustainable human development. The development areas include healthcare, nutrition, education, counselling, enrichment and quality of life and self-empowerment.

3. Why Mental Health?

Sadhana, a 10th standard student was diagnosed with low serotonin level causing severe anxiety disorder. A popular film actress and a famous comedian, found themselves in the throes of an anxiety attack. Arjun Bharadwaj's suicide at Mumbai hotel is reminder of how a mental aberration can be so absolute. Namita, a 10th standard student, almost killed herself when her father forced her to do engineering. Kriti, 17, committed suicide in Kota, just a day after results of the IIT-JEE because she didn't like science.

3. Mental Health - 15 Crores Indians need Healthcare Support

Not five or ten but 15 Crores Indians from all milieus are seeking attention – a desperate cry for help.

Traditionally and for too long, mental health has been a neglected area in India's health system. It is also well recognised that health systems in India are weak and fragmented even though this scenario has begun to change in recent years. Despite a growing knowledge of its relevance and importance, the neglect of mental health over years and at all levels has resulted in an absent or limited health systems presence.

For decades, public and private sector organisations and educational institutions have overlooked this very important segment of healthcare.

Almost 50% employees in Indian Corporate suffer from anxiety, stress and depression and hyper-tension.

4. What is Mental Health?

Mental health refers to our cognitive, behavioural, and emotional wellbeing - it is all about how we think, feel, and behave. World Health Organization defines mental health as a state of well-being in which the individual realizes his or her own abilities, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to his or her community. Mental health is not just the absence of mental disorder.

5. What is the Mental Illness?

Mental Health illness means a substantial loss of control on thinking, mood, perception, orientation or memory that grossly impairs judgment, behaviour, capacity to recognise reality or ability to meet the ordinary demands of life, mental conditions associated with the abuse of alcohol and drugs; acute pessimism, stress, depression, trauma, lethargy, temper tantrum, indifference, isolation, disregard for personal appearance, poor self esteem, obsession of failure and death, and other telltale signs of any degradation of normal behaviour.

LITERATURE REVIEW ON HUMAN DEVELOPMENT RESOURCING

The concept of Human Development Resourcing (HDR) is an inclusive and new concept. Most of the available literature talks only about Human Development and its indexation. United Nations Development Programme mentions the following six pillars of Human Development and quotes of world class economist are very significant for the achievement of objectives of Human Development Resourcing:

1. Equity is the idea of fairness for every person, between men and women; we each have the right to an education and health care.
3. Sustainability is the view that we all have the right to earn a living that can sustain our lives and have access to a more even distribution of goods.
3. Productivity states the full participation of people in the process of income generation. This also means that the government needs more efficient social programs for its people.
4. Empowerment is the freedom of the people to influence development and decisions that affect their lives.

5. Cooperation stipulates participation and belonging to communities and groups as a means of mutual enrichment and a source of social meaning.

6. Security offers people development opportunities freely and safely with confidence that they will not disappear suddenly in the future.

Mahbub ul Haqiv: Development Economist: Pioneer in Human Development Concept

In his work "Reflection on Human Development" examines that human development is more than GNP growth, more than income and wealth and more than producing commodities and accumulating capital. A person's access to income may be one of the choices, but it is not the sum total of human endeavour. People are the real wealth of nation. The basic capabilities for human development consist of health, education, access to resources and community participation.

Raghuram Rajan: Economist and Academician

Getting overly fixated with growth numbers should not be the priority. Instead the priority should be to focus on structural reforms and ensure macro stability. Apart from that, the obvious prevarication that one can discern over here is its inability to showcase a holistic picture of economic and human development issues like health, education, and social inclusion

Jean Dreze and Amartya Sen: Economists

Development is equal to freedom is equal to social justice. Something must have gone terribly wrong in the last six decades of Indian democracy, for our record in the social sector-be it healthcare, education or gender justice-is dismal.

Simon Kuznets: Economist and Statistician:

Human development is, fundamentally, about more choice. It is about providing people with opportunities. The process of development – human development - should at least create an environment for people, individually and collectively, to develop to their full potential and to have a reasonable chance of leading productive and creative lives that they value.

Joseph E. Stiglitz: Economist and Writer - *Inequality is not a destiny*:

Human development concerns with **social innovations** that start from below and that are capable of facing up to the economic vacuum or to the inability of capitalist economy to respond to the needs of a multitude of citizens: forms of social entrepreneurship; communities of citizens that pool together to meet new and old needs, optimise the use of financial and human resources.

Amartya Sen: Economist:

Amartya Sen suggested that society's standard of living should be judged not by the average level of income, but by people's capabilities to lead the lives they value. Nor should commodities be valued in their own right instead, they should be seen as ways of enhancing such capabilities as health, knowledge, self-respect and the ability to participate actively in community life. Therefore, expansion of human capabilities implies greater freedom of choice.

Srinivasan and Verma: Economists & Sociologists:

The conceptual matrix of human development comprises three levels of development measured in terms of aggregation of the human development and four dimensions of development in terms of economic, socio-psychological, political and spiritual aspects.

RESEARCH METHODOLOGY

1. Target Population:

Fifty Large & Medium Corporate Houses, Non Government Organisations, Trusts, CSR Initiatives.

2. Accessible Population:

Pan India large and medium size organisations in business of information technology, infrastructure, fast moving consumer goods, pharmaceuticals, automobiles, media, and public utility, home appliances, multi-businesses, beverages, non-government organisations and business machines.

3. Sample Size & Criteria for Sample Selection:

Twenty five organisations representing above mentioned industries were selected on the basis of random sampling as shown below in Table -1:

Table -1		
Sr. No.	Business of Organisations Selected	No of Organisations Selected
1.	IT and Business Process Outsourcing	7
2.	Pharmaceuticals	3
3.	Multi-Businesses	3
4.	Infrastructure/Engineering	2
5.	Fast Moving Consumer Goods	2
6.	Home Appliances	2
7.	Automobiles	1
8.	Media	1
9.	Public Utility	1
10.	Business Machines	1
11.	Beverages and Snack Foods	1
12.	Non-Government Organisation	1
Total		25

Since the data was very confidential and sensitive, only those organisations were targeted which readily provided the data on the promise of anonymity by not revealing the real names and locations of the organisations. Therefore, the real names of organisations in this paper were substituted by certain pen names.

4. Method of Data Collection: Primary Data

A one page questionnaire was designed for collection of data. Personal meetings with HR heads of the selected organisations were arranged who gave directions to their respective departments to provide the data after necessary audit. Data covers people at all levels in the hierarchy of organisations. Personal data of employees was not collected.

5. Method of Data Collection: Secondary Data

The secondary data was collected after due audit from various articles, newspaper reports and articles, journals and books and from internet search engines and relevant websites.

DATA ANALYSIS

Table-2: Shows percentage of employees with mental health issues corresponding with financial funding and use of services of professionals						
Sr.	Name of Company*	Business	Total No of Employees in Lakhs	% of Employees with Mental Health Issues	Financial Funding in Crores**	Other Assistance* **
1.	S KT Limited	Multi-Business	01.90	6.24	2.70	***
2.	TRC Limited	Public Utility	14.00	11.00	2.64	NIL
3.	LTTR Limited	Infrastructure/Engineering	10.00	2.73	3.46	NIL
4.	TCK Limited	IT & BPO	03.71	2.54	2.00	NIL
5.	ISYL Limited	IT	02.25	3.67	2.00	NIL
6.	PROL Limited	Tech/IT	01.60	2.86	0.80	***
7.	MBT Limited	Business Machines	03.80	2.80	0.20	NIL
8.	WPL Limited	Home Appliances	00.92	2.70	1.30	NIL
9.	EFL Limited	Water Purifier Appliances	00.10	1.80	0.75	NIL
10.	HINLL Limited	FMCG	00.18	2.60	3.00	***
11.	GSK Limited	Pharmaceutical	00.04	2.03	0.60	NIL
12.	WKTC Limited	Pharmaceutical	00.08	2.00	1.60	NIL
13.	TIGBC Limited	Media	00.12	2.60	0.80	NIL
14.	PILL Limited	Pharmaceutical	00.03	2.50	0.20	NIL
15.	HTLC Limited	IT & BPO	01.32	4.20	2.80	NIL
16.	MAX Limited	Automobiles	00.40	3.70	1.35	NIL
17.	GTLT Limited	Multi-Business	07.02	5.87	2.75	***
18.	MTTL Limited	IT/BPO	00.14	6.50	2.60	***

19.	MPSS Limited	IT/BPO	00.48	4.90	2.25	***
20.	TMTT Limited	IT/BPO	01.14	6.40	2.00	***
21.	ABGT Limited	Multi-Business	01.20	2.60	1.80	***
22.	MRCO Limited	Wellness & Beauty/FMCG	00.03	1.80	0.20	NIL
23.	Mariwala Health Initiative	Funding with Partners for Mental Health Awareness and Cure	-	-	2.00 Per Annum	YES
24.	ALOCA Limited	Beverages	00.25	1.50	2.10	NIL
25.	LTGL Limited	Infrastructure	00.05	0.05	0.05	NIL
*Sensitive Data – Real names of companies are not revealed. **Funding: Calculated out of CSR funds. *** Other assistance includes: Services of Psychologists/Psychiatrists/Medical & Psychiatric Social Workers/Counsellors						

Analysis of table 2

1. Percentage of employees with mental health issues/illnesses is highest in IT/BPO organisations followed by multi-business corporate, public utility services and infrastructure companies as shown below in table -3:

Table-3: Analysis of Table-2 Shows total number of employees with mental health issues/illnesses and corresponding financial assistance per employee is meagre considering the expensive mental healthcare.						
Industry /sector No of companies	Total no of employees (in lakhs)	Percentage of employees with mental health issues/illnesses	No of employees with mental health issues/illnesses	Financial Funding 2017-18	Financial assistance per employee with mental health issue (INR)	Hiring services of professionals whenever necessary
IT/BPO (7)	10.64	31.00	3,29840	12.45	3774.00	Yes
Multi-business(3)	10.12	14.00	1,41680	07.25	5117.00	Yes
Public Utility (1)	14.00	11.00	1,54000	02.64	1715.00	No
Infrastructure (2)	10.05	03.00	30150	03.25	10800.00	No
Total	44.81	59.00	26,43,824	29.59	21406	Miniscule

Data Analysis-2

Table-4: shows loss of man days and loss of productivity during 2017-18						
Sr.	Name of Company*	Business	Designated Mental Health policy	Follow up of Mental Health Cases	Loss of Mandays 2017-18 Days *	Loss of Productivity 2017-18 (In Crores)*
1.	S KT Limited	Multi-Business	Yes	Yes	8642	11.36
2.	TRC Limited	Public Utility	No	Yes	16000	87.00
3.	LTTR Limited	Infrastructure/Engineering	Yes	Yes	2465	4.60
4.	TCK Limited	IT & BPO	No	Yes	1203	2.80
5.	ISYL Limited	IT	No	Yes	1560	4.60
6.	PROL Limited	Tech/IT	No	Yes	1470	2.78
7.	MBT Limited	Business Machines	No	Yes	1146	1.10
8.	WPL Limited	Home Appliances	No	Yes	0800	1.86
9.	EFL Limited	Water Purifier Appliances	No	Yes	0100	1.26
10.	HINLL Limited	FMCG	Yes	Yes	2040	3.40
11.	GSK Limited	Pharmaceutical	No	Yes	1260	1.88

12.	WKTC Limited	Pharmaceutical	No	Yes	0946	1.20
13.	TIGBC Limited	Media	No	Yes	1600	2.60
14.	PILL Limited	Pharmaceutical	No	Yes	0909	1.78
15.	HTLC Limited	IT & BPO	No	Yes	4530	3.40
16.	MAX Limited	Automobiles	No	Yes	1207	1.67
17.	GTLT Limited	Multi-Business	Yes	Yes	2986	4.34
18.	MTTL Limited	IT/BPO	No	Yes	7600	4.89
19.	MPSS Limited	IT/BPO	Yes	Yes	3005	3.86
20.	TMTT Limited	IT/BPO	Yes	Yes	4120	4.25
21.	ABGT Limited	Multi-Business	Yes	Yes	4760	3.79
22.	MRCO Limited	Wellness & Beauty/FMCG	Yes	Yes	1100	1.34
23.	Mariwala Health Initiative	Funding with Partners for Mental Health Awareness and Cure	-	Yes	NA	NA
24.	ALOCA Limited	Beverages	Yes	Yes	3196	2.60
25.	LTGL Limited	Infrastructure	Yes	Yes	0545	1.07
*Figures shown in these columns were provided by the respective organisations.						

Table-5: Analysis of Table-4

Industry /sector No of companies	Loss of Mandays	Loss of Productivity (In Crores)	Cost of 1 Manday (In thousands)	Mental Healthcare Policy	Visits to advance illness cases
IT/BPO (7)	23488	26.58	11495	Yes -2 / No - 5	6-7
Multi-business(3)	16388	19.49	12204	Yes	Frequent - as per the policy
Public Utility (1)	16000	87.00 (Based on 7 th Pay Commission salary)	54375	No	Occasionally 5-6 times
Infrastructure (2)	3010	05.67	19930	Yes	Frequently - until recovery
Analysis: 1. One lost manday cost is enormously high in all the sectors. 2. Mental healthcare is casual in the all the sectors. 3. Loss of revenue on account of mental illness is huge. 4. Majority organisations don't have designated mental healthcare policy.					

Data Analysis-3

Table -6			Professional Charges			
Mental Healthcare Professionals in India Requirement and Availability			Mumbai (in Rs)	Bengaluru (in Rs)	Delhi (in Rs)	Kolkata (in Rs)
Professionals	Required	Available				
Psychiatrists	13500	3827	2000- 4000	2500- 5500	3000-4500	1500 -3500
Clinical Psychologists	20250	898	1500-3000	2000- 4000	2500- 3500	2000-3000
Medical & Psychiatric Social Workers	37000	850	Generally employed by hospitals			
Trained Psychiatric Nurses	3000	1500	500 -1500 Per day	500 -2000 Per day	500 -1500 Per day	500 -1500 Per day
Data provided by Ministry of Health in Lok Sabha on February 06, 2018			Analysis: Demand and supply scenario is not going to change soon. Corporate funding in HDR is necessary.			

FINDINGS & CONCLUSIONS

Table-7: Findings & Conclusions		
Areas	Findings & Conclusions	
Mental Health Policy.	1. Most of the companies don't have designated policy and written guidelines on mental healthcare. 2. Mental healthcare is low priority in Indian Corporate. 3. Vision, mission directions are critically missing in mental healthcare.	
Human Development Resourcing.	1. Economic burden of mental healthcare is huge. 2. Mental healthcare financing is poor considering the expensive professional fees. 3. Hiring available professionals is inadequate. 4. Shortage of mental health specialists. 5. 150 million Indians in all milieus need assistance – fund, infrastructure and professionals.	
Human Resource Development	1. HRD reach is limited as it can handle only some cases. 2. It can manage spreading mental healthcare awareness about and educating employees. 3. It can successfully help in removing stigma attached with mental illness.	
Productivity and Mandays	1. There is a huge loss of revenue to the organisations on account of loss of mandays and low productivity on account of dismal performance in managing mental healthcare and illness as a special and distinctive function of each organisation in public and private sector.	

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**ONLINE GROCERY STORES SUSTAINABILITY: A STUDY ON VARIOUS DIMENSIONS
INFLUENCING CONSUMER FOR PURCHASING ONLINE GROCERY**

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ABSTRACT

The fast moving consumer goods (FMCG) segment is the fourth largest sector in the Indian economy. Growing awareness, easier access, and changing lifestyles are the key growth drivers for the consumer market. With rise in disposable incomes, mid- and high-income consumers in urban areas have shifted their purchasing trend from essential to premium products. Today's consumer wants packaged goods that work better, faster, and smarter. The "need for speed" trend highlights the importance of speed as a potentially decisive purchase factor for packaged goods products in a world where distinctions between products are shrinking. This brings the importance of online shopping into picture. Through the online and mobile platforms the shopping has become easier, faster and hassle free activity. Grocery purchase is the most time taking and less interesting type of shopping activity. This study attempts to reveal the demographic characteristics of those users who contribute most in the process of online purchase of grocery and the dominating factors which drive them to do so.

Keywords: FMCG, Online buying, Consumers demographic

INTRODUCTION

The fast moving consumer goods (FMCG) segment is the fourth largest sector in the Indian economy. The market size of FMCG in India is estimated to grow from US\$ 30 billion in 2011 to US\$ 74 billion in 2018. Food products are the leading segment, accounting for 43 per cent of the overall market. Personal care (22 per cent) and fabric care (12 per cent) come next in terms of market share.

Growing awareness, easier access, and changing lifestyles are the key growth drivers for the consumer market. The Government of India's policies and regulatory frameworks such as relaxation of license rules and approval of 51 per cent Foreign Direct Investment (FDI) in multi-brand and 100 per cent in single-brand retail are some of the major growth drivers for the FMCG market.

With rise in disposable incomes, mid- and high-income consumers in urban areas have shifted their purchasing trend from essential to premium products. In response, firms have started enhancing their premium products portfolio. Indian and multinational FMCG players are leveraging India as a strategic sourcing hub for cost-competitive product development and manufacturing to cater to international markets. Today's consumer wants packaged goods that work better, faster, and smarter. The "need for speed" trend highlights the importance of speed as a potentially decisive purchase factor for packaged goods products in a world where distinctions between products are shrinking. This brings the importance of online shopping into picture. Through the online and mobile platforms the shopping has become easier, faster and hassle free activity. Grocery purchase is the most time taking and less interesting type of shopping activity. The market is flooded with such apps and websites. To name few Grofers, Bigbasket, Reliance Fresh Direct, Zopnow, aaramshop etc.

LITERATURE REVIEW

(Shukla, August 2017) in his study a study on consumer perception toward online grocery concluded that factors like wide variety of products, offers and discounts, free home delivery, time saving and convenience, cost effective, easy terms and conditions, user friendliness, authenticity and genuineness, easy to order and cash on delivery should be taken as strengths and pillars of online grocery shopping and these can be improvised or modified to extract maximum advantage for business

(Aylott, 1999) An exploratory study of grocery shopping stressors research confirms grocery shopping to be stressful, but time pressure was mentioned as only one factor causing shopping stress; other factors included: crowd density, staff attitude and training, store layout/relocation, impulse purchasing pressure, location, product assortment, music, and lighting. The article concludes by proposing a shopping stress curve for future examination.

(S.Satiyaraj, June 2015) The major findings consumer perception toward online grocery store of the study are 29% of respondents quoted the reason for choosing the online shopping is to purchase unique and special articles, and they want to find the best price of the product. The outcome of the research paper also revealed that the demographic variables, such as gender, age group don't have influence of the factors of customer satisfaction.

(Bill Anckar, 2002) Creating customer value in online grocery shopping paper argues that there are four different ways in which customer value can be created in electronic grocery shopping, but that the chosen business model will set limits to whether – and to what extent – the firm will be able to offer value- adding services for consumers. The relationship between business models and customer value in online grocery shopping is exemplified, and some practical problems and opportunities in e- grocering are highlighted by presenting the case of Nettimarket.com, a Finnish Internet grocery business that was founded by an entrepreneur with no previous experience of the industry. His company is a start- up virtual grocery shop with a business model unattainable by the big industry players. The paper reports on the experiences of the company and the outlook of the entrepreneur after two and three years in business, respectively.

(Chincholkar, Mar-Apr 2016) The purpose of this paper is to identify consumer behavior towards online grocery retailing specifically towards Localbaniya.com as a result consumer are accepting this new method of online grocery retailing still traditional channels are more preferred. Slowly it may gain popularity among young and working professionals.

(Blomqvist, 2015) Consumer Attitudes towards Online Grocery Shopping Thesis explains that the analyzed empirical findings presented overall positive attitudes, as well as a strong correlation between positive attitudes and intentions within online grocery shopping. This answers the research question and fulfils the purpose of examining the influence that positive attitudes have on intentions within the field of online grocery shopping. This research successfully tests the Theory of Planned Behavior and suggestions for further research are to examine the underlying factors in a qualitative study.

(Nagendra, 2013) Survey revealed that it is the females, undergraduates and employed people who are shopping for groceries online. The survey also revealed that nearly 87% of the respondents are open to online grocery shopping, positive attitude towards the information is in detail with respect to groceries online and almost all the respondents prefer to shop from a trustworthy website. The findings of the research also show that there is no significant impact of return policy on shopping consumer attitude towards online grocery. Further, the result shows that there is no positive influence of website design on the consumers who shop for groceries online.

OBJECTIVE OF THE STUDY

- 1) To study various dimension influencing consumer for purchasing online grocery
- 2) To explore most convincing dimension for online grocery purchase
- 3) To understand the establishment of demographic variables and consumer behavior for online shopping.

HYPOTHESIS

1. H0: There is no significance association between age and usage of app to purchase grocery
2. H0: There is no significance association between gender and usage of app to purchase grocery
3. H0: There is no significance association between marital status and usage of app to purchase grocery
4. H0: There is no significance association between income and usage of app to purchase grocery
5. H0: there is no association between age and frequency of ordering grocery through apps
6. H0: there is no association between gender and frequency of ordering grocery through apps
7. H0: there is no association between marital status and frequency of ordering grocery through apps
8. H0: there is no association between income and frequency of ordering grocery through apps.

RESEARCH METHODOLOGY

Research design

Our research regarding A study on various dimension influencing consumer for purchasing online grocery is a descriptive research and quantitative because we just want to draw a picture of our topic as what are the dimension that influence consumers to shop online

Source of data

- Primary data was collected by conducting a survey. Respondents were given a structured questionnaire to mark their preference, behavior and other related information.
- Secondary data is collected through earlier studies and internet

The universe was all those who buy groceries online in Gandhinagar and Ahmedabad and the sample size was 200. Convenience Sampling method was used to make sample.

DATA ANALYSIS**Hypothesis-1**

H0: there is no association between gender and usage of apps to purchase grocery online

Results						
	Yes	No				Row Totals
Male	64 (69.52) [0.44]	15 (9.48) [3.21]				79
Female	112 (106.48) [0.29]	9 (14.52) [2.10]				121
Column Totals	176	24				200 (Grand Total)

The chi-square statistic is 6.0371. The p -value is .014008. The result is significant at $p < .05$. Hence the null Hypothesis is rejected and we can conclude that there is an association between gender and usage of apps to purchase grocery online

Hypothesis-2

H0: there is no association between marital status and usage of apps to purchase grocery online

Results						
	Yes	No				Row Totals
Married	66 (59.92) [0.62]	2 (8.08) [4.57]				68
Unmarried	112 (118.08) [0.31]	22 (15.92) [2.32]				134
Column Totals	178	24				202 (Grand Total)

The chi-square statistic is 7.8253. The p -value is .005152. The result is significant at $p < .05$. . Hence the null Hypothesis is rejected and we can conclude that there is an association between marital status and usage of apps to purchase grocery online.

Hypothesis-3

H0: there is no association between age and usage of apps to purchase grocery online.

Results						
	Yes	No				Row Totals
15-25	82 (94.71) [1.71]	22 (9.29) [17.41]				104
25-35	49 (45.54) [0.26]	1 (4.46) [2.69]				50
35-45	37 (34.61) [0.17]	1 (3.39) [1.69]				38
45-55	87 (80.14) [0.59]	1 (7.86) [5.98]				88
Column Totals	255	25				280 (Grand Total)

The chi-square statistic is 30.4915. The p -value is < 0.00001 . The result is significant at $p < .05$. . Hence the null Hypothesis is rejected and we can conclude that there is an association between age and usage of apps to purchase grocery online.

Hypothesis-4

H0: there is no association between income and usage of apps to purchase grocery online

Results						
	Yes	No				Row Totals
10000-20000	14 (15.84) [0.21]	4 (2.16) [1.57]				18
20000-30000	16 (18.48) [0.33]	5 (2.52) [2.44]				21

30000-40000	24 (23.76) [0.00]	3 (3.24) [0.02]				27
40000-50000	42 (37.84) [0.46]	1 (5.16) [3.35]				43
50000 above	80 (80.08) [0.00]	11 (10.92) [0.00]				91
Column Totals	176	24				200 (Grand Total)

The chi-square statistic is 8.3866. The p -value is .0784. The result is *not* significant at $p < .05$. Hence the null Hypothesis is accepted and we can conclude that there is an no association between income and usage of apps to purchase grocery online.

Hypothesis-5

Ho: there is no association between gender and frequency of ordering grocery through apps.

Results						
	Daily	Weekly	Monthly	Not fixed	Fortnightly	Row Totals
Male	6 (3.32) [2.17]	15 (15.12) [0.00]	15 (14.75) [0.00]	22 (25.81) [0.56]	8 (7.01) [0.14]	66
Female	3 (5.68) [1.27]	26 (25.88) [0.00]	25 (25.25) [0.00]	48 (44.19) [0.33]	11 (11.99) [0.08]	113
Column Totals	9	41	40	70	19	179 (Grand Total)

The chi-square statistic is 4.5553. The p -value is .336038. The result is *not* significant at $p < .05$. Hence the null Hypothesis is accepted and we can conclude that there is no association between gender and frequency of ordering grocery through apps.

Hypothesis-6

Ho: there is no association between marital status and frequency of ordering grocery through apps.

Results						
	Daily	Weekly	Monthly	Not fixed	Fortnightly	Row Totals
Married	4 (3.27) [0.16]	19 (14.89) [1.14]	16 (14.53) [0.15]	19 (25.42) [1.62]	7 (6.90) [0.00]	65
Unmarried	5 (5.73) [0.09]	22 (26.11) [0.65]	24 (25.47) [0.09]	51 (44.58) [0.92]	12 (12.10) [0.00]	114
Column Totals	9	41	40	70	19	179 (Grand Total)

The chi-square statistic is 4.823. The p -value is .305947. The result is *not* significant at $p < .05$. . Hence the null Hypothesis is accepted and we can conclude that there is no association between marital status and frequency of ordering grocery through apps.

Hypothesis-7

Ho: there is no association between age and frequency of ordering grocery through apps.

Results						
	Daily	Weekly	Monthly	Not fixed	Fortnightly	Row Totals
15-25	1 (4.75) [2.96]	20 (18.99) [0.05]	15 (18.99) [0.84]	41 (32.77) [2.07]	8 (9.50) [0.24]	85
25-35	2 (2.74) [0.20]	8 (10.95) [0.79]	13 (10.95) [0.38]	21 (18.89) [0.24]	5 (5.47) [0.04]	49
35-45	6 (2.07) [7.48]	11 (8.27) [0.90]	9 (8.27) [0.06]	6 (14.26) [4.79]	5 (4.13) [0.18]	37
45-55	1 (0.45) [0.68]	1 (1.79) [0.35]	3 (1.79) [0.82]	1 (3.08) [1.41]	2 (0.89) [1.37]	8
Column Totals	10	40	40	69	20	179 (Grand Total)

The chi-square statistic is 16.3452. The p -value is .037698. The result is significant at $p < .05$. . Hence the null Hypothesis is rejected and we can conclude that There is association between age and frequency of ordering grocery through apps.

Hypothesis-8

Ho: there is no association between income and frequency of ordering grocery through apps.

Results						
	Daily	Weekly	Monthly	Not fixed	Fortnightly	Row Totals
10000-20000	1 (0.70) [0.12]	2 (3.21) [0.45]	4 (3.13) [0.24]	5 (5.40) [0.03]	2 (1.56) [0.12]	14
20000-30000	3 (0.80) [5.99]	3 (3.66) [0.12]	2 (3.58) [0.69]	4 (6.17) [0.76]	4 (1.79) [2.74]	16
30000-40000	1 (1.31) [0.07]	3 (5.96) [1.47]	2 (5.81) [2.50]	10 (10.02) [0.00]	10 (2.91) [17.33]	26
40000-50000	2 (2.16) [0.01]	12 (9.85) [0.47]	11 (9.61) [0.20]	15 (16.58) [0.15]	3 (4.80) [0.68]	43
50000 above	2 (4.02) [1.02]	21 (18.32) [0.39]	21 (17.88) [0.55]	35 (30.84) [0.56]	1 (8.94) [7.05]	80
Column Totals	9	41	40	69	20	179 (Grand Total)

The chi-square statistic is 43.7196. The p -value is .000218. The result is significant at $p < .05$. . Hence the null Hypothesis is rejected and we can conclude that there is association between income and frequency of ordering grocery through apps.

FACTOR ANALYSIS

Reliability Statistics		
Cronbach's Alpha	NO of Items	
.913	24	
KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.878
Bartlett's Test of Sphericity	Approx. Chi-Square	2.893E3
	df	276
	Sig.	.000
Communalities		
	Initial	Extraction
VAR00001	1.000	.831
VAR00002	1.000	.853
VAR00003	1.000	.840
VAR00004	1.000	.801
VAR00005	1.000	.638
VAR00006	1.000	.698
VAR00007	1.000	.614
VAR00008	1.000	.746
VAR00009	1.000	.718
VAR00010	1.000	.703
VAR00011	1.000	.731
VAR00012	1.000	.629
VAR00013	1.000	.521
VAR00014	1.000	.734
VAR00015	1.000	.629
VAR00016	1.000	.691

VAR00017	1.000	.685
VAR00018	1.000	.584
VAR00019	1.000	.623
VAR00020	1.000	.750
VAR00021	1.000	.734
VAR00022	1.000	.667
VAR00023	1.000	.665
VAR00024	1.000	.664
Extraction Method: Principal Component Analysis.		
Total Variance Explained		

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.554	35.643	35.643	8.554	35.643	35.643	4.502	18.760	18.760
2	4.074	16.975	52.618	4.074	16.975	52.618	3.650	15.207	33.966
3	1.648	6.866	59.484	1.648	6.866	59.484	3.235	13.480	47.446
4	1.292	5.384	64.868	1.292	5.384	64.868	2.886	12.025	59.471
5	1.181	4.919	69.787	1.181	4.919	69.787	2.476	10.315	69.787
6	.988	4.116	73.903						
7	.815	3.396	77.298						
8	.698	2.910	80.209						
9	.506	2.106	82.315						
10	.481	2.005	84.320						
11	.433	1.806	86.126						
12	.403	1.681	87.806						
13	.392	1.631	89.438						
14	.352	1.469	90.906						
15	.343	1.429	92.336						
16	.297	1.238	93.573						
17	.288	1.199	94.772						
18	.251	1.047	95.819						
19	.232	.965	96.784						
20	.201	.836	97.621						
21	.190	.793	98.413						
22	.145	.605	99.018						
23	.132	.552	99.570						
24	.103	.430	100.000						
Extraction Method: Principal Component Analysis.									

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.554	35.643	35.643	8.554	35.643	35.643	4.502	18.760	18.760

2	4.074	16.975	52.618	4.074	16.975	52.618	3.650	15.207	33.966
3	1.648	6.866	59.484	1.648	6.866	59.484	3.235	13.480	47.446
4	1.292	5.384	64.868	1.292	5.384	64.868	2.886	12.025	59.471
5	1.181	4.919	69.787	1.181	4.919	69.787	2.476	10.315	69.787
6	.988	4.116	73.903						
7	.815	3.396	77.298						
8	.698	2.910	80.209						
9	.506	2.106	82.315						
10	.481	2.005	84.320						
11	.433	1.806	86.126						
12	.403	1.681	87.806						
13	.392	1.631	89.438						
14	.352	1.469	90.906						
15	.343	1.429	92.336						
16	.297	1.238	93.573						
17	.288	1.199	94.772						
18	.251	1.047	95.819						
19	.232	.965	96.784						
20	.201	.836	97.621						
21	.190	.793	98.413						
22	.145	.605	99.018						
23	.132	.552	99.570						

Extraction Method: Principal Component Analysis.

Rotated Component Matrix					
	Component				
	1	2	3	4	5
VAR00002	.914	-.011	-.037	.032	-.122
VAR00003	.911	.064	.017	.004	.079
VAR00001	.890	-.045	-.046	.100	-.158
VAR00004	.878	.050	.040	-.003	.162
VAR00006	.720	-.033	.286	.206	.233
VAR00005	.686	.122	.229	-.017	.315
VAR00020	.053	.813	.181	.098	.209
VAR00021	.004	.802	.113	.113	.256
VAR00019	.035	.717	.249	.212	.031
VAR00022	.001	.687	.104	.309	.298
VAR00023	.035	.541	.205	.495	.289
VAR00018	.021	.468	.387	.458	-.064
VAR00010	.045	.266	.790	.062	.048
VAR00008	.089	.000	.751	.399	.125
VAR00009	.038	.263	.722	.354	-.035
VAR00011	.050	.354	.678	-.093	.367
VAR00007	.248	.087	.576	.346	.307
VAR00017	.014	.226	.208	.762	.100

VAR00016	.065	.153	.192	.737	.288
VAR00024	.176	.453	.170	.599	.201
VAR00014	.098	.254	.093	.194	.783
VAR00015	.101	.224	.076	.384	.645
VAR00012	4.159E-5	.343	.399	.026	.593
VAR00013	.386	.193	.059	.360	.449
Extraction Method: Principal Component Analysis.					
Rotation Method: Varimax with Kaiser Normalization.					
a. Rotation converged in 6 iterations.					

	Dominant Factors under the Study
1	Convenience
2	Reasonably Priced Wide Merchandise
3	Detail Labeled Healthy Products
4	User friendly apps and Promotion
5	Hassle free Comparison of Products

CONCLUSION

The study produces interesting results which is very helpful for online grocery players for designing their strategies to sustain in the market. The study reveals that Females are the heavy buyer of groceries online specially those who are married they use these apps more frequently. Study also reveals that those females who are b/w the age group of 15-35 years having the qualification of Graduation and above are the frequent buyers. So the main segment to be targeted for online groceries should be Married Females b/w 20 to 35 years age having good qualification like graduation and above. The study also unfolds the dominating factors which are contributing most in the online purchase decision. And the factors are Convenience, Availability of Reasonably Priced Wide Merchandise, Detail Labeled Healthy Products, User friendly apps and Promotion, Hassle free Comparison of Products. In order to sustain in the market, online marketers must provide the delightful experience to the customers this will motivate customers to stick on the specific portal for the purchase.

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A STUDY ON CONSUMER BEHAVIOUR TOWARDS BUYING THE PRODUCT ONLINE THAN TRADITIONAL METHOD IN THANE REGION

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ABSTRACT

Internet has developed in new delivery channels. Outcome of electronic transaction is increasing rapidly this need has arisen to understand how perceive directly to buy consumer most of the people who use the internet to purchase a product online, but that there still some reasons for which consumers are reluctant to buy a online a consumer purchase in the interactive age will be marketing ability to deliver pure and relevant information. this is new environment has changed the traditional marketing process into a more customers initiated and controlled process . traditional marketing is aimed a passive audience while E marketing is targeting consumers that actively seek information and thus single handedly screen or the unwanted information. The attitude of people toward the purchase online are different in everywhere in India and across india The main objective of this research is to study on consumer behaviour towards buying the product online than traditional method in thane region.

First of all, we would like to express appreciation to our academic tutors, Olga Sasinovskaya and Maya Paskaleva, for providing valuable feedback and guidance on our work. We would also like to thank Robert Bengtsson, CEO at MindValue AB in Gothenburg, Sweden, for supporting us throughout the research by sharing ideas and vital information concerning the marketing industry on the Internet, as well as the operations of MindValue AB itself. We would further like to take the opportunity to send gratitude to the interviewees making it possible for us to retrieve the information essential for conducting this study. Finally, our thanks goes to Carl Emil Svedin, legal counsel at Saab AB in Linköping, Sweden, for taking his time to validate the credibility of our translations made of the transcripts from the interviews.

Keywords: Purchase online, consumer behaviour, delivery channels.

INTRODUCTION

A online shopping a product refers to the shopping behaviour of consumer in an online store or a website used for online purchasing purpose . online shopping has experienced a rapid growth during the recent year due to its unique advantages of both the consumers and retailer , such as shopping at round the clock facilities , decreasing dependence to store visits , saving travel cost , increasing market area , decreasing over head expenses and offering a wide range of product however the internet which is rather new type of digital interactive media , an electronic channel of communication , where actors can take parts actively and instantly has

However, the Internet which is a rather new type of digital interactive media, an electronic channel of communication where actors can take part actively and instantly (Arens, 2004), has given rise to a new marketplace, and a new form of commerce called e-commerce. To conduct e-commerce on the Internet is to buy, sell, transfer, or exchange products, services, or information (Turban, Leidner, McLean & Wetherbe, 2006b). As explained by Cross and Smith (1996), the key selection criteria for consumers' purchases in the interactive age will be the marketers ability to deliver pure and relevant information. This new environment has changed the traditional marketing process into a more customer initiated and controlled process. Traditional marketing is aimed at a passive audience while e-marketing is targeting consumers that actively seek information and thus single-handedly screen out the unwanted information (Kotler et al., 2005). The business-to-consumer interaction has clearly increased with the development of the Internet where online consumers are in many cases not only consumers but also creators of information. This is the reason why companies regard „word-of-mouth“ of high importance. Online consumers' creativity and information-sensitivity has brought up the use of „word-of-Web“ or „word-of-mouse“. As the creativity rises among consumers, so should the approaches used by marketers and companies in order to fully exploit the Internet as a marketplace (Kotler et al., 2005). The main reason for the great interest within this field is the authors' belief that the Internet will develop even further, and perhaps one day, when our world only inhabits people from the Internet generation (see definitions in section 1.5), it might end up being the marketplace where the majority of commerce will take place. But to reach there, and for entrepreneurs to understand how to act properly towards their consumers on the Internet, they have to be aware of what features people value in the traditional marketplace in order to be able to incorporate these in online market and thereby optimise it.

THE RESEARCHERS FINDS SOME PROBLEM IN THIS TOPIC

- ❖ The internet explosion has shifted some of the traditional shopping to the online shopping environment
- ❖ The internet has also divided consumers into two distinctively characterised groups, namely traditional and consumer.
- ❖ Too much clutter on the website.
- ❖ Possibility of forgery.
- ❖ A buying a product online physical examination of product is impossible while traditional physical is there

REVIEW OF LITERATURE

Li and Zhang (2002) examined the representative existing literature on consumer online shopping attitudes and behaviour based on an analytical literature review. In doing so, this study attempts to provide a comprehensive picture of the status of this subfield and point out limitations and areas for future research. They decided to restrict their search of research articles to the period of January 1998 to February 2002. The other two criteria for selection are the articles are empirical in nature, and the articles measure at least one of the identified factors in our taxonomy they searched three primary IS conference proceedings volumes: International Conference on Information Systems (ICIS), Americas Conference on Information Systems (AMCIS), and Hawaii International Conference on Systems Science (HICSS). They also checked the reference sections of the selected articles to identify and include additional prominent articles in this area. Three out of the five dependent variables (consumer attitudes, intentions, and purchasing behaviour) and three out of the five independent variables (personal characteristics, vendor/service/product characteristics, website quality) receive the most attention. This seems to constitute the main stream of research in this area. It is found that personal characteristics, vendor/service/product characteristics, and website quality significantly affect online shopping attitudes, intention, and behaviour. The direct implication of these findings is that targeting more appropriate consumer groups, improving product and/or service quality, and improving website quality can positively influence consumer attitudes and behaviour, possibly leading to increased frequency of early purchase and replication purchases on the part of customers. This methodological matter wants to be addressed in upcoming research so that a validated instrument can be developed for evaluating consumer online shopping approaches and behavior.

Danaher et.al (2003) focused on the loyalty of the 100 brands over the online shopping and offline shopping of 19 product of the grocery. They compared the grocery items of both the shopping with starting model which is a new segmented of Dirichlet model, this model has very dominant features which gives the exact classes for the brand choice and also gives the 14 real model for the purchasing behaviour. The outcome of the study revealed that the reality of the high brands by the high market shares bought the online shopping much greater than the expected. But in case of the small share brand it is just reversed. However in the traditional shopping the expectations and the observations is not at all links to the brand share.

OBJECTIVES OF THE STUDY

- ❖ To understand the issue in online shopping compare to traditional method
- ❖ To find out the problems in online shopping and traditional method
- ❖ To know the difference between online shopping and traditional method

HYPOTHESIS OF THE STUDY

RESEARCH METHODOLOGY

RESEARCH UNIVERSE	THANE REGION
SAMPLE SIZE	60
METHOD OF SAMPLING	CONVENIENCE SAMPLING
METHOD OF DATA COLLECTION	QUESTIONNAIR
METHOD OF DATA	PRIMARY & SECONDARY
DATA ANALYSIS TECHNIQUES	GRAPH & PERCENTAGE METHOD

For the research we have taken a thane region and we have get a result positive in thane region. As shown in table we have taken a research universe as Thane region. No of people responded on our sample research are 60. In thane region with the help of Google Form we have taken a convenience sampling by questioner method. In this we have used a primary & secondary data and to represent the all the question (?) in graph and percentage method as data analysis techniques.

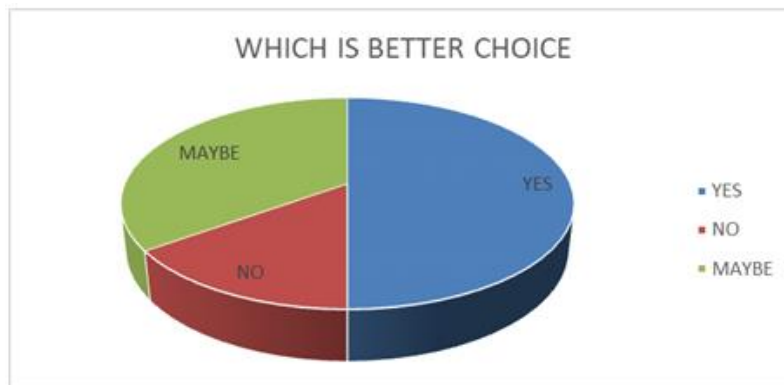
ANALYSIS & INTERPRETATION OF DATA

1. Are You Aware About Online Buying of Product?



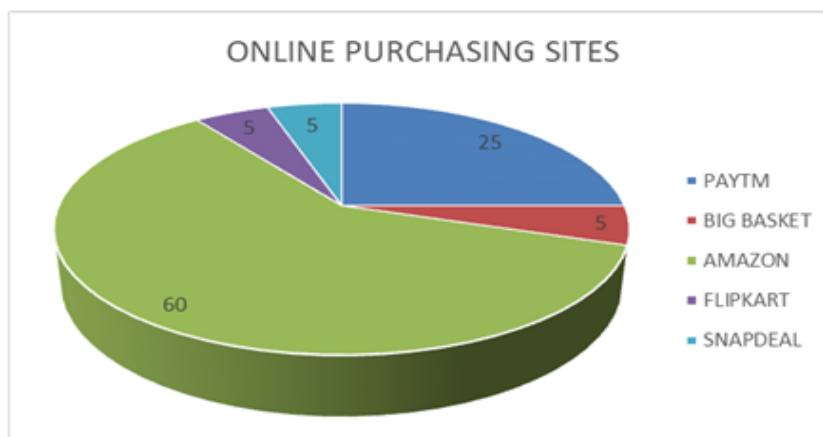
As we have taken a sample survey we found that the 10% of people are not aware about ONLINE BUYING. But the 90% of people are aware about they are aware about online shopping. As we have shown in chart the blue color contain yes we aware about and orange color contain we not aware about online shopping it means that 10% of people is shopping through traditional method.

2. Do You Say Online Purchasing is Better Choice than Traditional Purchasing?



As we have taken sample survey we found that 15% of people are said that traditional method is more comfortable while going to online but 50% of people said that online purchasing is better than traditional and 35% of people said that may be

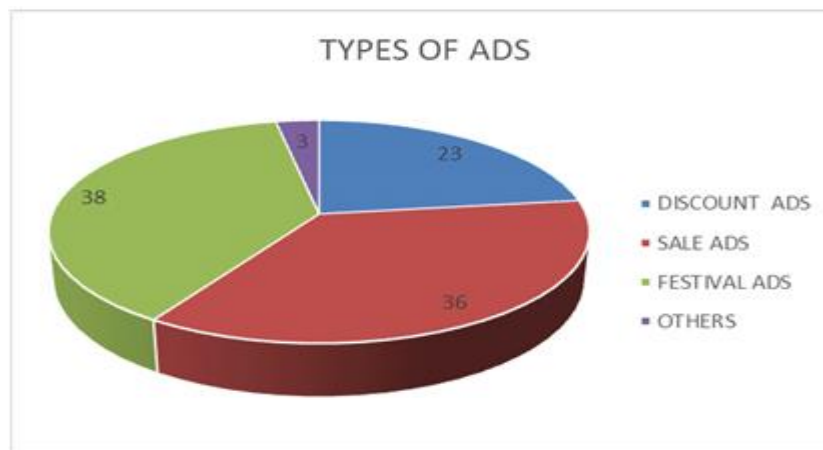
3. Which of the Website is More Use to Purchase Online Product?



As we have taken sample survey that which websites are more useful we found that 60% of people using amazon and 25% of using paytm ,5% of people big basket 5% OF PEOPLE flipkart 5% of people snapdeal this are the websites using by the public in thane region

As we can see there is more use of amazon just because of this is the only website which we can operate at low internet only and it is very safe and easy to operate.

4. Type of advertisement mostly attracts shop offline Source



Survey Data and Author's calculation There are various reasons why people are attracted to shop offline- most prominent reasons are discounts ads, sales ads, festive ads and other miscellaneous ads attracts customers to shop offline. India where festivals are regarded as most auspicious moments, ads play important role in promoting offline shopping. festive ads plays the major role with 38% in attracting the customers to go for offline shopping, followed by sales ads with 36% this type of ads are great events to attract customers by showing ads to customers about sales for a limited period of time. The discount ads which covers up 23 % comes next to sales ads in attracting customer for offline shopping, While remaining 3% are other miscellaneous ads such as off season etc. Also somewhat attracts people.

FINDING AND CONCLUSIONS

The study reveals that the male are less doing the online shopping than female. The female are more into online shopping because they enjoy doing shopping whether it is traditional shopping or e-shopping. The young generation are more often purchasing from online sites because of the revolution in the technology among the youth population and they are able to use this technology for their well-being more than other age group category. Flipkart is the shopping site which is more preferable by the youngster. There are increasing demand of online shopping because the variety of options for the consumers to choose and that to at a reasonable price and sometime even less price than the market. Electronic items were less demanded from the e-shopping but clothes are much more demanded by the consumers. There are several products which are not delivered by the shopping sites in the preferable area, it is seen that with the advancement of the technology the preference of the online shopping increases. Earlier people more uses the traditional shopping. Now also people who are not aware of the several shopping sites and not that technically advanced are less into internet for shopping.

This study advanced an ideal that uses consumer value perceptions to increase our thoughtful of channel choice. Earlier work verified the key effect of perceived value has on purchase intentions, but merely concentrated on product or store value insights. This paper extends the studies while asking the questions from the consumer who are into online shopping as well as traditional shopping to rate both the channels in the terms of performance, products, time of delivery, quality and other related aspects of online and offline shopping. By accepting this approach, investigators and experts can gain valuable insights into the motivations to adopt a definite channel for shopping. A cluster of all customer communication with products, services or persons that is specific. Another concern was that the conceptual model, a theoretical context for the study of the theoretical basis of all the research on it is placed. Customer behaviour is a process of discussions with investors to buy consumer goods and consumer behaviour suggestions of the process.

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**INFLUENCE OF MASTERY ORIENTATION ON INNOVATIVE WORK BEHAVIOUR –
MODERATION BY CLIMATE FOR INNOVATION**

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ABSTRACT

The present work investigates the moderating influence of climate for innovation on the relationship between mastery orientation and innovative work behaviour. The study was conducted on 150 employees used standard scales. It was proposed that the employees with a mastery orientation significantly contribute to innovative work behaviour. Further, such contribution can be further scales with the intervention of climate for innovation. The study suggests significant moderation by climate for innovation on the relationship between mastery orientation and innovative work behaviour.

Keywords: Mastery Orientation, Climate for Innovation, Innovative Work Behaviour.

INTRODUCTION

Employees have long been considered a source of competitive advantage. So much so, that most of the time the difference between a successful and not so successful business organization are their employees. Business organization are investing billions of dollars in grooming them and aligning them towards their goals. In the same vein, innovation has proved to be one of the major ingredients of the sustainability recipe for long. The lifespan of business organizations offering ‘me-too’ products and services is fairly short and challenging. Innovation is defined as “the process of bringing any new problem-solving idea into use...it is the generation, acceptance, and implementation of new ideas, processes, products, or services” (Kanter, 1984, p. 20). As obvious, innovation is about generation, acceptance and implementation of new ideas. One of the key internal sources of ideas is employees as well. Additionally, their role, not limited to, is the acceptance and implementation of new ideas irrespective of the source. Therefore, employees have a key role in keeping an organization competitive and relevant. As a result, organizations work towards promoting innovative work behaviour of employees. Innovative work behaviour may be referred as the dispositions of individuals possessing effective abilities and skills with intrinsic motivation in varying behaviours with respect to the associated work processes (Amabile, 1983). Since innovative work behaviour is considered to be discretionary work behaviour, therefore, it is out of a normal reward system of the organization (Janssen, 2000).

Increasingly organizations are creating systems where employees can showcase their innovation capabilities, and also participate in embracing and implementing them. Researchers have worked intensely over the decades to uncap the competitive advantage and sustainability that can be attained through innovative behaviour (Agarwal, Datta, Blake-Beard, & Bhargava, 2012; Amabile, 1988, 1996; Amabile & Conti, 1999; Delmas & Pekovic, 2018; Laukkanen, Siimekselä, Leavengood, & Hansen, 2017; Mogstad, Høiseth, & Pettersen, 2018; Papa, Dezi, Gregori, Mueller, & Miglietta, 2018; Sung, Du, & Choi, 2018; Theurer, Tumasjan, & Welpe, 2018; Wang, Tsai, & Tsai, 2014; Xu, Zhao, Li, & Lin, 2017).

Employees striving for ‘competence’ have been analyzed from the perspective of ‘social-cognitive’ achievement goal approach (Elliot & Church, 1997). This approach pins down employees’ approach towards competence as ‘demonstration of competence’ i.e. performance orientation, vis-à-vis ‘development of competence’, mastery-orientation (C. S. Dweck, 1986; Elliot & Church, 1997; Nicholls, 1984). Juxtaposed to ‘performance orientation’, where the approach is simply achievement of goals, employees with ‘mastery orientation’ aims for ‘mastery’ in their respective domain. This difference in their approach is reflects the way they handle the task. Employees with mastery orientation show resilience in the face of adversities, considers work as fun, demonstrate high work engagement and are not let down by failures (Ames, 1995; Ames & Archer, 1988; C. S. Dweck & Leggett, 1988; Nerstad, Roberts, & Richardsen, 2013; Nicholls, Patashnick, Cheung, Thorkildsen, & Lauer, 1989). Given its nature, mastery orientation is considered one of one of the significant contributor towards innovative work behaviour of employees (Gong, Huang, & Farh, 2009; Hirst, Van Knippenberg, & Zhou, 2009; Janssen & Van Yperen, 2004; Nerstad et al., 2013).

Innovation in its broad sense is also seen as the culture or environment prevailing in an organization where value creation is at the core (Buckler, 1997). Supportive climate for innovation has been considered a major ingredient for breeding innovation for long (Ahmed, 1998). There exists a considerable support for the influence of supportive climate for innovation (Abbey & Dickson, 1983; Anderson & West, 1998; Shanker, Bhanugopan,

van der Heijden, & Farrell, 2017). In his seminal work (Scott & Bruce, 1994) segregated climate for innovation into two factors viz., support for innovation and resource supply.

The present work, observing scant research on the connect between mastery orientation and innovative work behaviour, attempts to do the same. Additionally, it also investigates the moderating role of climate for innovation on the suggested connect.

HYPOTHESES DEVELOPMENT

Mastery Orientation & Innovative Work Behaviour

Mastery orientation influences creative behaviour of employees at workplace (Amabile & Pratt, 2016). Also, mastery orientation is the inclination of an employee to gain competencies and expertise on the task by involving consistent emphasis on work (Dweck & Molden, 2000; Dweck, 2013). Social cognitive theory also recommended that employees may gain mastery exposure by observing their superiors as their role models deeply (Bandura, 1999). Mastery orientation is found to be influencing significantly positively and also displaying mediating influence towards innovative work behaviour in a highly recognized investigative study done by Janssen & Van Yperen (2004). Gong, Huang, & Farh (2009) discussed that tendency of employees to gain more learning leads them to attain mastery in work which further leads to attain innovative behaviour at work. Therefore, it is proposed that

Hypothesis 1: Mastery orientation will be positively related to innovative work behaviour.

Hypothesis 2: Climate for Innovation will be positively related to innovative work behaviour.

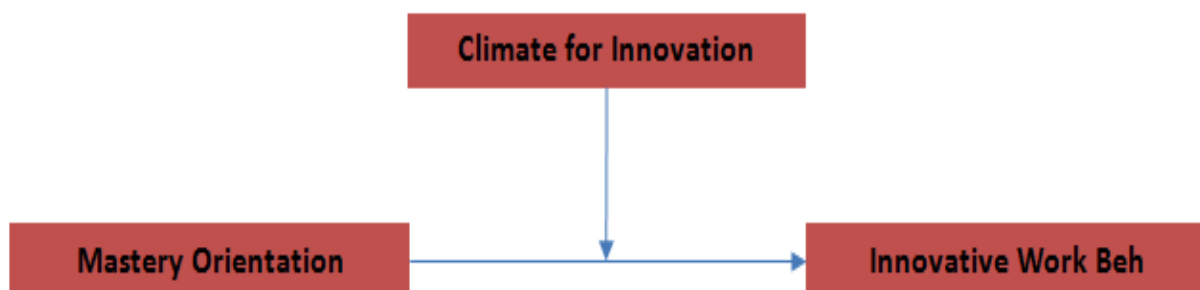
Climate for Innovation, Mastery Orientation & Innovative Work Behaviour

Climate for innovation has been defined as the shared pattern of work environment where individuals regularly interact collectively and mutually to work together and perform work related tasks (Mathisen, Torsheim, & Einarsen, 2006). The climate for innovation has been found to exert significant positive influence on innovative work behaviour (Anderson & West, 1998; Bawuro, Danjuma, & Wajiga, 2018; De Jong & Den Hartog, 2007; Moolenaar, Daly, & Sleegers, 2010; Sung et al., 2018). Hsu & Chen (2017) found a positive association between climate for innovation and employees' innovative work behaviour. A 38 item inventory for assessment of a team's climate of innovations was developed by Anderson & West (1998) which can be used to measure the innovative work behaviour of a work group. Climate for innovation plays an important role in idea support and debate (Janssen, 2000). An investigative study conducted by Jaiswal & Dhar, (2015) on 372 employees and their supervisors of hotel industry in India revealed that climate for innovation enhances employee creativity. It is believed that climate for innovation moderates the role of mastery orientation on innovative work behaviour of employees. Therefore, it is proposed that

Hypothesis 3: Climate for Innovation will moderate the influence of mastery orientation on innovative work behaviour.

The proposed model which encapsulates are propositions is given below:

Figure 1: Proposed Model



METHOD

Sample Design

A cross-sectional study was conducted targeting service industry located in Delhi/NCR chosen at random, and data was collected from their 150 employees who agreed to participate in the study. The questionnaires with missing responses were returned to the respondents and appropriate explanation was given corresponding to the questions by the investigator on request. Finally, we could secure complete questionnaire from the respondents. Out of the total respondents, 95 percent were males and 5 percent were females. Further, 49 percent were graduates or below and 51 percent were postgraduate or above.

Measures

Mastery Orientation was measured using 8 items scale of mastery orientation developed by (Spence, 1983). It is a 7 point scales ranging from strongly agree to strongly disagree.

Innovative work behaviour was assessed with the help of an adapted 9 item scale (Janssen, 2000; Kleysen & Street, 2001; Scott & Bruce, 1994). The scale ranged from 1 (strongly disagree) to 5 (strongly agree).

Climate for Innovation was measured using employee rated 4 items scale developed by Scott & Bruce, (1994).

IWB, CI and MO Scales exhibited adequate reliabilities respectively as, .91, .71 and .79, which are above the set threshold of 0.70 (Nunnally, 1967).

DATA ANALYSIS

The data collected and synthesized in analytical form was analyzed through Statistical Package for Social Sciences (SPSS 25.0) and PROCESS script by Hayes (2012).

RESULTS

Hierarchical regression analysis was conducted to test whether the impact of mastery orientation and climate for innovation on innovative work behaviour and further, to investigate the moderating influence of climate for innovation, if/any. Multicollinearity diagnostics were assessed and were within an acceptable range (i.e., VIF less than 10 and Tolerance more than .10). See Table 1 for correlations among variables. In the first step, innovative work behaviour was regressed on mastery orientation and climate for innovation. Both the variables accounted for a significant amount of variance innovative work behaviour, $R^2 = .325$, $F(2, 149) = 8.68$, $p = .001$. Specifically, mastery orientation $b = 0.17$, $t(148) = 3.58$, $p = .001$ and climate for innovation $b = 0.22$, $t(148) = 2.50$, $p = .013$, were significant predictors of innovative work behaviour. Therefore, the results support hypotheses 1 and 2.

In the second and final step of hierarchical regression analysis, an interaction term, created by centering and multiplying both the variables, was entered into the equation. The interaction term accounted for a significant proportion of the variance in innovative work behaviour, $\Delta R^2 = .05$, $\Delta F(1, 146) = 8.241$, $p = .005$, $b = .13$, $t(148) = 2.88$, $p = .005$.

Table - 1: Results of Hierarchical Regression Analysis –Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.325 ^a	0.106	0.094	1.05190	0.106	8.685	2	147	0.000
2	.392 ^b	0.153	0.136	1.02691	0.048	8.241	1	146	0.005
a. Predictors: (Constant), Mastery Orientation, Climate for innovation									
b. Predictors: (Constant), Mastery Orientation, Climate for innovation, Interaction between Climate for Innovation and Mastery Orientation									

To further investigate the impact of moderator on effect of mastery orientation on innovative work behaviour, pick-a-point approach (Aiken, West, & Reno, 1991; Rogosa, 1980) was used. Under the approach, climate for innovation and mastery orientation are divided into three levels, viz. mean, one standard deviation above and below the mean. As is visible in the Table 3 and Figure – 1, when the climate for innovation is below average, there is no significant change in innovative work behaviour in spite of higher levels of mastery orientation. On the other hand, when the climate of innovation changes from low to medium and high, effect on innovative work behaviour becomes significant.

Table - 2: Results of Hierarchical Regression Analysis - Detailed

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.801	0.399		4.516	0.000
	Climate for Innovation	0.223	0.089	0.196	2.501	0.013
	Mastery Orientation	0.166	0.046	0.281	3.581	0.000

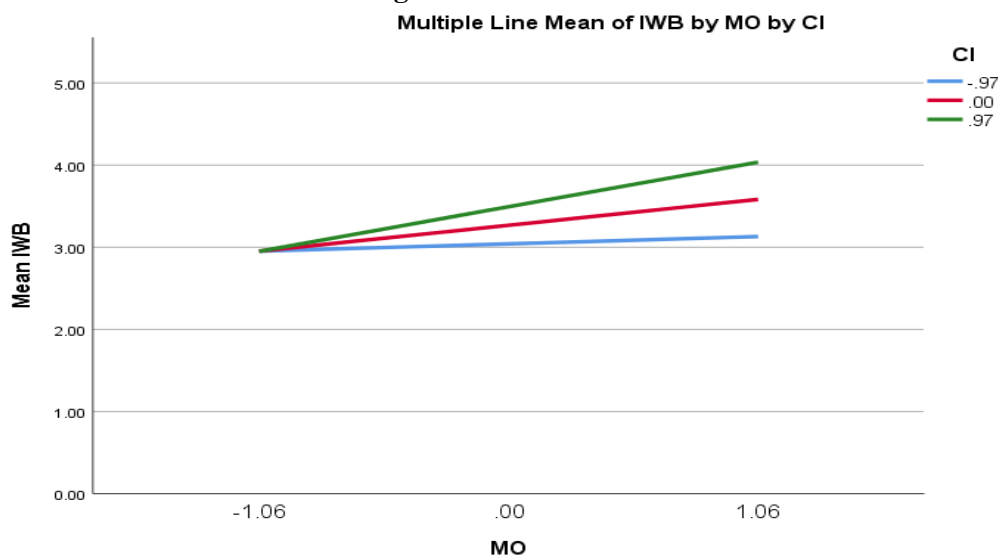
2	(Constant)	1.926	0.392		4.917	0.000
	Climate for Innovation	0.215	0.087	0.189	2.469	0.015
	Mastery Orientation	0.147	0.046	0.249	3.211	0.002
	Interaction term (CI X MO)	0.131	0.046	0.221	2.871	0.005

Note: MO - Mastery Orientation, CI – Climate for Innovation

Table - 3: Conditional effects of the mastery orientation at values of the climate for innovation

Climate for Innovation	Effect	Se	t	p	LLCI	ULCI
-.9717	.0837	.1220	.6862	.4937	-.1574	.3248
.0000	.2966	.0798	3.7167	.0003	.1389	.4543
.9717	.5095	.1060	4.8046	.0000	.2999	.7190

Figure 1- Pick-a-Point



DISCUSSION

The results of the analysis were consistent with the hypotheses proposed. Mastery orientation and climate for innovation has exhibited significant influence on innovative work behaviour. Further the investigation also supports moderating influence of climate for innovation on the relationship of mastery orientation and innovative work behaviour. At the low level of climate for innovation, hardly any traction is visible in the innovative work behaviour of employees. Whereas, as the climate of innovation score scales, the relationship becomes master orientation and innovative work behaviour becomes significant. The study offers clear evidence of the moderating impact of climate for innovation on the relationship between mastery orientation and innovation work behaviour. Broadly, any amount of intrinsic motivation, read mastery orientation, shall fail to deliver innovative work behaviour in organizations where the climate for innovation is not supportive. Therefore, positive climate for innovation offers a suitable echo system to employees laden with intrinsic motivation for showing innovativeness at the work place. Finding significant influence of mastery orientation on innovative work behaviour has found support from many earlier research works (Amabile & Pratt, 2016; Dweck & Molden, 2000; Dweck, 2013; Gong et al., 2009; Janssen & Van Yperen, 2004). Additionally, the moderating influence of climate for innovation too finds its findings vindicated by similar other studies (Anderson & West, 1998; Bawuro et al., 2018; De Jong & Den Hartog, 2007; Hsu & Chen, 2017; Janssen, 2000; Moolenaar et al., 2010; Sung et al., 2018). Also, the present study offers an insight into the relationship of the selected variables in Indian context since the majority of the other studies has been conducted in other cultures (Amabile & Pratt, 2016; Bandura, 1999; Janssen & Van Yperen, 2004; VandeWalle, Brown, Cron, & Slocum Jr, 1999).

IMPLICATIONS & FUTURE DIRECTIONS

The present research successfully affirms the influential relationship of mastery orientation, climate for innovation and innovative work behaviour. An important insight for future research is to a conduct longitudinal research study to further evaluate the influences of mastery orientation and innovative climate on innovative

work behaviour, as these aspects vary with time and the present study is only cross-sectional in nature. Additionally, the work can further be extended to include more mediating and moderating variables related to job, team, individual and organization. Finally, to understand the causal nature of the variables the study needs to be conducted in an experimental environment. The present work has useful implications for industry leaders as it supports the association of mastery orientation, innovative climate and innovative work behaviour. The industry leaders can use to capitalize orientations of employees to further innovative ideas, their implementation and acceptance by offering correct blend of supportive climate to them. Broadly, the study helps to understand the mode via which the intrinsic motivation of employees can be taken to its desired end i.e. innovative work behaviour.

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REVIEWING INVESTMENT TRENDS & ROI OF DIGITAL MARKETING CHANNELS IN NEW AGE MARKETING

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ABSTRACT

Digital marketing dominates marketing budgets of firms in new age marketing since last one and half decade. It has also become the area of increasing importance for the researchers in the world as everyone is keen to know the benefits and ROI of digital marketing in increasing the revenues of the firm. A marketer presses on the need for digital marketing as they observe the phenomenal growth in social media, mobile and tablet usage. However the studies conducted in the past have shown that equal growth is not reflected in the commitment to purchase after visiting the website. The reasons for this can be many like price comparison, changes in user behavior, convergence of online and offline world trending in the marketing. With the emergence of digital world, digital marketing is the core and cannot be eliminated but it has tremendously added to the cost of marketing budgets of the firms. Marketers are strategizing on reducing the cost of digitalization to match up with the purchase decisions of the user so as to optimize the overall marketing expenses. This article is an attempt to understand the role and returns on investment (ROI) aspects of digital marketing in new age marketing. It was found that the digital marketing expenditure forms a major portion of marketing budgets and is on increasing trend over a period of time. However its contribution to increase the sales is not equally reflected as compared to its increasing overlay in most of the cases. In other cases the investment in the online channels has tremendously contributed to the increase in sales. Hence the variability of the research findings can be attributed more to the capabilities of the marketers in planning and implementing the ad campaigns.

Keywords: ROI, Digital Marketing, Social Media, Marketing, Sales, Online

INTRODUCTION

Digitalization is a key in today's businesses. In order to keep pace with the evolving behavior and the market landscape, there is a greater pressure on marketing operations – supportive technologies, skilled people, efficient processes and all other that are going to connect with customers and convert them into brand loyal. When done efficiently marketing operations provide improvement to in marketing effectiveness upto the extent of 15 to 25%. When done well, we've seen marketing operations provide a 15 to 25 percent improvement in marketing effectiveness, as measured by return on investment and customer-engagement metrics. Yet achieving that level of improvement is elusive for many. While marketers are embarking on a wide array of "digital transformations" to reshape their operations and business models, many of these efforts are stymied by marketing's difficulty in delivering on its aspirations. As per one of the survey conducted recently, it was found that 84% of marketers are unplanned in having their formal content strategy and for their marketing channels and also lack in any formally managed content supply chain but still their content budgets is on rise which can obviously due to lack of planning. (Source: www.mckinsey.com)

REVIEW OF LITERATURE

The increasing digitalization leads to important challenges for marketing executives. Marketers are faced with increasing complexities and challenges of changing markets which are beyond their control. As a result firms have comprehended these changes to cope with the same. (Day, 2011). Facebook is used by more than one billion active users throughout the world. Two years of its inception Facebook was actively used by 50 million users. (Fisch, 2010). In countries such as Brazil, India, USA, Europe more than 70% of population is the member of at least one social media network. (Van Belleghem, Eenhuizen, & Veris, 2011). More than 50% of the social media users and companies are increasingly following social media since 2011 which has made it necessary for marketers to spend more on social networking sites throughout the world and the spending has reached to around USD 4.3 billion (Williamson, 2011). Some of the research studies suggest that more than 90% of customers read and go through online reviews before buying products and 67% of purchasers in all are based on user generated content. Four reviews are approximately considered by purchaser before buying any product. (Godes & Silva, 2012; Kee, 2008). These reviews play a significant role in purchase decision (Godes & Silva, 2012; Kee, 2008). However it is clear that social media content led by customers reviews is more important than the advertiser to gain the customers and hence it involves customer engagement as a necessary orientation in marketing campaigns. (van Doorn et al., 2010). Various social media channels are actively used by customers in interacting with each other regarding the products and the services they use. Blogs, reviews of products and services, groups, product rating etc are important sources of information for customer insights and

is used for making purchase decision. Hence it can be said that social media plays an important role in influencing consumer behavior and also in post purchase behavior. (Mayzlin & Yoganarasimhan, 2012; Onishi & Manchanda, 2012)

RESEARCH OBJECTIVES

Research aims at understanding the role of digital marketing and social media in marketing operations with reference to its cost effectiveness.

- To understand the importance of digital marketing and social media in marketing.
- To understand the effectiveness of digital marketing in increasing the revenues.
- To assess the cost effectiveness of using digitalization in marketing operations

RESEARCH METHODOLOGY

Research data was collected from various surveys published online. The research also includes opinions of some of the experts in the field of marketing.

RESEARCH FINDINGS

Investments in traditional advertising have dropped consistently over a period of half decade by single digit percentages each year. Comparatively digital marketing spend has increased by double digit year after year. Marketing trends have been largely shifted to social media channels whatever used to be spent traditionally on television, newspapers, radio and etc are being spent on search, social media and email marketing. The trend is believed to be continued in the future. Digital spending is one part of marketing budgets. Businesses that rely heavily on the internet for their sales (e.g. an ecommerce business), invest a greater percentage of their marketing budget towards digital. One of the research conducted by Forrester reflects that digital marketing spending will make up to 44% of all ad spend and also this can vary depending on various factors depending on industry, local markets, growth plans etc. there is a need for the healthy mix of market investment across various social media channels especially in case of business who heavily rely on offline and online activities for their reaching their sales targets. However it is observed that traditional channels have lost grounds and digital marketing budgets have increased consistently over a decade. This trend is indicated by one of the survey conducted in 2018 by CMO survey (Link shared in references). The research respondents have said that 12% will be spend more comparatively in 2019 on digital marketing by their companies. There will be overall increase of approx... 7.5% in the marketing spend in coming year. However in some cases it was observed that marketers reports average or below average contribution by mobile and social media investments in company's performance which may probably be due to the reason that marketers needs more work and maturity in digital marketing efforts. If not done well there are chances of thinking about series of ongoing campaign which may not yield the expected results.

MARKETING BUDGET ANALYSIS

Categories	Marketing Budget to Company's revenue (%)	Marketing Budget to Firms total Budget (%)
B2B Product	6.3	9.2
B2B Services	6.9	8.9
B2C Product	9.6	16
B2C Services	11.8	14.9

Source: Compiled by researcher from the CMO survey 2018

Overall spending on marketing operations is reasonable across B2B and B2C products and services as the approx. 12% of the spending on marketing operations is desirable. So far as B2C is concerned the marketing operations can be further strategized by proper planning. The marketing budget as compared to firms' total budget has been fairly variable across B2B products and services and has reached up to 16% so far as B2C products and services are concerned. However marketers have further reported increase in the budgets of the same in the next 12 months. 54% of the organizations generates approx... 20% of their overall revenue through email marketing. (Source: DMA "National Client Email Report", 2013) Another study showed that Email marketing still leads the digital marketing with the highest percentage (72% of the companies) rated email excellent and good ROI results. (Source: Econsultancy "Email Marketing Census 2011")

Digital marketing channels like organic search, email marketing, social media marketing and content marketing have proved to bring better results in new age marketing. In 2018, one study by pew research Centre has shown that Facebook is on the top of digital marketing channels, 68% of the adults using this platform. 73% of the US adults use you tube even though it is not the traditional social channel. 29% of the marketer's views email marketing as resulting to increase subscriptions and also ultimate success metrics. (Source: The Email Marketing & Beyond: Global Industry Benchmarks 2017 report) Another important aspect in decision making for marketers is regarding allocation of marketing budgets across online and offline channels, and from the total online investment how much budget can be spread across various social media / digital channels. One of the survey reports of Forrester Research and eMarketer shows that in 2018, an average firm allocated approximately 42% of their marketing budgets to online channels and this rate is expected to grow to 45% by 2020. This will be followed by search engines will include the banner ads, online videos- etc. highest growth category is of online videos with an anticipated investment of more than double by 2021. Social media advertising investment will continue to grow by 17% compound growth rate every year with biggest growth in online videos. To conclude the survey findings points to the overall increase in the digital marketing budgets in the coming years with the greater use of online videos.

If compared with budgets past five years in 2014, it is observed that in a period of five years the expenditure on social media / digital marketing has shown tremendous increase across various channels. But the relative contribution of the same to the revenues is still a question mark in many cases. Not all the companies are able to find or have considered calculating the ROI of digital marketing.

ROI FROM DIGITAL MARKETING

According to experts, companies in FMCG allocate their 60% of media budget to television and ROI is just 18% from the traditional TV campaigns (Source: Nielsen Ad Dynamics, Socialnomics) Cadbury's "Chocolate Charmer" an online advertising campaign is believed to give an ROI of almost 4X higher than that by TV campaign. It was believed that only 7% of the budget portion was in online and brand received 20% of the sales revenues. Dove and Google worked together to explore impact of online advertising on sales affected in stores. It was found that the 6% overall sales uplift was due to online advertising. However it was also observed that the combined used of online advertising with television ad contributed 11% of the sales lift which means that as of now online platform has not covered the minds of consumers to the extent of 100%. One of the study conducted in France found that Coke's ROI from Facebook advertising beats its ROI from TV. Every euro that was spent on Facebook gave ROI of 2.74 euros in additional coke sales. Some studies conducted to understand the low ROI of online channels showed that 90% of the global marketers that are in decision making and planning campaign are not trained to calculate ROI and work on trial and error basis. 80% struggle in demonstration of business effectiveness to the management. (Source: barnraisersllc.com)

CONCLUSIONS & RECOMMENDATIONS

Looking into current digital world, marketers cannot ignore the digital trends and have to focus majorly on digital marketing for their operations. Social media channels have contributed differently but tremendously in new age marketing. However it can also be said that traditional marketing still exist and digital marketing I over and above the traditional marketing budgets because majority of population use social media. So even though digital marketing is an important component and cannot be ignore, but at the same time it has increased the large amount of marketing expenditure in employing the experts and incurring the other creation cost. Today, companies are spending quite a bit on marketing communications. Global spending on media is expected to reach \$2.1 trillion in 2019, and that's up from \$1.6 trillion in 2014.

Marketing is essential to any business to increase sales and also in distinguishing the brand from others in market. The marketers who tighten the budget often find it challenging to reach to customers. Digitalization can help in targeting appropriate campaign that can increase leads and save time and cost. Creating an effective outreach campaign that boosts sales is a key. Some of the recommendations can be like-

Focus on educating rather than advertising where marketers rely on generic ads to dra in customers. Focus should be on making people aware of the benefits they can have in buying the product. Marketers should focus on what works rather than switching. However looking into volatility of the markets and customers changing behavior effective strategy can be framed that can draw people and save lot of money and time by retaining customers for a long period of time. About 70 percent of businesses report that it's cheaper to retain customers than it is to find new customers. Focusing on improving customer service and engagement, can strengthen customer retention rate and also in keeping the marketing budgets low. Data analysis is important as it can reflect a lot about the marketing campaign and can also help reveal trends among customers. This can also help in reviewing marketing strategies based on customer demand.

To conclude marketing should not be considered as an expense driver but a profit driver and all aspects of marketing, including content and social media, are important are also showing no signs of slowing down. Companies shouldn't be afraid to invest in their own marketing strategies, *in the right ways*.

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A STUDY ON CHANGING PRIORITIES AMONG PEOPLE IN RURAL INDIA FOR PURCHASE OF LIFE INSURANCE PRODUCTS

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ABSTRACT

Life of people in rural India is changing, changing fast and for the better, they are now much more aware about the happenings around them and hence in a better position to take informed decision. With the changing times and rise in education levels coupled with ever changing preferences, the reason for which people buy life insurance is also changing. This paper tries to find out the reasons for the purchase of life insurance products by people in rural India. Primary data was collected from people residing in Rural areas across Thane district, a total of 600 respondents were interviewed across 7 talukas in Thane district. Henry Garret ranking method was used to rank various reasons for which people buy Life insurance products

Keywords: Changing preferences, life insurance, Rural India

INTRODUCTION

The life insurance industry of India consists of 24 insurance companies; Life Insurance Corporation (LIC) is the sole public sector company. Government's policy of insuring the uninsured has gradually pushed insurance penetration in the country and proliferation of insurance schemes. Gross premiums written in India in FY18 from Life insurance industry reached Rs 4.58 trillion (US\$ 71.1 billion) Overall insurance penetration (premiums as % of GDP) in India reached 3.69 per cent in 2017 from 2.71 per cent in 2001. In FY19 (up to August 2018), premium from new life insurance business increased 6.20 per cent year-on-year to Rs 755.88 billion (US\$ 11.28 billion). However this seems to only be the one side of a coin as Life Insurance Industry for the past two decades has been trying hard to penetrate in rural Indian market, especially after privatisation of Life insurance sector in early 2000's, but success has eluded the life Insurance industry mainly because the people in rural India failed to understand the complex product offered by most of the players in the Industry. The only bit of success industry received is by selling bundled life cover products along with loans disbursed by Micro finance institutes. Life insurance industry as a whole has failed to meet the expectations of the people in rural India and no genuine efforts are made to understand the requirements of the people in rural India. This paper tries to find out the reasons for which the people in rural India have previously purchased life insurance policies and also makes an attempt to understand the priorities which will drive the future sales

LITERATURE REVIEW

Tripathy, N. P. (2006). After the privatization of insurance market, there are many innovative customized products available today. By analyzing the recent trends, increasing customer orientation of insurance industry can be studied. The author makes an attempt to identify five key factors which are responsible for customer preference for insurance products in India and recommend insurers to design future products based on these key factors that influence consumers more while making purchase decisions. **Chruchill, C. (2006).** The CGAP Working Group on Micro insurance launched a project in 2003 to research the experiences of Micro insurance operations globally and identify various good and bad practices, it suggested strategies which are required to achieve proper balance between costs, price and coverage and provides future outlook of Micro insurance developments. **S, G., Acosta, A. G., & Ballesteros, L. F. (2008).** Given the various issues in financial inclusion, the author attempts in analyzing effectiveness of Micro insurance in backward communities and resource poor geographies. The author studied the understanding of the concept of Micro Insurance among the potential as well as the actual clients. The survey reported that most of the households understood the concept of health micro insurance but the micro life insurance policies are not well known. **Venkata Raman Rao (2008)** Rao in his article has pointed out at the lack of preparedness by Industry to cater to the increase in demand after a successful marketing campaign. According to him any marketing campaign will start yielding results probably after 3 months and the marketer has to be ready for the increased demand or else the service quality will diminish as the processing time will go up adversely affecting the Brand

Gopinath, K.(2009) in his research highlighted the requirement of conducting a initial pilot study to understand the requirements of the target audience before launching its product in the rural market. He concluded that it is important to analyse and understand the mind-set of the people living in rural areas before marketing the actual products as the same will help them to reach the untapped market. **Gupta, A. K. (2014).** In comparison to general insurance products which are brought due to compulsions under law or as a requirement from financiers who require insurance as collateral security, life insurance has fewer such compulsions. The general attitude of

people is to defer the decision of buying life insurance products. In case of rural India, the possibility of death is ignored and attitude of people is that they can never fall victim to destiny. Most people in rural India are without life insurance cover. and rural population is also subject to weaker pension systems with little income security in old age. This acts as an indicator that potential for growth is immense in the insurance sector in rural India.

Overall selling of Insurance products especially Life Insurance products still remains a challenge as it tends to be a push product rather than a pull product. Most of the earlier studies have indicated about the strong demand for Life Insurance products in rural India, some studies have also highlighted the initiatives taken by Life insurance industry to penetrate deep in the rural market over the past one decade. All the initiatives have hardly had any meaningful impact, as the life Insurance Industry has completely failed to understand the requirements of people in rural India and continue to offer the same products which were offered a decade ago. The priorities of the prospective customers are completely ignored as the industry tries to sell whatever is available rather than what is required

RESEARCH METHODOLOGY

Research Objective

The purpose of this study is to find out the priorities among people in rural India for purchase of Life Insurance products and analyse the changes in priorities if any over the past decade.

Data Description

Primary data from 600 randomly selected respondents representing 24 villages through a field survey across all the seven talukas of Thane district has been collected.

Cluster	Taluka	Municipal Council/Corporations/Towns	Villages	Total Population	No. of villages selected	Sample
1	Ambarnath	3	71	565,340	4	100
2	Bhiwandi	14	210	1,141,386	4	100
3	Kalyan	3	85	1,565,417	4	100
4	Shahpur	6	221	314,103	4	100
5	Murbad	1	206	1,565,417	4	100
6*	Thane	3	14	3,787,036	2	50
	Ulhas nagar	1	-	506,098	2	50

Table - 1 : Number of respondent selected across 7 talukas of Thane district

*Thane and Ulhasnagar are clubbed into one cluster because of lack of rural population in the taluka. Thane taluka has only 14 villages where as Ulhasnagar taluka has 0 village.

Research Design

To find out the most significant factor which influences the respondent, Garrett's ranking technique was used. As per this method, respondents have been asked to assign the rank for all factors and the outcome of such ranking have been converted into score value with the help of the following formula:

$$\text{Percent position} = 100 (R_{ij} - 0.5) / N_j$$

Where

R_{ij} = Rank given for the i th variable by j th respondents

N_j = Number of variable ranked by j th respondents

With the help of Garrett's Table, the percent position estimated is converted into scores. Then for each factor, the scores of each individual are added and then total value of scores and mean values of score is calculated. The factors having highest mean value is considered to be the most important factor.

The research paper tries to find out the reason for the purchase of life insurance policies. For this purpose, the respondents were divided into two groups

1. Who have already purchased life Insurance policy
2. Who are planning to purchase life insurance

The respondents were ask to rank their priority among the following given options

- Financial Security of family after death of earning member
- Investment for Future
- To be used as Collateral security
- Children education
- Marriage

Henry Garret ranking method is used to rank the reason for which people in Rural India purchase life Insurance products. The rank of both the groups was compared to find out the changes in propriety for purchase of life Insurance products if any.

DATA ANALYSIS AND FINDINGS

Garret ranking for people who have already purchased Life insurance policies

Reason	Total Score	Avg Score	Rank
Financial Security after death of earning member	6390	65	1
Investment for future	3765	38	5
To be used as Collateral security	4920	50	2
Children Education	4670	48	4
Children Marriage	4755	49	3

Table - 2: Garrett Ranking – Reasons for purchase of Life Insurance (Existing customers)

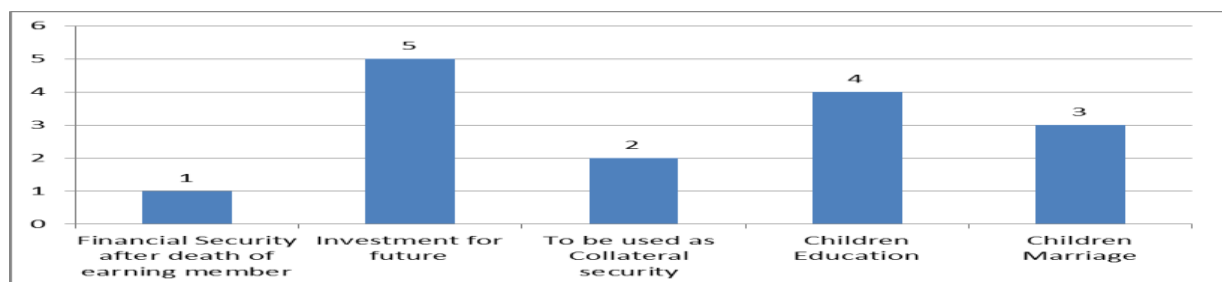


Chart 1: Reason for purchase of Life Insurance (existing customers)

From the above analysis it is clear that the people who have already purchased life insurance have done it primarily for protecting themselves against the financial uncertainties in case of death of the earning member from their family.

Garret ranking for people who are willing to purchase Life Insurance policies in the future

Reason	Total Score	Avg Score	Rank
Financial Security after death of earning member	23930	48.05	4
Investment for future	26890	54.00	1
To be used as Collateral security	22535	45.25	5
Children Education	25865	51.94	2
Children Marriage	25030	50.26	3

Table - 3: Garrett Ranks -Reason for purchase of Life Insurance (Prospective customers)

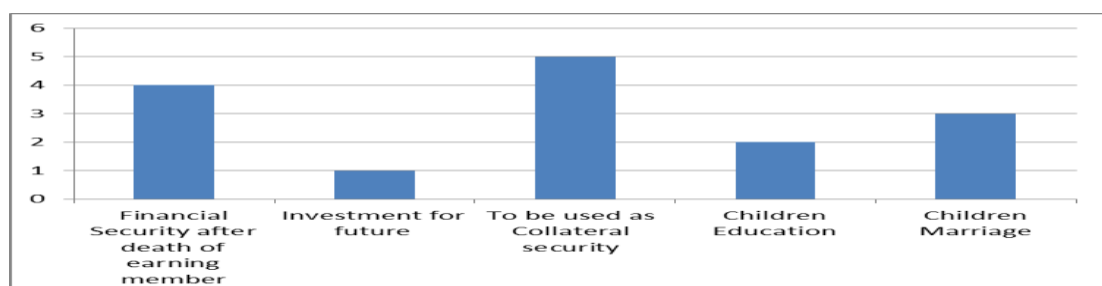


Chart - 2: Reason for purchase of Life Insurance (Prospective customers)

As it can be observed that the people planning to purchase life insurance policies in the near future consider investment for future in general as their first priority followed by Children education & child marriage

Comparative rank of the reasons for purchase of Life Insurance products (existing as well as prospective customers)

Reason	Rank	
	Already Purchased	Planning to purchase
Financial Security after death of earning member	1	4
Investment for future	5	1
To be used as Collateral security	2	5
Children Education	4	2
Children Marriage	3	3

Table - 4: Garret comparative rank for existing and prospective customers



Chart - 3: Comparative analysis for reasons for purchase of Life Insurance (existing & prospective customers)

A clear shift of preferences for purchase of life Insurance products can be observed in the above comparative rank table which coincides with the hypothesis, hence it can be confidently concluded that the hypothesis that “There has been a drastic shift in the priorities of the people in Rural India, they will no longer purchase life Insurance products for the reasons for which they have been doing it for the last two decades” is true

CONCLUSION

From the above analysis it is clear that there is a shift in the purpose of people willing to buy life insurance as against people who have already purchased life insurance. It can be observed that from negative reasons such as Death and Mortgages, people are moving to positive reasons such as Investment for future in general and Child education & marriage in particular. It is very important for the life Insurance industry to acknowledge these changing preferences and come out with innovative products to take care of the ever growing aspirations of the people in rural India

SUGGESTIONS

Life insurance Industry has to learn from its previous experience when it achieved some success in penetrating the rural India during the later part of the last decade and early part of the present decade via selling Group protection plans as bundled products through micro finance institutes. Group Savings Plans on the lines of Group Protection plans are the need for the day as they are not only simple to understand for the primarily less educated rural Indian population but are also easy to sell for the intermediaries due to limited documentation involved on top of it they can be the most cost effective product which can be sold to the rural Indian population, hence Group savings plan presenta win win situation for all the stake holders.

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A STUDY ON THE IMPACT OF QUALITY OF WORK LIFE ON PERFORMANCE OF BPO EMPLOYEES IN MUMBAI

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ABSTRACT

Quality of Work Life (QWL) is an important factor that has an impact of an employee's life. A good Quality of Work Life will encourage the employee to perform better and also to lead a better personal life. Many researchers have studied the positive impact that QWL has on the performance of employees in various industries. Business Process Outsourcing (BPO) is an industry which is on the rise in India and a majority of the youth in India are joining this industry. Hence it has become important to study the impact of QWL on various aspects of life of these employees. The current study is an effort to study how QWL has an impact on the performance of the employees of BPO industry in the Mumbai region

Keywords: QWL, BPO, Employee performance, Mumbai

INTRODUCTION

Employee performance is an important construct in an organization. Any rational organisation endeavors to select from a given pool of candidates, such a candidate whose performance will be better on the job. Various tests and assessments are conducted to find the strengths and weaknesses of the incumbents so that those most likely to perform better will be selected. Training programs are designed in order to enhance the performance of employees. Performance appraisals and feedback systems are linked to increments and merit pay systems in order to enhance the performance of employees. Organisations and researchers have tried to identify the various factors that have a positive impact on employee performance in order to enhance employee productivity which directly results in the increase of organizational productivity

One such factor is Quality of Work Life (QWL). The American Society of Training and Development defines Quality of Work Life as "QUALITY OF WORK LIFE is a process of work organisations which enable its members at all levels to actively participate in shaping the organizations environment, methods and outcomes. This value based process is aimed towards meeting the twin goals of enhanced effectiveness of organisations and improved quality of life at work for employees". The definition according to Fred Luthans is, "The overriding purpose of QUALITY OF WORK LIFE is to change the climate at work so that the human-technological-organizational interface leads to a better quality of work life".

Various researchers have tried to find the relation between quality of work life (QWL) and employee performance. This study intends to find the relation between QWL and employee performance in the Business Process Outsourcing sector. The study targets women employees in the BPO sector in Mumbai

LITERATURE REVIEW

QWL as a concept has been studied by different scholars since 1972 and the importance of the concept experienced after 90s. Researchers have identified this as one of the important tool for overall satisfaction of employees and discussed various models of Quality of working life which include a wide range of factors. Here, studies at different sectors of industry are reviewed

Ayesha Tabassuma, Tasnuva Rahman and Kursia Jahanc (2011)¹ conducted a study of private commercial banks of Bangladesh. They concluded that among the male employees and of the female employees, the overall QWL of varies significantly. They found that the male employees have a better QWL

Muftah (2011)² opined that QWL is a philosophy that considered people as the most important resources in the organization. According to him, it views people as an "asset" to the organization rather than as "costs". The organizations that are concerned about developing their human resources and gaining a competitive advantage in the marketplace should attend to their human resources

(Chandrashu Sinha, 2012)³ stated that the core pillar of QWL is to create a work environment in which employees can work cooperatively with each other so as to achieve to organization objectives.

Aketch et al, in the paper published in September 2012 in Current Research Journal of Social Sciences⁴ conclude that there is a strong relationship between employees' well-being at work and performance of organizations. The summaries of Quality of Work Life variables they have captured are applicable to almost all

organizations. The importance of considering Quality of Work Life, organization performance and motivation is clear through the strong relationship between the well-being of the employees at work and performance of such organizations.

Mohammad Baitul Islam (2012)⁵ studied seven factors that affect QWL of employees of private limited companies in Bangladesh viz. work load, family life, transportation, compensation policy and benefits, colleagues and supervisor, working environment and working condition and career growth. This research indicated that out of the seven factors, six have significant influence on quality of work life. They also inferred that colleagues and supervisor was the one factor that had no significant influence on quality of work life

Kaighobadi et al ⁶ studied 233 employees of Shiraz industrial town in Iran in 2013. They studied through distributing questionnaires, the relationship between the various components of QWL and the performance of the managers. Their research results showed a significant positive relationship between quality of work life and the managers' performance. They concluded that as the components had significant impact on performance, they are valuable for enhancing the performance

RESEARCH OBJECTIVE

This study is a descriptive research. It intends to study the impact of QWL on performance of employees from the BPO industry. It was intended to target women BPO employees from Mumbai location.

The objective of the study is: - To assess the impact of impact of QWL on job performance of women employees from the BPO industry in Mumbai.

RESEARCH METHODOLOGY

Hypothesis

H₀ - There is no significant impact of QWL on employee performance

METHODOLOGY

For this study, the sample chosen was that of women employees. These were selected from 5 BPOs located in Mumbai. A sample of 80 women BPO employees was selected. Convenient sampling was used for the study. Out of 80 employees targeted, properly completed responses were received from only 60 respondents. The instrument of data collection was a questionnaire. It was based on a five point Likert-type scale. It included responses ranging from Strongly agree to Strongly disagree

ANALYSIS

Table – 1: Age wise distribution of respondents

Sr. No.	Age	No. of respondents	Percentage
1	21-25	16	26.67
2	26-30	18	30.00
3	31-35	9	15.00
4	36-40	8	13.33
5	41-45	5	8.33
6	Above 45	4	6.67
	Total	60	100

Source: Primary data

The analysis represents the sample distribution of samples based on age. For the current study, responses from 60 women employees from 5 BPO companies in Mumbai are studied. The analysis depicts that the entire population has been divided into six groups that covers entire universe of respondents, many employees under study are in the age group of 26 - 30 years and 21 - 25 years followed by the age groups of 31 - 35 and 36-40 years.

Table – 2: Position in the organisation

Sr. No.	Designation	No. of respondents	Percentage
1	Associate	22	36.67
2	Lead associate	12	20.00
3	Supervisor/Team Leader	8	13.33
4	Unit manager	6	10.00

5	Trainer	8	13.33
6	Quality Control Specialist	4	6.67
	Total	60	100

Source: Primary data

Note: Associate includes Inbound/Outbound call representative Customer Service Representative, Technical Support Representative etc.

The analysis represents the distribution of the samples on the basis of designation. Out of the samples chosen maximum number that is 22 and 12 are associates and lead associates respectively. There are 14 respondents holding leader positions and 12 are in support functions

The research tried to find out the impact of QWL on Job Performance by assessing as to what the employees feel on a five point scale of strongly agree to strongly disagree about the impact of QWL on various factors of Job performance. The various factors of job performance were identified and the employees gave their opinion as to how strongly they agree on the fact that the particular factor under study is affected by QWL. According to the employee responses, it was seen that all the factors are impacted by QWL to different degrees.

Here, a two tailed t-test of mean values was conducted. As the following table shows, the mean score was found the highest with the statement number 11. The main reason for one's performance in the organization is loyalty towards the organization as compared to other factors. The mean score of this statement has been found to be significant at 5% level of significance and its mean is to the higher side of the hypothetical value. The second highest mean value is observed with the statement number 8, which says that attending their problems and grievances is very important aspect. The ranks are given to other factors based on the average ratings secured through employee responses.

S. NO	STATEMENT – A good QWL results in	Mean	Rank	Standard Deviation	P value (2- tailed)
1	Reduced employee absenteeism	3.99	7	.912	.001
2	Reduced employee turnover	3.92	8	.845	.000
3	Increased productivity	3.89	9	1.012	.003
4	Improved physical and mental health	3.66	11	1.240	.001
5	Boosted employee morale	4.20	4	.856	.002
6	Increased commitment in the work	4.18	5	.911	.002
7	Enhanced quality of service to the customers	4.16	6	1.423	.000
8	Reduced grievances and complaints	4.31	2	1.870	.001
9	Reduced wastages and damages	3.17	12	0.939	.003
10	Reduced work related stress, burnouts and health issues.	3.67	10	0.863	.002
11	Building greater loyalty	4.60	1	0.976	.001
12	Enabling organizational stability	4.28	3	0.849	.000

Significant at 5% level

On the basis of the analysis, the hypothesis 'There is no significant impact of QWL on employee performance' has been tested and rejected.

FINDINGS AND CONCLUSIONS

The purpose of this study was to investigate the relationship between the various factors of QWL and employees performance. The impact that QWL has on the various factors that form employee performance like employee absenteeism, employee turnover, productivity, physical and mental health of employees, employee morale, commitment in the work, quality of service to the customers, grievances and complaints, wastages and damages, work related stress, burnouts and health issues, loyalty and organizational stability was analysed. It was found that QWL positively and significantly impacts these factors. This implies that an organisation that has good QWL policies will have a higher employee performance.

LIMITATIONS OF THE STUDY

This study has a few limitations. It is a study of a small sample size and is related to the BPO industry. Different industry may produce different results. It was a study of Mumbai region. Different geographical locations could have provided different results.

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A STUDY ON IMPACT OF ORGANIZATIONAL FACTORS ON JOB SATISFACTION AMONG DOCTORS OF TEACHING HOSPITALS

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ABSTRACT

Job satisfaction has different perspectives. Considering the point of view of an employee, it reveals the benefits people might be looking for while taking the job. And these benefits are agreed by the employer considering their own strategies, benefits and profits. Moreover organizational factors that affect their satisfaction articulate employees' aspiration to utilize their potential to make a valuable and meaningful contribution towards fulfilling their individual goals. From an organization's point of view, they take up people to perform explicit jobs in order to achieve their business goals. A win-win situation happens when the organization finds people who are ready to work for the required business goals happily. In medical profession, the level of job satisfaction of doctors directly affects their attitudes towards the colleagues, students and above all the patients. This paper highlights the impact of organizational factors on job satisfaction among the doctors in teaching hospitals and also suggests job satisfaction should be recognized as a measure, must to be included in quality improvement programmes and institutions must realize the importance of having satisfied employees.

Keywords: job satisfaction, teaching hospitals, doctors

INTRODUCTION

Job satisfaction has been defined as a pleasurable emotional state resulting from the evaluation of one's job; an affective reaction to one's job; and an attitude towards one's Job. In other words it describes how satisfied an individual is with his job. Job satisfaction has many variables. One may be content with one factor of job but at the same time might not be satisfied with other factor related to the same job. For example a doctor may be satisfied with his designation but may not be satisfied with work load.

Job satisfaction of a doctor has an effect on his behavior with co-workers, seniors and particularly the patient care. Quality of medical care and doctor-patient relationship is beyond doubt reliant on the level of job satisfaction. In general doctor's effectiveness includes timely treatment, availability, the way he communicates and explains the treatments and tests to the patients and their relatives. Several studies have been taken by different researchers and it was seen doctor's performance and behavior in the organization is related to job satisfaction. It has also been seen if the employee is satisfied with his job, organization can expect better performance from him. In case of a teaching hospital, other than all these behaviors the dissatisfaction of a doctor may extent to the point where it might affect their teaching quality and present a negative impression to the students and the new recruits under him.

LITERATURE REVIEW

Job dissatisfaction and stress among doctors affect the quality of health care. The area under discussion of job satisfaction is of great concern due to the fact that organizational and employees' health and welfare lies a great deal on job satisfaction (Adams et al, 2000). Various studies have ascertained that dissatisfaction with one's job may upshot employee turnover, absenteeism, sluggishness and grievances. Improved job satisfaction, on the other hand, results in increased productivity (White, 2000). Satisfied employees tend to be more productive and committed to their jobs (Al-Hussami, 2008). In a healthcare industry, employee satisfaction has been found to be positively related to quality of service and patient satisfaction (Tzeng, 2002). Various factors that lead to dissatisfaction in doctors are average number of working hours, work environment and salary(Kaur S. et al 2011), work load, system of promotion(Sultana A. et al 2009). Another study found perks, conducive working environment, job security, insolent behaviour, undue interference, personal protection due to law and order situation and biased attitude etc, are some of causes of their uneasiness (Aijaz A. Sohag 2012). Singh Rajkumar G. (2013) stated that positive performance of employee in the organization is result of his pleasing job experience. He also found Pay and compensation factors were the most important factors positively correlated with employee job satisfaction.

RATIONALE OF PROPOSED INVESTIGATION

A number of studies have addressed job satisfaction among health care professionals. Indian studies are limited to nurses and other individual professions. Given the noticeable lack of studies addressing job satisfaction among doctors in teaching hospitals of Navi Mumbai, this study will attempt to address the gap in the literature.

OBJECTIVE

To study the relationship between organizational factors and job satisfaction, among doctors working in teaching hospitals of Navi Mumbai.

RESEARCH METHODOLOGY

For the purpose of the study, the target group of doctors working in different Teaching Hospitals was selected. A total of 60 questionnaires were returned, which had questions based on their demography and organizational factors. The organizational factors consisted of Work environment, Job security, financial benefits, Non financial benefits, Pay and promotion potential, freedom to patient care, Work relationships, Use of skills and abilities, Work activities, Opportunity to develop and Time pressure.

ANALYSIS

In the first section the respondents were asked to rate the importance of the following factors in job satisfaction while working in your organization, using five point Likert's scale. As represented in the table 1, it showed work environment (4.1) as the most important factors required for job satisfaction, followed by freedom to work with patients (4.08), financial benefits (3.9), work load (3.8) and job organisation (3.7). Similar results were seen in a study by Sharma M. et al. among Indian physicians which stated physical work conditions, freedom to choose desired method of working, attitude of fellow workers, recognition for good work, , rate of pay, opportunity to use abilities as the factors extensively associated with their job satisfaction.

The second section asked the respondents to rate their job satisfaction for all the factors and sub factors. The first Factor under study Work activities, included variety of job responsibilities, Degree of independence associated with work roles, Workload with regard to clinical aspect, Workload with respect to teaching aspect. 73% of the respondents were satisfied with the variety of job responsibilities, 66% said they were unsatisfied with the degree of independence 72% were unsatisfied with the workload. Aijaz A. Sohag1(2012) found 76.2% doctors were found to be completely dissatisfied with their jobs. A significant portion of these doctors were found to be dissatisfied with factors like work load, conducive working environment, job security, undue interference from seniors and management.

Factors	Number of people responded (N)						Average Rating
		Unimportant	Least Important	Moderately Important	Important	Very Important	
Work load	N	4	5	10	21	20	3.8
	%	6.66	8.33	16.66	35.00	33.33	
Financial benefits	N	2	4	15	15	24	3.9
	%	3.3	6.66	25	25	40	
Non financial benefits	N	6	6	13	20	15	3.5
	%	10	10	21.66	33.33	25	
Pay and promotion potential	N	5	10	15	15	15	3.4
	%	20	16.66	25	25	25	
Work relationships	N	12	13	15	11	9	2.8
	%	20	21.66	25	18.33	15	
Use of skills and abilities	N	14	10	10	11	15	3.05
	%	23.33	16.66	16.66	18.33	25	
Work Environment	N	1	4	10	17	28	4.1
	%	1.66	6.66	16.66	28.33	13.33	
Opportunity to develop	N	13	10	11	11	15	3.08
	%	21.66	16.66	18.33	18.33	25	
Job organisation	N	6	5	10	18	21	3.7
	%	10	20	16.66	30	35.00	
Freedom of	N	2	2	10	21	25	4.08

Patient care	%	3.3	3.3	16.66	35.00	41.66	
Time pressure	N	2	4	12	20	22	3.9
	%	3.3	6.66	20	33.33	36.66	

Table - 1

Second factor under consideration was 'Financial benefits' and it includes salary in comparison to other organizations, Annual increments, other benefits like provident fund, gratuity and provision for leave encashment. 68% of the respondents rated themselves as highly unsatisfied with the salary followed by 63% for the annual increments and leave encashment. Cozen 2001 reported that different attractions regarding job satisfaction in terms of financial gain motivates doctors at tertiary care hospital especially as it characterized by high degree of independence in work planning and decision making. Similar results were seen in a study by Tran BX et al. 2013 who investigated factors associated with job satisfaction among commune health workers. The results demonstrated that respondents were least satisfied with the salary and incentives, followed by benefit packages, equipment, and environment. Wu D. et al. 2014 also found factors which contributed most to low job satisfaction were low income and long working hours.

'Non financial benefits' refers to other benefits your employer offers - flexible working hours, Insurance, health care, child care etc, recognition by the superiors, and reward for research work. 61% of the respondents were very highly unsatisfied with their work recognition. 74% of them were unsatisfied with the rewards for the research work. Selebi C., & Minnar A. (2007) conducted a survey in South Africa and found that all doctors experienced low satisfaction with responsibility, opportunity for creativity and innovation, independence, and recognition. Another study by M I Rehman, R Parveen (2008) among teachers of Bangladesh found the areas of pay, promotion and recognition from authority were the major characteristics of the job satisfaction profiles of dissatisfied faculty members.

'Pay and promotion potential', the next factor consisted of Salary, Opportunities for Promotion, promotion transparency, fairness of the salary package, Incentives for high achievements. 72% of the total respondents were unsatisfied with the opportunities for promotion followed by transparency of the system, where 70% of the respondents were unsatisfied. The results coincided with the results of the study by Bhatnagar K., & Srivastava K. (2011) to measure job satisfaction status of medical teachers. Poor utilization of skills, poor promotional prospects, inadequate pay and allowances combined with work conditions were the factors contributing toward job dissatisfaction. Sultana A. et al. 2009 also found most of the respondents were not satisfied with system of promotion.

'Work relationships' consisted of variables like relationships with employers, relationships with seniors and colleagues, participation in decision making, colleagues support, Professional stimulation. 63% of the respondents were satisfied with their relation with their colleagues and 61% of the same said they can depend on the colleagues for support. But 68% said they were not involved in the decision making. Persefoni Lambrou et al. (2010) investigated motivation and job satisfaction among medical and nursing staff in a Cyprus public general hospital. The survey revealed achievements, remuneration, co-workers and job attributes as the four main motivators. Different studies by M. Willis et al. (2008) and L. Fogarty 2014 reported similar results in low- and middle-income countries. In addition it was also observed that acknowledgment for work and relationships with colleagues have a high impact on job satisfaction directing to more positive work environment.

Next factor under study was 'Use of skills and abilities' and had variables, scope to practice and learn new skills, freedom to decide the work, freedom to initiate changes. Majority of the respondents were not satisfied with the use of skills and abilities. Similar results were seen in different studies conducted by Cozens 2001 and Bhatnagar K. & Srivastava K. (2011) which indicated that job satisfaction level which was mostly found as "not satisfied" was related with non-availability of facilities for the improvement of qualifications or poor utilization of skills. 61% of the respondents were satisfied with the freedom to decide the work. Abida S. et al. 2009 found 64.6% respondents in Rawalpindi Medical College and teaching hospitals were satisfied with the freedom to choose their method of work.

Next factor labeled as 'Work Environment' consisted of variables including safety of working place, infrastructure, satisfaction over communication channel, resources adequacies, volume, variety and quality. Among these 68% of the respondents were highly unsatisfied with the infrastructure and majority of them mentioned this hindered the delivery of health care. 73% of the respondents were satisfied with the volume and variety of work. Around 58% were not satisfied with the communication channels being used. A similar result was seen in a study conducted in Tanzania by Leshabari M. T et al (2008), which reported poor job satisfaction

in their health system due to poor rewards system, discouraging working environment and weak communications in the staff. Cozen 2001 found inadequate resources at doctor's disposal might be one of the factors causing 'dissatisfaction. Madaan (2008), explored Job Satisfaction among the medical faculties and residents of a tertiary care hospital, and revealed that salary, lack of incentives, poor working environment followed by inadequate infrastructural facilities were the major reasons dissatisfaction among doctors.

'Opportunity to develop' consisted of variation in work, Support for additional training and education, financial assistance to attend academic conferences. 71% of the respondents were not satisfied with the opportunities provided to them. Nirpuma Madaan (2007), in her survey found Nearly 2/ 3rd of the responding doctors are happy with their jobs, but would appreciate a raise in salary and the availability of greater opportunity to grow for a more fulfilling professional life. Sharma M. et al. (2012) found opportunity to use abilities was one of the factors extensively associated with job satisfaction of physicians.

'Job organisation' consisted of variables including shift length, Job description, Organisation structure, and satisfaction over call procedure. 68% of the respondents were highly unsatisfied with the length of the work shifts. Similar results were seen in a study conducted in a tertiary hospital in Delhi by Kaur S. et al. 2009 and another study by Taha N. and Amal S. 2013 in Al-Kadhimiya Teaching Hospital's where nearly 50% doctors indicated dissatisfaction with the average number of working hours per day. In the current study 66% were not satisfied with the job description given to them. 63% of the respondents, majority of which were residents, were unsatisfied with the call rotation procedure. 'Freedom to Patient care' which included freedom to handle patient, sufficient time for each patient, physical and staff resources to take care of patients. 61% of them were satisfied with the freedom to handle patient but said they do not sufficient time for each patient. 59% responded that they were unsatisfied with the physical and staff resources available to them. In his study Deshwal, P. (2011) also suggested medical faculty members should get freedom in their work as it was a big cause of dissatisfaction among the doctors in the medical colleges of different universities in Uttar Pradesh. Abida S et al. 2009 found 64.6% were satisfied with the freedom to choose their method of work. Bjorvell (2002) studied job satisfaction of 153 hospital staff members including physicians, registered nurses, nurse assistants and aides, which revealed them as less satisfied with help received from superiors and sufficient time for patient care.

'Time pressure' consisted of many non-clinical tasks that need to do spend more time doing documentation and paperwork and sufficient time to sleep. 66% of the respondents reported unsatisfied with time pressure, and majority of them said they were spending lot of time for non clinical tasks and documentation. Mosadeghrad AM et al (2011) found too much of work, shortage of staff, time pressure, were the major factors with which the respondents were dissatisfied with. Different studies by (Fanny 2012, 2013) found more than half of the doctors reported disturbed work-life balance, reduced productivity, work quality, and prolonged fatigue level, sleepiness and extreme tiredness.

CONCLUSION

The study reveals doctors have low job satisfaction overall. Doctors play the major role in health care industry and are the first ones who are thought about when we talk about health care and thus it is necessary that their needs have to be taken care and a better working environment is created for them to work with utmost job satisfaction and content, the result of which would be a high quality care. It is suggested to that teaching hospitals need to improve infrastructure, develop a fixed criteria based and transparent promotion policy, raise their salaries and create opportunities for their medical professionals as it would also lead to raise Job satisfaction of young entrants making the way for effective delivery of health care.

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A STUDY OF IMPACT OF TAX BENEFITS ON INVESTMENT HABITS OF TAXPAYERS

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ABSTRACT

The Income tax act 1961 and the amendments brought in by the central government every year through finance act, popularly known as budget provides for several tax benefits to help taxpayers develop investment habits, ensure financial security of their family, build a corpus for their post retirement life and help in capital formation for economy. This paper seeks to examine the impact of tax exemptions and deduction made available through various sections of income tax act, on investment habits of taxpayers.

1. INTRODUCTION

Poet Kalidas wrote of a king in *Raghuvansha*: "It was only for the good of his subjects that he collected taxes from them, just as the sun draws moisture from the earth to give it back a thousand times."

According to Kautilya, some linkage between the ability to pay (i.e. provision of a safety net to the poor, old and the sick) and the benefit principle may be better than the current approaches, which treat the ability to pay and the expenditure side of the taxation separately.

The above two thoughts of two historical stalwarts are testimony to the fact that Indians had most refined and objective understanding of taxation even thousands of years ago, but the tax administration and practices had been varying from time to time, at certain point of times in history it had been most humane and at some other point of time it had been most brutal and inhuman. Even when dictatorships and monarchies were long gone and India witnessed dawn of democracy, direct taxes had been at times up to 97.50% of income in decades of sixties and seventies, even the champions of democracy failed to understand and appreciate the objective and logic of direct taxes.

The earner is the most qualified, the most informed, the most authentic and the most suitable person to decide about spending his earnings for his or her wellbeing and in a welfare state the government must not take away a single penny as long as the money can be better utilized in the hands of earner.

A case for taxation arises only when state can deliver something to the citizens, which they cannot achieve on their own that is law and order, administration of justice and security of borders, any taxes beyond this must be against measurable and verifiable deliverables and that too by gently and softly nudging the tax payers by providing different sops and incentives.

It is on these lines of thinking that a basket of deductions have been provided under section 80C to 80TTA of Income tax act 1961 and a study is imperative to find out the impact of such incentives in achieving its objectives.

2. LITERATURE REVIEW

There is lots of literature on this subject within India and also out of India, in form of research papers, articles, books, magazines, publications in business news papers, financial journals etc.

Kandpal & Kavidayal -2014, studied the impact of tax incentives on FDI, they observed that tax incentives has helped spur the FDI and which has helped to raise output, productivity and employment in service sector in India.

GODFREY BIMANYWARUGABA-2015, studied the impact of tax incentives on investment decisions of large private sector companies, he concluded that tax incentives do not significantly affect the investment in human capital or inventories large private sector companies, though it may impact the gross investment to some extent.

3. OBJECTIVES OF STUDY

- i. To find out the impact of tax benefits on investment habits.
- ii. To understand the Investment habits at SASMIRA.

4. RESEARCH QUESTION

- i. Tax benefits under section 80C and its utilization by taxpayers.
- ii. Tax benefits under section 80D and its utilization by taxpayers.

iii. Tax benefits under section 80DD and its utilization by taxpayers.

iv. Tax benefits under section 80E and its utilization by taxpayers.

v. Tax benefits under section 80U and its utilization by taxpayers.

vi. Tax benefits under section 80TTA and its utilization by taxpayers.

5. DATA ANALYSIS

The respondents were sent an online questionnaire through Google Form and requested to respond to the questions therein, the questionnaire is designed to cover the demographic aspect and also the awareness of tax incentives and its usage among the respondents.

5.1 Hypothesis

i. Awareness and utilization of tax benefits under section 80C amongst taxpayers is significantly high.

ii. Awareness and utilization of tax benefits under section 80C amongst taxpayers is very low.

iii. Awareness and utilization of tax benefits under section 80D amongst taxpayers is significantly high.

iv. Awareness and utilization of tax benefits under section 80D amongst taxpayers is very low.

v. Awareness and utilization of tax benefits under section 80DD amongst taxpayers is significantly high.

vi. Awareness and utilization of tax benefits under section 80DD amongst taxpayers is very low.

vii. Awareness and utilization of tax benefits under section 80E amongst taxpayers is significantly high.

viii. Awareness and utilization of tax benefits under section 80E amongst taxpayers is very low.

ix. Awareness and utilization of tax benefits under section 80U amongst taxpayers is significantly high.

x. Awareness and utilization of tax benefits under section 80U amongst taxpayers is very low.

xi. Awareness and utilization of tax benefits under section 80TTA amongst taxpayers is significantly high.

xii. Awareness and utilization of tax benefits under section 80TTA amongst taxpayers is very low.

5.2 Primary Data

Primary data was collected randomly through a structured online questionnaire in western suburbs of Mumbai city and specifically the Kandivali, Borivali, Dahisar, Mira road and Bhayander area.

5.3 Sample size

The study was limited to those participants who willingly chose to be part of this study, a Google form link was sent to about 500 people out of which 181 people responded and thus the sample size of this study is limited to 181.

5.4 Sample design

A convenience based random sampling technique was applied. A caution was exercised during the sampling that only those who were inclined to be part of this study were included.

5.5 Sample selection

i. Only respondents with taxable income were included in study.

ii. Only the people in age group of 18 to 62 to be part of study.

5.6 Secondary Data

The secondary data was collected from published sources like books, magazines, periodicals and online sources.

5.7 Statistical Analysis

Microsoft excel was used for tabulation of data and further analysis of data for testing the hypothesis was also done with the help of same application, as sample size was small the use of advanced software like SPSS, R and Python etc. was not required.

Table - 1: Sample Demographics			
Age	Male	Female	Total
18 - 22	5	8	13
23 - 27	11	14	25

28 - 32	12	9	21
33 - 37	14	18	32
38 - 42	17	13	30
43 - 47	11	4	15
48 - 52	14	3	17
53 - 57	8	7	15
58 - 62	9	4	13
Total	101	80	181
Source - Primary Data			

Table - 2: Awareness		
Are you aware of Section 80C?	Frequency	Percent
Yes	123	67.96
No	58	32.04
Total	181	100.00
Source: Primary Data		

Table - 3: Benefit		
Are you taking benefit of Section 80C?	Frequency	Percent
Yes	120	66.30
No	61	33.70
Total	181	100.00
Source: Primary Data		

Table - 4: Awareness		
Are you aware of Section 80D?	Frequency	Percent
Yes	142	78.45
No	39	21.55
Total	181	100.00
Source: Primary Data		

Table - 5: Benefit		
Are you taking benefit of Section 80D?	Frequency	Percent
Yes	137	75.69
No	44	24.31
Total	181	100.00
Source: Primary Data		

Table - 6: Awareness		
Are you aware of Section 80DD?	Frequency	Percent
Yes	112	61.88
No	69	38.12
Total	181	100.00
Source: Primary Data		

Table - 7: Benefit		
Are you taking benefit of Section 80DD?	Frequency	Percent
Yes	24	13.26
No	157	86.74
Total	181	100.00
Source: Primary Data		

6. CONCLUSION

A simple perusal of positive and negative responses to a set of questions reveals that the tax payers have comprehensive knowledge of tax benefits available and they are making extensive use of these benefits, and tax saving is the key factor pushing the tax payers towards investment in eligible avenues. Many investors would not have made any investment in absence of tax benefits.

7. RECOMMENDATION

The tax saving investment avenues had remained stagnant over a decade now, apart from a few cosmetic changes especially in election year. There had been no fundamental breakthrough in tax rates or tax slabs. No new investment avenue with lucrative feature had been added. Too much of government resources in terms of men power are engaged in harassing and intimidating honest and small salaried class people therefore very little workforce are left for focusing on big fish and many are going scot free. In the light of above I recommend the following –

- The basic exemption limit must be set at Rs6,00,000.
- Total expenditure bill on education, training & development, healthcare, recreation, inland and foreign tourism etc. must be allowed as deduction for salaried class.
- The sections 80C, 80CCC, 80CCD, 80D, 80DD, 80E, 80U and 80TTA should substituted for total expenditure on valid payment proof basis.

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SMART SANITATION MONITORING

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ABSTRACT

The sanitation in India has always been a major problem. This is because no proper planning is done, people migrate from one place to another, lack of space and sometimes due to scarcity of water. Most part of rural India still do not have proper toilets and sanitation. It's been 4 years of Swachh Bharat Abhiyan and government of India has been able to build toilets in every state of India. It has covered maximum portion of the stated work, but the issue that arises is the maintenance of toilets on a regular basis. The ideology behind this paper is to trace and maintain cleanliness and hygiene for public toilets. The paper proposes a system which will help to overcome this issue. The proposed system can also contribute to achieve the goals of Swachh India project. The proposed system tackles the issue of keeping the toilets clean on regular interval, checking the activity of the cleaner appointed and monitoring the usage of the toilet for future use. This is achieved by using IOT concept with a user interface to create smart toilet monitoring and management system.

Keywords: Sanitation, toilets, Swachh Bharat, hygienic, India

INTRODUCTION

The toilet management in India is in poor condition. According to multiple surveys, many public toilets are not as clean and maintained as they need to be. Also many people in India lack knowledge of using toilets which leads to various diseases such as Malaria, Typhoid, Cholera and Flu etc. as the defecate in open environment. Hence to overcome this issue we introduce a concept through this paper of 'Toilets Cleanliness Monitoring System'. The system is based on IoT concept which makes use of various sensors and components with combination of a user interface help to track the activities inside the toilet. The system is introduced to maintain the toilets in the clean and hygienic way.

PROBLEM DEFINATION

The public toilets in most of the urban as well as rural areas in India are not maintained properly resulting into many health problems and affecting the environment. The maintenance of these toilets is done manually and needs more of human work, the staff appointed to look after the toilets are inconsistent and most of the work is neglected. Also there is no involvement of higher authority to keep track regarding the regular cleanliness taking place throughout the day. All these factors leads to improper management of the toilet which results in unhygienic toilets and difficult for a human to use them.

The unhygienic environment due to improper management of the cleaning staff results into many health issues and public problems in India. According to our research we came to know that the toilets are sufficient for the people to use but they are not maintained and taken care of on regular basis. We visited public toilets in our locality as well as the toilets of the nearby railway station wherein we came to know that the staff appointed to do the respective work is not been doing his duty properly which results into contaminated toilets as well as the affected environment. The cleaning of these toilets is done twice a day which is not sufficient for the public toilets as they are visited by huge number of people making them more dirty and stinky if not maintained properly and at regular interval of time. Also the higher authority do not keep a track on the work done by the appointed staff at these toilets. Also people working at some public toilets ask for money when we use toilet, which is not worth to pay for the service that these toilets provide. Many of the toilets don't have water supply which becomes difficult for the people to the toilet. We asked the regular commuters at railway station about the condition of toilets and what they want to change about them, we got negative reviews from the people and also the stated problems mentioned above as the answers from them. So taking all these problems into picture we came up with the concept of Toilets Cleanliness Monitoring System which may help to overcome the issues and provide healthy and hygienic through its functionality.

WORKING PRINCIPLE

The system proposed in this paper is a combination of various sensors that gather the relevant data and give the desired outcomes by their working. As urine contains ammonia in it, the air quality sensor will be used to collect the ammonia present in the environment. If high amount of ammonia is detected which makes toilet unclean and unbearable to smell, it will generate an alert by buzzing the buzzer in the toilet to make the cleaner aware about his duty and simultaneously a message will be sent to higher authority using GSM module notifying that toilet was not clean for particular period of time. An IR sensor will be used to keep the count of

people entering into the toilets. All the data captured by the sensors will be routed on to the website using Wi-Fi module which will be displaying all the details such as ammonia count, people count and at what time the buzzer was buzzed. All the data available on website will be monitored by the respective authority and it would help to give an idea about how much the toilet is used, how many time does it needs to be cleaned and when reconstructed what changes to be done in the toilets.

The working of the system from its initial stage up to the function it will be performing throughout the process is been explained using modules in following way:

Module-1: Connecting all the sensors to Arduino UNO board

The sensors used for gathering the required data will be connected to the Arduino board and it will be used to process the functioning of these sensors.



Figure-1: Arduino Uno board

Ref: <https://boutique.semageek.com/en/68-arduino-uno-smd-r3.html>

Module-2: Sensing the ammonia present in the toilet

The ammonia present in the toilet will be sensed using MQ-135 Gas sensor to detect the ammonia level. The sensing of ammonia will be continuous process.

Module-3: Detecting the access amount of ammonia

The ammonia detected will be computed with the reference values of ammonia level that are specified in the program to check whether the ammonia is present in high amount or it is in balanced state



Figure-2: MQ 135 gas sensor

Ref: <https://potentiallabs.com/cart/air-quality-control-gas-sensor-mq135>

Module-4: Buzzer buzzed when access amount of ammonia is detected..

When the ammonia detected by the sensor meets the certain specification of reference values where it is found to be high, the buzzer will be buzzed to make the cleaner aware that he needs to clean the toilet. After few minutes it will stop buzzing.



Figure-3: Buzzer

Ref: <https://www.prayogindia.in/product/buzzer/>

Module-5: Counter generated when person enters the toilet.

The IR sensor will be used to keep the count of the people using toilets. When the person gets into the range of the IR sensor the count will be updated in the website and it will be stored in the database..



Figure-4: IR Sensor

Ref: <https://m.indiamart.com/proddetail.php?i=16016512830>

Module-6: Notifying the authority when toilet remains unclean.

When the ammonia detected is high, the text SMS will be sent to the higher authority through GSM module stating that the condition of toilet, so that certain action can be taken. The SMS will be sent simultaneously when the buzzer is buzzed.



Figure-5: GSM module Sim 900A

Ref: <https://m.indiamart.com/proddetail.php?i=17997669055>

Module-7 : Display the sensor data on Website

The data monitored by the sensors will be available on website such as :

- Ammonia level at specific date and time.
- Count of people who used the toilet throughout the day
- Buzzer buzzed at specific time.

Module-8 : Updating the sensor data in database using..

The data captured by the sensors in Module 7 will be stored in database using Wi-Fi Module. This data will be saved in the database for further use.



Figure-6: Wifi module ESP8266

Ref: <https://m.indiamart.com/proddetail.php?i=16843347697>

Module-9: Admin Login Interface.

Login Interface will be provided to access the website. Admin will be having his username and password credentials.

In case when the admin wants to check the activity of particular day, the data will be fetched from the database and will be available for the admin to check it on website through specified filters use.

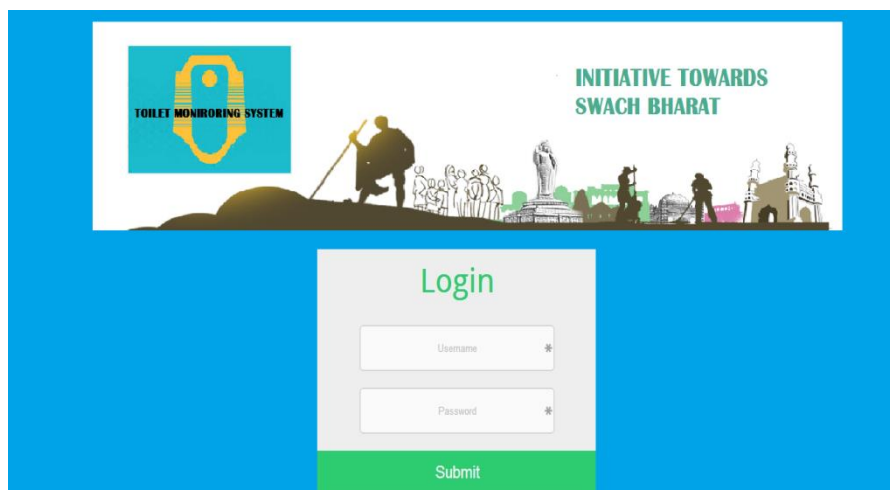


Figure-7: Interface of website

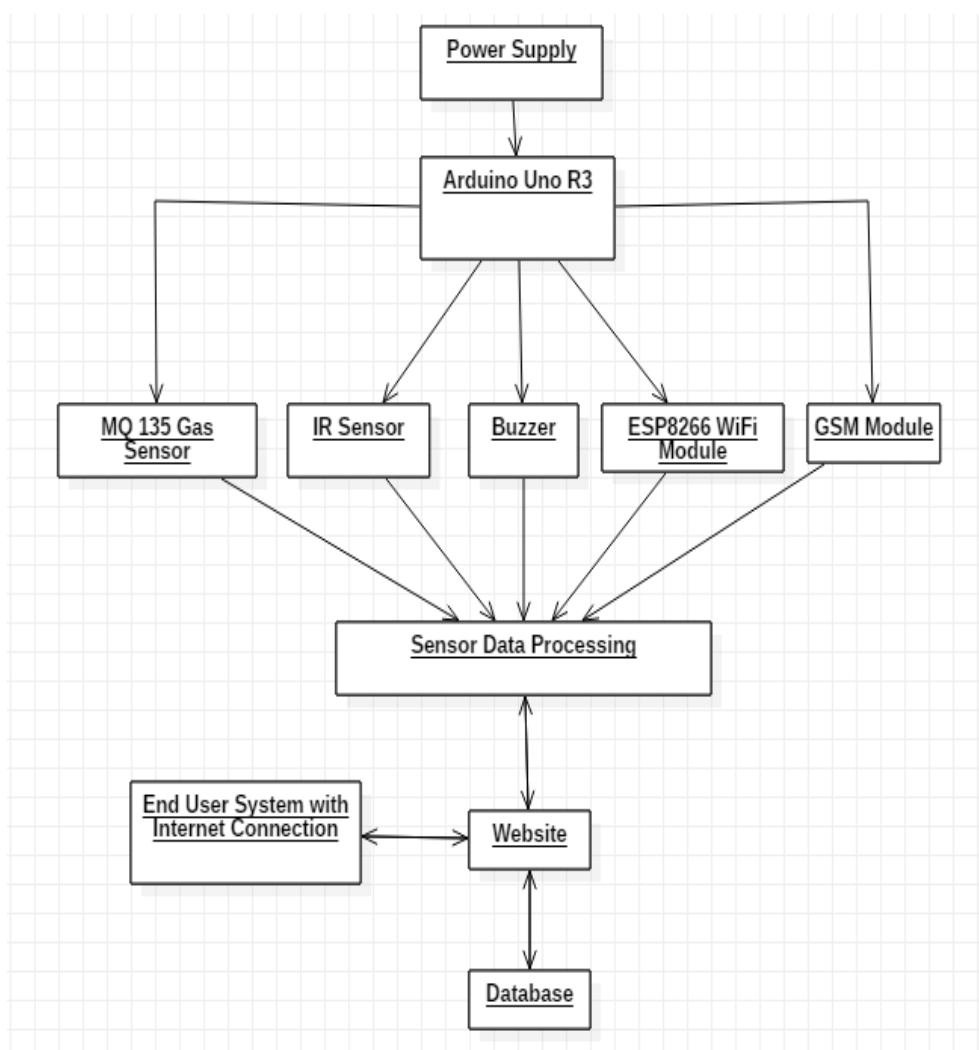


Figure-8: Architecture of proposed system

CONCLUSION

The proposed system will help to overcome the issues faced by the people when they are using public toilets. The staff appointed for maintenance purpose of the toilet will be monitored well so that they won't neglect work and responsibilities assigned to them. Since the toilets will be cleaned, hygienic and well maintained more and more people would be encouraged to use toilets, which will ultimately reduce the number of people defecating in open. Higher authorities will be alerted by the proposed system to take measures if the number of people using toilets are more and not maintained properly. As an enhancement the system can be added with modules to reduce the wastage of water in the toilets. It can also be added with modules for rating the toilets after use with a feedback buttons.

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BANKING SUPERVISORY ADOPTION WITH BAZEL AGREEMENT CRITERIA

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ABSTRACT

Within the scope of this paper, banking supervision has been analyzed as an essential aspect of modern financial systems, demanding crucially to monitor the risk assumed by commercial banks in order to protect depositors, the network of government security and the economy overall against systemic banking failure. This paper examines with theoretical arguments, the banking supervision mission to all financial institutions licensed by central banks, in order to guarantee the well-being of their business. The focus is on the analysis of the albanian banking system, citing the shocks caused during the years and the current situation, with the help of the Basel Committee's rules.

Keywords: Albania, Bazel Agreement Criteria, Banking Systems, Banking Supervisory

INTRODUCTION

Banking supervision is the process of monitoring the state of a bank, and through this, the entire banking system (Akerlof, 1970). This process that begins with the establishment of normative and regulatory allowed standards, with the assessment of the granting of the right to operate as a bank, continues with the bank's assessment of the on-site and off-site examinations and, where necessary, involves taking corrective measures in in order to ensure law enforcement and the creation of a sound banking industry (Diamond, 1984). Because of the special role played by banks, the first task for banking supervision is to reduce as much as possible the risk of losing depositors (Hefferman, 2005). By doing so, every bank has achieved stability in the banking system as a whole (Alderweireld, Garcia and Leonard, 2006).

Since the banking system plays a key role in the economy of a country, poor quality in supervision this system may have serious consequences for the banking system and the economy of any country (Davies, 2002). The goal of each country is to have an efficient supervision of commercial banks by the regulatory authorities, respectively the Central Bank, the banking system may fall prey to an excessive risk, such as moral hazard and corruption (Caouette, Altman and Narayanan, 1998).

Effective supervision based on the Basel Committee's regulatory, laws and regulations adopted by the BoA, for regulation and supervision is done to ensure the stability of the financial system and through it to influence the continuation of economic growth (Andreau and Lloyd, 1999).

The supervision is focused on the underlying issues of the banking system: Do commercial banks have adequate capital according to the rules? Do they have liquid assets for the development of future activities? What are the risk specifics within the banking industry? Why are supervision models needed within the financial industry? What are the weaknesses of Basel II and the advantages of Basel III? The implementation of Basel III regulation is a new field of study and investment and resources need to be invested in the development of this process in the banking system, making it a very interesting field for study (Eakins and Mishkin, 2012).

ARGUMENTATION

There are several banking supervision roles, but some of the are most important of which include securing stability in the banking system, protecting the interests of depositors and the public, providing a sound banking system whose activity is transparent and led to the economy market, enhancing investor and depositor confidence by supporting the development of the banking industry and its effectiveness (Boot and Thakor, 1991).

As a result of changes in the world economy and financial markets, the responsible authorities have seen it necessary to adjust the financial indicators used continuously to control the smooth running of the financial intermediaries, and especially to commercial banks (BIS, 2015). This has also been the reason why new improved deals have been drafted (Buzzell, 2004).

The Basel I agreement had positive and negative sides (BCBS, 2006). Some of its positive effects were the significant increase in capital adequacy ratios for banks operating in the international market, the relatively simple structure of capital management, the establishment of competitive equality between banks active in the international market, the establishment of unique standards and greater discipline in capital management, etc. (Mills and Presley, 1999). But since the international market became more complicated over the years, new

rules had to be drafted, as due to capital liberalization, globalization, high interdependence in the international banking system, high exposures to stocks were growing (Bessis, 2003).

Basel I was also criticized for seeking more capital for positions that are designed to reduce the risk (Eubanks, 2006). The agreement was only designed for major international banks within the G-10 countries. In addition to a limited requirement to publish information about banks' exposure and capital quality, the deal was not sufficient to secure financial stability (Balin, 2008).

It was explained that the biggest news in Basel II, compared with Basel I, was the IRB approach that leaves banks using their own equity settlement methods. This is the method that has received more criticism for Basel II (Greenspan, 2011). Also, it was explained that it was risky to leave banks to develop their credit risk models because the recognition of credit risk models had not yet spread. Greenspan (2011) raises the question of reliability of bank models by presenting five issues with regard to credibility. First, it is the question of model assumptions. If these are not good the model cannot be good. Secondly, it is difficult to test these models because test data did not exist when Basel II was developed. Thirdly, correlations between variables could not be captured correctly in models. Fourthly, it is important to note that bank failures and crises are events that are likely to be found in the tail of the models, which are important to catch them in a better way. Fifthly, credibility comes from the fact that not all risks come from outside. Risks may even come from the banks themselves and this can not be reflected in the models.

Even before Lehman Brothers collapsed in September 2008, the need for fundamental strengthening of the Basel II framework had become apparent. The banking sector had entered the financial crisis with many installments and inadequate liquidity coverage. These defects are associated with poor governance and risk management, as well as inadequate stimulus structures (Weatherford, 1998).

The dangerous combination of these factors has been demonstrated by abuses of credit and liquidity risk as well as excessive credit growth. The financial crisis of 2008 highlighted some real problems in the regulatory and supervisory framework of the financial system and in particular in banking system.

In July 2009, the Basel Committee issued a further package of documents to strengthen the Basel II capital framework. These improvements were part of a wider effort to strengthen the regulation and supervision of active banks in international markets in light of weaknesses discovered by the financial market crisis. In September 2010, the group of governors and supervisory chairpersons declare higher global minimum capital standards for commercial banks. This followed an agreement reached in July regarding the overall design of the capital and liquidity reform package, now referred to as "Basel III". In November 2010, new capital and liquidity standards were adopted at the G20 summit in Seoul, and then agreed at the Basel Committee meeting in December 2010. Today the implementation of the new regulation has sparked numerous debates over whether to implement Basel III. There are two views about Basel III:

1. The first view points out that with the increase in capital demand the Leverage Ratio decreases and the bankruptcy risk rises. This is considered to be one of the main factors of the financial crisis that began in 2008. Even when banks have a high leverage ratio, a small asset depletion may bother these institutions over potential insolvency. For banking supervisory authorities, it was a major reason to decide on the application of the tougher banking regulation where the benefits of taxpayers would be:

- Increased capital demand will reduce the probability of failure, because the bank's capital coverage may also accept a substantial reduction in assets without causing any failure or loss
- If necessary for an action plan to escape the situation, the amount of capital required will be lower as a large part of the losses will be absorbed by equity.

2. The second view argues that high capital growth requirements will directly impact the increase in the cost of capital financing, which affects the slowdown in lending growth, interest rate rise and reduced profitability of banks. The increase in capital demand by arguments criticized by Basel III is a non-committed source of capital which directly has negative macroeconomic impacts. High capital requirements as a non-committed source removes part of it that would be involved in the process of manufacturing goods and services in the economy. This non-engagement of capital has a negative impact on economic growth, as these resources can only be committed if it does not have the effects of the crisis or after the shocks of the crisis pass. In conclusion, high capital requirements lead to such a kind of social costs that mitigate the scolding balance of banks that are not available to finance the increase in capital investment productivity, affecting the reduction of the standard of living of the population (Greenspan, 2011).

CONCLUSIONS

The shocks that have passed the banking system in Albania should serve as precedents from which the BoA should draw lessons. This conclusion is important as the source of the three biggest shocks of the banking system has been different. In the period 1996-1997 the source was out of the financial system and was assisted by the lack of proper legal basis for the functioning of the banking system. If the institutions were consolidated, this crisis could have been avoided.

Although the banking system trend is positive, Bank of Albania should continue to monitor and co-operate with the commercial banks. In recent years, the banking system in Albania has generally been healthy even when compared with the Balkan countries, which as well as our country are candidates or potential candidates for EU accession.

Increasing the qualification of human resources within the banking system is also a factor to be seen. The growth of the banking system is closely related to the qualification of people working in the banking sector. The counterpart of banking supervision specialists needs to be developed, requiring an increase in the level of qualification and the implementation of the most advanced practices in supervisory processes.

Relationships with other foreign supervisory authorities should also be reviewed. The banking system in Albania is dominated by subsidiaries of foreign bank groups. Affiliates depend heavily on capitalization and transfer from their centers of expertise and technology. Under these conditions, the establishment and expansion of relations with the supervisory authorities of the countries of origin of these banks or banking groups are of particular importance.

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SOCIAL ENTREPRENEURSHIP & MARGINALIZED WOMEN EMPOWERMENT A CASE STUDY OF SHRI MAHILA LIJJAT GRIHA UDYOG

Dr. Amee Vora

ABSTRACT

Social Entrepreneur and Social Entrepreneurship emerged into common parlance in the early 1980s, when Bill Dreyton identified this process as a form of entrepreneurship, which tried to find solutions to varied problems of humankind, especially the poor and the marginalized, in the entrepreneurial way. Social enterprises aim their efforts toward improving the general welfare of society and they apply market-based strategies to achieve a social purpose. Shri Mahila Lijjat Griha Udyog (Lijjat) started in 1959 by seven women in Mumbai with a seed capital of only Rs.80, has grown to an annual turnover of more than Rs. 800 Crore in 2018. It provides employment to 43,000 marginalized poor women across the country and emerged as a progress oriented voluntary organization engaged in marginalized women empowerment. This Case study would intensively study the efforts of the Lijjat as a model Non- Government Organization (NGO) engaged in social innovation, marketing and organizational strategies and women empowerment in the society.

Keywords: Social Entrepreneurship, Women empowerment, Non-government Organizations, Lijjat, Innovation

I. INTRODUCTION

Social impact and entrepreneurship are deeply rooted in the Indian ethos. The social and economic hardships in India can be overcome through the innovation and promotion of best practices and positive models as well as by spreading good examples of social entrepreneurship and social responsibility. In order for a society to boost social entrepreneurship, it needs a specific environment where such ideas can emerge and develop into an active business models. Cooperative and community-owned business models like Lijjat which have existed in India since the 1960s, though the term 'social entrepreneur' gained popularity in 1981. This study of Lijjat attains significance now, since its product mix, marketing strategy and organizational development has undergone changes in the recent years.

LIJJAT : A PROFILE

Shri Mahila Lijjat Griha Udyog (Lijjat) is a women's organization of the women, by the women and for the women. Lijjat was started in 1959 with 7 female members from the economically and socially marginalized class of society with a borrowed sum of Rs.80/- at Girgaum in Mumbai, the commercial capital of India. The turning point of the institution was in 1966 when it was registered under the **Bombay Public Trusts Act 1950** and registered under **Societies Registration Act, 1860** and obtained recognition under **Khadi & Village Industries Commission (Govt. of India)** as a village industry. Since then, Lijjat has grown over the years and today it has emerged as a Pan India organization with 82 branches in 17 states of Andhra Pradesh, Bihar, Delhi, Gujarat, Haryana, Jharkhand, Jammu and Kashmir, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Odisha, Punjab, Rajasthan, Tamil Nadu, Uttar Pradesh, and West Bengal. Along with the Lijjat Pappad, the institution produces other products like Masala spices powder, Gehu Atta, Chapatias, Appalam, Detergent powder & Laundry soap. Lijjat provides self-employment opportunities to about 45,000 sister members all over India. A chart depicting Strengths, Weaknesses, Opportunities & Challenges (SWOC) is provided below:

Strengths	Weaknesses
<ul style="list-style-type: none"> - Organization providing sustainable livelihood and wellbeing for its members - Quality and hygiene for the products as the vital standards - Membership for women irrespective of religion, community, caste, or class originating from 'Sarvodaya Movement' - Transparency in operations and a non-hierarchical structure - organizational accountability among member sisters 	<ul style="list-style-type: none"> - Unsuccessful ventures such as cottage leather, matches, and agarbatti (incense sticks). - tax exemption from Sales tax was initially provided for all products and later withdrawn in the states of Punjab, Maharashtra

Opportunities	Challenges
<ul style="list-style-type: none"> - economic opportunities through a domestic activity - highly enterprising, responsible, and experienced member sisters climb the administrative ladder - informal work environment - innovative organization with new products evolving over the years of growth & progress 	<ul style="list-style-type: none"> - Competition from Multinational Conglomerate (like ITC, Unilever), local manufacturers /cooperatives for some products like Detergents, Agarbattis, leather articles etc., - Financial difficulties in some states like Jammu & Kashmir, Bihar

MAIN OBJECTIVES AND SCOPE

Main objectives of the research paper are expressed as below:

- To understand the progress of Lijjat which has emerged as a model of Non Government Organization (NGO) committed to providing self employment and livelihood for the women from low economic and socially marginalized classes of society
- To assess the impacts and lessons of governance & developmental performance of Lijjat

The scope of the research was extended to evaluation of Lijjat as an All India organization, as per the organizational policy of Lijjat which does not allow the access the data on performance of its individual branches /centres of activities as it was originally intended. Meetings with Smt. Swati R. Paradkar (President) and other colleagues were undertaken for research and data collection and analysis was done. Authenticity and awareness of the impacts of developmental activities had been enhanced the discussions with Lijjat officials.

II. Organizational Philosophy, Structure & Development

Lijjat believes in the philosophy of *sarvodaya* and collective ownership. It accepts all its working members as the owners and an equal partaker in both profit and loss. The members are co-owners and secularly referred to as "sisters". All the decisions are based on consensus and any member-sister has the right to veto a decision. Men can only be salaried employees (accountants, drivers or security guards), and not the members of the organisation (i.e. they are not the owners). The administration of the organisation is entrusted to a Managing Committee of twenty-one members, including the President, the Vice-President, two secretaries, and two treasurers. *Sanchalikas* are in-charge of various branches and divisions. The office bearers of the managing committee and the *sanchalikas* are chosen from among the member-sisters on the basis of consensus every three years. Each branch has a committee of eleven member-sisters, again chosen by consensus.

The central office at **Mumbai** previously coordinated the activities of various branches. But, as the organisation grew, the authority was decentralised in terms of work and sharing of profits at the branch level. However, the *sanchalikas* still need the managing committee's approval before they undertake any new project or activity. All the branches follow the same set of instructions and have similar accounting system. To co-ordinate various branches in a region or state, there are branch co-ordination committees and area meetings of the various branches in a state. The annual general meeting is attended by member-sisters representing branches and divisions from all over India.

Separate allocations in the Corpus of funds have been allowed periodically to compensate for inflationary escalations in the costs of operations and fluctuations in the prices of raw materials and Sales Tax exemptions which have been disallowed by the State Governments of Punjab & Maharashtra in the recent years. Although Goods & Service Tax has come into effect from July 1, 2017, Lijjat Pappad has been exempted under GST notification No.2/2017 dated June 28, 2017 issued by Govt. of India. As an institution recognized by KVIC, Lijjat has made representations to the concerned authorities for exemption on all products, raw materials /packing materials, branch transfers to outstation branches as was existing under the earlier legislations.

The merging of ownership with membership has encouraged uniform and sustained organizational growth. The central office of Lijjat in Mumbai previously coordinated the activities of all the branches, but with the increasing number of outlying branches, authority was decentralized in terms of routine work and sharing of profits at the branch level.

The sisters are free to choose their activities, such as making the *masala* (blend of multiple spices), pounding the flour, weighing the flour, preparing the dough, rolling papads, receiving papads after weighing, checking the papads, packing the papads, distributing wages, and handling the accounts. Each activity is given equal importance, and sisters perform these activities with mutual cooperation and consent. When a new branch of Lijjat opens, a neighbouring Lijjat branch helps it by guiding and training new members. Leaving the organization is voluntary. A member can ask an employee to quit without specifying the reason, but no employee can ask a member to quit. However, a member can be asked to quit by another member (or members) if found to be involved in false practices or misconduct. No member sister can be asked to leave unless or until she goes against the organizational principles. Lijjat has set aside Rs.2700 lacs out of its corpus of funds to be utilised for the welfare of its members and incentives based on higher productivity of individual members has been allowed by Lijjat (Annual Accounts 2016-17). Lijjat also provides scholarships and awards to support and encourage the education of sisters' children, especially the daughters. Meritorious sons / daughters of members are encouraged by Lijjat annually for their proficiency in academic excellence.

Lijjat follows its own financial accountability principle; for instance, there is only a 0.5 rupee margin between the production cost and selling price of a 200-gram papad pack. Profits and losses are shared equally among the members of a given branch. Account books are easily accessible, ensuring transparency in Lijjat's working. The cost of national level advertising is borne by all branches and divisions, depending on their individual production abilities. The polypropylene division provides money for advertisements and recovers it through additional charges on the bags that it supplies to the branches and divisions across India. **In this way, Lijjat represents a model for organizational accountability and transparency.**

The lives of Lijjat's member sisters have changed considerably since joining the organization. A home-like working atmosphere and the practice of considering only women for membership have solved the problem so many Indian women face of reluctance to work for fear of their families' and society's reactions. The member sisters can enjoy social independence while working freely in a male-dominated society. They have become aware of new opportunities and are able to live independently. The sisters who were deprived of education during childhood can now attain literacy while working, and lead their life in a better way. They are no longer dependent on others for a host of tasks, such as writing a letter, maintaining a bank account, or teaching their children. In most families of Lijjat members, the wives' monthly earnings are a valuable addition to the total family income, and this has enhanced their status and power within the family. They are started to have a greater say in how money should be spent for the health and education of their children.

III. Product Quality, Marketing & Distribution

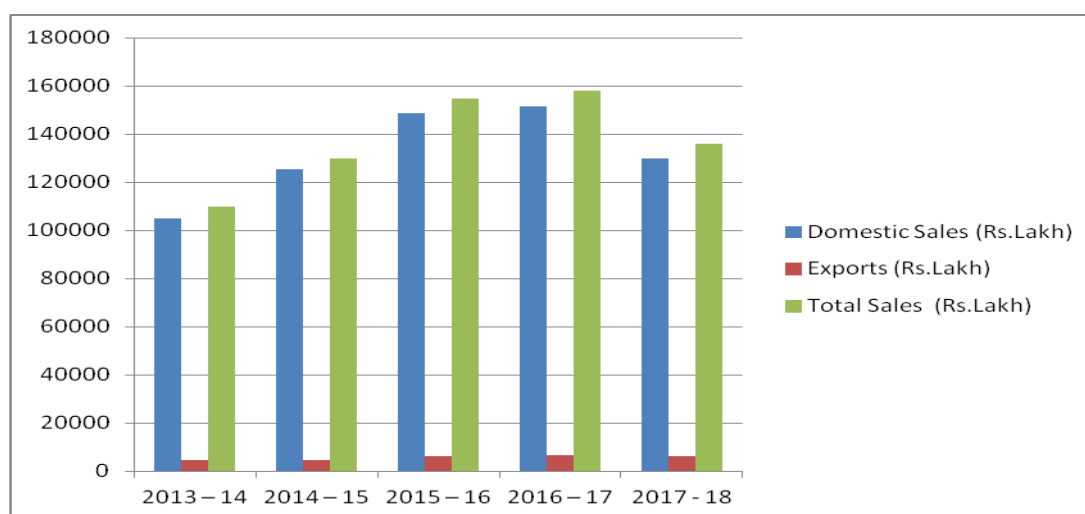
The quality of *papads* can vary due to quality of water used in various parts of India. To avoid any inconsistencies, the final products are tested in the Lijjat's laboratory in Mumbai. In the monthly meetings, the quality issue and modifications are tested. The central office purchases and distributes all ingredients to maintain the quality of the final product. For example, the urad dal is imported from Myanmar, asafoetida is imported from Afghanistan, and black pepper comes from Kerala. The committee often makes surprise visits to various branches to assure that production conditions are hygienic. When a new branch of Lijjat opens, a neighbouring Lijjat branch helps it by guiding and training new members. The trade mark of Lijjat is represented by its logo given herewith.



On successive failures of a branch to abide by the organisation's philosophy of consistent quality and production of papads, the central committee reduces the 'Vanai' (daily wages) of its members by 1 rupee. The member-sisters are also rewarded for extra effort. For instance, in 2002, the member-sisters at the Rajkot branch received Rs. 4,000 each as bonus, while the member sisters at Mumbai and Thane branches received a 5-gram gold coin as an incentive in addition to the Vanai they received. Several issues of Lijjat Patrika enumerate the names of the names/numbers of the member-sisters, who were rewarded with the cash or gold, for their extra efforts. In

1998, Lijjat also entered the soap market with Sasa detergent and soap. Lijjat faced competition from multinational FMCG companies / other local producers. In export market it had to compete with products produced by other exporters in the export markets. Sales of Lijjat products in the recent period of 2013-14 to 2017-18 is given below:

Financial Year	Domestic Sales (Rs.Lakh)	Exports (Rs.Lakh)	Total Sales (Rs.Lakh)
2013 – 14	105157	4524	109681
2014 – 15	125294	4425	129719
2015 – 16	148449	6325	154774
2016 – 17	151527	6685	158212
2017 - 18	129934	6069	136003



Note: Data on sales include inter-branches / division transfers.

Source : Lijjat Patrika

Lijjat also exports its products with the help of merchant importers in the United Kingdom and other European countries, the United States, the Middle East, Thailand, and other countries. Sometimes Lijjat had to face the problem of fake Lijjat papads being introduced in the market. In June 2001, three persons were arrested in this connection in Bihar, but the threat exists in the global market also. Lijjat's Website (<http://www.Lijjat.com/new.htm>) tries to explain the identification features of original Lijjat papads, but even with technological advancements, it is difficult to guarantee the original product. Besides papads, Lijjat has initiated some unsuccessful ventures such as cottage leather, matches, and *agarbatti* (incense sticks). However, by the end of 1978, Lijjat had flourmills, spices, printing, and polypropylene divisions of its own and in 1979 began manufacturing bakery products as well. In 1966, Lijjat was recognized under the Khadi and Village Industries Act, and it obtained exemption from income and sales taxes and could get loans at lower interest rates. Currently, the state governments of Punjab and Mumbai have withdrawn the sales tax exemption on Lijjat's Sasa detergent because Lijjat has already grown into a sizeable Organization. Lijjat faced by the problem of competition in sales of their SASA Detergent from existing established brand i.e. Nirma. The lack of advertising may be one of the reasons of this problem. So, there is an urgency to increase in advertising and direct selling for Lijjat.

The Lijjat also face the problem of drying papads in monsoon season. Because it is difficult to dry the papads outdoor and the sister members have not enough space to dry papads indoors in rainy season which affect the Lijjat's export business in monsoon. To overcome this problem in monsoon season Lijjat should hire an additional space which will be near to depots with Kerosene lamps where sister members can come and dry the papads.

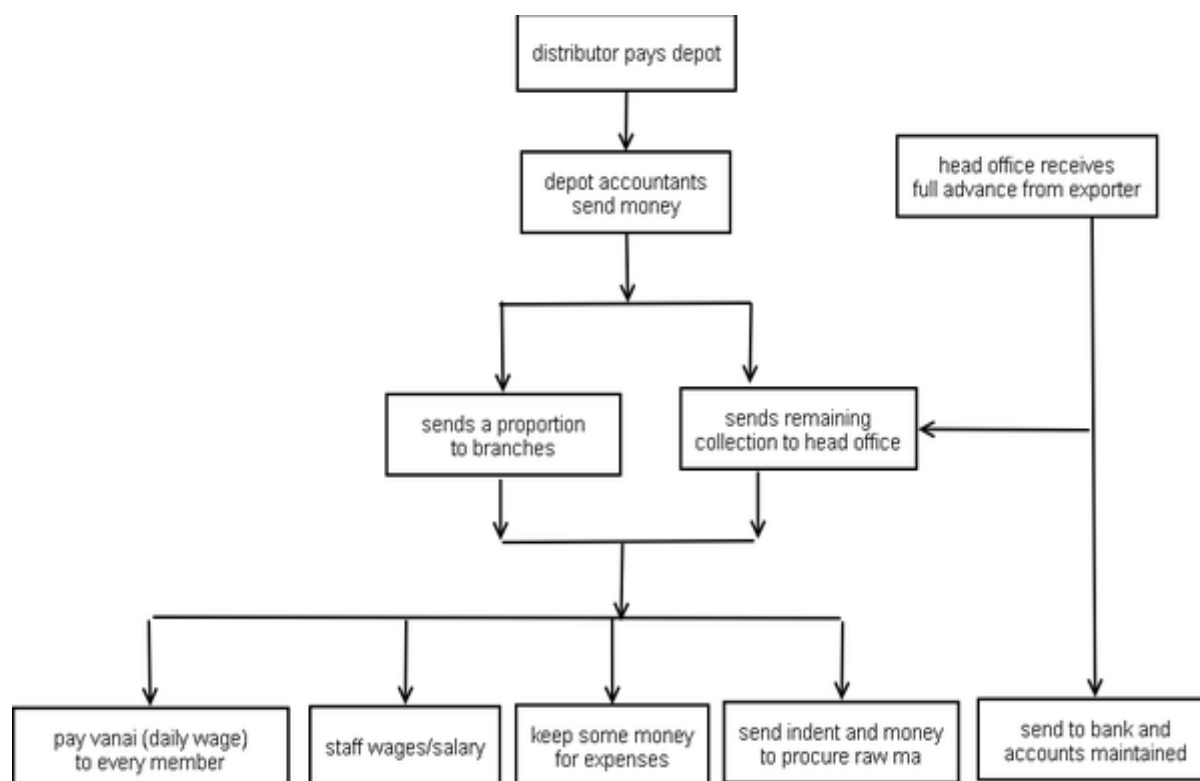
While calculating the price of its products, the following expenses are taken into consideration:

- Cost of Raw material
- Rolling Charges
- Packaging Costs

- Transport
- Selling Expenses
- Administrative expenses

A certain mark-up is then added to these costs to account for the profits. They do not have individual door-to-door salesmen or women selling from homes -- only the appointed distributor for the area. The same system is followed for other products, but they may have different distributors and depots for different products. Shri Mahila Griha Udyog Lijjat Papad has a policy of not allowing any sales to be made on credit terms. All sales are made on cash-at-delivery or advance payment basis.

A Flow chart of distribution pathway of Lijjat is presented below



Source : Lijjat

IV. Key Elements of Women Empowerment & Emancipation

With increasing business and other advances, the need for information dissemination and communication among member sisters at various branches has increased. The monthly regional meetings, annual general meetings, and All-India conventions of branches are held to keep the members aware of organizational activities and strategies, and to discuss issues such as quality maintenance, production rates, the handling of accounts, and everyday problems to assure a better work environment. *Lijjat Patrika*, the in-house magazine, is published and circulated for a nominal rate to those interested in the activities of Shri Mahila Grih Udyog. *Lijjat Patrika* has emerged as a strong mode of communication for information related to significant events and initiatives at Lijjat, in addition to presenting articles on women. Initially most sisters were uneducated, but realized the importance of education for their children, especially daughters. Besides other interactive and information-based activities, participation in various trade fairs and exhibitions held across India contributed to the popularity of the Lijjat brand. Such participation also builds self-confidence, through exposure and training opportunities, for the member sisters who play a significant role in the overall functioning of Lijjat.

The combination of inclusion and the active participation of women have been endured over the six decades of its existence as Lijjat's backbone. The interests of all sisters are treated equally, because they sisters form the Lijjat family. Any woman, irrespective of her religion, caste, or class, can become a member after signing a pledge of devotion, which is her assurance for earning an honest income through cooperative work. Member sisters across all branches of Lijjat recite an all-religion prayer before beginning their daily activities. Because of Lijjat's main motive of generating self-employment for women, no machinery is used at the production level, and everything is done manually. However, computers are now being used in some of the Mumbai branches for accounts and administration.

Lijjat became a formally complete organization by the seventh year of its existence, and afterward was recognized as a public trust. Initially, Lijjat's activities were limited to the former Bombay, but in 1966 it started to establish centers in neighbouring urban areas, followed by branches in other states such as Gujarat, Andhra Pradesh, Punjab, and Madhya Pradesh. After continued success and phenomenal growth during the last four decades, Lijjat has been able to make its presence felt worldwide. A number of people, including officials from countries such as Israel, the United Kingdom, Sri Lanka, Sudan, Iran, and Uganda, have visited India to see Lijjat's methods of operation. They occasionally promote similar organizations in their own countries.

CONCLUSION

- ❖ **Over nearly six decades of its operations, Lijjat has become one of the most successful business** venture that is own by women for women empowerment. It helps women not willing to work outside their homes to contribute to family income. Because of how it values its people it has developed a sustainable business model. With its ever growing market, thanks to quality affordable products in addition to a rapid expansion it is safe to say that the future of Lijjat Papad can only be brighter. The fact that it is tailor made for women has helped it gain entrepreneurship and emancipation for women from all communities, caste and classes of the society.
- ❖ Lijjat has protected its sister-members from joblessness. These women also work from their homes, where help from other family members not only adds up to the income but also makes the work more enjoyable and income generating. At the workplace they are self-respecting, hard-working and sisterly to one another.
- ❖ Transparency in operations and a non-hierarchical structure has helped in establishing organizational accountability among member sisters. Calling the members "sisters" creates an informal work environment. Frequent meetings, open interaction, and consensual distribution of tasks reduce the possibility of disputes resulting from communication gaps and help work to go smoothly and in flexible manner.

ACKNOWLEDGEMENT

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PURA VILLAGE CLUSTER AN ALTERNATE SOLUTION FOR SUSTAINABLE DEVELOPMENT OF TEXTILE INDUSTRY IN ICHALKARANJI AREA

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ABSTRACT

PURA (Providing Urban Amenities in Rural Area) is a model concept developed by Dr.A.P.J.Abdul Kalam for rural development which is a Socio-economic system of sustainable Growth. It is meant to ensure better life for millions of Indians in Rural regions. PURA is a well-planned drive towards achieving an inclusive and integrated Human Resource Development and sustainable development. Ichalkaranji one of the fastest growing industrial areas in Maharashtra Termed as the "Manchester of Maharashtra" The city's economy driven predominantly by the Textile industry . The textile industry Present Scenario facing crises due to Imbalance of Resources and non-planned activities. These imbalances of resource and lack of planning is threatening the survival of Textile industry. PURA as a socio economic system of sustainable growth model could provide sustainable solution for this industry and also it could help for Rural Human Resource Development. The socio economic system of rural development is termed as "Providing Urban Amenities in Rural Areas" (PURA) is consist of four connectivity's; physical, electronic, knowledge and economic connectivity to achieve inclusive and integrated development. All the four connectivity's will bring socio economic development through Plain PURA Type which is type of PURA.

Keywords: PURA, Sustainable Development, Textile Industry

INTRODUCTION

India is having second largest population in world 1,21,05,69,573 According to census of India 2011. This Population in terms of Human resource is still not fully utilized. The reason behind it is India's major population 83, 34, 63,448 live in rural area which is engaged in Traditional Economical activities for their survival. After the New economic policy Country faced the demographic problem of migration which in turn led to many problems for the Human resource Development. This Migration was forced for the Rural Human resource for their survival. But after 3 decades of adoption of new economic policy it has been realized the growth achieved by country is not enough, not sustainable and also featured with regional imbalance. This has created the divide between Rural and urban India. Urban India rapidly grown in terms of economical advantages of Market where as Rural India lacked the pace due to over dependence on traditional economical activities. Additionally there was lack of involvement amongst stakeholders in rural development.

Government of India and Government of Maharashtra undertook many programs for Textile industry in Ichalkaranji area. Despite the efforts by government the lack of understanding of demand supply equation and imbalance of resources are leading again and again this industry in trouble in Ichalkaranji area. The imbalance of resources includes raw material availability, Human Resource availability, Energy Resources, Capital Mobilization, Environmental degradation and other issues of Resources. These problems could be solved and the industry could achieve sustainable growth by applying PURA model that is what researcher proposes in this research paper.

Dr. A. P. J. Abdul Kalam Proposed PURA (Providing Urban Amenities in Rural Area) model. PURA (Providing Urban Amenities in Rural Area) model is Socio-economic system of sustainable Growth. It is meant to ensure better life for millions of Indians of Rural regions. A well-planned drive towards achieving an inclusive and integrated Human Resource Development.

Ichalkaranji is one of the rapidly growing industrial areas in Maharashtra. This City Termed as the "Manchester of Maharashtra". The city's economy driven predominantly by the Textile industry. The textile industry Present Scenario facing the problem in terms Imbalance of Resources. The Present research Paper attempt to apply PURA model for providing solution to textile industry. This application of PURA model will boost the rural development & Human Resource Development in area.

OBJECTIVES OF THE STUDY

- To analyze the Problems being faced by Textile industry in Ichalkaranji city
- To propose potentiality of PURA Cluster village Model for providing solution to the problems of Textile industry in Ichalkaranji city

RESEARCH METHODOLOGY

The present research is based on secondary data only in which the data is obtained by various co-operative organizations, Government websites, newspaper articles and books. The secondary data obtained is put in organized format to evaluate and classify the problems faced by industry and propose the potentiality of PURA application as a solution to solve those problems.

Profile of Textile Industry in Ichalkaranji Area

Industry profile	
Sale of the textile products:	More than Rs.150 billion
Per capita income of Ichalkaranji :	Rs.1,16,472,
Fabric Manufacturing units:	More than 5,000
Power looms:	120,000
Auto looms :	80000
Employees/ Workers:	99,152
A daily turnover of nearly:	Rs.500 million
Sizing :	175 sizing units,
Process:	62 units
Warehouses :	187 units
Co-operative Spinning Mills	5

Sources: All above data collected from various sources which are mentioned in References

STATEMENT OF THE PROBLEM**Problem of Fabric Manufacturers**

Dependence of fabric manufacturers on commission agents & yarn traders for entire Production process. This problem is due to the lack of capacity to buy yarn in bulk. The issue is related with raw material procurement, as the units of power loom are small scale the entrepreneurs are having inability to buy yarn in bulk from co-operative spinning mills. If they even wish to buy it in bulk it would lead to unnecessary capital allocation which will lead to inefficiency. Hence in this context it is necessary to have yarn supplying units which will produce yarn as per requirement of raw material.

Fabric manufacturers get less share of profit which in turn reduces their ability to pay. This problem is related with above problem as yarn agents does not share profit with the fabric manufacture instead they give them labor charges which reduce yarn manufacturers' ability to pay. This leads to capital shortage as such less Working capital, in consistent payment to labor resulting in employee turnover, labor shortage, employee absenteeism, strikes for wages salary and bonus

Problem of employees / workers

The labors are having inconsistent wages it is resulting due to yarn manufacturers' in ability to pay inconsistency in wages is due to another reason of absence of government regulation. This inconsistency in wages leading the workers to face the problems of Increased cost of living, Poor health & safety, Job security, non-fixed wages

Problem of sustainability

The textile industry technological up gradation has pulled excessive use of chemical products which are damaging Natural Resources & climatic condition. Apart from this Noise pollution, Water pollution are the other environmental issues.

These environmental issues are coupled with Drain of work force and Poor Quality of work-life

Proposed Application of PURA Model to Textile Industry in Ichalkaranji Area**Physical & Electronic connectivity**

Development of Rail Freight corridor from Cotton producing areas of Vidarbha Region of Maharashtra to Ichalkaranji: This will help for transportation of required Raw Material directly in the hands of Manufacturer. As a part of direct transaction the Raw Material producer and the Manufacturer both will be benefited. Farmers

who are the raw material Producers will get the good Price for their Produce and Manufacturer will get the cotton at low cost.

Setting up of warehouses at the two rail stations Rukadi & Hatkanangale which are catering the needs of this area: These two villages will have additional economic activity of warehousing and Transportation apart from traditional activities. Also it will create the surplus availability of raw Material which will be Helpful for raw Material Procurement according to Requirement.

Micro Spinning Mills need to be established in the areas between the warehouses & Sizing Industry: As logistic activities suggest the processing of product will be held after the formation of product. It will create the strong supply chain and logistic.

Sizing Industry should be moved to villages which are on the banks of river: The water Resource will be available for these units. Primary need of sizing industry is water which is not easily available in city area it is better to move these sizing units in river side rural area so the water availability problem will be solved.

A common drain from these units should be developed to connect CETP plants at Shiradwad, Takawade: The sizing units will pollute the water this water could be recycled for agriculture irrigation purpose. This step will manage the balance of Environment.

Establishment of few more industrial areas in villages: The current Problem of Labor supply will be solved with this initiation. If new industrial areas are established for entire process of the Textile Manufacturing labor availability will be as per demand of industry. This industrial area will cater the need for fabric manufacturing units, Processing Units & Packaging of finished product

Knowledge Connectivity

Setting up Educational Institutions which are Textile industry centered. Introducing Textile industry centered Industrial Training Institutes. Setting up Research and Design centers for the Textile Industry. Human Resource Requirements of industry in all three levels of hierarchy will be fulfilled by Means of these Knowledge hubs.

Implications of PURA Cluster Village

- Development of Entrepreneurial Activities at various villages
- Employment generation in Rural area
- It will stop migration from Rural areas
- Self reliability for fabric manufacturers on production process
- Increased profit share for each level of production process
- Increase in ability to pay
- Availability of Consistent Labor supply for Production Process
- Fixed wages, job security, sustainable livelihood, Quality of work life
- Pollution control due to recycling facilities & decentralization
- Preservation of climatic condition and natural resources
- Extra income generated will be utilized for capacity building of workforce

CONCLUSION

If the proposed model of PURA with all four connectivity applied to Textile industry in Ichalkaranji area it will lead to increase in entrepreneurial activities and Rise in income of yarn manufacturers along with workers which will solve all the labor problems. This increased income will force these individuals to demand better food and nutrition services thus the availability of increased quality of service will be in PURA complex of Ichalkaranji. This income augmentation and enhanced service utilization will upgrade and enhance production. This in totality will lead to human resource development and sustainable development of the Textile Industry.

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A STUDY ON MICROFINANCE AND ITS FACILITIES: AWARENESS LEVEL OF PEOPLE IN MUMBAI CITY

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ABSTRACT

Microfinance is a financial service/ product designed to cater to the underprivileged segment of India. It aims to provide a wide range of financial services like loans, insurance, payment services, etc. to the people with low income in order to enable them to venture into small businesses & raise their standard of living. Microfinance Institutions (MFIs) have evolved as precursors of the agricultural thrift credit market in the Asian nations. In the current scenario, MFIs are seen to be shifting to urban areas. The wide spread slums being the significant part of the urban population, the metros are proving to be cost-effective markets for MFIs over the remote locales of the rural. The urban markets have witnessed a simple fraction of MFIs gross loan portfolio unfreeze in a short span of 5 years. And over next 3 years, a magnitude relation is expected to vary to 50:50. Although, MFIs supposed service specialization lies with low-income population from the rural areas, it has show relatively higher success recently with the urban population and hence is heavily inclined towards urban markets. The study focuses on the awareness of Microfinance amongst the low-income population in the urban cities and services offered by MFIs in Mumbai city.

INTRODUCTION

India has witnessed a significant GDP rate over the years. However, the growth story is quite ironic. Employment opportunities in the private, public and government sectors are limited and available to the educated population only. On the other hand, informal economy is seen to grow at a faster rate, employing about 93% of the labour force across the country. These informal economy workforce contribute to 63% of the GDP. However, they cannot benefit from the additional wealth they have contributed to generate. The reason being, they do not have access to the credit facilities to gain advantage from the economic opportunities.

However, if demographic and poverty trends in the country are to be considered, then the issue at hand looks even more complex. About one third of world's poor population reside in India; the youth of 15 to 34 years of age constitute to over one third of India's total population. The unemployment ratio amongst the youth is the highest in the country, especially in the urban areas. The amalgamation of poverty and youth employment indicates towards the socio-economic crisis.

According to a research conducted in 2004, about 60% of the youth population in the urban areas of India were unemployed. The pressing issue is required to be addressed and policy makers must devise alternative sources of employment for those left out of the bounds of the formal economy. In such a scenario, Microfinance plays an important role in providing sustainable livelihoods by stimulating small & micro businesses.

According to the Consultative Group to Assist the Poor - an International Consortium of Development Agencies, people who have access to credit, insurance, savings and other financial services are seen to be more resilient and able to cope better with day-to-day crisis. Despite the fact, only 0.01% of the urban population from the poor socio-economic background have banking relationships. The outreach of MFIs to the rural areas is seen at 95% and the cities remain unserved. Moreover, the lack of access to trading space and livelihood training in the urban areas push the further the poor into poverty.

According to the Economic Census 1998, banks and financial institutions directly financed 2.8 percent of enterprises and 1.9% received finance linked to the poverty alleviation schemes, accounting to only 4.7% of enterprises, rural & urban to receive formal finance. A large number of underprivileged rely on the informal credit from moneylenders, pawnbrokers and relatives to manage their cash flow. However, the model is not sustainable for them as it often traps them in a longer debt period. This presents a big opportunity for MFIs to serve the low-income segment in the urban areas.

However, the dynamics and challenges for MFIs in the urban areas are different than those faced in rural areas. As a special case research conducted by an NGO in Delhi, there were very few microfinance institutions working in the Delhi slums and resettlement colonies, despite the huge demand for microfinance. The institution named Satin working in the region, estimated the number of people living on a daily earning of up to US\$2 in Delhi and the National Capital Region at about two million. Considering the facts, a Microfinance pilot project was initiated in Delhi. A study was conducted on the profiles of customers, their needs and sources of financing in the slum areas and resettlement colonies of Delhi, which helped in outlining People Group Model for

microfinance operations. People Group Model mandates a 'group guarantee' to available the financial loan services under microfinance. Loans can be availed in groups, wherein, all the members of the group must provide mutual guarantee for each other and are jointly liable to repay the loan amount in case one or more members of the group fail to do so. The model enables customers to build financial, physical and social capital in terms of group cohesiveness, extending support to each other and develop business networking, thereby, creating a social network in the local community.

The scheme enabled youth from poor socio-economic background to avail a credit of up to Rs. 10,000/-, training in acquiring business-oriented skills and insurance for life. Over 100 borrowers in East Delhi region, availed a combined loan of Rs. 1 million who could set up their businesses in various sectors like small transports, repair shops, readymade garments, internet parlors, etc. Customers have overwhelmingly proved that reliable sources of credit provide a fundamental basis for planning and expanding business activities.

RESEARCH METHODOLOGY

Objectives of the Study

1. To study the level of awareness among people about Microfinance
2. To study the level of awareness among the low income segment people about Microfinance and its various schemes

The study shall concentrate and highlight the level of awareness among people about the various schemes under Microfinance. It shall also provide elaboration on these services and schemes and the benefits that urban poor can avail.

Following is the hypothesis which have been formulated for this study

- Lower socio-economic class of urban population are aware about Microfinance
- People of Mumbai city are aware about various schemes under micro finance

DATA COLLECTION

Primary Data Collection

- A questionnaire is being designed to collect the information from the people below poverty line and people earning just above the poverty line residing in Mumbai city according to the sample size

Population of the Study

Urban Poor of Mumbai City

Sample Size

75 People in random and 75 People who are associated to various SHGs operating in the Mumbai City. Total Number of Respondents is 150.

Originality

1. This study includes primary as well as secondary data.
2. The research has been extended to cover every part of the city to take the sample.
3. Some part of the theory has been referred from the published data from various institutes.

LITERATURE REVIEW

A research report by Prof. Dr. Hans Dieter Seibel, University of Cologne, between 1960s and 1970s the agricultural and rural development faced challenges in production for various reasons. Microfinance for agricultural played a pivotal role in facilitating their growth. However, later with the rise in population in the rural, there were other micro businesses springing up, giving rise a huge demand for microfinance for micro enterprises.

As per the **NABARD Report of 2003 - 04** on Self Help Bank Linkage, SHG credit expansion and the higher recovery rate raised a lot of optimism amongst the poor. However, there remains a significant gap between the demand and the actual per capita credit being provided to the poor.

A research report by **Srinivasan published in 2009** says that the number of microfinance customers in India were 54 million in 2008. While SHG model served about 39.9 million customers, 14.1 million customer's needs were met by MFI model. The total outreach exhibited by SHG model was 77%; however, the growth rate remained lower at 15% in 2007-2008 as compared to MFI model which showed a higher growth rate of 40%. The model has shown a sustained growth with estimated 86.2 million customers and total loans outstanding of

Rs. 351 billion in March 2009. This accounts for only 6% approx of the commercial banks' overall credit outstanding in the rural and semi-urban areas in 2008 (RBI, 2009). A study carried out by Intellect - 'Inverting the Pyramid' suggested that there's a huge scope of growth.

Anyanwu, 2003; Lawson, 2007: Many studies have underlined the lack of finance as one of the major issues that poses as a challenge to the SMEs growth. This is in spite of the potential of SMEs.

Idowu Friday Christopher (2010) carried out a research in order to gain an insight on the Impact of Microfinance on Small and Medium Sized Enterprises in Nigeria. The study reveals that SMEs have received positive support from MFIs and which has fueled their growth rate and enhanced their market share as well.

Sam Afrane (2002) researched on Impact Assessment of Microfinance Interventions in Ghana & South Africa. His case studies revealed that the interventions of microfinance have accomplished greater growth. This is accounted by the enhanced improved lifestyle, increased business incomes, , empowered enterprises and people, etc.

These studies provide a concrete reference and evidence about the success of Microfinance in India and worldwide.

DATA ANALYSIS & INTERPRETATION

Hypothesis 1: Low-income segment People in the Urban is aware about Microfinance Concept

DISCUSSION

Item 9 of the questionnaire is about the awareness of microfinance.

Question 9 tests if the respondents have come to know about the small scale account.

Analysis: 90.6% of the respondents have gained knowledge about small scale money.

Question 11 is the extension of 9 and attempts to uncover the source of knowledge of the respondents on small scale accounts.

Analysis: 38.9% respondents had gained knowledge from their companions and 34.7% from their neighbors.

From the above analysis, it can be concluded that Speculation 1 is approved.

Hypothesis 2: People of Mumbai city are Aware about various schemes under micro finance

RESULT: This hypothesis is validated.

Dialog: Question 10, attempted to discover the mindfulness level about the different plans accessible in the platter of Small scale money. Among it, saving plans was the most prominent one with 55%.

From the above analysis, it can be concluded that Hypothesis 2 is validated.

MAJOR FINDINGS

At the commencement of analysis, objectives were defined which were accepted by the analysis as furnished below:

1. Abstraction has focused on the awareness of microfinance. The abstraction reveals that the advised sample acquainted to micro accounts is 92%.
2. Abstraction also reveals that the low-income segment population of Mumbai city got acquainted by Microfinance through assorted sources. About 4% got the information from their relatives, 35% from friends, 37% from neighbors, 20% from SHG assembly and 4% from other sources
3. Abstraction also studied the awareness of Microfinance schemes amongst the poor. The analysis shows that only 21% of the sample study were acquainted with the micro schemes, whereas, 13% knew about the allowance schemes, 16% about application schemes and 50% about the extenuative schemes.
4. Abstraction also throws light on the fact that besides the knowledge of micro extenuative schemes, poor population of Mumbai also are aware of other autonomous options
5. Micro accounts are alone accustomed to the poor affiliated women for starting their own business or for costs the absolute business. As well assorted extenuative schemes are getting provided to the consumers. Consumers are as well getting provided with loans for acquirement of bartering cars and claimed two wheelers.
6. The top akin of acquaintance has been accepted in the city-limits of Mumbai about micro financing.

RECOMMENDATIONS

1. The humans should be accustomed added opportunities for accommodation attainment.
2. Absorption amount should be decreased so that added and added applicants can account microfinance facilities.
3. If microfinance is to be fabricated an acknowledged accumulation movement, the operations charge to be fabricated streamlined, amount able and transparent.
4. Accommodation admeasurement should be added abundant to accommodated the requirements of borrowers.
5. MFI should acknowledge able absorption amount to the borrowers. Hiding able absorption amount to poor and benighted borrowers by application —creative accounting practices is awful immoral. The poor borrowers accept a appropriate to apperceive the accurate allurements amount of the micro accommodation in anatomy of able anniversary absorption rate, so that, they can yield appropriate borrowing decisions.
6. The government should accommodate the basal infrastructural accessories such as acceptable roads, schools, hospitals, connected ability accumulation etc in the accompaniment to accredit individuals accomplish the allowances of microfinance.
7. The akin of bribery in our country should be arrested to anticipate the antedate of microfinance funds to the easily of the politicians in the society.
8. The Abjection Alleviation Programme should be restructured to accommodated the needs of the beneath advantaged associates of the association mostly the women that are in austere charge for microfinance.
9. The government should abide able administration and adjustment of a lot of of the microfinance institutions in the country to anticipate the collapse of such institutions as witnessed in the accomplished in some regions.

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PLASTIC BAN: EFFECTS & ALTERNATIVES

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ABSTRACT

This research throws light on the recent ban imposed by the Government of Maharashtra on plastic materials. This ban on plastic came into effect from 23rd June 2018 vide a notification passed on 23rd March 2018 which clamped down on the use of plastic in a bid to fight pollution caused due to its extensive use. The research tries to analyze the effectiveness of the ban, how and to what extent it will go in curbing the pollution. The research also tries to evaluate the ban on the basis of inconvenience caused to the vendors and people in general. Further its impact on business and economy is analyzed and suitable alternatives to plastic have been suggested.

RATIONALE OF THE STUDY

Pollution and the resultant climate change and global warming have become a matter of concern for the governments and citizens all over the world. As a result the governments are forced to take steps to curb this growing menace. One such measure has been taken by the Government of Maharashtra by deciding to impose ban on use of plastic materials. The Maharashtra government banned the manufacture, usage, sale, transport, distribution, wholesale and retail sale and storage, import of plastic bags with or without handle and disposable products made out of plastic. Plastic bags tend to disrupt the environment in a serious way they get into soil and slowly release toxic chemicals and eventually break down into the soil, with the unfortunate result being that animals eat them and often choke and die.

SCOPE OF THE STUDY

The study intends to evaluate the ban, its impact, extent to which it will help in curbing the pollution and its effect on other factors like economy and different industries.

HYPOTHESIS

Plastic without any doubt is hazardous for environment and Maharashtra has become the 18th state in India to impose ban on its use. However this issue of plastic ban is much debatable. Those from the plastic industry are frowning upon the state's decision to implement the ban, citing that in the 50,000 crore industry, lakhs of people of Maharashtra will be rendered jobless. However, environmentalists and NGOs that work to eliminate these synthetic vices advocate the move and suggest plastic industries to find alternatives to manufacture, that do not harm the environment. Not just plastic manufacturing companies, but also every industry that relies on some or the other form of plastic use will suffer from the move for eg the food delivery milk selling sector etc.

OBJECTIVE OF THE STUDY

- To find out the status of awareness of the health hazards associated with the usage of plastic bags among people and their perception towards the legislation prohibiting the usage of plastic bags.
- To study the problems faced by Vendors and different industries after the imposition of ban.
- To study suitable alternatives of plastic for different industries.
- To study measures taken by the state government to address the problems faced by different industries.
- To study the status and effectiveness of similar plastic bans in other states.

RESEARCH METHODOLOGY

Survey was conducted for the purpose of analyzing people's perspective towards the plastic ban. The sample space included public at general and industry specific people who are affected by the plastic ban. Efforts are made to understand their awareness level and perspective about the ban through questionnaire, their problems and apprehensions regarding the ban are analyzed.

INTRODUCTION

Plastic industry is one among the rapidly growing industries in India. The production of plastics has reached 12.5 million tons in 2018 with a growth rate of 8% over the previous five years. The growth rate is expected to be 10% over the next five years. The reasons for popularity for using the plastic bags are light weight, resistance to degradation (by chemicals, sunlight and bacteria), durability and above all low cost.

While these conveniences are benefitting individual users, the problems and the cost of disposal of plastic items would burden the entire society. After their entry to environment, plastics take anywhere from 15 to 1000 years to biodegrade. It poses a risk to human health and environment. In addition to problems like choking the drains, the littered plastic bags are breeding ground for mosquitoes when rain water gets collected in them. This could worsen the situation of malaria in a highly endemic area like Mumbai city.

Plastic bag packing for hot edible items causes migration of harmful chemicals to food items. These include Styrene which is carcinogenic, Phthalates and Bisphenol A which causes diabetes and diseases of the heart and liver. Therefore, it is high time we switch over to alternative materials for packing and transportation.

“The Plastic Manufacture, Sale and Usage Rules 1999, amended in 2003 under the Indian Environment (Protection) Act of 1986 prohibit manufacture, stocking, distribution or sale of carry bags made of virgin or recycled plastic and prohibits littering of plastic items”.

However, studies on consumer preferences revealed that large proportion of people do not value environmental aspect. Moreover, poor enforcement of the legislation has made the ban towards plastic bags usage largely ineffective. The result being plastic bags have been used widely by small business owners like hawkers, retail shops and in shopping malls. With this background, this community based study was done in Mumbai city to find out the pattern of usage of plastic bags on a daily basis and to analyze the reasons for popularity of plastic bags among users. The study also assessed the awareness about the health hazards associated with plastic bag usage among the people and their perception towards the legislation banning the usage of plastic bags in Maharashtra.

On March 23, 2018, the government of Maharashtra issued a notification banning the manufacture, use, transport, distribution, sale, storage and import of plastic bags sighting the pollution caused due to it and the underlying stress it has on environment.

Items included in Ban

1. All kinds of plastic bags.
2. Plastic tea cups, glasses.
3. Thermocol glasses.
3. Thermocol used for decoration.
4. Plastic items used in hotels to parcel food like boxes, spoons.

Items excluded from Ban:

The exemptions have been made to minimise discomfort to businesses till the time alternatives have a strong presence in the market.

1. Plastic and thermocol used by manufacturing companies.
2. Plastic and thermocol used to package appliances.
3. Plastic raincoats.
4. Plastic bags for storing food grains.
5. Plastic bags used for packaged food items like chips, biscuits, etc.
6. Plastic items used in hospitals like saline bottles.
7. Thermocol boxes used to store medicines.
8. Plastic pens.
9. Milk pouches that are above 50 microns in thickness.
10. Plastic pouches used in plant nurseries.

PENALTY ON VIOLATION

As per the notification, those found violating the ban would be penalized Rs 5,000 for the first time offense and Rs 10,000 for violation the second time. While beyond the second chance, the repeat offenders would have to shell out as much as Rs 25,000 and may also face imprisonment for up to three months.

BAN ADMINISTRATION

Since the fine is applicable to almost every one, whether a consumer, vendor or a manufacturer most of the officials of the government departments, including municipal commissioners, shops and establishment officers, sanitary or health inspectors, district collectors, sub-divisional officers, police officials, officers of Maharashtra Pollution Control Board, Maharashtra Tourism Development Corporation, Forest Department, to name a few, have been authorized to implement the plastic ban regulations.

GOVERNMENT MEASURES

As a substitute for plastic carry bags, the state government is trying to produce more and more environment-friendly cloth bags, and is taking a number of initiatives to make people aware about the available alternatives to plastics. As part of this exercise, the Brihanmumbai Municipal Corporation (BMC) has organized a three-day exhibition (June 22 – 24) at the National Sports Club Of India, Worli, where around 60 organizations displayed eco-friendly products ranging from eco-friendly cutlery to a recycled nursery for the plant lovers and cloth bags. The government has collaborated with various women self-help groups to produce such alternatives.

FINDINGS

Method's used: This study was conducted in Mumbai city in August 2018. Data was collected by conducting a survey to know people's perception and their general awareness regarding ban further interviewing different vendors were interviewed to know the problems they have faced due to the ban.

RESULTS

Fig-1: Associating the awareness on hazards due to the usage of plastic bags with various socio-demographic variables.

Age Group	Aware (%)	Not aware (%)	Total	X ² value, DF, p-value
≤ 20 years	18(75)	6(25)	24	
21-30 years	60(89.5)	7(10.5)	67	
31-40 years	36(85.7)	6(14.3)	42	
>40 years	13(76.47)	4(23.53)	17	3.64,3,0.303
Gender				
Male	45(80.35)	11(19.65)	56	
Female	85(90.4)	9(9.6%)	94	4.9,1,0.027
Educational status				
SSC	8	4	12	
HSC	21	5	26	
Graduate	78	9	87	
Post Graduate	23	2	25	13.1, 3, 0.004

Age Group	In favour of ban	Not in favour	Total	X ² value, DF, p-value
≤ 20 years	7	2	9	
21-30 years	27	18	45	
31-40 years	28	9	47	
>40 years	28	6	34	7.56, 3, 0.056
Gender				
Male	36	25	61	
Female	54	20	74	0.859, 1, 0.354
Educational status				
SSC	6	2	8	
HSC	11	4	15	
Graduate	53	34	87	
Post Graduate	20	5	25	0.084, 2, 0.959

Mean age of the 150 participants was 32.8years. Majority 94(62.6%) were females educated up to undergraduate level or above. Among the participants 127(84.6%) were aware of the health hazards associated with the use of plastic bags. Awareness was significantly more amongst females, well-educated participants and among professionals and semi-professionals. There were 30(20%) participants reusing plastic bags for shopping

after initial usage. The cloth bags were used for shopping in place of plastic bags by 20(13.33%) participants. Among the participants 135(90%) were aware of the legislation banning the use of plastic bags and out of which 90(67%) were in its favour. Semi-professionals and students favored the ban on plastic bags whereas unskilled and semiskilled workers were against the ban.

EFFECTS ON DIFFERENT INDUSTRIES

Plastic, an item that had become an integral part of a consumer's lifestyle, is no longer a legal item in India's second most populous state. Even if not in totality, the ban does aim to target a large chunk of the usage in the form of bags (under 50 microns), spoons, forks, cups, glasses, plastic pouches for liquid, plastic packaging food items, plastic and thermocol decorations and therefore repercussions are bound to occur.

Let us have a look at the problems faced by different business and their apprehensions regarding it.

1. Sabzi Mandis (Wholesale Vegetable Markets)

In terms of business, the ban on polythene bags has affected the vegetable and fruit sellers the most considering the volumes of bags they buy everyday from retailers to give out their products. Mumbai's famous Dadar market, which opens around 5AM in the morning, used nearly 1 tonne of plastic bags on a daily basis. Nearly 700 vegetable vendors sit at the humongous market, with per vendor using atleast 1,200 bags every day.

After surveying it was found that the vendors have switched to cloth and jute bags. However they are not happy with the ban since the cost of cloth and jute bags is thrice that of polythene and also cloth bags are not strong enough to hold more than 5kgs. Some of the vendors have stopped providing bags and are asking customers to carry their own bags.

2. Street Hawkers

After talking with some individual street hawkers it was found that there was mixed response amongst the hawker's community.

42 years old Manvinder Singh in Vile Parle owns a popular street food joint that offers delicacies like chat, sandwiches, Pizzas, etc. For years, he has been using cutlery including plastic spoons, cups, glasses, plates to give out food. Though he has not yet ditched plastic completely, the process has begun.

"I have stopped giving plastic bags for take-aways and instead of plastic plates I serve the food on newspaper sheets now. But I do not know the alternatives to disposable spoons and cups. I had even asked the municipal officers to suggest options but there was no response," Says Manvinder.

Similarly, the juice centres are also facing the brunt of the ban, "After the civic officials warned us, we started to use glass. We have to wash them every now and then which means paying extra to buy additional water. I have compensated that by increasing the juice rates," says Maganlal who own a juice stall in Andheri.

3. Restaurants/Food Chains

Restaurants and food chains have started adapting eco-friendly cutleries and bio-degradable straws.

American fast food company McDonald's is in the transition phase. Except the plastic lid, all the other plastic items have been replaced. It has been more than a month since wooden spoons and forks, straws made from corn starch and paper cups to serve soft drinks were introduced by the franchise. And as for the take ways they have always used paper bags.

Family restaurant Shiv Sagar near Juhu is not give out plastic bags to the customers post June 23. The take-way food are being packed in plastic containers, though they have been banned, "We are in the process of finding an alternative to plastic containers but till we do, we will give the food in plastic containers," says the Manager of the hotel.

Many other restaurants are still using plastic containers for take-away's

Plastic Manufacturing units

According to the All India Plastics Manufacturers' Association (AIPMA), more than 4 lakh workers, male and female, were employed by about 2,150 manufacturing units in the state.

While many workers who had migrated from states such as Uttar Pradesh returned to their native places, others have taken up odd jobs elsewhere. The rest are still unemployed.

The ban has equally affected owners and traders. The data from AIPMA revealed that 10% of the total plastic goods had been banned, which means that products worth Rs5,000 crore have wiped off from the market.

Alternatives to plastic: Plastics are all around us, inside nearly every product that we come into contact with in our daily lives. Manufacturers favor this material because it can last for years and is easy to mold into practically any form. Despite these benefits, however, plastic can also harm the environment. Not only is it created from fossil fuels, but it is also difficult to recycle much of the time. As a result, researchers have begun to develop sustainable alternatives that will reduce our dependence on traditional plastic. Read on to learn more about seven of the best plastic substitutes.

1. Liquid wood

A unique type of biopolymer (also known as bioplastic), liquid wood offers both the appearance and function of traditional plastic, but without the harmful environmental effects. The base of this material is lignin, a byproduct that comes from paper mills. To create liquid wood, manufacturers take lignin and combine it with water before placing it in an environment with extreme heat and pressure. This transforms the lignin into a composite substance that is flexible enough for the manufacturer to form into any shape, but also highly durable. Already, scientists from Germany have used liquid wood to create children's toys and containers for speakers.

Perhaps the biggest benefit of liquid wood, however, is that it is completely biodegradable. It is also easy to recycle, since it is made from wood byproducts. As such, liquid wood is quickly becoming the go-to alternative for many traditional petroleum-based plastics.

2. Silicone

Some companies are also using silicone in lieu of plastic when looking to create more eco-friendly products. Much like rubber, silicone shares many of the same characteristics of plastic, including its pliability and capability to resist both heat and water. However, it boasts a durability that is far greater than plastic, which makes it excellent for numerous applications, particularly in the healthcare field and in manufacturing.

Silicone can also make an excellent alternative for household plastics such as plastic wrap. One company, Lekue, uses silicone to create a range of sustainable food storage lids. These products maintain their flexibility across multiple uses and do not absorb food odors. Silicone can substitute for numerous other plastic-based products, including baby bottle nipples and insulation.

3. Glass

In the past, most people used glass containers to hold their drinks and food products. Though the world has moved on in favor of plastic, glass remains the more sustainable alternative. As opposed to plastic, glass is made from sand, which makes it free of potentially harmful chemicals. Moreover, glass can undergo the process of recycling an infinite number of times. This makes it easy for manufacturers to turn old glass into new bottles and other products. In addition, people can easily reuse glass bottles and containers for any number of purposes. Glass products may cost more than their plastic counterparts, but they last longer and have a smaller environmental footprint.

4. Starch-based plants

Over the years, starchy plants have become another popular source for sustainable plastics. The most commonly used material is corn, which manufacturers can process into a polyester called polylactic acid (PLA). As its name suggests, this material is made from the lactic acid produced when corn undergoes wet milling. Using PLAs, manufacturers can create virtually any product or packaging that would normally be made of plastic. These polymers are particularly beneficial because of their ability to fully biodegrade within a span of 47 days under industrial composting conditions. They also do not let off toxic fumes when they burn.

Corn is not the only starch-based plant that can create effective plastic substitutes. Over the years, researchers have developed polymers out of sugarcane, beets, and potatoes.

5. Milk protein

Taking a cue from the starch-based plastic alternatives, a team of researchers from the US Department of Agriculture has developed a method for creating a unique film out of milk proteins. In particular, they are focusing on the protein casein, which is found in abundance in milk. Though casein-based plastics have existed for more than 100 years, these materials have been far too fragile to serve as more than a substitute for rare jewelry components such as ivory.

By adding citrus pectin and glycerol to casein, however, the USDA researchers have been able to develop a sturdy, but fully biodegradable plastic alternative. Moreover, this material is edible, which means that packaging made from it could be entirely removed from the waste stream.

6. Chicken feathers

Chicken feathers may seem like an unlikely plastic substitute, but US researchers have developed a means of transforming them into fully biodegradable plastics. In order to reduce billions of pounds of chicken feathers going to landfills each year, the research team sought to amplify the durability of the keratin in the feathers. When combined with methyl acrylate, keratin transformed into a plastic-like substance that was virtually tear-proof. Fully biodegradable and taken from a renewable source, chicken feather plastics are one of the most eco-friendly plastic substitutes.

7. Biodegradable plastics

There are also a number of biodegradable plastics available that are helping to reduce the world's dependence on traditional plastics. One such product is made by Tipa Corp, which took inspiration from the orange peel in their quest to create sustainable packaging. Looking to create a packaging solution that mirrored the biodegradability and protective nature of the orange skin, the company used a unique blend of polymers and other bio-materials to make a flexible, compostable plastic substitute.

Steps taken by Maharashtra Government for industries adversely affected by the ban

The Maharashtra government on June 27 relaxed its stringent ban on plastic usage by allowing small retailers to use plastic bags for packaging for the next three months. The relaxation is applicable for plastic bags above 50 microns. The new announcement came within four days of imposing the ban on single-use plastic across the state. The relaxation granted to small retailers is on the lines of a similar exception already available for branded products. The state has also allowed ecommerce companies to use plastic packaging for three more months.

Who manages the plastic ban in Maharashtra?

State government's role

The state government led by Devendra Fadnavis had given manufacturers, distributors, and consumers three months to dispose their stock since it last announced the ban in March. The state has also formed an association comprising stakeholders including plastic manufacturers of Maharashtra, ministry officials and environmental experts to ensure that the ban is implemented effectively.

Pollution Board's role

Officials from Maharashtra Pollution Control Board (MPCB) and district and local administration have been authorized to implement this ban.

Tourism Board's role

For regulating this law at tourist locations, tourism police, or Maharashtra Tourism Development Corporation has been made responsible.

Municipal Board's role

The Brihanmumbai Municipal Corporation (BMC) has deployed 250 inspectors to penalize violators. The corporation has also installed 37 collection bins at various municipal markets to collect plastic trash.

Status of the ban

Maharashtra has become the 18th state in India to enforce a complete ban on plastic bags, but will the ban really work on the ground? Many environmentalists are not very optimistic, given the poor history of implementing similar plastic bans in 17 other states and Union Territories so far.

Maharashtra is India's biggest generator of plastic waste, producing more than 4.6 lakh tonnes of waste every year. A large proportion of the waste comprises polythene bags below 50 microns in thickness, which the Union government had banned across the country in 2016 because of the threat they pose to the ecology. Despite this nationwide ban, these thin plastic bags that cannot be disposed of or recycled continue to choke drains and waste management systems across India.

In fact, a 2016 report by the Central Pollution Control Board indicated that most Indian states have not yet implemented the Plastic Waste Management Rules of 2011, which mandate proper systems to ensure the segregation and disposal of plastic waste as well as crackdowns on unregistered plastic manufacturing units. According to the report, "plastic bags are stocked, sold and used indiscriminately" even in those 17 states and Union Territories where they are completely banned.

Given this state of affairs, even environmentalists who have welcomed Maharashtra's proposed plastic ban are skeptical about whether it can actually be implemented.

Facts and Figures

Everything from bottles to money is now plastic. But the magic material has a flipside plastics do not decompose naturally. Its pervasive dominance means that it is now embedded in, quite literally, every habitat in

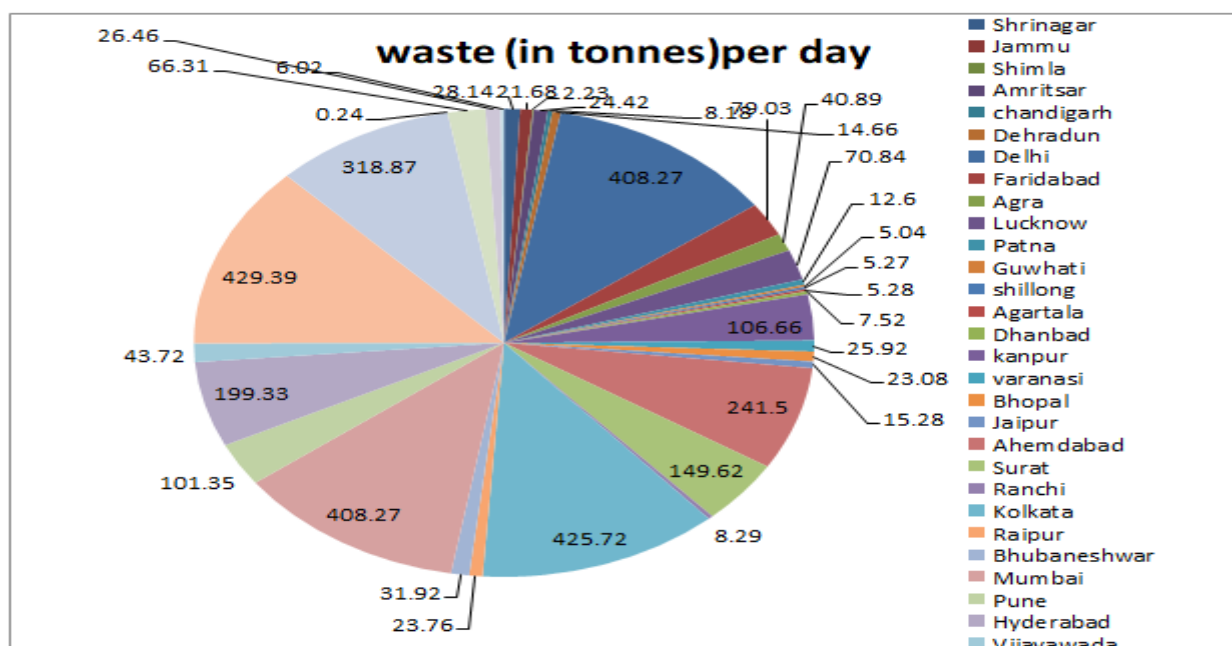
the world even in the most isolated eco-system. One example is the Great Pacific Garbage Patch a 600-sq km floating island of plastic waste in the North Pacific Ocean.



Less spoken about are the hundreds of thousands of landfills, drains and rivers choked with plastic waste, especially in the developing world. Lately, another worrying aspect of plastics has been gaining attention—minute particulate plastics, or micro-plastics. When exposed to ultra-violet solar rays, water and salts, plastic can deteriorate and fragment into miniscule particles. They can be ingested by simple life forms and enter the food chain. Such microplastics are also manufactured to be used in several consumer products. With the alarm over the unmitigated rise of plastics reaching a fever pitch, the theme for the World Environment Day-2018, held every year on June 5, is plastic pollution.

Earlier this year, while signing the agreement to host the UN-led World Environment Day, India's Environment Minister Harsh Vardhan declared: "It is the beginning of the end of plastic menace." But a look at India's own track record when it comes to managing plastic raises doubts about the proclamation.

According to a September 2017 report by the Central Pollution Control Board (CPCB), which collected data from 60 major cities, the country generates around 25,940 tonnes of plastic waste a day. About 94 per cent of this comprises thermoplastic, such as PET (polyethylene terephthalate) and PVC (polyvinyl chloride), which is recyclable. The remaining belongs to thermoset and other categories of plastics, such as sheet molding compound (SMC), fibre reinforced plastic (FRP) and multi-layer thermocol, which are non-recyclable. According to the latest report on the Implementation of Plastic Waste Management Rules published in 2016, the plastic waste generated across the country (barring six states where data was not available) is close to 1.6 million tonnes a year, with almost half of it coming from Maharashtra and Gujarat. However, the volume of plastic waste generated seems suspiciously low when compared with the data of Plastindia Foundation—a body of major associations, organisations and institutions connected with plastics. The Foundation estimates that in 2017-18 alone, India consumed 16.5 million tonnes of plastic. Worse, according to industry body FICCI, 43 per cent of India's plastics are used in packaging and are single-use plastic. Consumption has clearly outstripped India's capacity to recycle.



Delhi, Chennai, Mumbai, Bangalore and Kolkata alone contribute around 40% of total waste generated per day in the country.

OTHER FINDINGS

People's perception of the ban:

To understand how the ban was perceived by the public in general and to know the problems they have faced and their apprehensions regarding ban, a survey was conducted with the help of questionnaire distributed. Their responses have been analyzed and efforts have been made to draw conclusions and notions based on it.

- When asked if plastic ban had caused any inconvenience, around 73% of people surveyed affirmed that they faced inconvenience when buying things like milk and vegetables from the market in the initial days of the ban but the problem eased up later when government announced relaxation.
- When asked if they felt the decision was taken in haste and more time was required to phase out plastic, 58% felt that government should have given more time and remaining were of the view that it didn't matter it had to happen sooner or later and ban was already anticipated
- When asked about the awareness of plastic that fell in purview of ban and types which were exempted, it was clearly found that there was lack of awareness regarding what is included and what is exempted, government needs to create awareness about it.
- When asked if they still see plastic being used by businesses, it was surprising because 54% people said they still see rampant use of plastic although banned and majority of them observed it was being used by restaurants and food joints.
- When asked about the overall perception of the ban, there was a mixed response. People support the ban but also feel that government is discriminating as only small scale industries are suffering and big companies either fall under exemption or have availed some exemption through lobbying.

LIMITATIONS

The finding of this study is limited to one ward and only one city and hence cannot be generalized to entire Maharashtra State.

CONCLUSION

More than 20 states in India have imposed a ban/partial-ban on plastic including the capital city of Delhi. Monitoring and sustaining the plastic ban is something that most of the states have failed in. In order to ensure that Maharashtra doesn't fall prey to the same issues, the state government has placed a hefty fine that goes up to Rs 25,000 in case of violations but even after placing such hefty fine it is still being used by people. The plastic manufacturers are already up in arms and have gone to court against the ban. Unless a proper suitable alternative which is both feasible and eco-friendly is found it will be difficult to realize the benefits of ban.

ACKNOWLEDGEMENTS

I would like to thank my professor Dr Rakhi Bhattacharya Ma'am for her constant guidance & help throughout this research study. Without her guidance it wouldn't have been possible for me to complete this research project successfully.

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CASHLESS ECONOMY: AN INNOVATION FOR THE SUSTAINABLE ECONOMIC DEVELOPMENT

Dr. Rupali Vilas Jadhav

ABSTRACT

Government of India launched Digital India programme as well as banned on the old currency notes of Rs.500 and Rs.1000 to bring all the transactions under scanner and thereby eradicate corruption, money laundering, tax evasion and block funding to terrorists. The objective of paper is to study the prevailing cashless economies in the world.

The study is also focussed on the perspective of Indian citizens towards the cashless economy. The researcher found that most of the Indian citizens are not ready to compromise their privacy which is the most important factor for the success of cashless economy. Another issue is hampering this growth is senior citizens who are unable to operate the modern instruments of payments. Therefore the researcher have provided certain suggestions to overcome these issues in this paper.

Keywords: Cashless economy, economic growth, Sustainable development,

1. INTRODUCTION

Government of India launched Digital India programme under the reign of Prime Minister Narendra Modi with the vision of making India cashless and paperless. It was a novel step taken by India on considering the demand of the future.

Another strong step was taken by the Indian government was banning of old currency notes Rs.500 and Rs.1000 denominations as on 8th November 2016. This step had been taken to eradicate corruption, money laundering, block funding to terrorists, avoiding tax evasion and bring transparency in financial transactions. It was a loud and clear message given by the authorities that the country is trying to slowdown the cash transactions by following in the footsteps of Canada, Sweden, United Kingdom (U.K.), France, United States of America (U.S.A.), Australia, China etc.

Cashless economy is not a new for human society. It came into existence from time memorial. Earlier it was known as Barter exchange where things were exchanged for things.

India is at the inception stage. India has yet to go a long way and observe the future implications of cashless economy on the country's sustainable economic development. Therefore this study is undertaken to analyse the different prevailing cashless economies in the world and their impact on such countries as well as in India.

II. CONCEPTUAL FRAMEWORK**➤ Cashless economy**

Cashless economy refers to the use of electronic instruments to exchange the information between the parties in place of physical notes and coins for implementing financial transactions.

➤ Sustainable development

Sustainable development is the economic and social development of the current generations without affecting future generations.

III. OBJECTIVES OF THE STUDY

Cashless economy has been initiated by our Prime Minister Narendra Modi to bring more transparency in the financial transactions. With the introduction of advanced technology in the area of finance the world has been moving to touch the new heights of development. Therefore it is a demand of time to deeply understand this system. Following are the objectives of study.

1. To get acquainted with the benefits and drawbacks of cashless economy.
2. To study the status of cashless economy in different countries.
3. To understand the factors contributed in the success of cashless system.
4. To study the approach of Indian citizens towards cashless economy and thereby achieve the sustainable economic development.

IV. SCOPE OF THE STUDY

Since our country has just begun with the cashless economy. Yet we have to observe the repercussions of such initiatives. The study will help to get a deeper insight into the different cashless economies prevailing in the world.

The study will help to understand various impacts of cashless economy and thereby realize the contribution of cashless economy in any country's growth. The researcher also wants to understand the perspective of Indian citizens towards cashless economy which decides the future of generations.

V. HYPOTHESIS OF THE STUDY

The statement of hypothesis for the study is "The age of citizens has an impact on the success of sustainable cashless economy in India".

VI. RESEARCH METHODOLOGY

The researcher has made an attempt to study the cashless economies prevailing in the world. The study is based on the primary as well as secondary data. The secondary data for the research purpose is collected from the different books, journals, websites etc.

A well-structured questionnaire is used by the researcher to collect the primary data. Convenience sampling technique is used to collect the data from 118 respondents which help to understand the future of cashless economy in India. The data is analysed with the help of ANOVA test. The graphs and tables are also used to present and study the data in a systematic manner.

VII. REVIEW OF LITERATURE

Anjali and Agarwal Harshita review the prevailing cashless movement as well as study the available non-cash payment methods in the country. The researchers also analyse the usage rate of electronic instruments for undertaking financial transactions. They found that a country with cashless economy moves leaps and bounds. But this is not so in rural areas as broadband facilities is not up to the mark which is needed to undertake cashless transactions smoothly.

Ahmed waqar and Yadav Anju study a comparative study of cashless economy of world with India. They observed that demonetization prepared a roadmap for cashless economy. Cashless economy will certainly help to capture black money, help to Reserve Bank of India to prepare monetary policy as well. They concluded that at present India is not at the position to go for complete cashless economy. Gradually we should make changes in our structure to go for complete cashless.

VIII. RESEARCH GAP ANALYSIS

Though India has just initiated towards the cashless economy, this has been followed in various countries from many years. It motivated the researcher to study the success of cashless economy in different countries as well as study is much needed to understand the journey of cashless economy in India and the support of citizens to this system which decides the future of cashless economy.

IX. BENEFITS AND DRAWBACKS OF CASHLESS ECONOMY

➤ Benefits of cashless economy

• Avoid shadow economic situation

In shadow economy all the financial transactions and activities are not coming into the light which greatly affect the economy. It leads to evasion of taxes and no record of financial transactions. To bring every transaction into light cashless economy is the only solution.

• Reduce operating charges

Processing fees for handling cash transactions and cheques are higher than the card transactions. Maintenance cost of Automated Teller Machine (ATM) centre is also high. It increases the operating charges.

• Support to business firms

Small size of firms are in support of the cash and debit card based transactions as it causes lower costs to them. But for large firms dealing with cash transactions require more processing fees and cash in banks blocks their working capital as well.

• Avoid chances of burglary

Cashless economy helps to reduce the problems related to carrying cash. It avoids the risk of burglary and theft.

• Sustainable economic development

Due to cashless economy there is less usage of papers and inks which help the environment.

➤ Drawbacks of cashless economy

• Problem to the old

The old people are unable to handle the different cashless instruments properly like smart phones etc. They are not trained to operate the advanced technology. So it is very difficult for them to accept such changes.

- **Risks of cyber attacks**

In digital age there is a major concern about privacy and safety of personal information of customers. Online transactions are prone to be hacked by the cyber attackers. The personal as well as financial data of customers might be exposed during the payment process. Recently Facebook had shared its millions of users' personal data with other tech firms.

- **Risks of telecommunication and electronic system breakdown**

Cashless economy is totally dependent on the electronic and telecommunication system. Breakdown of electricity might create hurdles in smooth functioning of cashless transactions.

X. CURRENT SCENARIO OF CASHLESS ECONOMIES IN THE WORLD

According to research conducted by Forex Bonuses in 2017 Canada, Sweden, United Kingdom, France, United States of America are the five best cashless economies in the world.

In Canada 70.7 per cent of personal consumption expenditures are card based. The mode of payment is a credit card, debit card, prepaid card, mobile phones etc. The success of cashless system in Canada is purely because of the strong broadband and network infrastructure. About 48 per cent people have agreed to sacrifice their privacy to undertake the cashless transactions which is another key factor for going cashless.

Becoming a birth place of high tech and innovative technologies like Skype etc. Sweden is embracing cashless economy. The success of cashless economy depends upon various factors such as card payment, strong internet infrastructure, mobile payment app, proper legal framework and unwillingness to go for cash transactions. It is predicted that the country could stop using cash by 2023.

In 2017 the United Kingdom has observed 15 per cent declined in cash transactions. Most of the citizens are getting rid of cash as it is prone to burglary and support to criminal activities.

With rapidly growing digital technology and expansion of internet, France has made available to its citizens a number of different cashless payment instruments. Over 11 billion transactions were done by cards payments in 2016 which clearly shows the popularity of cashless instruments in France.

The fast growing usage of apps like Venmo, PayPal, Apple Pay, Google Wallet etc. for making payments have indicated that U.S.A. has been moving to cashless economy. Card payment is famous among all generations for keeping track on expenses, managing their budgets as well as earning reward points.

To eliminate the illegal activities related to cash transactions China has introduced cashless payments. About 10 per cent of payments in retail sales was made in cash in 2016. Growing usage of mobile apps has been observed in China for making payments. Alipay and Wechat pay is famous among the citizens.

Since 2010 cash transactions have reduced from 60 to 40 per cent in Australia.

Japan has been gradually moving to cashless economy as wants to reduce the increasing burden of printing the bills, transporting the banknotes, expenses for the employees' handling cash.

Definitely with the cashless instruments businesses and consumers have saved lots of time. It has been observed that cash based crimes have reduced. Beside these advantages cashless economies have created numbers of jobs opportunities, increased salaries and employees' productivity.

Due to cashless economies many countries have faced various problems such as non-suitability for older people, over dependence on electronic gadgets and sacrifice of privacy etc.

Although the cashless economy has certain problems, people are accepting this system gradually. They are ready to sacrifice their privacy for bringing revolutionary changes in countries as it is a need of time.

XI. FACTORS CONTRIBUTING IN THE SUCCESS OF DIFFERENT CASHLESS ECONOMIES IN THE WORLD

- **Willingness to sacrifice of privacy**

Cashless transactions demands sharing of private information with the service providers. It makes citizens reluctant to accept the cashless system. Due to electronic mode of payment each and every transaction is coming under the scanner. Nothing is hidden in case of financial transactions. The success of cashless economy depends on the readiness of citizens to share their private information.

- **Openness to accept changes**

The success of cashless economy depends on the openness of citizens to accept the changes. Now the traditional mode of payments are replaced with cashless instruments. The hard cash payment which has been followed by the world for many years, becomes difficulty for them to get rid of their old habits.

➤ **Strong infrastructure and broadband**

Strong infrastructure and broadband is another requirement to undertake the cashless transactions smoothly. For undertaking the transactions quickly there is a need of fast broadband services and proper electronic system.

➤ **Trust in government and banking system**

Having trust in prevailing government's policies and banking system is the key for the growth of any country. Without the support of citizens government can't implement their plans successfully.

➤ **Approach of citizens towards sustainable cashless economy**

As we have seen the success of cashless economy depends upon willingness to share the private information, openness to accept changes and support of citizens to government. It indicates that human beings are the key contributors in the success of cashless economy without their support it is very difficult to be successful. Therefore it is important to study the perspectives of citizens towards the cashless economy, a new innovation which will decide the sustainable development of economy.

XII. APPROACH OF INDIANS TOWARDS CASHLESS ECONOMY

With the introduction of programmes like Digital India and Demonetization, India made a move towards the cashless economy. But the question is are these efforts sufficient to lead us towards sustainable cashless economy? The researcher observed that the human support is the greatest contributor in the success of cashless economies. Therefore the researcher has analysed the approach of Indian citizens towards cashless economy to understand the prospects of this system.

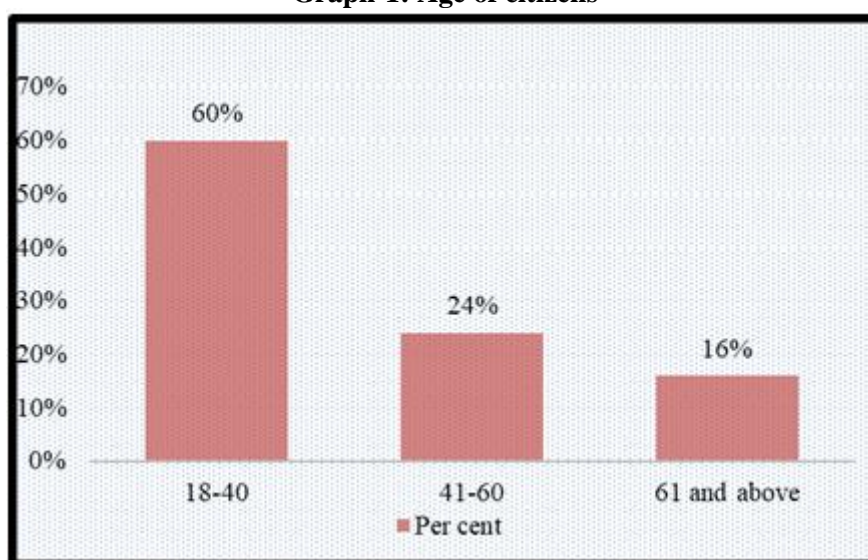
To understand the approach of citizens clearly the researcher decided to study the age wise views of respondents. As age has a great impact on the thinking power of human beings it is required to know the age groups of respondents.

Table-1: Age of citizens

Age group	Frequency	Per cent
18-40	71	60 %
41-60	28	24 %
61 and above	19	16 %
Total	118	100 %

Source: Compiled from the primary study.

Graph-1: Age of citizens



It is observed from Table 1 that 60 per cent respondents are from 18-40 age group, 24 per cent citizens are between 41 to 60 age and 16 per cent are above 60 years.

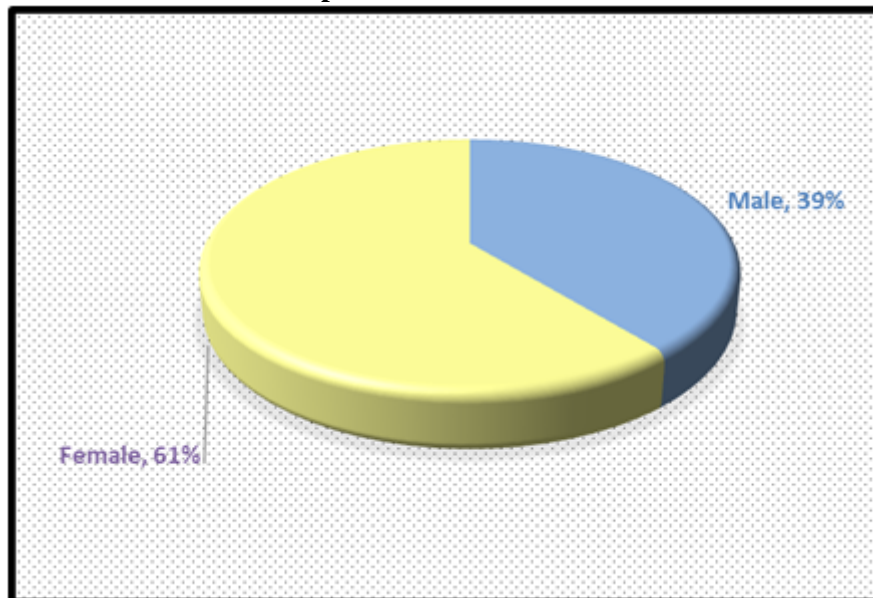
Most of the respondents are young citizens. As the youth carries the responsibility of future their views are more important to assess. Middle aged and the older people are the support pillars of these people so their views are also important.

In today's world men and women are equally important as they carry the responsibilities equally. Therefore it is important to divide the respondent gender wise.

Table-2: Gender of citizens

Gender	Frequency	Per cent
Male	46	39 %
Female	72	61 %
Total	118	100 %

Source: Compiled from the primary study.

Graph-2: Gender of citizens


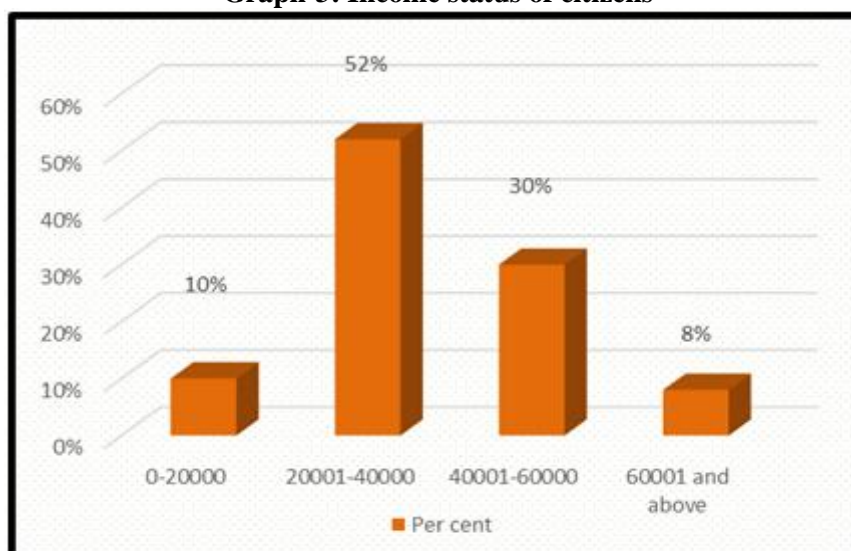
From Table 2 it is seen that 61 per cent respondents are female and 39 per cent citizens are male. It shows that the result of study has a lot of influence of female respondents.

Income level of respondents have direct impact on spending habits of respondents. It is essential to study the income status of the respondents which influences the cashless economy.

Table-3: Income status of citizens

Income status of citizens	Frequency	Per cent
0-20000	12	10 %
20001-40000	61	52 %
40001-60000	36	30 %
60001 and above	9	8 %
Total	118	100 %

Source: Compiled from the primary study.

Graph-3: Income status of citizens


From the table 3 it is exhibited that 10 per cent respondents are from 0-20000 group, 52 per cent are belonged to 20001-40000 income category, 30 per cent respondents are from 40001-60000 income level and 8 per cent citizens are belonged to the category of 60001 and above.

It shows that the major proportion of respondents earns quite good so they are able to spend money for personal consumption.

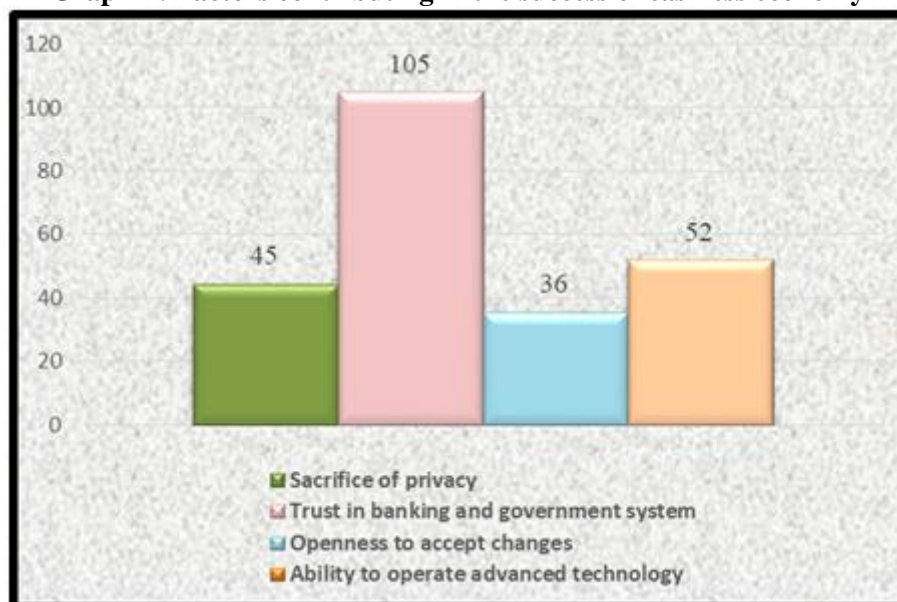
Before understanding the age wise differences in thinking of citizens the researcher has made an attempt to understand how many citizens are in favour of following factors which help in the success of cashless economy. Some of the factors are given below.

Table-4: Factors contributing in the success of sustainable cashless economy

Particulars	Frequency
Sacrifice of privacy	45
Trust in banking and government system	105
Openness to accept changes	36
Ability to operate advanced technology	52

Source: Compiled from the primary study.

Graph-4: Factors contributing in the success of cashless economy



It has been observed from table 4 that 45 respondents are ready to sacrifice their personal information, 36 citizens are flexible enough to accept the changes in their lifestyle and 52 respondents are able to operate advanced technology which show that a major proportion of population is not accepting the conditions required for the sustainable cashless economy. About 105 respondents are having the trust in governments' and bank's rules and regulations which is the only criteria satisfied by the respondents.

Though the numbers in favour of cashless economy are not satisfactory, it is a good sign that the country is gradually moving towards the sustainable cashless economy by reducing the more usage of papers in dealings and bringing more and more transactions in light.

❖ Testing of hypothesis

As different people have the different point of views it is interesting to understand the perspective of different age groups people about the cashless economy.

Table-5: The age of Indian citizens has an impact on the success of sustainable cashless economy

Particulars	ANOVA test	Accepted/Rejected
Sacrifice of privacy	0.000	Rejected
Trust in banking and government system	0.002	Rejected
Openness to accept changes	0.068	Accepted
Ability to operate advanced technology	0.474	Accepted

Source: Statistical analysis of data compiled from field survey.

The results of one way ANOVA test, at 5 per cent level of significance show that there is no significant difference in opinion of different age groups people in case of sacrifice of privacy and trust in government and banking system with the significance level 0.000, 0.002 respectively. The significance level 0.068, 0.474 which are more than 0.05 indicate that the age has an impact on citizens' views about openness to accept changes and ability to operate advanced technology.

It concludes that irrespective of age of respondents they have agreed to share personal data as well as they trust Indian government and banking system. According to age of citizens their ability to accept changes and operate advanced technology may differ. As people grow older their willingness to accept new things get reduced. The electronic instruments are new for the old. So they find a little bit difficult to cope up with the advanced technology.

XIII. FINDINGS OF THE STUDY

1. About 60 per cent respondents are from 18-40 age group, 24 per cent citizens are between 41 to 60 years and 16 per cent respondents are above 60 years. Most of the respondents are young citizens.
2. It is seen that 61 per cent respondents are female and 39 per cent citizens are male. It shows that the result of a study has a lot of influence of female respondents.
3. The results have exhibited that majority of the respondents i.e. 52 per cent citizens are belonged to 20001-40000 income group, 10 per cent respondents are from 0-20000 income level, 30 per cent respondents are from 40001-60000 category and 8 per cent citizens have earned more than 60000. It shows that the majority of citizens are able to spend on their personal consumption.
4. It has been observed that 45 respondents are ready to sacrifice their personal information, 36 citizens are flexible enough to accept the changes in their lifestyle and 52 respondents are able to operate advanced technology which is not a major proportion of population. Most of the respondents i.e. 105 have faith in governments' and bank's rules and regulations.
5. The results of one way ANOVA test, at 5 per cent level of significance show that there is no significant difference in opinion of different age groups people in case of sacrifice of privacy and trust in government and banking system with the significance level 0.000, 0.002 respectively. The significance level 0.068, 0.474 which are more than 0.05 indicate that the age has an impact in case of openness to accept changes and ability to operate advanced technology.

XIV. CONCLUSIONS OF THE STUDY

Prime Minister Narendra Modi remarked that the cashless transaction is the only way to curb corruption. To make the country strong we will have to go cashless. Following his voice India has initiated its journey to become the sustainable cashless economy. The success of leading cashless economies is possible due to the great support of its citizens. But the question is can Indians support their government?

Though Indian citizens have trust in government and banking system most of them are not ready to share their personal data which is the key of success of cashless economy. It is very difficult for the old Indian citizens to adapt the advanced technology and break their traditional life style.

More the usage of electronic instruments in dealings more country will contribute in the sustainable economic growth because it reduces the usage of papers, ink etc. and making payment process more transparent. Ultimately it is a joint effort of government and citizens to accept the cashless economy as it is indispensable for the sustainable economic growth of countries.

XV. SUGGESTIONS OF THE STUDY

1. As mentioned above it is a joint effort of government and citizens, the government should make an effort to develop the trust of citizens in electronic ways of payment.
2. Since senior citizens are unable to handle technology government should arrange training programmes for them. Therefore they can be confident to handle electronic instruments and gradually accept it.
3. Before initiating any innovations government authorities should give enough time to get mentally prepared for such changes.
4. Being a citizen of India it is our primary duty that not only should have the trust in our authorities but also show the willingness to accept new changes and sacrifice certain privacy. Thus our economy will be the most successful sustainable economy in the world.

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SKILL DEVELOPMENT AND EMPLOYABILITY

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ABSTRACT

Concept of Skill Development: A growing number of countries have achieved the goal of universal primary education and others are moving closer to this goal. Young people who expect to pursue further education and training to improve their chances for employment and higher earnings get benefited from these goals.

Skill: A skill is the learned ability to carry out a task with pre-determined results often within a given amount of time, energy, or both. In other words the abilities that one possesses. Different types of skills are needed to be

developed in an individual in order to meet lifestyle and industrial needs. A few can be named as Labor Skill, Life Skill, People Skill, Social skill, soft skill, hard skill, etc. Realisation of type of skill required for a specific job or task is an essential need of the hour. The government has taken several measures to decrease the gap in the unemployment and to give the training of the skills required in the corporate world and also to provide the capital for the startups business.

Keywords: Skill Development, Employment, growth, schemes.

OBJECTIVES

3. To propose a structured and pragmatic solution to address the lack of relevant skills amongst the current and potential workforce if India.
4. To deliver a structured, sustainable and scalable framework to impart skills to the unemployed, underemployed, uncertified workers.

INTRODUCTION

Skill development is necessary for the growth and development of the Employees and nation. To enable the employment ready work force in the future, the youth need to be equipped with necessary skills and education. The country presently faces a dual challenge of severe paucity of highly-trained, quality labour, as well as non-employability of large sections of the educated workforce that possess little or no job skills. To overcome this obstacle our government has introduced the mission of Skill India So that each and every one those who are unemployed can go for training and can be employed.

DISCRIPTION

There are huge number of people who are uneducated and unemployed in India. To overcome this obstacle our government has introduced various other schemes for the growth and development of the nation. They have focused mainly on the skills and the startup businesses through which the employment can be generated.

The government of India has introduced various schemes to increase the under skilled workforce and to develop various employment opportunities. Its main aim is to train over 40 crore people in different skills by 2020. The main goal of the programme is to create opportunities and scope for developing the potential talent and skills of the youth and enhance their capacity to be either employed or self-employed.

It includes the following government initiatives**1. National Skill Development Mission**

The mission has been development to create convergence across sectors and states in terms of skill training activities.

2. National Policy for Skill Development and Entrepreneurship, 2015:

The objective of this policy is to meet the challenges of the implementing Skill India initiative.

3. Pradhan Mantri Kaushal Vikas Yojana

This is a scheme for skill training of youth to be implemented by the ministry of skill development and entrepreneurship through the national skill development corporation. Recently SIEMENS India has inaugurated a nw "SIEMENS Technical Academy" at Airoli, Mumbai for students who want to make a career in technical area and technology. This is one of the latest initiative under this scheme of the government.

4. Skill loan scheme

The skill was launched in 2015 to support youth who wish to go through skill training programme in the country.

In the first phase of the skill india initiatives, around 1.97 million people were trained against the target of 2.4 million. In order to speed up the training activities, the government introduced quarterly review of outcomes.

Projected growth and sector demand

In its Twelfth Five Year Plan, India has set a tough challenge in the field of vocational education and training in its approach paper. It aims to increase the percentage of workforce with formal skills to 25% at the end of the plan.

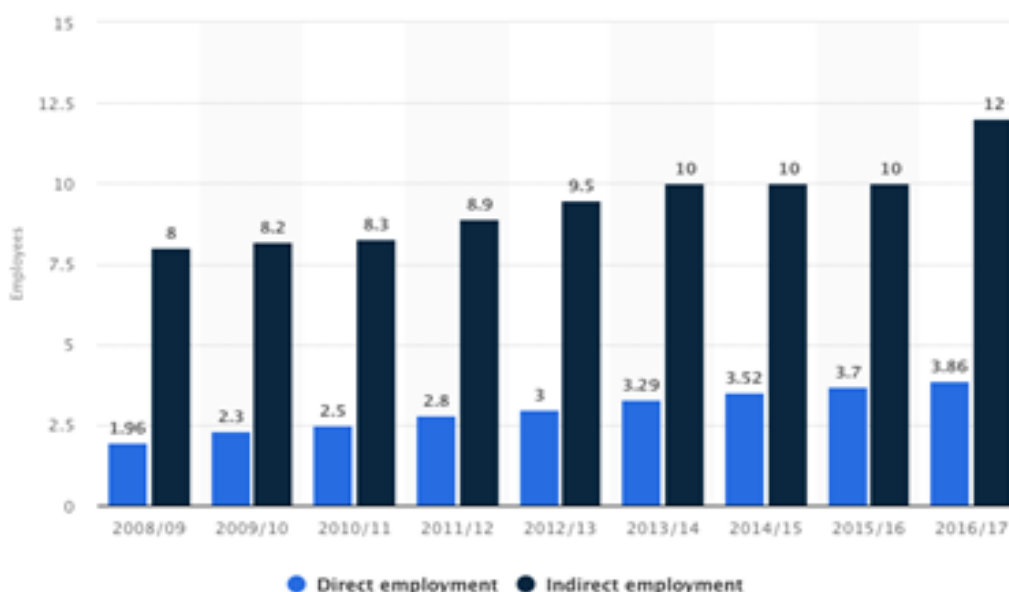
It is estimated that 50–70 million jobs will be created in India over the next five years and about 75%–90% of these additional employment avenues will require some vocational training.

The following table presents the projected employment in the various sectors of economy for diverse growth scenarios till 2017.

Year	GDP growth rate	Projected employment (in million)			
		Agriculture	Industry	Services	Total
2011–12	9%	229.2	105	153.5	487.7
	7%	225.4	102	149	476.4
	5%	221.5	99.1	144.6	465.2
2016–17	9%	240.2	126.2	189.5	555.9
	7%	232	116.8	174.8	523.5
	5%	224	108.1	161.2	493.3

Source: NSDC

The chart below shows the employment rates in India in both direct and indirect way, which has shown the progress in the 12th year plan



There has been great employment opportunities in various sectors due to the training and development centres established all over India. Following is the list of fields of sectors that may create great employment opportunities:

1. Sectors that will create large employment

- Textiles and Garments
- Leather and Footwear
- Gems and Jewelry
- Food Processing Industries
- Handlooms and Handicrafts

2. Sectors that will depend technology capabilities in Manufacturing

- Machine tools
- IT Hardware and Electronics

3. Sectors that will provide Strategic Security

- Telecommunication equipment
- Aerospace
- Shipping
- Defense Equipment

4. Manufacturing Technology Sectors for Energy Security

- Solar Energy
- Clean Coal Technologies
- Nuclear power generation

5. Capital equipment for India's Infrastructure Growth

- Heavy electrical equipment
- Heavy transport, earth moving and mining equipment

6. Sectors where India has competitive advantage

- Automotive Sectors
- Pharmaceuticals and Medical Equipment

7. Micro Small and Medium Enterprises Sector - The base for the Manufacturing Sector - employment and enterprise generation.**CONCLUSION**

India being a labour rich country, and with a majority of its people in the youth category displays immense potential from employment and skill development. Along with the government playing a catalyst in making people job makers, the direct and indirect employment is also portraying a subsequent upward trend.

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**A STUDY ON THE ECONOMICS OF FESTIVALS WITH SPECIAL REFERENCE TO
CONSUMER'S PERCEPTION AND SPENDING BEHAVIOR**

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ABSTRACT

Traditions are important aspect of our lives. The best way to celebrate these traditions is through celebration of festivals. Festivals like Ganesh utsav, Holi, Diwali were initially commenced so as to bring people belonging to different social strata together. It is been observed that during festive seasons, family expenses go high. Hence, it is of utmost importance that we understand the economics of festivals from consumer's view point so as to formulate appropriate policy decisions related to their expenses in future.

This paper discusses the spending habit of consumers during festive seasons on different type of products-Local and Branded, Utility and Luxury and also focuses on the motivational factors affecting the consumer's buying decision.

However, this research is not making any attempt to look into the causes leading to such behavior. For this study, primary data is been collected from a sample of Females, Males and others. Due to time constraints, the sample size could not exceed 111 in number and analysis of data was carried out using statistical tools like crosstabs and statistical package SPSS.

Keywords: Festival, Consumer Behavior, Product, Influencer.

INTRODUCTION

India has the great cultural diversity and is called the land of festivals, temples, holistic congregations and teerth-yatras (holistic voyage). As per the Rajya Sabha data, India celebrates 51 festivals throughout the year, of which 17 are nationally recognized and remaining 34 are celebrated at regional level.

Besides these festivals, as per 2011 census, we have 2.1 million temples across the country which attracts enormous stock of wealth through offerings and donations. Temples and festivals together boost-up the entire economic scenario, prosper the business and keep Indian economy vibrant through balanced expenditure. Festivals integrate the economy and society into oneness where happiness and sustainable expenditure give the stimulus to market forces, which keeps the economic condition of India away from being sluggish for a long time.

Festival economy is rapidly soaring with sizable growth rate. ASSOCHAM estimates that lord Ganesh festival generates about Rs 20,000 crore businesses across the country with 20 per cent Compound Annual Growth Rate (CAGR), particularly in Maharashtra and Telangana. Hyderabad alone generates about Rs. 5,000 crore businesses in nine-day Ganesh Chaturthi festival and provides employment for more than 20,000 families throughout the year, also during peak season of Ganesh festival (July-September). Around 60,000 people get employment opportunities in unorganized sector such as idol manufacturing sector, transportation sector, event management, flags and apparel manufacturing activities, etc.

Like Ganesh Chaturthi, Durga Puja generates about Rs 40,000 crore business in India with 35 per cent CAGR, particularly in West Bengal. The size of Durga Puja economy almost equals to one-third of the West Bengal's annual Budget. Thousands of families are traditionally involved in idol-making activity across the nation. Many branded electronic companies are involved in sponsoring Durga Puja pandals in Kolkata and artists from different countries, even from Pakistan, comes to Kolkata during this festival to give the decorative finishing touches to Maa Durga. Event management companies from France and the US are engaging in Kolkata in easing the entire activities of advertisements and cultural event programmes at Durga Puja pandals. All these artists and event management companies from different countries are capturing the festival economy and profiteering out of these festivals in a significant manner. During nine-day Durga Puja, food and beverages alone generates Rs 50-60 crore business.

All the festivals in India encourage the unorganized economy in a large scale and provide massive employment opportunities for low-skilled traditional household manufacturing sector and small micro entrepreneurs. Raksha Bandhan festival generates about Rs 400 crore businesses and provides employment to more than 4,000 families in Gujarat.

During Diwali, electronics, automobiles and apparel dominate the lion's share of business. 52 per cent of the apparel products sales take place during this auspicious festival and every individual spends 20 per cent additional expenditure for various reasons. According to Tamil Nadu Fireworks and Amorcees Manufacturers Association (TNFAMA), crackers industry plays a dominant role with Rs 10,000 crore businesses and provides employment to thousands of families in Sivakasi of Tamil Nadu.

India celebrates kite festival during Uttarayanam period and this festival generates about Rs 500 crore businesses in the country particularly in Gujarat, Uttar Pradesh and Delhi. Kite industry is traditionally a household occupation which provides employment to more than 6,000 families of Gujarat. By considering the due potential of kite industry in terms of business and employment, then Chief Minister of Gujarat Narendra Modi promoted this festival as an International Kite Festival through Vibrant Gujarat Programme.

The festive season generates as much as 30% of yearly sales for sectors such as consumer durables. For categories like salons and travel too, there is a spike of over 20%.

China overruns luminous lightings and fireworks during the festival of Diwali. According to the TNFAMA and Industry executives, out of Rs 10,000 crore businesses of fireworks, 40 per cent of the market is captured by Chinese firework products, adversely affecting about 2.5 lakh Indian artisans who earn a chunk of their total income during Diwali days.

Apart from crackers, Chinese toys are also impacting the Indian toy industry. According to the ASSOCHAM, the Indian market is full of Chinese toys. Nearly 40 per cent of Indian toy companies have been closed in the last five years, and rest 20 per cent are struggling for the break-even level. Cheap Chinese products have become the reason for the shutdown of nearly 60 per cent of the industrial units in Bhiwandi and Thane.

With the ever growing competition, in present time, it is very important to consider the consumer's needs and wants while making different promotional strategies. This is because consumers want to maximize their satisfaction and minimize their pain that is; they wish to attain maximum satisfaction while paying the minimum cost. An understanding of consumer's behavior will help analysts to prepare for better promotional activities so as to maximize their company's profits while catering to the needs of consumers. No doubt that during festivals the consumers spending does augment, yet most of the local sellers do not make enough profit so as to sustain their basic daily needs.

This survey aims to help all those who wish to increase their sales during festival season by taking into account consumer's perception of festival expenditure. For this purpose, Random sampling through structured questionnaire was done.

LITERATURE REVIEW

Festival is "an event, a social phenomenon, encountered in virtually all human cultures" (Falassi, 1987, p.1). Handelman (1998) uses the concept "events" to encompass the variety of social situations and power relationships that are expressed through festivity. He states that events are the "out of the ordinary occasions of display, through ceremony, procession and the like, which provide focal points for consumption by an 'outside' audience" (p. 41).

Getz (1997) argues that festivals are one of the most common forms of cultural celebrations; although many are traditional and have long histories, the majority was created in recent decades. While satisfying the needs of community members in participating and sharing the important moments of the community life, such celebrations frequently involved, and focused upon, travelers, as naive and willing observers (Arnold, 2000). Falassi (1987, p.1) also argues that "the colorful variety and dramatic intensity of the festivals' dynamic, choreographic and aesthetic aspects, the signs of deep seated meaning, and the historical roots and the involvement of the 'natives' often attract the attention of casual visitors". Historically, the celebrations of various festivals have always provided points of meaningful connectivity and spectacle to visitors (Picard & Robinson, 2004).

The literature review suggests that there is no single method of market segmentation (Kotler et al., 2010). It has been argued that different approaches can be used to satisfy researchers' requirements. For example, many academics claim that participants should be categorized based on their motives, since this approach can explain why the participants chose to attend an event (Reisinger and Park, 2009; Allen et al., 2008; Getz, 2007). Researchers also focus on different characteristics such as age, income, place of origin and consumption patterns because these provide a participant profile synopsis to organizers.

In a visitor market, the fundamental variable in any profitability analysis is the visitor expenditure (Aguilo & Juaneda, 2000; Chhabra et al., 2002; Poon, 1993). As understanding festival participants and delivering demand-related products is important under the increasingly competitive festival market conditions, it is natural that festival researchers have recognized that visitor expenditures are the key variables in the economic-impact measurements associated with festival development.

Previous research has shown that visitor's expenses are affected by a wide range of variables. For example Gyte and Phelps's (1989) research indicated that repeat visitors spent more money than first time visitors, and later studies highlighted the indirect correlation between expenses and number of visits. Expenditure is affected by visitor's age, motivation and frequency of visits. This highlights low, medium and high expenditure patterns associated with visitors' profiles. High expenditure consumers are more likely to be women; extremely spendthrift consumer patterns are more likely in women in a family group who at the same time have shopping as their main visit motivation (Mok and Iverson, 2000).

Lehto et al. (2004) also found that a previous visit to the destination led to a cost reduction, due to the visitors' increased awareness of the destination while Jang et al. (2009) found that the frequency of visit was a factor affecting the interpretation of visitors' expenses. For example: First-time 12 Logos Verlag Berlin - Academic Books for Sciences and Humanities visitors spends more money than repeat visitors because the latter were more familiar with the destination, therefore they were more able to manage and reduce their travel costs. Moreover, visitors who traveled in a group (friends, family, etc.) seemed to spend more money than those who traveled alone.

As expected, an important factor in defining expenditure patterns was income. Davies and Morgan (1996) analyzed family budgets in the UK, desiring to investigate income effects on accommodation and holiday travel costs, and confirmed the relationship between them. Agarnal and Yochum's study (2000) for overnight visitors in Virginia Beach, USA, showed that expenses are positively associated with income, as well as visit length, group size, number of children, and the group leader's age. Downward and Lumsdon (2000) researched determining factors of consumption and pointed out that group composition and duration of stay were more influential variables than group size.

Lehto, X., Cai, L., O'Leary, J., Huan, T. (2004), concluded that there seems to be a strong relationship between some of the demographic characteristics and expenditure patterns. Age seems to be a significant variable affecting spending patterns at the cultural festival. Retired attendees seem to affect spending in a positive way at the festival (retired visitors are the ones most likely to over-spend, as compared to everyone else). Hence, managers, practitioners, policy makers and organizers should aim to target their audience more effectively. Education seems to exhibit an unexpected impact on festival spending (the highly educated are less likely to exhibit high spending patterns).

According to Kim, Prideaux, and Chon (2010), the income from festival visitors can generate a range of economic and non-market benefits that enhance the local economy. Usually, the economic benefits include revenue generation and job creation

There is a growing stream of research focusing on the motivations of festival attendees (e.g., Backman et al., 1995; Crompton & McKay, 1997; Formica & 3 Uysal, 1996, 1998; Lee et al., 2004; Schneider & Backman, 1996; Scott, 1996; Mohr, Backman, Gahan, & Backman, 1993; Uysal, Gahan, & Martin, 1993), as studying festival and event motivation is increasingly being seen as "a key to design special offerings" (Crompton & McKay, 1997, p. 426) for festival visitors and a way to enhance the local festival economy.

PROBLEM STATEMENT

As it has been observed that celebrations in India (Festive seasons) bring about a huge turn over in the said economic conditions, it is essential for the businesses to understand Consumers buying and spending behavior to formulate appropriate strategies.

OBJECTIVES

The aim of this research paper is

1. To study the spending habits of consumers during festive season
2. To understand the factors influencing consumers decisions and purchase behavior during festive seasons.

HYPOTHESIS

H1. Ganapati celebration is the most popular festivals of all others in Maharashtra.

H2. Majority of the unemployed consumers spend most on utility and necessity goods during festival season.

H3. Traditions are the motivating factor which drives consumers to buy more during festival season.

H4. Consumers prefer buying necessary branded low-cost goods than buying luxurious branded high-cost goods during festive seasons.

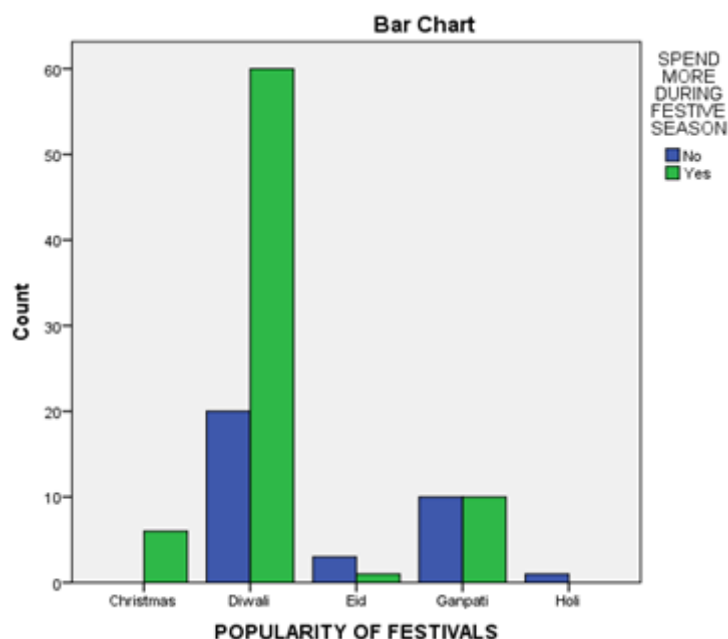
H5. Consumers often spend more when they shop with their families.

RESEARCH METHODOLOGY

- This research is both Primary and Secondary in nature.
- Type of research: Exploratory in nature
- Sampling method: Simple Random sampling
- Sampling place: Mumbai and Navi Mumbai
- Respondents category: Females, Males and others
- Number of respondents: 111
- Data collection method: Structured questionnaire
- Tool used for analysis: Excel and SPSS (Crosstabs)

ANALYSIS

1. The most popular festival and the spending of the same



Chi-Square Tests

	Value	df	Asymp sig 2 sided
Likelihood ratio	14.579	4	.006
Pearson chi-square	13.345	4	.010
N of valid cases	111		

INTERPRETATION: From the above bar chart, it can be observed that, Diwali is the festival in which people spend the most, followed by Ganpati, Eid, Christmas and Holi. Once again, in terms of popularity, diwali outranged all other festivals because people spend more during this festival than any other festival. This shows that Diwali is the most celebrated festival.

The chi-square table indicates that, there exists a significant difference among the expenditure and popularity of different festivals. Since the Significance value is less than .05;

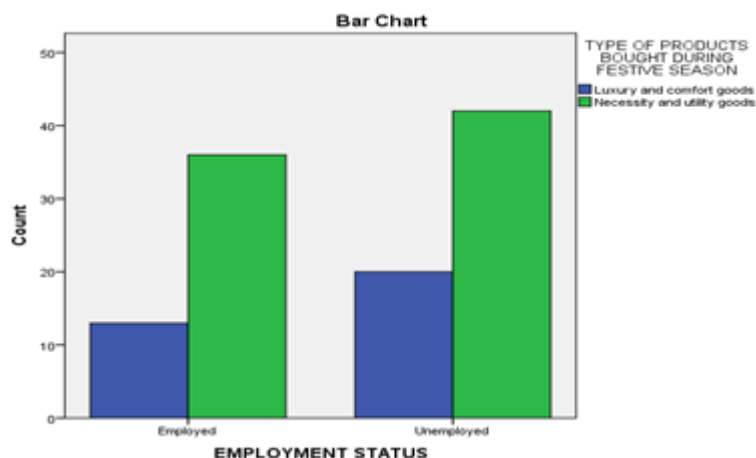
Thus the hypothesis,

H1: Ganpati celebration is the most popular of all festivals in Maharashtra is REJECTED.

The alternate is true that is,

Ha: Ganapati celebration is not one of the most popular of all festivals in Maharashtra.

2. Unemployed consumer's spending



Chi-Square Tests					
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.430 ^a	1	.512		
Continuity Correction ^b	.199	1	.655		
Likelihood Ratio	.432	1	.511		
Fisher's Exact Test				.538	.329
N of Valid Cases	111				
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 14.57.					
b. Computed only for a 2x2 table					

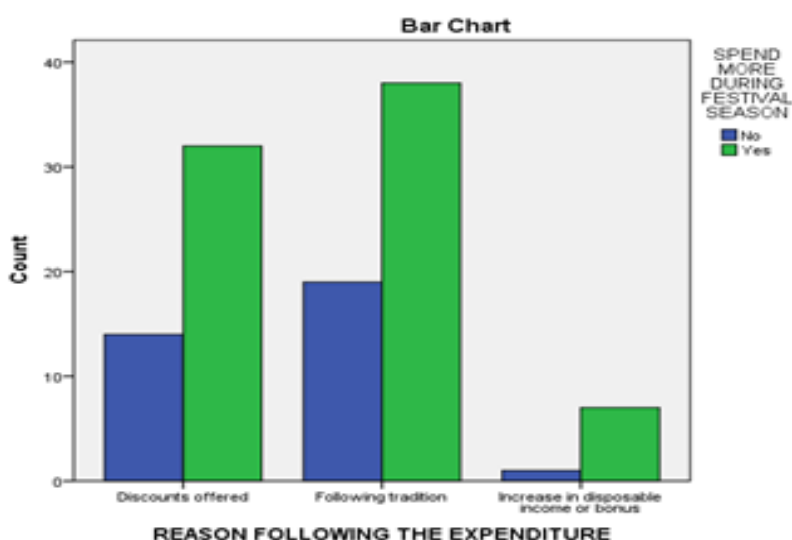
INTERPRETATION: The above bar chart demonstrates the type of products that are usually bought by people. For the ease of research, people are divided according to their employment status. It can be clearly seen that, employed as well as unemployed consumers buy more of necessity and utility goods during festivals. Yet, unemployed consumers buy luxury and comfort goods more than the employed consumers.

Since the Significance value is greater than .05;

The hypothesis,

H2: Majority of the unemployed consumers spend the most on utility and necessity goods during festival season is ACCEPTED.

3. Reason following the purchase during festivals



Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.434 ^a	2	.488
Likelihood Ratio	1.652	2	.438
N of Valid Cases	111		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 2.45.

INTERPRETATION: The above bar chart shows the reasons which support consumer's spending during festival season. The reasons or motivations like surge in disposable income or bonus, traditions and discounts are taken into consideration. From the above it can be seen that, people who spend more during festivals do so in order to follow their traditions. This indicates that, people though living in urban areas do necessarily follow their traditions. On the same lines, consumers who currently do not spend more during festival season would also have wanted to spend money to follow their traditions. Various kinds of discounts offered seem to be the second factor motivating consumers to spend more.

Since the Significance value is greater than .05;

Thus the hypothesis,

H3. Traditions is the motivating factor that drives consumers to buy more during festival season is ACCEPTED.

4. Buying local low-cost (necessity) or branded high-cost (luxury) goods

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.162 ^a	3	.762
Likelihood Ratio	1.149	3	.765
N of Valid Cases	111		

a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 3.68.

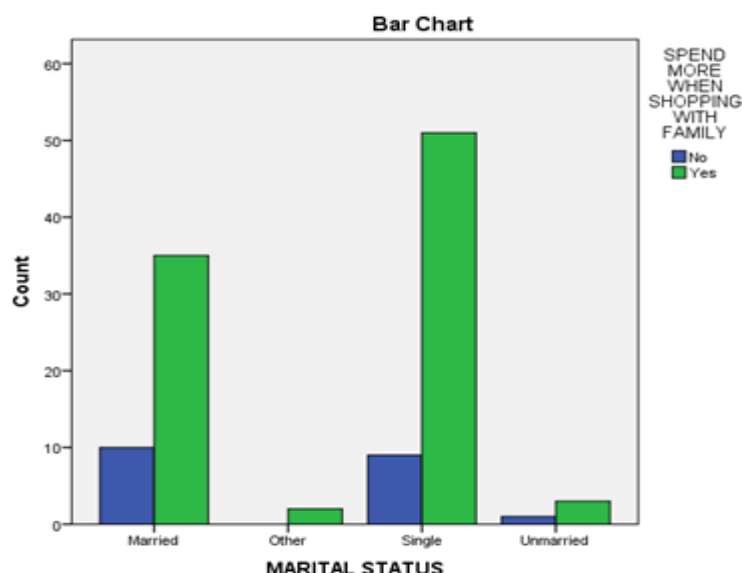
INTERPRETATION: The bar chart above represents the quality of product preferred by consumers in accordance to the cost of the product. It is observed that, necessary and utility goods top consumer's preferences. While almost all consumers prefer buying necessary goods during festival season, they at the same time buy branded low cost necessity goods showing their proclivity to purchase branded goods to local goods.

Significance value is more than .05,

Thus the hypothesis,

H4. Consumers prefer buying necessary branded low-cost goods than buying luxurious branded high-cost goods is ACCEPTED.

5. Surge in consumer's spending



Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.480 ^a	3	.687
Likelihood Ratio	1.813	3	.612
N of Valid Cases	111		
a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is .36.			

INTERPRETATION: The bar chart above bifurcates people on the basis of their marital status. It can be seen that, people of varied status have shown an accretion in shopping with their family than when they are shopping alone. In fact, surprisingly most of the single consumers have reported an increase in shopping when they shop with their families. Hence, it can be inferred that, family is a strong influencer which affects the amount of shopping done by an individual.

The chi-square table demonstrates that there exists not much significant difference among the marital status of a consumer when he/she shops with his/her family.

Thus the hypothesis,

H5. Consumers often spend more when they shop with their families is ACCEPTED.

CONCLUSION

Festivals occupy an important part of lives. Most of the people on an average celebrate anywhere between 4 to 8 festivals per year while there are quite a few (almost 30%) who celebrate at the most 4 festivals a year. According to the analysis, the percentage of consumers who spend 0 to 20,000 or more varies greatly though their proportion remains more or less the same.

Most of the consumer's expenses proliferate during festive season. This surge in spending is backed by following of traditions. Hence tradition is the motivational factor driving consumers to spend more during festivals season.

In Maharashtra, consumers have noted that they spend the most in diwali than in any other festival. Also, diwali has been recorded as the most popular festival of Maharashtra.

It has also been indicated by the survey that, consumers prefer buying Necessity branded low-cost utility goods than buying Luxurious branded high-cost goods. Similarly, they have recorded purchasing goods physically than buying them online during festivals.

Majority of people have said that they tend to shop more when they are with their families than when they shop alone. Also, they have mentioned that, they do postpone the purchase of some items in order to buy some other items during festival season. This implies that, there is a significant amount of opportunity cost involved in buying of items during festive season, hence almost 50% of consumers feel that they should reduce their festival expenditure.

In order to add some flavor to the original traditions, 91% of consumers said that they would love to celebrate the festivals with the unprivileged section of the society.

SUGGESTIONS

Following suggestions are drawn to the marketers:

It is been observed and studied that consumers (all demographics) celebrate festivals (Diwali in Mumbai) as one of their favorite festivals. Spending pattern and purchasing power goes high during this period (2 weeks). Based on their needs, likes and dislikes, the marketers have a wider scope to effectively increase their sales.

LIMITATION

The study has following limitation:

- The number of respondents could not exceed 111.
- The respondents belong to Maharashtra.
- The study does not take into account the reason behind consumer's choices.

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DISABLED FRIENDLY LIBRARIES- CURRENT STATUS, DISCUSSIONS AND SUGGESTIONS

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ABSTRACT

Library is one of the necessities for students. However, not all students are equally fortunate. There is a section of students that are not able to take advantage of library facilities due to various limitations. This paper aims to identify better management practices that may help all the students, which includes physically unfit students to utilize the resources of libraries. The suggested model can be adopted by libraries for better management and placement of equipment and resources.

Keywords: Library, disable students, Layout

INTRODUCTION

Education and access to education is one of the fundamental rights of human being. But availing this fundamental right is very difficult for a section of persons, namely disabled persons. In a country like India, disabled persons are the most ignored section of society. Availing education and access to information is a daunting task for disabled persons. But now this situation is undergoing change. One area which is undergoing change is library services for disabled persons. An ideal library can be described as a facility where every member of community without discrimination is offered access to the latest and any kind of information. But libraries have been criticized on the grounds that people with disability are not provided for by the libraries.

The research focuses on library services and facilities available for disabled persons. Research also includes University Grants Commission guidelines for disabled persons, PWD Act 1995. Researchers have also studied how disabled friendly are the library services in colleges under University of Mumbai. This paper also suggests a list of good practices for library services with respect to disabled persons.

OBJECTIVES OF THE RESEARCH

- To understand the UGC guidelines with respect to library facilities for disabled students
- To understand the PWD Act guidelines with respect to disabled persons
- To study the library facilities available for disabled students across different colleges under University of Mumbai.
- To design ideal model of library services with respect to layout and facilities for disabled students

RESEARCH METHODOLOGY

This research is Exploratory research.

Exploratory research (ER) is an examination into a subject in an attempt to gain further insight.

With Exploratory Research, we as researchers started with a general idea and used research as a tool to identify issues that could be the focus of future research.

Primary Data

- Questionnaire: Self completion online questionnaire was developed and distributed to college librarians. Mailed to 800. Responses-20.
- Personal visit: Personal visit to various colleges to get first-hand information was also undertaken

Secondary Data

- Data has been collected from various research papers, articles, journals and institutional websites

Limitation

- ☐ Limited to University Of Mumbai
- ☐ Less time
- ☐ Small Sample

RELEVANCE OF STUDY

- ☐ Aims at improving facilities for disabled students.
- ☐ Relevant – in present times as Government is working on it.

**OBJECTIVE-1: UNIVERSITY GRANTS COMMISSION (UGC GUIDELINES)
HIGHER EDUCATION FOR PERSONS WITH SPECIAL NEEDS (HEPSN)**

The Persons with Disabilities Act 1995 indicates that differently-abled persons should have access to education at all levels. In the higher education sector, the University Grants Commission (UGC) is supporting universities and colleges in the country to involve in special education activities to empower differently-abled persons. The UGC had started the scheme of assistance to universities/colleges for Higher Education for Persons with Special Needs (Differently-abled Persons) (HEPSN) during the Ninth Five-Year Plan, which continued in the Tenth Plan. The HEPSN scheme is basically meant for creating an environment at the higher education institutions to enrich higher education learning experiences of differently-abled persons. Creating awareness about the capabilities of differently-abled persons, construction aimed at improving accessibility, purchase of equipment to enrich learning, etc., are the broad categories of assistance under this scheme.

OBJECTIVES OF HEPSN

The specific objectives of the HEPSN Scheme are as follows

1. To provide equal educational opportunities to differently-abled persons in higher education institutions.
2. To create awareness among the functionaries of higher education about the specific educational needs of differently-abled persons.
3. To equip higher education institutions with the facilities to provide access to differently-abled persons.
4. To provide special devices to higher education institutions that will augment the learning experiences of differently-abled persons.
5. To monitor the implementation of all existing and future legislation and policies, which are pertaining to higher education of differently-abled persons.

PROVISION OF FACILITIES AND FINANCIAL ASSISTANCE

The HEPSN scheme has three components. They are enumerated as follows:

Component 1 - Establishment of Enabling Units for differently-abled persons

Component 2 - Providing Access to Differently-abled persons

Component 3 - Providing Special Equipment to augment Educational Services for Differently-abled Persons

Objective 2-PWD ACT, 1995

This Act may be called the Persons With Disabilities (Equal Opportunities, Protection of Rights and Full Participation) Act, 1995. There has been an increasing recognition of abilities of persons with disabilities and emphasis on mainstreaming them in the society on the basis of their capabilities. The Government of India has enacted this Act for persons with disabilities which provides for education, employment, creation of barrier free environment, social security, etc. It extends to the whole of India except the State of Jammu and Kashmir.

The Act defines “Disability” as means

- Blindness
- Low vision
- Leprosy-cured
- Hearing impairment
- Loco motor disability
- Mental retardation
- Mental illness;

The Act has also given guidelines with respect to provisions for disabled people to be followed by institutions. Some of the guidelines are as follows:

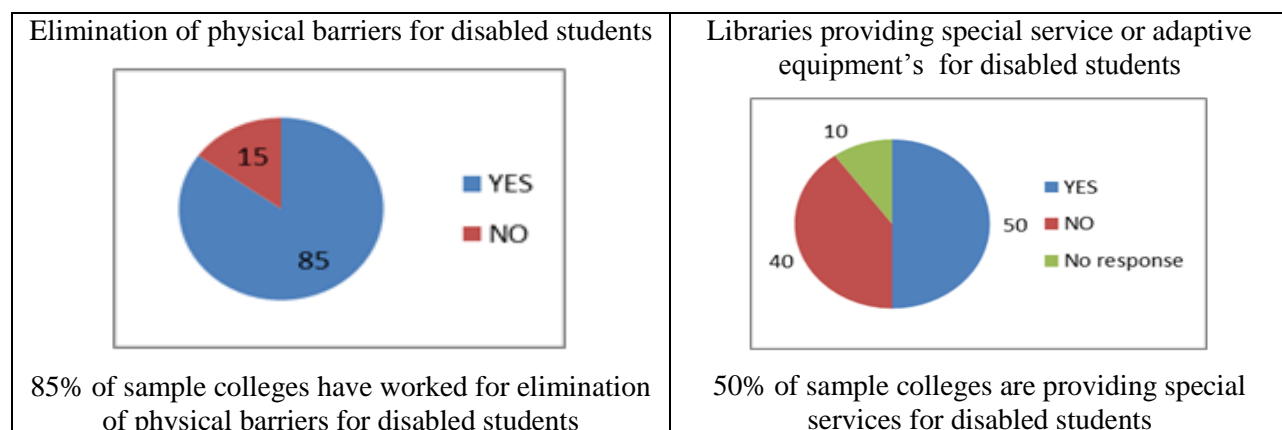
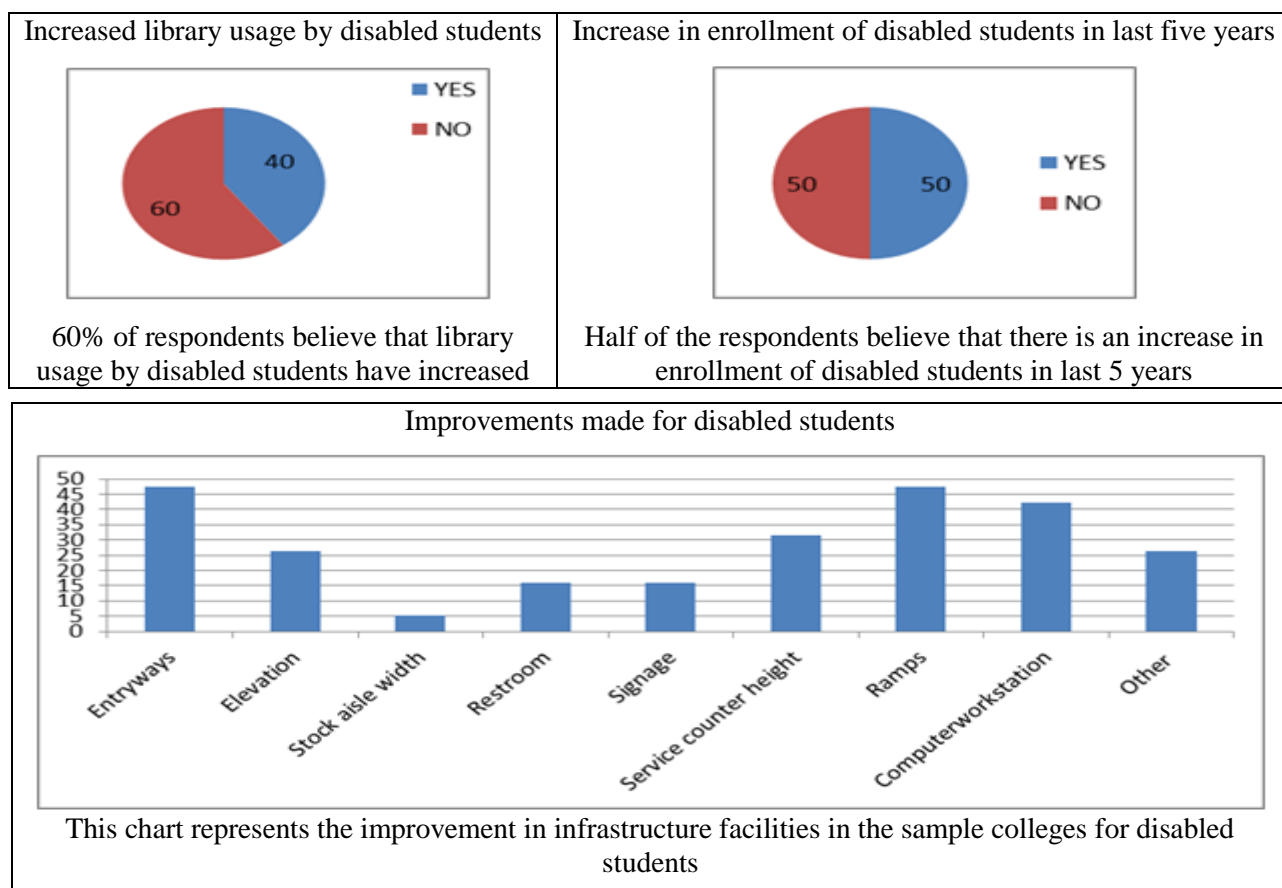
- Installation of auditory signals at red lights in the public roads for the benefit of persons with visually handicap;
- Causing curb cuts and slopes to be made in pavements for the easy access of wheel chair users;
- Engraving on the surface of the zebra crossing for the blind or for persons with low vision;

- Engraving on the edges of railway platforms for the blind or for persons with low vision;
- Devising appropriate symbols of disability;
- Warning signals at appropriate places.
- Ramps in public buildings;
- Braille symbols and auditory signals in elevators or lifts;
- Braille symbols and auditory signals in elevators or lifts;
- Ramps in hospitals, primary health centers and other medical care and rehabilitation institutions.

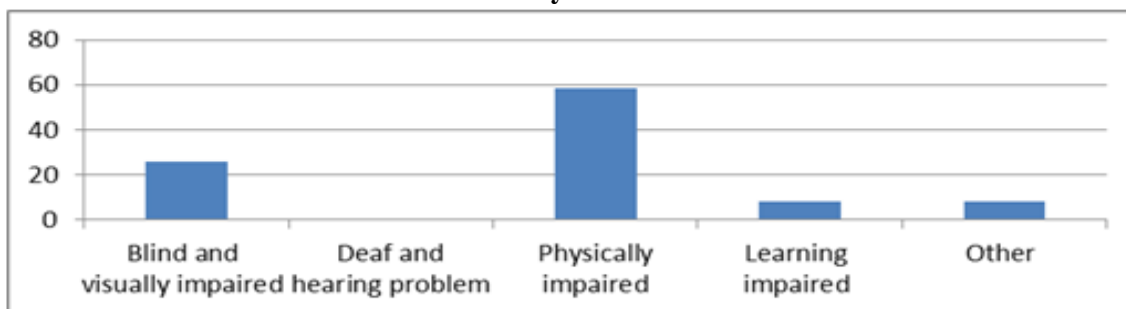
OBJECTIVE-3:- TO STUDY THE LIBRARY FACILITIES AVAILABLE FOR DISABLED STUDENTS ACROSS DIFFERENT COLLEGES UNDER UNIVERSITY OF MUMBAI

DATA ANALYSIS

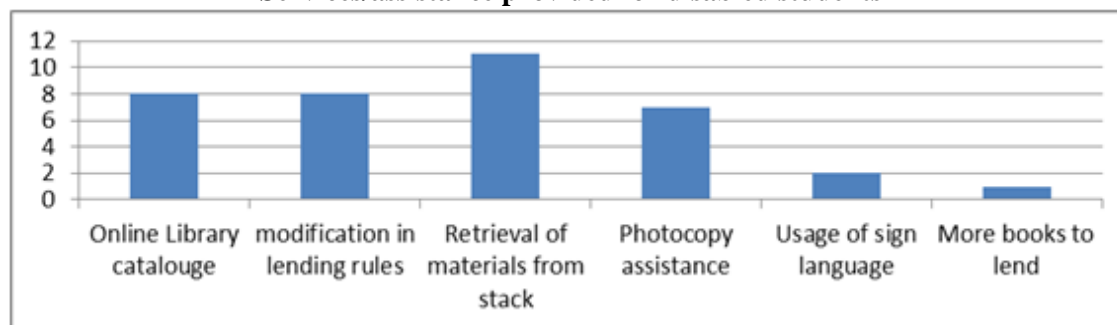
Analysis of Data collected through questionnaire has been analysed and presented in form of graphs and pie chart.



Disability catered to

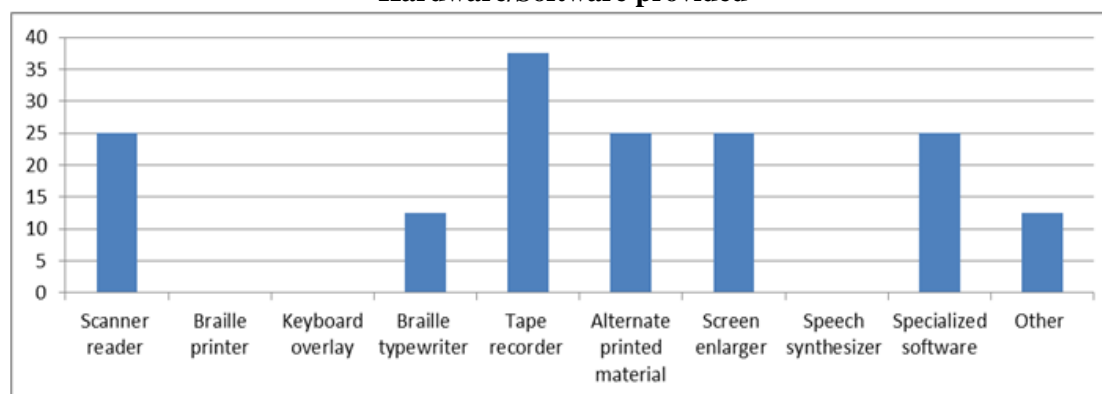


Services/assistance provided for disabled students

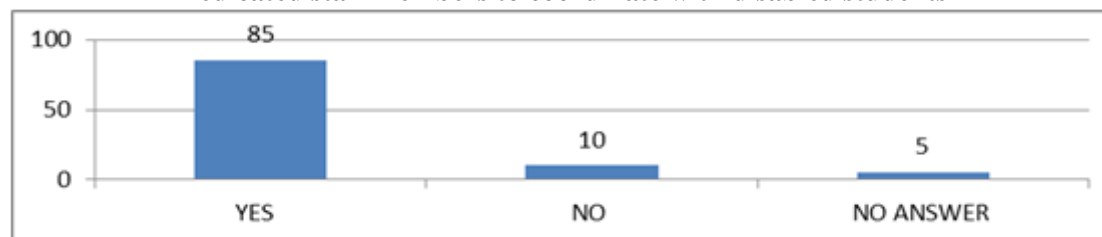


This graph represents different services provided for disabled students by sample colleges

Hardware/Software provided

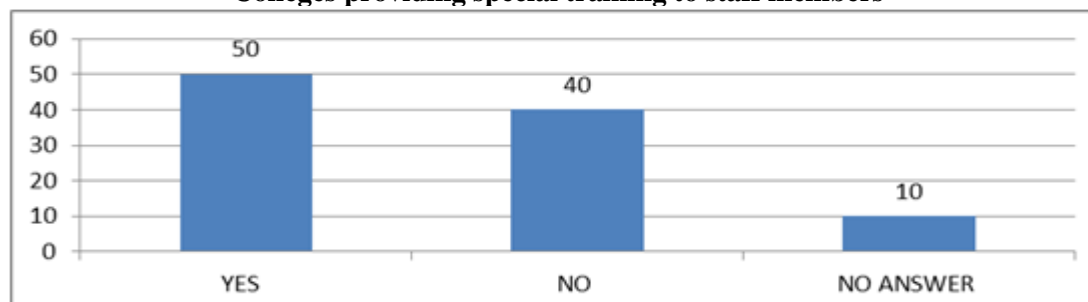


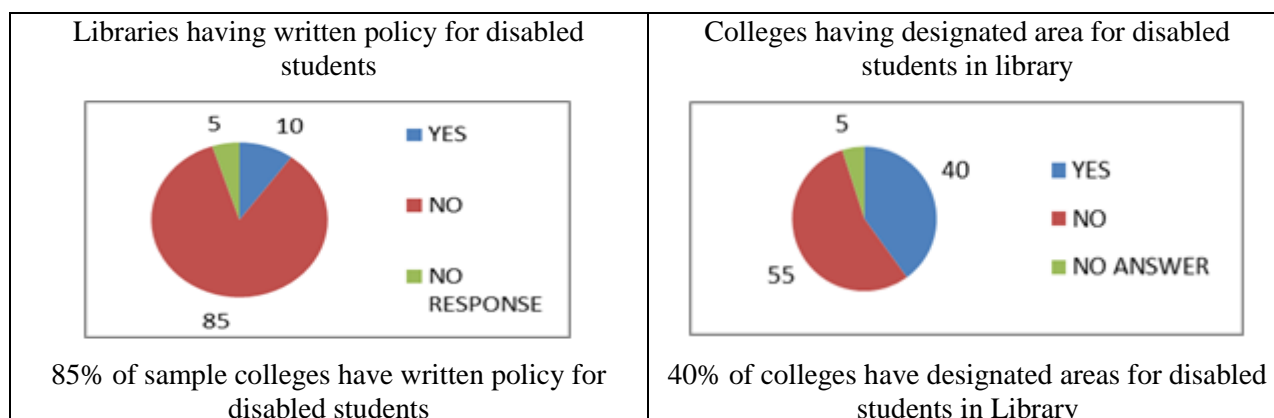
Dedicated staff members to coordinate with disabled students



85% of sample colleges have dedicated staff members to co-ordinate with disabled students

Colleges providing special training to staff members





Resource or other constraints faced

- Non availability of adequate funding
- Limited availability of sophisticated equipments
- Organisational barriers
- Less number of students

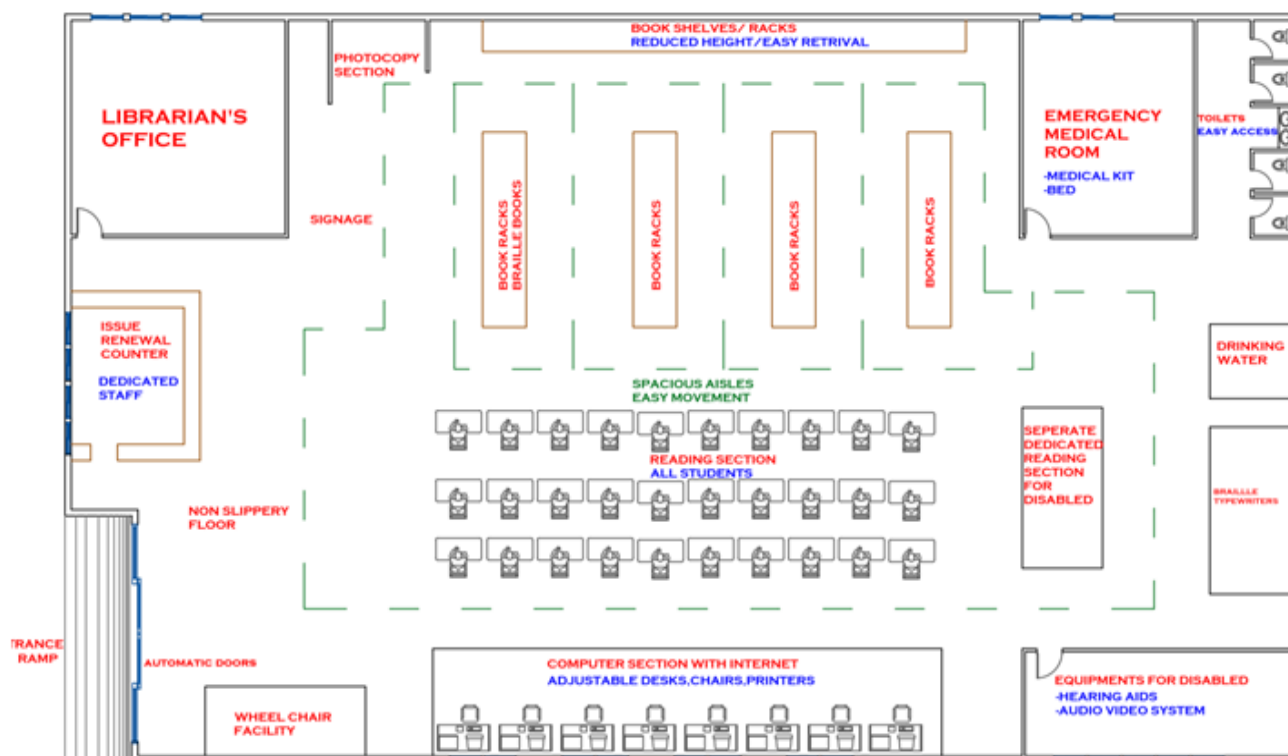
RESEARCH FINDINGS

SUGGESTIONS

<p>1. EASY ACCESSIBILITY- PHYSICAL ACCESS</p> <ul style="list-style-type: none"> • Ramps, Automatic doors • Lift alternative access • Separate issue and enquiry counters • Switch board levels • Flooring – Non slippery • Appropriate furniture • Adjustable desks and chairs • Hearing systems • Signage & Acoustics • Printed and Electronic Information • Accessibility of equipments 	<p>2. DEDICATED LIBRARY SERVICES</p> <ul style="list-style-type: none"> • Staff with dedicated time • Book retrieval facilities • Easy photocopying facilities • Inter library loans • Magnifiers • Dedicated computers • Separate and dedicated sitting area • Home delivery on request • Online book renewals • Electronic enquiry services
<p>3. HARDWARE & SOFTWARE FACILITIES</p> <ul style="list-style-type: none"> • Braille typewriter and printer • Compact Disks • Computers with screen reading software and Audio systems • Internet facilities • Low vision aids • CCTV's 	<p>4. STAFF & HUMAN FACTORS</p> <ul style="list-style-type: none"> • Responsible staff • Adequate training to staff • Dedicated staff

IDEAL DISABLED FRIENDLY LIBRARY LAYOUT

Explanation of model- Libraries should be at ground floor or proper elevation facility. Entrance should have a ramp with automated doors. There should be wheelchair facility at the entrance with non-slippery floor. Next to the door should be dedicated staff counter for disabled students. Special dedicated spaces for disabled students with Spacious and easy movement and low racks in the book section. Braille book section should also be there. Emergency room should be made with a separate room for deaf students and blind students with special equipments. This model will make library access very easy for disabled students. This will promote use of library and research facilities.



CONCLUSION

- Persons/students with disability face major constraints in using library services and facilities
- Most of the colleges in Mumbai lack facilities and services for disabled students
- Some colleges have taken a step towards making their libraries disabled friendly.
- Steps are being taken by Government and Educational Regulatory bodies to bring in needed changes for disabled persons and students at different areas.
- Educational institutes need to take into consideration the needs of disabled class of students

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TO STUDY IMPACT OF INNOVATIONS IN TECHNOLOGY ON MANAGEMENT EDUCATION

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ABSTRACT

In this paper we will discuss the current status of technological innovations in Management education, as an example of innovations in management education; we will highlight online learning and time efficiency of learning using accelerated and intensive approaches. This paper contributes to focus on impact of innovations in technology on management education. This paper tries to depict how digital technology empowers management students towards holistic education for training and development and how it bridges the gap between classroom and self learning as a weapon for faculties to be more expressive. It discusses some pertinent issues and concerns in digital technology and its impact in the current management educational scenario in India. The study was conducted in Mumbai region & data was collected with the help of structured questionnaire for students and faculty, analyzed using simple percentage method to find out the impact of innovative technology on management education sector. Technology has already proved its effectiveness in many sectors, though it has also been serving the educational sector since many years, but how far has it progressed in the management education sector will be analysed through this paper.

Keywords: Technology, Innovations, Management Education, Online, Digital, Holistic education.

INTRODUCTION

Digital innovation has become the boom in every sector. Management education has been witnessing the digital revolution since many years, but it's difficult to predict how far this change is progressing and benefitting the sector. Management education is that part of education sector which generates and gives birth to future managers. Future or success of any organization is dependent upon a successful and smart managers, be it a field of finance, marketing or human resource. Now days it can be seen that every sector is opening its gateway towards some or the other management programs be it, software, logistics, hospitality or whatsoever, it is because majority of the departments needs to be run by the managers and managers should learn about the new approaches and strategies of how to manage. Technovation has provided an opportunity to each and every sector to enter into management education. Management education previously focused more on talk and chalk method and not much of practicality was practiced with the theories. Theories given by Fayol, Taylor, Kotler etc, was merely practiced in classes all had a theoretical viewpoints. Now the technological innovations has provided platform for the students and the faculties too of the management field to apply those theories tactically into the theoretical session in a way which is more practical and to know its relevance in this era. (Rajshree, 2018)

MANAGEMENT EDUCATION

Education in management comprises of studies which focuses on teaching the managerial aspects of business to students by the faculties who have already experienced the same theories into the market. Management is that field or stream of education which gives the organizations their capable managers. It is the curriculum in management education which prepares the base of future managers by teaching them the management theories which can be applied in organization practically. Now this field of management education has become a diversified field which guides the students in different areas i.e. HR, Marketing, Finance Media, Insurance etc, so that they learn management concepts and principles.

INNOVATIONS IN TECHNOLOGY

To innovate is to step beyond what we have been currently doing and to develop a creative thought that helps us to do our job in a more innovative way. The rationale of any invention, therefore, is to create something diverse from what we have been already doing. (Peter Serdyukov, 2017) Innovations in technology have lead the foundation for new prospects in the education sector. Innovations like Laptop, i-pads, Kindler, Mobile phones, etc. has reached to a level which have played a greatest resource of technovations in education. Internet, world-wide-web is driving the students towards a new revolution. Technovations has rewarded the education sector with many online and offline tools to make the work more innovative. Video conferencing, web chats, webinars, web messaging, research tools and software etc are the innovations which is guiding the world.

IMPACT OF INNOVATIONS IN TECHNOLOGY ON MANAGEMENT EDUCATION

Technology consists of the use of, tools, techniques, materials and sources of power to make life endurable or more pleasurable and work more efficient.

OBJECTIVES

1. Study of innovations in technology on management education
2. Study of Impact of innovations in technology on management students.
3. To evaluate the factors leading to innovations in technology in education with reference to faculties and students.

REVIEW OF LITERATURE

Education is sometimes perceived as a sector which is resistant to change, while at the same time it faces a crisis of productivity and efficiency. Innovation could help improve the quality of education, as well as provide more “bang for the buck” in times of budget pressures and rising demand- Innovating Education and Educating for Innovation the Power of Digital Technologies and Skills, OECD, 2016.

G.N. Wikramanayake, 2014, in research work has reported that Paradigm shifts in today’s world have acknowledged the Machine / Industrial era being substituted by Technology / Information era. Similarly production process has moved from Products to Knowledge, Workplace has shifted from Physical to Virtual and its focus has changed from Worker to Customer.

Janni Nielsen, 2018, has supported in the project that aims to contribute significantly to higher education by proposing a specific master’s degree program to develop innovative managers, researchers, and local developers as well as provide a direct link between industry and society using a framework of blended learning approach.

The birth of digital and conversational technologies has brought forth the new concept of secondary orality (Ong, 1982). This terminology highlights that learning and teaching should go beyond printed notes and materials towards a greater stress on group work, promoting student communities, and encouraging student participation. The concept encourages a greater sense of interaction with and “ownership” of knowledge, emphasizing self-awareness and expression, and effectively using electronic tools in the education (Gronbeck, Farrell, & Soukup, 1991)

RESEARCH METHODOLOGY

- **Type:** Empirical Research
- **Data Type:** Combination of Primary as well as Secondary data
- **Instrument:** Survey Instrument is used in this project.
- **Method used:** Quantitative statistical analysis.

Findings from survey and analysis (Student)

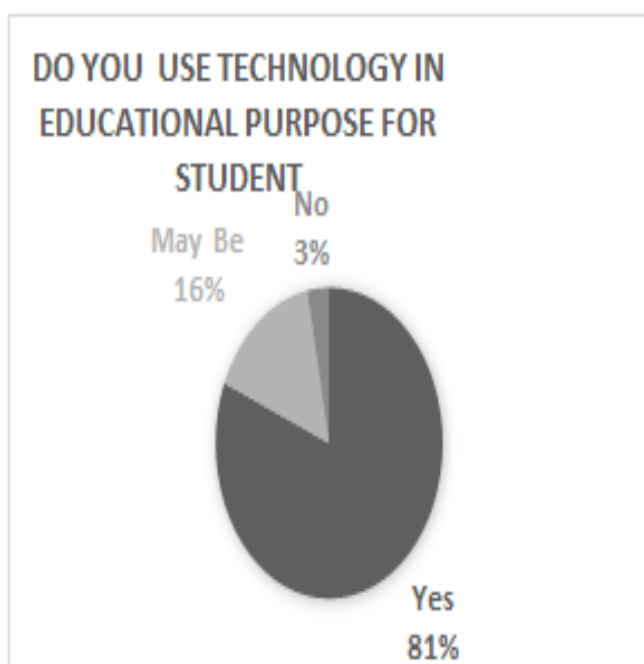


Figure no-1

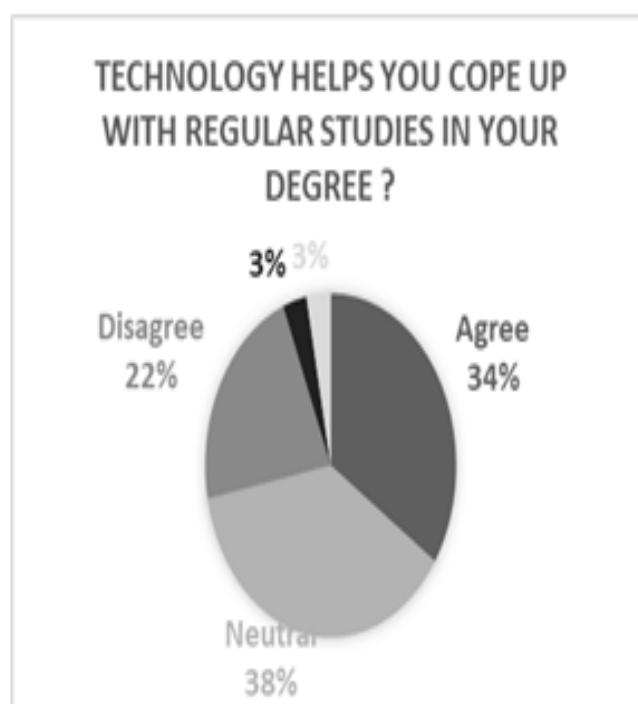


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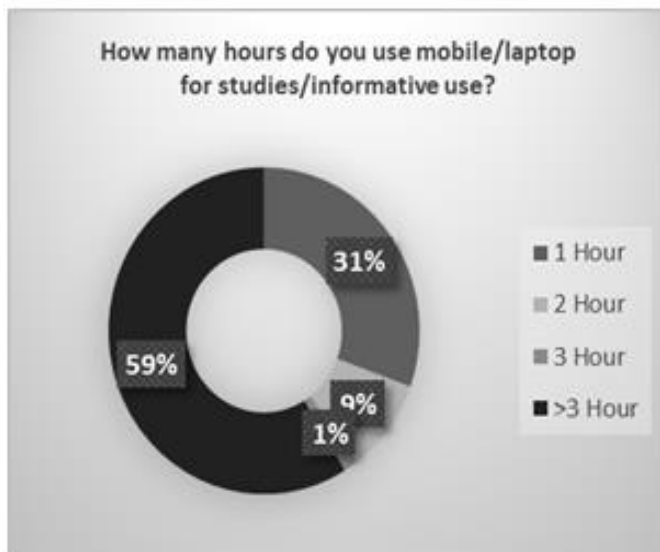


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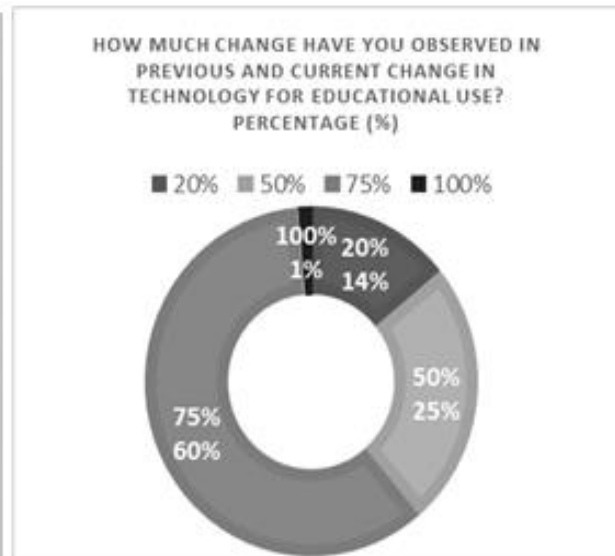


Figure no-4

Figure 1 To 4: Compiled by researcher

Diagram 1: It shows 81% of student use technology for the educational daily advancement.

Diagram 2: Results shows the normative use of technology is benefited to vast population under study indicating a positive outcomes in survey.

Diagram 3: 59 % of population use technology for the advancement in longer duration of educational purpose.

Diagram 4: A drastic change has been observed, i.e. from survey as well as the technological changes getting better day by day provides a great platform to exfoliate in each specialization as per the passion of each individual.

Interpretation

With the analysis above it can very well be presented that students of today's era are more prone towards technology usage in their daily educational requirements. Technology to a greater extent is helping the management students in achieving their goals and reaching heights and exploring the world. More user friendly innovation in technological revolution has in fact aided the students with new catalysts to make searches and learn more. Continuous and increasing changes every nano second in the technology is providing the opportunity to the upcoming talents in management to upgrade their skills and make it more competitive to sustain in the competitive world. Thus it can very well be presumed from analysis that regular up gradations must be there in technologies which can be used by the management students to bring advancement in their skills.

Faculties Response analysis

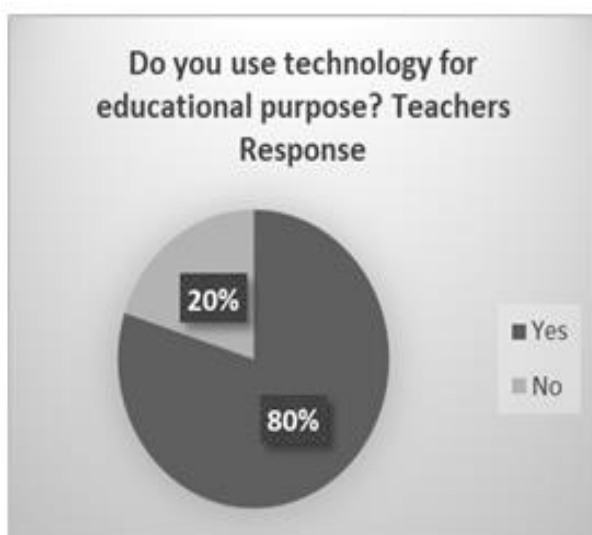


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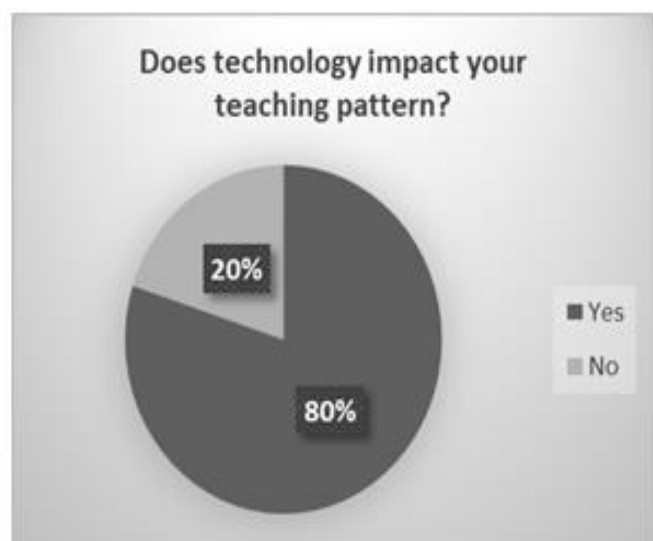


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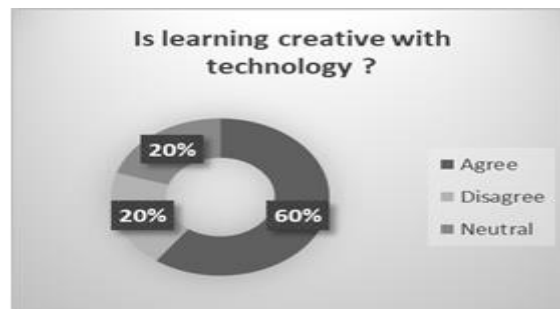


Figure no-7

Figure 5 To 7: Compiled by researcher

Diagram 5: 80% of faculties use technology for teaching purpose.

Diagram 6: Adequate impact is observed in teaching as far as the technology is consider in same from survey.

Diagram 7: 60 % of faculty population adhere to creative teaching via technology, whereas 20-20% emphasis on teaching methodology wherein creativity is essential to limited constrains.

Other findings from survey: Frequency of faculties using technology for educational purpose was reviewed and observed that faculties often consider e-media a compact tool for enhancing teaching methodology.

Interpretations

From the above analysis it has been evaluated that majority of the faculties are exercising digital tools to conduct teaching in a more innovative way and they are using these technologies not only to teach but more to update themselves or their area of knowledge with the current trends and issues. Faculties are adapting new technology in teaching methodologies so as to create an impact and create the interest of students towards more technological revolution.

CONCLUSIONS

The face of education, whether online, hybrid, or classroom, is constantly changing, and it is important for educators to stay abreast of the many opportunities and possibilities that are available. The technology hasn't reached the rural areas as far as the innovation is concern, it is the need of today to have vast spread over in each area of country. In return will provide the learner and the instructor a base for exploring new passion in their respective field. The further elastration from the research states that the variant of subject or field, the contents may differ and thereby giving equally content of information through technology becomes a great challenge. The content drafting in educational field is it's a complicated task.

LIMITATIONS FOR RESEARCH

- Adequate response from the respondents.
- Time constraints
- Study is based on limited sample size hence cannot be generalized with huge set of population in the society
- Possibility of peripheral feedback
- Open ended questions are respondent in different set of manner by each individual.

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DIGITAL MARKETING AND ITS IMPACT ON CONSUMER BEHAVIOUR

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ABSTRACT

Marketers are faced with new challenges and opportunities within this digital age. Digital marketing is the utilization of electronic media by the marketers to promote the products or services into the market. The main objective of digital marketing is attracting customers and allowing them to interact with the brand through digital media.

The buying pattern of consumer is changing at a faster rate in the customer oriented market environment. Consumer behaviour differs when it comes to the product, price, features, quality, packaging, buying behaviour, status, generation; age of the customer etc. however, youth is the most complicated group to correspond with. The changing preferences of the present day youth affects the buying pattern because they mostly follow the rhythm of fashion and taste according to the changing time. Therefore, Marketers spend crores of rupees and invest too much time on market research every year to identify and predict the changing youth behaviour. Now digital marketing has posed many challenges to the marketer in the retail segment. The present generation is more fascinated.

Online Marketing refers to a set of powerful tools and methodologies used for promoting products and services through the Internet. Online Marketing is also known as Internet Marketing, Web Marketing, Digital Marketing and Search Engine Marketing (SEM). Online Marketing is the exchanging values between the seller and buyer and it is done online. Businesses are spending more on and partaking in online marketing than ever before, the world over. Understanding the consumer behavioural factors that influence e-marketing effectiveness is crucial.

Keywords: Digital Marketing, Consumer Behaviour, Online Marketing

INTRODUCTION

Digital marketing is one type of marketing being widely used to promote products or services and to reach consumers using digital channels. Digital marketing extends beyond internet marketing including channels that do not require the use of Internet. It includes mobile phones (both SMS and MMS), social media marketing, display advertising, search engine marketing and many other forms of digital media. Digital Marketing is defined as buying and selling of information, products, and services via computer networks or internet. Internet and electronic commerce technologies are transforming the entire economy and changing business models, revenue streams, customer bases, and supply chains.

Marketing parallels other business functions such as production, research, management, human resources and accounting. As a business function, the goal of marketing is to connect the organization to its customer's. Marketing as a process of managing the flow of products from the point of conception to the point of consumption. Although the basic process of marketing has not changed. Through digital media, consumers can access information any time and any place where they want. With the presence of digital media, consumers do not just rely on what the company says about their brand but also they can follow what the media, friends, associations, peers, etc., are saying as well. Digital marketing is a broad term that refers to various promotional techniques deployed to reach customers via digital technologies.

Online retailers are now pushing a larger number of categories such as electronics and white goods. In these emerging models, intangible assets such as relationships, knowledge, people, brands, and systems are taking center stage. India is the world's 3rd largest internet population. After the proliferation of Internet, Marketing strategy has taken an off root to reach out to the public. The tremendous growth that digital marketing has shown cannot be match up with any other strategy Buying behaviour of an individual plays a predominant role in the consumer behavior in general and among the youth in particular. Buying behaviour marketing is a process of establishing relationships between products offered in the market and targeted buying behaviour groups. It involves segmenting the market on the basis of buying behaviour dimensions, positioning the product in a way that appeals to the activities, interests and opinions of the targeted market and undertaking specific promotional campaigns which exploit buying behaviour appeals to enhance the market value of the offered product

OBJECTIVES OF THE STUDY

The main objective of this paper is to identify the effectiveness of digital marketing in the competitive market. The supportive objectives are following:

1. To show the various elements of digital marketing;
2. To focus on the basic comparison between traditional and digital marketing;
3. To identify the factors influencing the changing buying behavior of the youth
4. To state the benefits and limitations of online marketing

LITERATURE SURVEY

According to Hoge (1993), electronic marketing (EM) is a transfer of goods or services from seller to buyer involving one or more electronic methods or media. E-Marketing began with the use of telegraphs in the nineteenth century. With the invention and mass acceptance of the telephone, radio, television, and then cable television, electronic media has become the dominant marketing force. McDonald's uses online channel to reinforce brand messages and relationships. They have built online communities for children, such as the Happy Meal website with educative and entertaining games to keep customers always close to themselves (Rowley 2004).

According to Chaffey (2011), social media marketing involves "encouraging customer communications on company's own website or through its social presence". Social media marketing is one important technique in digital marketing as companies can use social media form to distribute their messages to their target audience without paying for the publishers or distributor that is characteristic for traditional marketing.

According to Gurau (2008), online marketing environment raises a series of opportunities and also challenges for social media marketing practitioners.

Sathish and A. Rajamohan (2012), In their study Consumer behaviour and buying behaviour marketing, a general approach of consumer is taken. A consumer's buying behaviour is seen as the sum of his interactions with his environment. Buying behaviour studies are a component of the broader behavioural concept called psychographics." Harold W. Berkman and Christopher Gilson define buying behaviour as "unified" patterns of behaviour that both determine and are determined by consumption. The term "unified patterns of behaviour" refers to behaviour in its broadest sense. Attitude formation and such internal subjective activities may not be observable, but they are behaviour nonetheless.

RESEARCH METHODOLOGY

In this paper, an attempt is made to understand the role of consumer behaviour with reference to digital marketing, as to how a marketer is using a modern tool of communication to attract the customers and how this tool is giving benefits to the customers in buying, at the same time what are the problems a marketer faces when using this tool to connect with its customers.

LIMITATIONS

The limitations of this study results into the following

1. The tastes and preferences of the consumers are also changing at a rapid rate. The marketers are finding it difficult to cope up with the changing need of the customers.
2. The buying behaviour of younger generation not only influences their individual buying behavior, but also it influences the buying behavior of the family
3. Digital Marketing is expensive to maintain it as lot of companies don't invest too much funds in this platform
4. Still lot of customers don't prefer things to buy from this tool as they consider to be not genuine products

FINDINGS & DISCUSSIONS

Traditional marketing is the most recognizable form of marketing. Traditional marketing is non-digital way used to promote the product or services of business entity. On the other hand, digital marketing is the marketing of products or services using digital channels to reach consumers.

TRADITIONAL MARKETING

Traditional marketing includes print, broadcast, direct mail, and telephone, No interaction with the audience, Results are easy to measure, Advertising campaigns are planned over a long period of time, Expensive and time-consuming process, Success of traditional marketing strategies can be celebrated if the firm can reach large local audience, One campaign prevails for a long time

Limited reach to the customer due to limited number of customer technology, 24/7 year-round exposure is not possible, No ability to go viral, One way conversation, Responses can only occur during work hours

DIGITAL MARKETING

Digital marketing includes online advertising, email marketing, social media, text messaging, affiliate marketing, search engine optimization, pay per click, Interaction with the audience, Results are to a great extent easy to measure, Advertising campaigns are planned over short period of time, Reasonably cheap and rapid way to promote the products or services, Success of digital marketing strategies can be celebrated if the firm can reach some specific number of local audience, Campaigns can be easily changed with ease and innovations can be introduced within any campaign, Wider reach to the customer because of the use of various customers technology 24/7 year-round exposure is possible, Ability to go viral, Two ways conversation, Response or feedback can occur anytime

ADVANTAGES DIGITAL MARKETING BRINGS TO CUSTOMERS

With rapid technological developments, digital marketing has changed customers buying behavior. It has brought various advantages to the consumers as given below:

- a. **Stay updated with products or services:** Digital marketing technologies allow the consumers to stay with the company information updated. Nowadays a lot of consumer can access internet any place anytime and companies are continuously updating information about their products or services.
- b. **Greater engagement:** With digital marketing, consumers can engage with the company's various activities. Consumers can visit company's website, read information about the products or services and make purchases online and provide feedback.
- c. **Clear information about the products or services:** Through digital marketing, consumers get clear information about the products or services. There is a little chance of misinterpretation of the information taken from sales person in a retail store. However, Internet provides comprehensive product information which customers can rely on and make purchase decision.
- d. **Easy comparison with others:** Since many companies are trying to promote their products or services using digital marketing, it is becoming the greatest advantage for the customer in terms that customers can make comparison among products or services by different suppliers in cost and time friendly way. Customers don't need to visit a number of different retail outlets in order to gain knowledge about the products or services.
- e. **24/7 Shopping:** Since internet is available all day long, there is no time restriction for when customer wants to buy a product online.
- f. **Share content of the products or services:** Digital marketing gives viewers a chance to share the content of the product or services to others. Using digital media, one can easily transfer and get information about the characteristics of the product or services to others.
- g. **Apparent Pricing:** Company shows the prices of products or services through digital marketing channel and this makes prices very clear and transparent for the customers. Company may regularly changes the prices or gives special offers on their products or services and customers are always in advantages by getting informed instantly by just looking at any one mean of digital marketing.
- h. **Enables instant purchase:** With traditional marketing, customers first watch the advertisement and then find relevant physical store to purchase the products or services. However, with digital marketing, customers can purchase the products or services instantly.

Model	R square	F
Stay updated with products or services	.718	122.117
Greater engagement	.516	51.276
Clear information about the products or services	.629	81.254
Easy comparison with others	.639	85.141
24/7 Shopping	.749	142.868
Share content of the products or services	.656	91.498
Apparent Pricing	.636	83.962
Enables instant purchase	.667	96.028

From the above table, we can conclude that almost all the variables having weight explaining with great extent its relationship with digital marketing. For example, stay updated with products or services is explained by 71.80% of digital marketing and the remaining 28.20% is explained by other factor. Greater engagement is explained by 51.60% of digital marketing and the remaining 48.40% is explained by other factor. Clear Information about the products or services is explained by 62.90% of digital marketing and the remaining 37.10% is explained by other factor. We can also see from the above table that F value is bigger more than 80 indicating the strength of the model.

SUGGESTIONS & CONCLUSION

Digital channel in marketing has become essential part of strategy of many companies. Nowadays, even for small business owner there is a very cheap and efficient way to market his/her products or services. Digital marketing has no boundaries. Company can use any devices such as smartphones, tablets, laptops, televisions, game consoles, digital billboards, and media such as social media, SEO (search engine optimization), videos, content, e-mail and lot more to promote company itself and its products and services. Digital marketing may succeed more if it considers user needs as a top priority. Just like "Rome was not built in a day," so, digital marketing results won't also come without attempt, without trial (and error). The watchwords "test, learn and evolve" should be at the heart of all digital marketing initiatives. Companies should create innovative customer experiences and specific strategies for media to identify the best path for driving up digital marketing performance.

The growing number of web based/online marketing service applications offers the tantalizing combination of better service and significant cost saving but still the actual online buying customers are less due to the reasons such as delay delivery, issue of after sale service etc. It is said "like it or not the new economy is here to stay notwithstanding the dot-com burst at the dawn of new millennium". So the companies have to consider issues/challenges in online marketing and make it more effective. And last but not least never forget that the company, not the customer is in the driver's seat. The internet is an opportunity to communicate with customers globally and achieve the marketing goals. Marketers need to understand the accessibility of the digital facilities to the youth segment, before launching any product in online.

Marketers need to conduct pre market survey to identify the need of the consumers especially in digital marketing. Consumers need to be aware of digital marketing and there is a need to create a proper awareness. As most of the studies revealed that the customers are risk averse and hence they need to be taught how to handle risk associated with digital marketing. The study ultimately suggests the readers and users to be aware of all the Digital marketing portals and make use of their utility to the maximum extent with utmost care and caution. The youth, their buying behaviour, their purchasing power, awareness about the products etc. have greater influence on the individual and family buying behaviour.

Changing buying behaviour warrant the marketers to understand the youth in a better way to devise suitable marketing strategies to retain the present and to capture the potential market, so that the market can move on from the mere customer oriented marketing approach to Technological Customer Oriented Marketing approach in the near future.

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A STUDY ON EFFECTIVENESS OF PROMOTION TECHNIQUES OF APP-BASED FOOD DELIVERY SERVICE COMPANIES WITH SPECIAL REFERENCE TO STUDENTS IN VASHI

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ABSTRACT

Food delivery applications are designed to save time from waiting in restaurants or in front of the food counters. This research paper has analysed the promotion techniques which are used by these food delivery companies to attract the population (students). The study also focuses on the students' awareness about the food delivery applications and the factors encouraging them towards the use of these food delivery applications. In order to verify the objectives and test the stated hypothesis, descriptive and inferential analysis techniques are used. The research also lays down certain recommendations for these companies that could help them to understand the consumer behaviour better.

Food app, delivery, promotion, students'.

INTRODUCTION

The only true love in this world is the love for the food. Food comes at the bottom of the pyramid and an important part of everyone's life. It is not only a basic need but has taken many forms with time. One cannot think well and sleep well if one has not dined well.

With the development of technology, people use mobile applications for every work from paying online bills to buying grocery products, everything today is ordered through mobile apps. With increasing number of young professionals in the big cities, people do not get much time to prepare food. Hence Food Delivery apps make the job easy.

It requires few steps like downloading the apps from play app stores, register into the app, selecting the menu to place food delivered to your doorstep. Most of the young IT professionals and other office going people found this method too easy to place a food order online which saves their time. Online food delivery websites and mobile applications are most popular in Indian cities like Bangalore, Chennai, Hyderabad, Pune and Mumbai.

With a large number of young audience in various cities, food delivery apps in India has become instant popular among users. People have a wide variety of choices to select among the apps to compare and pay with offer price from online food delivery app.

India's food delivery industry is estimated at around \$700 million.

10 most popular mobile apps for food delivery in India that are helping to serve tastier food at home:

1. Swiggy
2. Zomato order
3. Uber eats
4. Foodpanda
5. Dominos
6. Pizzahut
7. Faasos
8. Just eat
9. Tasty khana
10. Food mingo

REVIEW OF LITERATURE

In order to understand the subject and to find the research gap following literature was studied-Tandon, Suneerin (2018), in her article has explained about the popularity of food delivery applications. According to her, besides urban dining habits, food aggregator's apps are even transforming restaurant chains view of their own businesses.

For instance, in July, tea retailer Chai Point launched a new café in Bengaluru with a layout unlike any till now: It has an area demarcated for food-delivery apps, personnel. The chain now plans to replicate this design, laying emphasis on delivery aggregators, at most of its new outlets. “the level of participation is growing at a faster rate” said Amuleek Singh Bijral, co-founder and CEO, Chai Point. Global food brands like McDonalds and Kentucky Fried Chicken, too, are bolstering their tie ups with food aggregator startups like Zomato and Swiggy, even setting up separate teams to manage these platforms.

D’souza, Vanita (2019) in her article has explained about food tech start ups are raising funds. According to her foodtech in India is one of the hottest space. Startups like Zomato, Swiggy and UberEats have changed urban India’s food consumption pattern- all thanks to the heavy discounts and ease of ordering food online.

In a tight tug war to win the number one place in the foodtech segment, Zomato has raised \$40 million from US investor Glade Brooke Private investors, according to documents accessed from business intelligence platform Paper.vc.

According to an Indian newspaper, the Economic Times, Zomato is planning to raise between \$500-1 billion to compete against its arch-rival Swiggy.

Roy, Madhurima (2019) in her article has explained about Indian food apps that gained popularity. According to her India is channelizing more and more of its focus on career. Everyone is precisely focused on shaping their career have little or no spare time to regularly indulge in three course homemade and healthy meals. The hiccups of daily cooking get even more challenging for professionals and students, who are moving out of their homes and residing in a different state and city. Making lives easier for the busy bees came in several food tech startups with their apps that respond to your hunger growls, no-cooking and sick days.

The easiest and faster ways that all the food tech start-ups adopted to become household names are through appealing offers, discounts, cash back, flexible payment modes and fastest deliveries. But which are the ones, which have made it big in the food tech industry? Here is the list of few of the top food tech startups that are taking the Indian market by storm.

- **Swiggy**

Average rating on app store: 4.3

- **Zomato**

Average rating on app store: 4.3

- **Fresh menu**

Average rating on app store: 4.2

- **Box8**

Average rating on app store: 4.2

- **Faasos**

Average rating on app store: 4.1

Kerkar, Pramod (2018) in his article has explained about how food apps can be useful. According to him with a lot of increasing health awareness all around, the latest approach is to remain fit, healthy and smart. While in today's world, smart phones are used for almost everything, they can also be your lead when it comes to maintaining your diet and nutrition. There are a host of nutrition apps, diet trackers, calories counters and many such food apps that you can use for your benefit.

Most of these food apps can be easily downloaded and applied to your health regime. There are various categories based on their use that range from being nutrition guide to exploring healthy recipe ideas.

Here are some of the ways in which food apps can be made to work for your better nutrition, health and fitness.

- **Smart Shopping:** There are food apps specifically designed to aid you in your shopping venture;
- **Healthy Eating:** You may have planned a weight loss diet or may be simply maintaining your health; food apps are the best for all.
- **Exploring Recipes:** When it comes to finding new or healthy recipes, food apps are a great resource;
- **Restaurant Eating:** With the food apps in your smart phones, you can smartly eat outside. When you are out for restaurant eating; keep your food apps at hand.

OBJECTIVES

1. To study the customer behaviour towards use of app based food delivery services.
2. To study the effect of individual promotion techniques on the basis of customer behaviour.
3. To study the media used to communicate these promotional offers.

HYPOTHESIS

H₀₁: There is no difference between gender and use of app based food delivery app.

H₁₁: There is a difference between gender and use of app based food delivery app.

H₀₂: There is no difference between family income and choice of promotional offers and Pocket money

H₁₂: There is difference between family income and choice of promotional offers and Pocket money

H₀₃: There is no difference between age and exposure to media used for promotion.

H₁₃: There is difference between age and exposure to media used for promotion.

RESEARCH METHODOLOGY

Sr. No.	Elements	Methods
1.	Population	Students
2	Area of study	Vashi
3	Sample size	87
4	Sampling method	Non-Random/non-probability-Convenience sampling
5	Organisation tools	Pie-charts, bar graphs, histogram, tables
6	Software used	SPSS
7	Time of study	1 month-January-February,2019
8	Sampling tools	Online questionnaire through google form
9	Test	Chi square test to study difference between two nominal variables
10	Variables of hypothesis	Independent- Gender, Age, Pocket money Dependent Variables-Use of application, Choice of promotional offers, exposure to media used

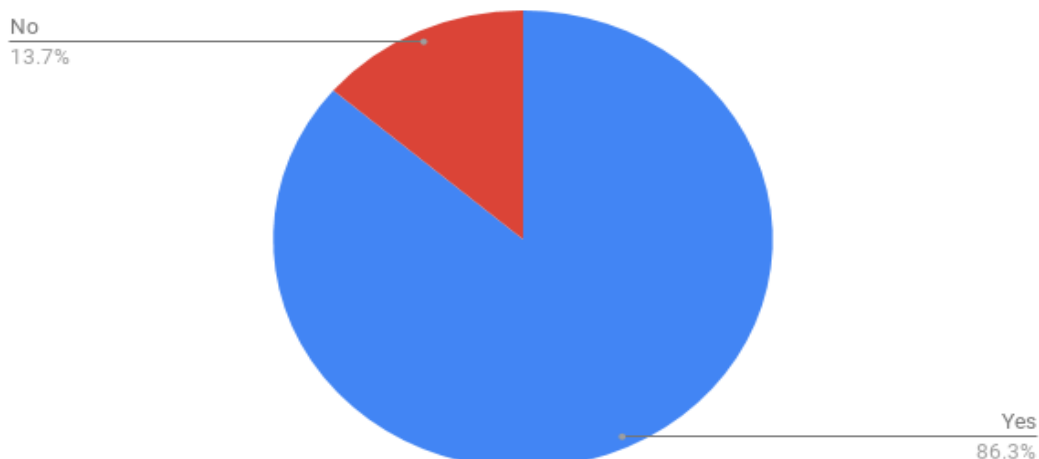
DATA ANALYSIS

Objective Verification

1. To study the customer behaviour towards use of app based food delivery services.

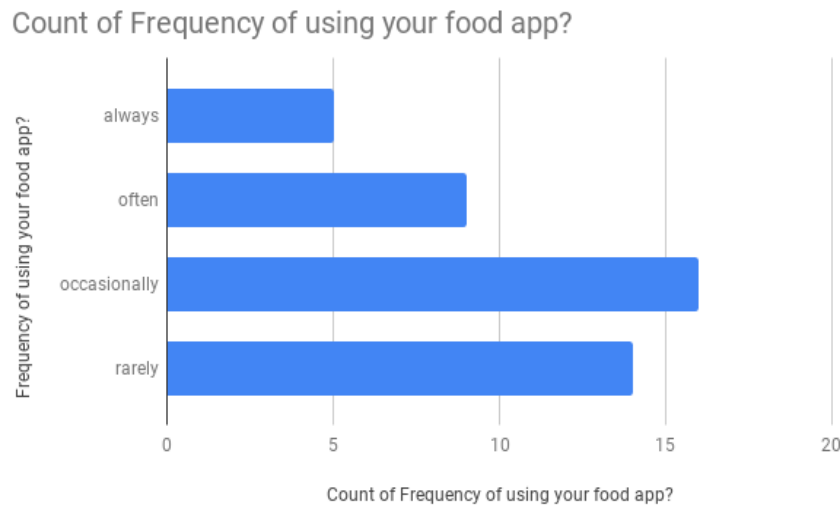
- How many of the students have ordered food through food delivery application?

Count of students ordered food online through a food delivery app?



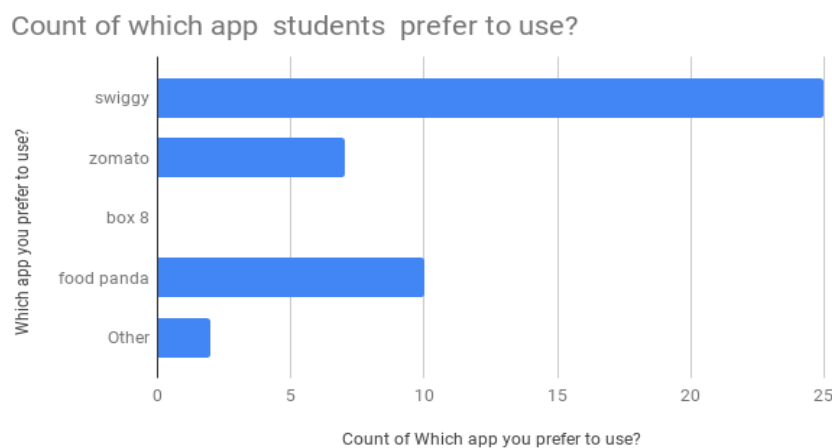
From the above piechart on the basis of our survey we found that majority of the students order food through food delivery apps that is 86.3% .

- **Frequency of using food applications (Customer)**



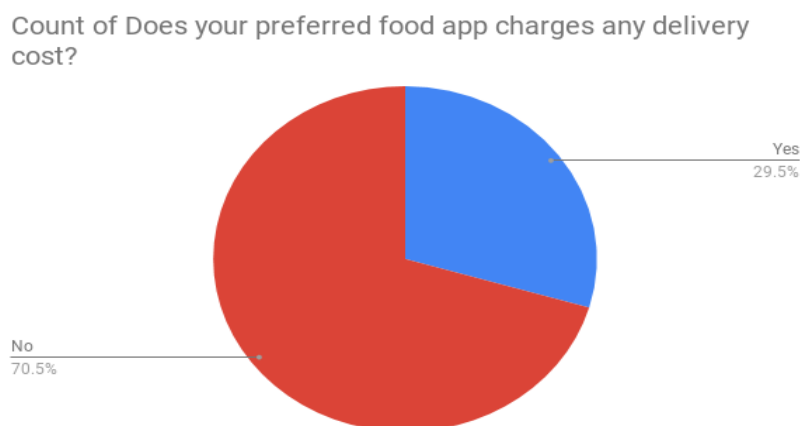
From the above count of frequency graph on the basis of our survey we found that the frequency of using the food app by the students is occasionally and not on a regular basis.

- **The food applications which the students prefer the most.**



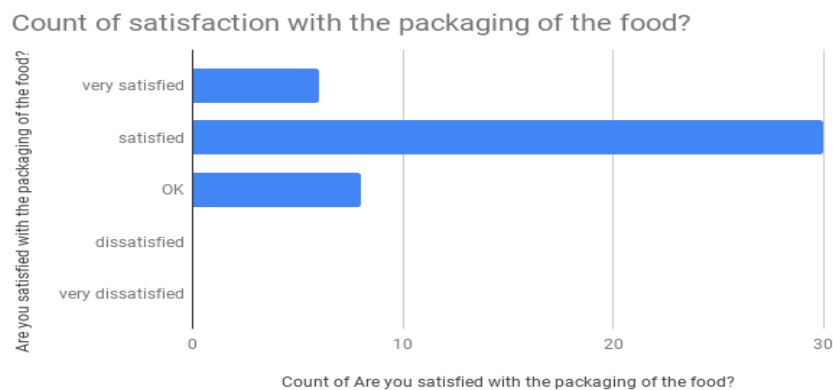
From the above count of which app students prefer to use graph on the basis of our survey we found that the food application which is used in majority by the students is swiggy > foodpanda > zomato > others.

- **Does the preferred application of food delivery charges any cost?**



The above piechart shows that as per the gathered information only 29.5% of the food delivery applications charges any delivery cost. It means majority of the food applications does not charge delivery charges and give free delivery.

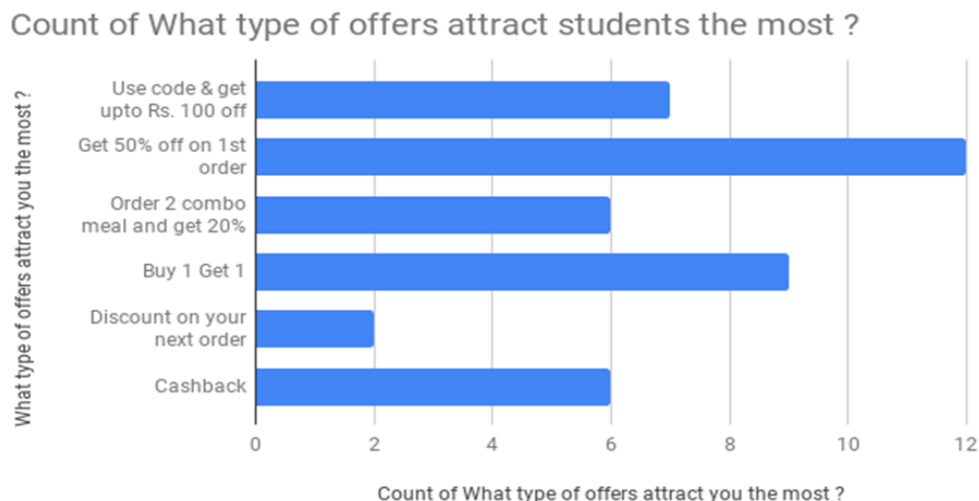
- **Packaging of the food according to students feedback**



The data shows that the majority of students are satisfied with the packaging service given by the food delivery applications.

2. To study the effect of individual promotion techniques on the basis of customer behaviour

- **The offers that attract students the most.**



The above offers graphs shows that get ‘50% off on first order’ is the most popular offer that attracts the students to use food delivery applications.

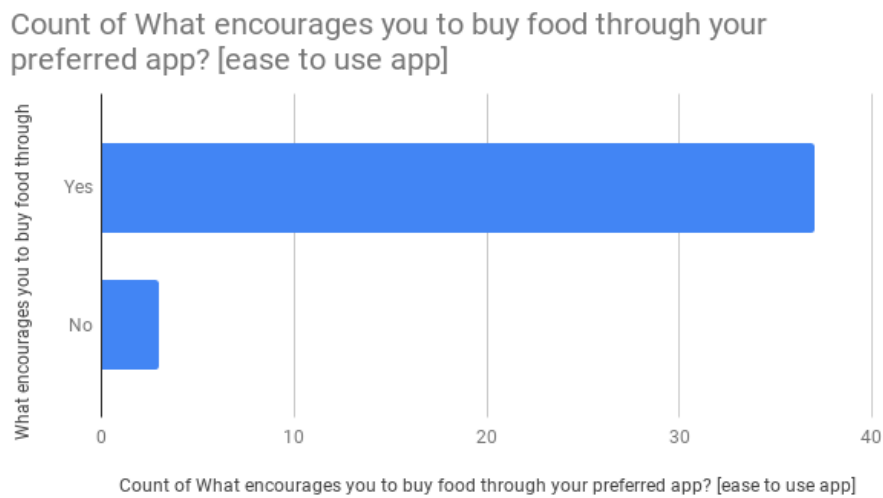
What encourages the students to buy food through the food app?

- **Discounts/offers**



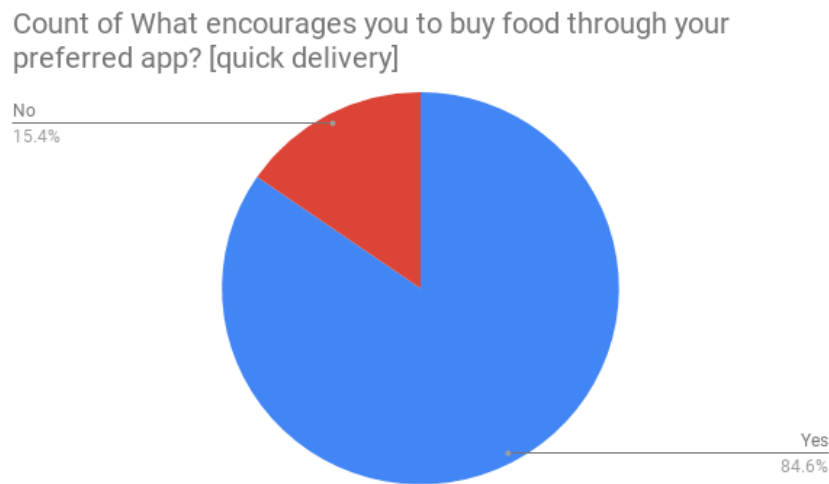
From the above bar we can find that all of the students say yes to discounts/offers i.e. they like to buy food through these apps if it provides discounts and offers.

- Ease to use app



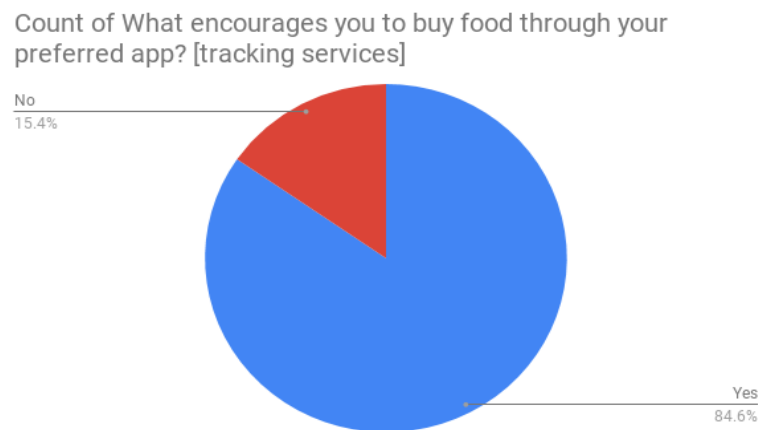
From the above bar graph it can be identified that almost majority of the students are able to use the food application easily.

- Quick delivery



From the above piechart 84.6 % of the quick delivery service does not encourage them to use these apps i.e. it is not the motivating factor.

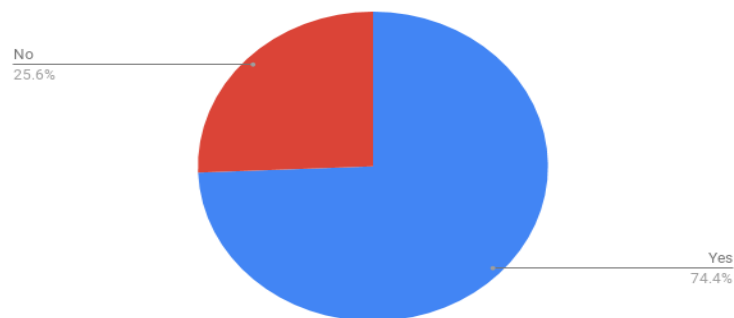
- Tracking



From the above piechart 84.6% of the students happy with the tracking services with the food delivery application provide. Thus, they are encouraged to buy through these apps if it provide tracking services.

- **Good staff**

Count of What encourages you to buy food through your preferred app? [good staff]



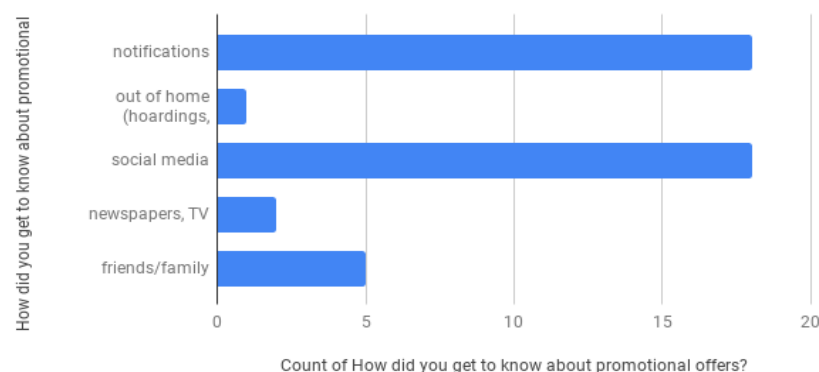
From the above pie diagram 74.4% of the students say that the food delivery applications are providing good staff which encourages the students to use the food applications.

So from all the above charts it is found that the discounts /offer encourage the students most towards the food delivery applications. This allows them to use the application more and more.

3. To study the media used to communicate these promotional offers.

How did you get to know about promotional offers?

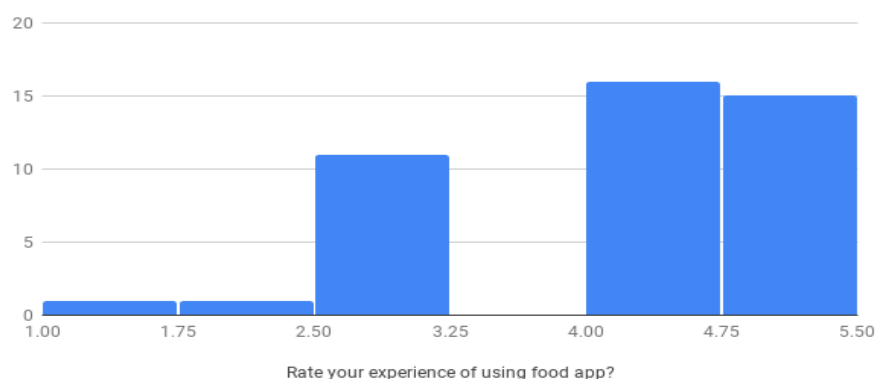
Count of what media is used to communicate the promotional offers?



The above graph shows that majority of the student get promotional offers through notification and social media as there is a very slight difference between the choice of two medium.

- **Ratings of students on the basis of their food app.**

Histogram of Rate the experience of using food app



On the basis of the histogram by the survey on rate the experience on food applications, it was found that students have given 4-5 rate majority. Which shows that the students are highly satisfied with the services of such apps.

HYPOTHESIS TESTING

H₀₁: There is no difference between gender and use of app based food delivery app.

H₁₁: There is a difference between gender and use of app based food delivery app.

Preferred App * Gender Cross tabulation				
Count		Gender		Total
		Female	male	
Preferred App		29	13	42
	Swiggy	12	13	25
	Zomato	3	3	6
	Foodpanda	5	4	9
	5	1	1	2
Total		50	34	84

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.319 ^a	4	.506
Likelihood Ratio	3.337	4	.503
N of Valid Cases	84		
a. 5 cells (50.0%) have expected count less than 5. The minimum expected count is .81.			

Since significance level is not less than 0.05 we accept null hypothesis i.e the difference is not significant but near significant. So we can say that different gender groups have different choice of food delivery apps.

H₀₂: There is no difference between family income and choice of promotional offers and Pocket money

H₁₂: There is difference between family income and choice of promotional offers and Pocket money

PocketMoneyPersonalIncome * Types Crosstabulation								
Count		Types						Total
		use code and get upto Rs .100 off	Get 50% off on first order	order 2 combo meal and get 20% off	Buy 1 Get 1 free	Discount on next offer	Cashback	
Pocket Money / Personal Income	500-1000	4	8	4	8	1	6	31
	1001-2000	1	1	1	0	0	0	3
	2001-3000	0	0	0	0	1	0	1
	>3000	2	1	1	1	0	0	5
Total		7	10	6	9	2	6	40

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.265 ^a	15	.046
Likelihood Ratio	13.894	15	.534
N of Valid Cases	40		
a. 21 cells (87.5%) have expected count less than 5. The minimum expected count is .05.			

Since significance level is less than 0.05 we reject null hypothesis and accept alternate hypothesis. So we can say the students getting different pocket money or personal income are attracted towards different type of promotional offers as highlighted in cross tabulation table.

H₀₃: There is no difference between age and exposure to media used for promotion.

H₁₃: There is difference between age and exposure to media used for promotion.

Medium * Age Cross tabulation						
Count Medium		Age				Total
		15-17	18-20	21-23	>23	
	friend	0	7	2	4	13
	Pamlets, Newspapers, TV, Radio	0	3	0	1	4
	Social media	5	15	4	0	24
	App agents / Restaurants	0	0	0	1	1
Total		5	25	6	6	42
Chi-Square Tests						
		Value	df	Asump. Sig. (-sided)		
Pearson Chi-Square		16.798 ^a	9	.052		
Likelihood Ratio		19.722	9	.020		
Linear-by-Linear Association		4.350	1	.037		
N of Valid Cases		42				
a. 14 cells (87.5%) have expected count less than 5. The minimum expected count is .12.						

Since significance level is not less than 0.05 we accept null hypothesis the difference is not significant but near significant. So we can say the choice is different but not significantly different as we can see through cross tabulation.

RECOMMENDATION

- Food apps like zomato, foodpanda, box8 should study the promotional techniques of swiggy which is leading the race of food delivery application on the basis of customer satisfaction.
- The companies of food delivery apps should promote their food apps more on social media as the new generation spends most of the time on social networking sites.
- They should set different notification tones for a particular new offer or discount, so that the customer will be easily be able to get in touch which the current offers beforehand.
- The company should work on the ease of using the preferred food application for the customer.
- The company should use new techniques of promotion ,

For example: 1. By making zingles related to a particular offer.

2. Use sandwichmen, etc

CONCLUSION

According to the research we found that the population (students) are more likely to use food delivery applications rather than going out to restaurants or any food counters. They prefer the food delivery applications as it saves their time and they can easily get the food have at whatever place they want with a click. The social media has played a very important role to create awareness among students about these applications. So in today's fast and furious world where the technology has played different roles in different fields, it has also influenced the food delivery services through the applications. So the study shows, promotion techniques of app based food delivery are effective to promote such services among the population (students).

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**TO STUDY THE AWARENESS OF THE INDIAN INVESTORS IN INDIAN CAPITAL MARKETS
WITH RESPECT TO MUMBAI**

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ABSTRACT

The study deals with the various investment instruments available to the investor in Mumbai. Investment planning is a well carved strategy to choose the most appropriate investment portfolio that will help the investor to achieve their financial goals but within a particular period of time. There lies both the positive externalities to investments which benefits the society and the investor as well. The Marginal social benefits of investments are more than the Private Social benefits. The study focuses on the behavioral aspects of the investor when he is exposed to various investment instruments

INTRODUCTION

Investopedia defines investment as an asset or item that is purchased with the hope that it will generate income or will appreciate in the future. In an economic sense, an investment is the purchase of goods that are not consumed today but are used in the future to create wealth.

The major reason for investments are the prospects of not having to work your entire life! Bottom line, there are only two ways to make money either by working and/or by having your assets work for you.

Investments instruments vary from riskless to risky. One can invest in FDs PPF, stocks and bonds, Mutual funds, derivatives, precious metals and commodities. Even real estate is regarded as one of the preferred investment destination in the Capital

Where the objective is the same to make investments that will generate more cash for you in the future. The research focuses on the savings and the saving instruments that an investor seeks and prefers for investments. The study also looks into the motivational factors for investing. The investments in Mumbai are particularly driven by the Tax exemption opportunities that the instrument provides.

The study directs to the riskiness of the financial instruments and the behavior of the investor which becomes unpredictable and uncertain depending upon the knowledge and the influence of various determinants have on the investor.

LITERATURE REVIEWS

There has to be strategy for investments. The principle of investments are simple and clear. The investment has to be long term, proper allocation of funds, the investment basket should be well diversified, the risk return profile has to be quantified. Moreover, an individual investor has to be aware of demographics, lifestyle and investment psychology. The age income, educational qualification and the investor choice affected by his overconfidence, reference group also has an effect on The knowledge of all investment decisions these aspects is imperative for all progressive investors, researchers, financial consultants, academicians, students and the marketer of the financial product.

(Dr. (Mrs.) Sushant Nagpal, 2007, Psychology of Investments and Investor's Preferences)

In this paper he discusses the basic of investment and need for investment. Investments have a lot spill over benefits on the society. It helps the economy to grow and the mature and finally lead to modern capitalism. In the long term, the current investment determines the economy's future capacity and, ultimately improves the standard of living. By increasing personal wealth, investing can contribute to higher overall economic growth and prosperity.

(Dr.A.P.Dash, Sr.Faculty, PMI, Basics Of investment)

The retail investor in India is witnessing a slow growth, bearish markets, low ROIs, scams and scandals fictitious accounting practices which deters him from making a bold investment decision The Capital markets in India are driven by emotions rather than fundamental growth . These misleads the analysts. Improper flow of information , untimely information's are hurdles from the market being efficient .In spite of the Indian companies growing with good fundamentals the improper flow of information deters the investor Moreover the retail investor is risk averse, and the financial jargons make him week prompting him to take irrational decisions.

(Ms.M.Kothai Nayaki &Mrs.P.Prema, A Study on Indian Individual Investors' Behavior.)

Investments are the drivers for social wealth. Investors' behavior is characterized by over excitement and overreaction in both rising and falling stock markets. Most of the investments and financial theories (Steinbacher, 2008) are based on the idea that everyone takes careful account of all available information before making investment decision. This research is conducted to analyse the factors influencing the behavior of investors in capital market. Empirical evidence suggests that demographic factors influence the investors' investment decisions. This research article also investigates how investor interprets and acts on various capital market information to make informed investment decisions. (V. Shanmugasundaram and V. Balakrishnan, 2011, Investment decision-making - A Behavioral Approach)

RESEARCH METHODOLOGY

The research of Primary data collected from the respondents using questionnaire. This primary data helps to understand the objectives of savings, different investment instruments preferred by the investor and the motivational factors that influences the decisions of the investors. And so the study primarily becomes Descriptive in nature

The secondary research derived from journals, magazines and other sources helps to study the different financial instruments available to the investors

OBJECTIVES

1. To study the objective of savings.
2. To study the savings rate and the investment opportunities
3. To study correlation between age & Income
4. To study the preferred investment instruments by the retail investor
5. To study the motivational factors investors are motivated to invest in various financial instruments.

SAMPLE DESIGN

Sample Size: 100 respondents

Sample respondents: Mumbai City

Sample Design: Convenience Sampling

The questionnaire was directed to people convenient enough to respond.

DATA COLLECTION

Primary: data collected from 100 respondents using questionnaire

Secondary: data regarding investment avenues and instruments collected from Journals, books, newspaper articles

Statistical Tool : Percentage analysis, Chi square Test and Co relation analysis

LIMITATION OF THE STUDY

The study is confined to the financial Capital of the country, Mumbai

The income and the attitude of the respondents may be biased due to the questionnaire

DATA ANALYSIS

The study shows that the major respondents fall into the age group of 25-35 around 55%, 25% into the age group of 35-45 and 15% from 45-55 and only 5% above 55 years

The analysis results into the gender profile where the men are 65% and women respondents are 45%

The relation between Qualification and Investments is studied using correlation analysis. The study shows that the education qualification of the investors where the major chunk around 70% are post graduates 25% rare graduates and only 5% are undergraduates

The analysis showed that 58% of the respondents are salaried, 24% are self-employed 15% are retired and 3% are others The analysis shows that the yearly income of 20% of the respondents is above 25 lakhs, 25% is from 15-25 lakhs 40% is from 5 to 15 lakhs 15% is below 5 lakhs

The research shows that 32% are in the beginning stage of investments i.e. no investment experiences 42% are in moderate stage of investments (FDs, Mutual Funds, Public provident funds) 20% are comfortable in investing in equities and only 6% are into advanced financial instruments like Commodities and derivatives

The study shows that 38% of the respondents are saving 0-10% of their monthly income, 33% of respondents are saving 10-20% of their monthly income, 20% of the respondents are at 20-30% of their monthly income and 9% of the respondents are at 30% above of their monthly income.

The above analysis shows that 16% of respondents got the information of investment from newspaper and banners, 28% of respondents got the information of investment from news channels and media analysis, 3% of respondents got the information of investment from investment magazines, 24% of respondents got the information of investment from investment advisors, 36% of respondents got the information of investment from family & friends and only 3% conducts their own study before investing.

The study helps to assess the objectives of investing. The investor has more than one objective of investing and are looking for considerable returns where the major objective is for tax exemption 87% of the investors invest to save tax and that 28% of respondents invest their money for children's education, 32% of respondents for retirement, 48% of respondents for home purchase, 6% of respondents for children's marriage & 6% for other reasons

The investment destinations and instruments also play a major where the FDs and PPF are major destination both giving riskless returns and tax exemptions. The moderately risky investor also looks upto mutual funds for both returns and tax exemption properties

Unpredictable markets and Capital gain tax deters the investors from investing into capital markets

STUDY OF CONSUMER BUYING BEHAVIOUR AND IMPACT OF SALES PROMOTION IN QUICK SERVICE RESTAURANTS IN NAVI MUMBAI CITY WSRT VASHI

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ABSTRACT

Consumer buying behaviour has always been a matter of concern for marketers across all industry. Sales promotion has somehow helped brands and companies to sustain and flourish in the competitive environment, but not all sales promotion tools fetch similar results. In this study authors have attempted to analyse consumer behaviour in Quick Service Restaurants on the basis of demographic variables vis-a-vis promotional tools used for sales promotion in the said industry. This study is based on literature review, and has tested hypothesis which paves the way for future research.

Keywords: Promotion, Buying behaviour, BOGO.

JEL Classification – M31

1. INTRODUCTION

Consumer buying behaviour; as compared to other field of studies is relatively new topic. Consumer behaviour is a part of marketing which gained momentum after the industrial revolution. It started with Production era, sales era and till holistic marketing era. (CLUB, 2016). Consumer is the final user of any product. It involves study of what, why, when, from where and from whom, how much and how often does the consumer purchases a product (Jain, 2013). Consumers' behaviour diverges from categories of products, whether goods or service, Low contact and high contact products, luxury products, daily use products etc. It also varies on the basis of factors like gender, education, income, age, religion etc. "Consumerism" is the new term that has emerged in recent times considering rising importance of consumers. (Mohammad A. Ashraf¹ and Sharmin Akhter², 2014). Consumer buying behaviour has direct impact on productivity therefore the marketing mix used by them must satisfy customers. Whereas all the promotion tools directly or indirectly push customer to "BUY", sales promotion thrusts on "BUY NOW". Sales promotion provides motivation to customers or to channel partners to fuel response for a product. Sales Promotion is an instrument that is used by the sellers & marketers to offer consumers to buy now & buy more. The effect of SP can be seen in the form of increased quantity and frequency of purchase by existing customers & adding new customers to the list (Aurangzeb Mughal, 2014). Sales promotion can be classified into two types 1) Consumer sales promotion and 2) Intermediaries, Distributors, Sales person etc. As this research focuses on Sales promotion for consumers, following are the sales promotion tools available with marketers.

1. Money off coupons.
2. Competition / contest.
3. Discount offers.
4. Free gifts.
5. Point of sale materials.
6. Merchandising.
7. Samples.
8. Easy finance options / EMI's.
9. BOGOF (Buy one get one free).
10. LTO (Limited time offers).
11. Freebies / Quantity deals.
12. In-product promotion.
13. Out-product promotion.
14. Loyalty cards etc.
15. Collectibles

The quick service restaurant industry is aimed at providing fast and convenient eating experiences at a comparatively low price. Quick Service Restaurant also known as (aka) fast food restaurant is witnessing substantial growth in the Global restaurant industry. It is one of the very rapidly developing types of food consumption (Verma, 2008). It now contributes to partial income of all restaurants revenue in advanced economies; however faster growth is taking place in developing economies where there is drastical change in eating habits of people. They prefer QSR's for its affordability, convenience, ease of procuring and the manner in which it is promoted. The entry of international fast food chain restaurants has set the new rules of game in terms of menu and overall marketing strategy for Indian & International, organised & unorganised sellers. Many other factors like increased woman employment, people staying alone etc. are also influential in rapid growth of QSR's. Increased sale of ready cooked food is one of the effects of urban development (Tabassum, December 2012). Food provided by QSR's is from a limited menu; prepared in advance in large quantities; served hot; always available to eat in or as a take away (Minal Kashyap, 2013). QSR is such a sector that has managed to keep its consistency even during economic slowdowns or demonetization. The consumption of fast food in QSR's is not limited to any age group, everyone from school kids to senior people are customers to QSR's. QSR's have slowly become way of life and a status symbol and it is here to stay.

2. LITERATURE SURVEY

Certain research papers are reviewed for the purpose of this paper which involves studies on Consumer buying behaviour and Sales Promotion in some parts of the country and world. The study done on effect of sales promotion on consumer buying behaviour in Pakistan discovered that there was an insignificant relationship between coupons and buying behaviour. On the other hand the buy-one-get-one free, Physical surrounding has a significant relationship with the buying behaviour. (Aurangzeb Mughal, 2014). In another study it was seen that sales promotion is used to influence consumer's buying decision for white goods like refrigerator. Sales promotion provides competitive advantage to companies over their competitors to increase sales. Data was analysed using multiple regression technique and results showed that offer, premium and contest are most influential in influencing consumer buying decision. (Manoj, 2012). In one more study conducted in Gujarat on FMCG sector highlighted that impact of sales promotion strategies is less significant on sales, number of customers, overall profitability and business performance in FMCG sector. (Sindhu). In another study to assess the impact of sales promotion tools like coupons, sample, price discount and buy one get one free on consumer buying behaviour in the light of brand switching and consumer loyalty. (Shamout).

3. OBJECTIVES OF STUDY

- To study buying behaviour of residents in Navi Mumbai towards quick service restaurants.
- To assess the impact of sales promotion on consumer buying behaviour in quick service restaurant industry.

4. HYPOTHESIS OF STUDY

H₀₁ - There is no difference between Male & Female frequency of visit to Quick Service Restaurant.

H₁₁ - There is a difference between Male & Female frequency of visit to Quick Service Restaurant.

H₀₂ - There is no difference between Male & Female frequency of ordering food at home from Quick Service Restaurant.

H₁₂ - There is a difference between Male & Female frequency of ordering food at home from Quick Service Restaurant.

H₀₃ - There is no relation between Promotion activity availed and frequency of visit to Quick Service Restaurant.

H₁₃ - There is a relation between Promotion activity availed and frequency of visit to Quick Service Restaurant.

5. SIGNIFICANCE OF THE STUDY

The purpose of this paper is to inspect the influence of various sales promotion tools such as: coupons, sample, price discount and buy one get one free on consumer buying behaviour. This study will be significant in deciding & selecting the right promotional tools for products and services offered by the quick service restaurants operators in Navi Mumbai. This study would also be important to companies in the service industry to determine the numerous issues that impact the consumer's buying choices, to empower them fine-tune their strategies. It will also benefit the organizations to accurately employ their resources, increase their profitability and growth.

6. RESEARCH METHODOLOGY

6.1	Variables	Gender. Frequency of visit to QSR. Frequency of ordering food as home delivery from QSR. Promotional activity availed.
6.2	Population	Customers who visit Quick Service Restaurants.
6.3	Sampling size	60 Customers
6.4	Sampling method	Non-Probability sampling
6.5	Organisation tools	Pie charts & Bar diagram
6.6	Tests applied	Mann-Whitney U-test & Chi-square test
6.7	Area of study	Vashi, Navi Mumbai, Thane, Maharashtra, India.
6.8	Sampling tool	Questionnaire

7. ANALYSIS & INTERPRETATION

H₀₁ - There is no difference between Male & Female frequency of visit to Quick Service Restaurant.

H₁₁ - There is a difference between Male & Female frequency of visit to Quick Service Restaurant.

Test Statistics ^a	
	Frequency of visit to QSR
Mann-Whitney U	315.000
Wilcoxon W	1095.000
Z	-1.604
Asymp. Sig. (2-tailed)	.109

Because significance level is greater than 0.05 and mean ranks are close there is no difference between Male & Female & their frequency of visit to QSR. **We are rejecting the alternate hypothesis and accepting null**

H₀₂ - There is no difference between Male & Female frequency of ordering food at home from Quick Service Restaurant.

H₁₂ - There is a difference between Male & Female frequency of ordering food at home from Quick Service Restaurant.

Test Statistics ^a	
	Frequency of ordering food as home delivery
Mann-Whitney U	390.000
Wilcoxon W	621.000
Z	-.313
Asymp. Sig. (2-tailed)	.754

Because significance level is greater than 0.05 and mean ranks are close there is no difference between Male & Female & their frequency of ordering food at home. **We are rejecting the alternate hypothesis and accepting null.**

H₀₃ - There is no relation between Promotional activity availed (BOGO, LTO, Discount, Rewards) and frequency of visit to Quick Service Restaurant.

H₁₃ - There is a relation between Promotional activity availed (BOGO, LTO, Discount, Rewards) and frequency of visit to Quick Service Restaurant.

	BOGO	LTO	Discount	Rewards
Chi-square value (promotional tool)	22.800b	14.000b	12.000b	17.333b
Chi-square (frequency of visit)	48.833a	48.833a	48.833a	48.833a
df (frequency of visit)	4	4	4	4
df (promotional tool)	3	3	3	3
Significance (frequency of visit)	.000	.000	.000	.000
Significance (promotional tool)	.000	.003	.007	.001

We are accepting the alternate hypothesis and rejecting the null.

8. CONCLUSION

As the research study reveals that the data collected has more number of female respondents but after doing detailed data analysis in statistical software it was found that there is no difference between frequencies of Male & Female gender in visiting personally to the Quick Service Restaurants or even ordering as home delivery. There is a relation between the promotional activities used by the QSR's and their frequency of visit to QSR's. As per the Chi-square values there is strong relation between promotion offers like BOGO (Buy One Get One free) followed by LTO (Limited Time offer), Discounts & Rewards. Hence, it can be recommended that QSR companies can work out to plan more sales promotion activities like BOGO and related.

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IMPACT OF E-COMMERCE SITES ON CONSUMER BUYING BEHAVIOR

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ABSTRACT

The development of the web, revolutionized the thought of the conventional way of shopping. A buyer is not concerned about the timings or particular location of the stores; buyer can be active at essentially all the time and can buy anything from anywhere. The impact of electronic commerce (e-commerce) on obtainment, shopping, trade collaboration and client services as well as on conveyance of different services is so emotional that nearly exaction is influenced. As the online shopping is getting worthiness, it would be critical to know the shopper behavior towards the electronic commerce particularly online shopping. In this report, the recognition of the shopper with respect to the Online Shopping, the level of fulfillment of respondents who are utilizing Online Shopping is studied are distinguished employing a little study. The ponder conclude that Online advertising is fair starting to root itself within the trade world of INDIA since of which not all the products are accessible. Indeed popular brands put as it were specific things online and thus there are fewer choices accessible on the web. Since it's a unused concept individuals are still not completely utilized to it since of which they feel awkward shopping online. They feel that the item would be altered with and the quality wouldn't be the same. India may be a creating country where major chunk of its population live in provincial ranges and thus don't have had to the web. By this a major parcel of the target advertises is misplaced. Individuals in India lean toward progressing to the shopping centers and looking, touching different things some time recently obtaining them. They are not very willing to provide upon shopping physically so indeed in the event that they have get to the web.

Keywords: Consumer Behavior, E-commerce, online selling, online shopping.

1.1 INTRODUCTION

The development of the web has changed the thought of the conventional way of shopping. A buyer is now not bound to opening times or particular areas of the retail outlets; he can end up dynamic at essentially any time and put and can buy items and services. The web gives a medium for communication and data exchange and the number of web users is expanding driving to the development of the online shopping trend. E-commerce is broadly considered as the buying and offering of items over the internet, but any exchange that's completed exclusively through electronic measures can be considered as ecommerce. E-commerce is subdivided into three categories: business to business or B2B (Cisco), business to customer or B2C (Amazon), and consumer to customer or C2C (eBay) conjointly called electronic commerce. E-commerce is targeting the mass at time and is giving ultimate options to buyers which none other media can give. Few features make it more helpful for shopping, just like the capacity to see and buy the items any time, visualize their needs with the items, and examine items with other shoppers. Most of users tend to buy online because of its buying ease. Previously, the cost factor was considered but now ease of buying has replaced it. Now-a-days the most trending concept is of mobile commerce or M-commerce because of its utilities and cost benefits and recognizes that the exchanges may be conducted utilizing mobile phones, individual artificial assistants and other handheld gadgets that have Web access.

“There’s no question that mobile commerce is developing at a quick clip,” said e Advertiser foremost analyst Jeffrey Grau, creator of an imminent report on mobile buying. “And mobile acts as a motor of by and large e-commerce development, by changing over potential brick-and-mortar deals to digital deals as shoppers utilize their Smartphone’s whereas shopping in-store.” Presently, in order to have an effect on the buyers and being able to hold them in such a competitive and effortlessly open market, the primary step is to recognize the viewpoints that impact the clients while purchasing online. The issue here is that there are millions of individuals online at any time and almost each of them may be a potential client for a company that provides online retailing. And presently with the added ease and other benefits of m-commerce, that's curious about offering its items online will need to constantly look for distinctive ways in which it can offer its services to the buyers.

1.2 E-COMMERCE

Electronic commerce (e-commerce) is buying and selling utilizing an electronic medium. It is accepting credit and payments over the net, doing banking exchanges utilizing the Web, selling commodities or data utilizing the World Wide Web and so on. Turban et al. characterize e-commerce as the method of buying, offering, exchanging, or trading items, services, and/or data through computer systems, counting the Web. A few

analysts see e-commerce in terms of Web applications, such as the intranet, extranet, site, and mail. Others see e-commerce as a combination of trade forms and Web advances such as intuitive with clients and suppliers. Indeed in spite of the fact that there's no agreement on the definition of e-commerce, there's common understanding among analysts that the most components of e-commerce incorporate: site, e-mail, intranet, extranet, LAN and remote zone arrange (Faded). We have embraced the over definitions and portrayals of e-commerce.

1.3 IMPACT OF INTERNET ON CONSUMER BEHAVIOR

The impacts on shopper behavior are regularly made between outside and inside components. Outside components are come from the natural conditions; inner variables are ordinarily from the consumer's intellect. There are numerous variables may impact consumer's behaviors. Agreeing to Warner, the outside impacts might separate into five segments: Socioeconomics, socio-economics, innovation and open approach; culture; sub-culture; reference bunches; and promoting. The inner impacts are an assortment of mental forms, which incorporate states of mind, learning, recognition, inspiration, self image, and semiotics (Malcolm). In expansion to these, (N., 1983) also proposed that the customers have two sorts of thought processes while shopping, which is utilitarian and non-functional. The utilitarian thought processes are generally about the time, shopping place and consumer's needs, which may well be like one-stop shopping to save time, the nature of shopping put such as free parking place, lower fetched of items and accessible to select from broadly run of items. The non-functional thought processes are more related to culture or social values, such as the brand title of the store. The conventional shopping is essentially about the client to buy their needs. This behavior will be impacted by the seller's publicizing and promotion which draws in clients goes there and buys products, a short time later a portion of modern items will be taken home and be utilized.

1.3.1. Internet Shopping

Web shopping and conventional shopping are sharing numerous similitude's, at the same time, it still exists a few contrasts between them, such as the Web shopping may give comfort and intuitively services, and the conventional shopping might allow clients more comfortable shopping environment and great quality of items (Lee K. and Chung N., 2000). Both viewpoints of shopping centers are attempting to progress their services by learning commutatively from each other, such as conventional shopping centers give more parking spaces, more counters, and closer to private region in arranges to progress services in comfort; Web shopping centers receive virtual reality and 3D methods to move forward the introduction of items.

Within the following areas, the study would give the nature of web shopping at, to begin with, at that point the E-commerce web location will be demonstrated to comprehend the substance of web shopping, after that, online security, protection, and belief will be talked about. All of these common outlines and talks approximately the web shopping will give a foundation to the think about and offer assistance to building the establishment of scholarly inquires about.

1.3.2. Convenience

Most of the clients and analyst found that web gives the most ease of buying online (Wolhandler, 1999). Due to the inclusion of Web, it permits the client to shop online anytime and anyplace, which implies clients can browse and shop online 24-hours a day, 7 days a week from home or office, which pulls in a few time-starved customers come to Web for save time to looking items in. Also, the Web offers a few great ways to save cash and time. For case, customers don't require go out to the physical store and thus there's no transportation fetched. Compare with the conventional shopping, there's no waiting line for customers on the Web, and a few customers reported that they feel pressure from the deals individuals now and then, but Web offers them more pleasant while shopping online.

1.3.3 Technology

The comfort based on Web is primarily agreeing to the innovation improvement, and which plays a key part amid the advancement of Web shopping. Within the final decade, organizations have realized that the unused innovation seems to affect on Web shopping profoundly, and in this way, there are numerous imperative innovations like virtual reality and 3D procedures have embraced to pick up enormous competitive preferences (Clark, 1989). Information technology has utilized within the frame of the Web moved forward way better quality of item data, which offer assistance shopper's choice making (White, 1997). Through the wide extent of studies almost the Web utilize, the development of Web and the rate of growth of Web utilization have been fast expanded within the final decade. Concurring to the BMRB Worldwide (2004) and GVU's WWW 9th Client Studies (1998), the number of Web clients in Awesome Britain has expanded to 22.7 million among 48.4% of the grown-up populace and around 53% of web clients have detailed that shopping may be a essential utilize of the Internet. Additionally, a factual report on the Web Improvement in China from CNNIC (China

Internet Network Data Middle) have released in July 2006. From this report, within the viewpoint of Web shopping, there are 30 million users often shopping online, and close 1/4 Web clients have online shopping encounter. Both studies appears that increasingly Web clients lean toward online payment while they shopping, in this way the security of online payment certainly will become a noteworthy figure to impact the Web shopping (Universal, 2004).

1.4. CONSUMER TRUST IN INTERNET SHOPPING

Individuals buy items and administrations are the foremost based on their level of belief in this item or services, and vendors either within the physical store or online shops. Online believe is the fundamental and basic component for building a relationship with clients. Present research appears that online belief is lower level than the face-to-face intuitive within the physical store, and the result appears that dependability of Web shipper (seen judgment, seen competence, and seen security control) and outside environment (third-party acknowledgment and lawful system) have an impressive effect on customer belief in Web shopping. The dependability of E-commerce web location is exceptionally depending on how much security can be given. For example, an exceedingly specialized competence can be a figure to impact the dependability. As said over that the net dealer can give third-party confirmation to E-commerce web location, and whereas this protection and security strategies are used, customers will think their E-commerce transactions through Internet are secure and thus the site is more reliable to them. Beside this point, if the Ecommerce web site can provide the information about their customer services, location of the office, contact telephone number, and a help button on the web site, customers could also increase their trustiness as they can feel that the online retailers is truly exist.

2. LITERATURE REVIEW

The Internet is a part of the day-to-day life of the majority of the world, and within this environment, a new form of communication has gained importance in recent years; Social networking sites. It is one of the most effective and significant business development tools in the 21st century because of its ability to connect individuals with others (Vinod S. chandwani & Dr. Shradha Bhome, 2004). Technology gives consumer the power to investigate products to label them and criticize them in equal measure, and more. Therefore many companies today have pages on social networks to complement the information held about products, held by the feedback of consumers about products and tend to relate more to a company after reading various reviews (Elisabeth Ioanas & Inova Stoica, 2014)

On an everyday premise in present-day, 100,000 tweets are sent, 684,478 pieces of substance are shared on Facebook, 2 million search questions are made on Google, 48 hours of video are transferred to YouTube, 3,600 photographs are shared on Instagram, and 571 websites are made (James 2012). Social media presented an unused, complex and wild component in buyer behavior displaying an unused challenge both to the scholarly community and the marketers (Atlaf, 2014). It is evident that now day, social media components are popular like Facebook and Twitter have got an attention to consumer markets. The results form collected data indicate that the social media has a significant impact on consumption behavior in Pakistan (Madni, 2014). Social media allows customers and prospects to communicate directly to your brand representative or about your brand with their friends. However, the obvious question is: who are the people interacting online and how engaged are they in online activities? (Simona Vinerean, Luliana Cetina, Luigi Dumitrescu & Mihai Tichinedeleian, 2013). Social Media have given plenty of opportunities to consumers in adapting different aspects in life. Facebook, Twitter and Instagram have played significant roles in expanding consumers' online purchases (Elham Al-Mukhaini, Israa Al-Dhuhli & Sara Ismael, 2013). As the usage of the social media has become more popular, these tools are perceived as a source by consumers to search information about the products during their buying decision process (Ozer, 2012).

The growth of online social networks around the world has created a new place of interaction and communication among people. Individuals can share their knowledge, opinions, and experiences with one other due to the online social networks provided features and may have an impact on people's behavior in terms of communication and purchasing (Ayda Darban, & Wei Li, 2012). The larger part of the populace nowadays may be a client of online shopping, and after the development of e-commerce, presently M-commerce is coming into the spotlight. Different ponders appear that m-commerce has numerous points of interest that make the consumers prefer m-commerce over e-commerce. Information mining could be a semi-automatic disclosure of designs, affiliations, changes, inconsistencies and factually noteworthy structures and occasions in information (Pahwa, 2015). As per the study results indicate that social media tools create a statistically significant difference on purchasing behaviors of consumers according to age groups and educational status of them (Ankara, 2013). A sample of social media users who are familiar with these online ads were drawn from a

public university in Ghana. The findings reveal that social media users perceive online ads, especially pop-up ads as intrusive and ineffective. Also the study establishes that pop-up ads have little impact on the purchase behavior of social media users since a negative attitude has been formed towards pop-up ads. Based on the findings of the study, it is recommended, among other things, that advertisers should design pop-up ads that are user friendly and less intrusive (Le Wang, Lei Xu, Flora Ampiah, Xiaoshu Wang, 2014)

3. OBJECTIVES

- To study the customer perception regarding the buying Products Online.
- To study the satisfaction level of the users who are into Online Shopping.

4. RESEARCH METHODOLOGY

This research is descriptive type of research. We require both primary as well as secondary data for the analysis. Primary data is collected with the help of online questionnaire. Secondary data is collected from various e-sources as well as from various journals and digital marketing books. We have targeted the people of Kutch, Gujarat to study the impact on Online buying behavior. We have used convenience sampling method to reach 150 respondents from the targeted population. And we used SPSS as statistical tool to analyze the data collected.

HYPOTHESIS

1. H0: There is no significant association between which E-Commerce site attract the most and its trustworthiness.
H1: There is significant association between which E-Commerce site attract the most and its trustworthiness.
2. H0: There is no significant association between which E-Commerce site attract the most and its Quality
H1: There is significant association between which E-Commerce site attract the most and its Quality
3. H0: There is no significant association between which E-Commerce site attract the most and its Price
H1: There is significant association between which E-Commerce site attract the most and it's Price

5. FINDINGS AND RESULTS

Questionnaire was prepared for conducting surveys and a sample size of 150 respondents were taken. The Data interpretation is done below:

SPSS TEST

1. H0: There is no significant association between which E-Commerce site attract the most and its trustworthiness.
- H1: There is significant association between which E-Commerce site attract the most and its trustworthiness.

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Which E - Commerce site attract you most? * Are E - Commerce sites trustworthy?	150	100.0%	0	.0%	150	100.0%

Which E - Commerce site attract you most? * Are E - Commerce sites trustworthy? Cross tabulation				
Count				
		Are E - Commerce sites trustworthy?		Total
		Yes	No	
Which E - Commerce site attract you most?	Flipkart	58	0	58
	Amazon	85	1	86
	Snapdeal	5	0	5
	Shop Clues	0	1	1
Total		148	2	150
Symmetric Measures				

		Value	Approx. Sig.
Nominal by Phi		.706	.000
Nominal by Cramer's V		.706	.000
N of Valid Cases		150	

Interpretation: Reject the Null hypothesis.

The Value of Cramer V is 0.000, the relationship is strong.

This means there is strong relationship between E-Commerce site attract the most and its trustworthiness.

As Cramer V value is less than significance value 0.05, null hypothesis will be rejected

2. H0: There is no significant association between which E-Commerce site attract the most and its Quality

H1: There is significant association between which E-Commerce site attract the most and its Quality

Case Processing Summary						
		Cases				
		Valid		Missing		Total
		N	Percent	N	Percent	N Percent
Which E - Commerce site attract you most? * Does E - Commerce sites satisfy you by their quality?		150	100.0%	0	.0%	150 100.0%

Which E - Commerce site attract you most? * Does E - Commerce sites satisfy you by their quality?					
Cross tabulation					
Count					
		Does E - Commerce sites satisfy you by their quality?			Total
		Yes	No	May Be	
Which E - Commerce site attract you most?	Flipkart	36	5	17	58
	Amazon	59	9	18	86
	Snapdeal	3	0	2	5
	Shop Clues	0	0	1	1
Total		98	14	38	150

Symmetric Measures			
		Value	Approx. Sig.
Nominal by Nominal	Phi	.187	.510
	Cramer's V	.132	.510
N of Valid Cases		150	

Interpretation: Accept the Null hypothesis.

The Value of Cramer V is 0.51, the relationship is weak.

This means there is weak relationship between which E-Commerce site attract the most and it's Quality

As Cramer V value is more than significance value 0.05, null hypothesis will be accepted

3. H0: There is no significant association between which E-Commerce site attract the most and its Price

H1: There is significant association between which E-Commerce site attract the most and it's Price

Case Processing Summary						
		Cases				
		Valid		Missing		Total
		N	Percent	N	Percent	N Percent
Which E - Commerce site attract you most? * Does E - Commerce sites satisfy you by their price?		150	100.0%	0	.0%	150 100.0%

Which E - Commerce site attract you most? * Does E - Commerce sites satisfy you by their price? Cross tabulation					
Count					
		Does E - Commerce sites satisfy you by their price?			Total
		Yes	No	May Be	
Which E - Commerce site attract you most?	Flipkart	43	1	14	58
	Amazon	65	5	16	86
	Snapdeal	5	0	0	5
	Shop Clues	0	0	1	1
Total		113	6	31	150

Symmetric Measures			
		Value	Approx. Sig.
Nominal by Nominal	Phi	.223	.280
	Cramer's V	.158	.280
N of Valid Cases		150	

Interpretation: Accept the Null hypothesis.

The Value of Cramer V is 0.280, the relationship is weak.

This means there is weak relationship between which E-Commerce site attract the most and it's Price

As Cramer V value is more than significance value 0.05, null hypothesis will be accepted

6. CONCLUSION

It is found that since online promoting may be an unused concept it'll take time for individuals to believe these sorts of shopping exercises. At present individuals feel that there are major security concerns in online exchanges and don't feel comfortable doing the shopping online. They feel that there are tall dangers of extortion and hoax in online commerce. Online promoting is fair starting to root itself within the trade world of INDIA since of which not all the items are accessible. Indeed popular brands put as it were particular things online and thus there are less choices accessible on the web. Since it's a unused concept individuals are still not completely utilized to it since of which they feel awkward shopping online. They feel that the item would be altered with and the quality wouldn't be the same. India may be a creating nation where major chunk of its populace live in country regions and subsequently don't have got to the web. By this a major parcel of the target advertises is misplaced. Individuals in India favor reaching to the shopping centers and looking, touching different things before acquiring them. They are not very willing to give up on shopping physically so indeed in the event that they have access to the web.

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ADOPTION OF E-WALLETS (INNOVATIVE MODE OF PAYMENTS) AMONGST POST GRADUATION STUDENTS IN NAVI MUMBAI

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ABSTRACT

Governments Initiative for making Digital India coupled with Demonetization has transformed India into a cashless economy. Online transactions become popular then. Amongst the various online payment modes like payment through net banking, Debit cards, credit cards etc, E-Wallets started gaining popularity. But in India, accepting digitalization where money is involved it is difficult to fasten the pace of innovation diffusion such as E-Wallets (Kunal Taheam, 2016). E-wallets have shown a very high acceptance level among the urban youth who have bank accounts with around 89% of the people surveyed saying that they use mobile wallets of some form or the other and only 8% of the consumers saying that they use bank-led wallet applications in a YouGov-Bernstein Proprietary Survey. This generates research interest to study the alacrity of youths to use E-Wallets and factors influencing the adoption of E-Wallets including the factors discouraging the usage of it in amongst the post graduation students residing in Navi Mumbai

Keywords: Mobile wallets, Mode of payment, Digitalization, Online Transactions

INTRODUCTION

Penetration of smart phones has increased tremendously in India with increasing accessibility of internet. Other than basic function of communication, Smart phones are used for plenty of services a smart phone provides. These services includes entertainment (music, movies, games etc.), socialization (social networking applications like facebook, twitter, instagram and instant messaging services like whatsapp, messenger), internet access services and even payment services. For using payment services on smart phones, an application for the same is required to be installed in it. This application is called the digital wallet or electronic wallet or mobile wallet. Its functions of keeping and paying the currency are same as of traditional leather wallet with the only difference of performing the same digitally and more number of parties directly or indirectly involved in performing the same on digital platform. For using E-Wallets service customer needs to register him with that E-Wallets and preload a certain amount of money in it which can be used for shopping, recharge, utility bill payments etc. Obviously it does not depend only on the smart phone and E-Wallets installed in it. The entire process of sending and receiving money requires a complex network of intermediaries including banks, payment gateways and mobile network operators. As per the "Master Circular-Policy Guidelines of Issuance and Operation of Prepaid Payment Instruments in India" published on RBI website E-wallets are one of the prepaid payment instruments other being smart cards, magnetic stripe cards etc. There are three types of E- Wallets -

Closed wallet – A closed wallet is a wallet that will allow you to make purchase exclusively at specific company or retailer. These type of wallet is offered by Flipkart, Jabong ola money etc.

Semi Closed wallets- A semi-closed wallet allows you to make purchase and payments at multiple places. Such type of wallets is part of payment instruments which can be used for purchasing goods and services only from selected merchants. Cash withdrawal or redemption cannot be performed using semi closed wallets. All these wallets are approved by RBI. Examples are-Paytm wallet, PayU Money, Mobiquick

Open wallets- Open wallets are part of Open System Payment Instruments and can be used for purchasing goods and services including financial services and also allow customers to withdraw cash at ATMs/BCs. Such type of wallets can only be jointly launched with a bank. M-pesa by Vodafone is an example of such type of wallets. SBI buddy and HDFC chillar are an example of Open wallet.

RESEARCH METHODOLOGY

This research paper is aimed at examining the adoption of E-wallets as a Innovative mode of payment amongst post graduation students in Navi Mumbai and to ascertain the factors encouraging and discouraging the usage of E-wallets, problems faced by students while using E-wallets etc. Study is based on primary data collected through a structured questionnaire which was filled by 50 respondents

OBJECTIVES

- To study the factors influencing the adoption of E-Wallets as a mode of payment amongst post graduation students in Navi Mumbai

- To study factors refraining the usage of E-Wallets as a mode of payment amongst post graduation students in Navi Mumbai
- To study the problems faced while using E-Wallets as a mode of payment in amongst post graduation students in Navi Mumbai

DATA ANALYSIS AND INTERPRETATION

Usage of E-Wallets

Use of E-wallet	Frequency	Percentage
Yes	36	72
No	14	28
Total	50	100

The above table shows that 72 % of respondents are already using E wallets, which shows high rate of adoption amongst post graduation students.

NON USERS PERCEPTION

Reasons for not using

Reasons for Not Using	Frequency	Percentage
Security and Privacy	0	0
No Internet Access	0	0
Not much Techno friendly	2	14.28
Prefer using other Modes of Payment	12	85.71
Not User friendly	0	0
Total	14	100

The above table shows that the main reason for not using E-wallets amongst post graduation students is that they “prefer using other modes of payments” such as cash and debit cards followed by “Not much Techno friendly”

USERS PERCEPTION

Frequency of using E-wallets

Frequency of Using	Frequency	Percentage
Once a month	8	22.22
Once a fort night	2	5.55
Once a week	10	27.77
Two or three times a week	12	33.33
Daily	4	11.11
Total	36	100

The above table shows that there is broad based usage of E-wallets amongst post graduation students on routine bases as majority users are using E-wallets “two or three times a wee with 33.33% followed by “Once a week” with 27.77% and “Once a week with” 22.22%

TYPES OF PAYMENTS

Types of Payments	Frequency	Percentage
Mobile recharge	20	25.31
Payment of bills	26	32.9
Online Shopping	10	12.6
Online ticket bookings	8	10.1
Money transfers	15	18.98
Total	79	100

The above table shows that E-wallet is preferred mode of payment amongst post graduation students for “payment of bills “with 32% followed by Mobile recharge with 25% and Money transfers with 19%. Still for shopping of goods and ticket bookings there is no wide spread usage of E-wallets.

FACTORS DRIVING USE OF E-WALLETS

Attributes	Frequency	Percentage
Security	10	4.6
Privacy	8	3.7
Benefits for getting Transaction History	22	10.18
Ease of Use and Convenience	30	13.88
Easy Refunds	12	5.55
Can avail cash back	16	7.40
Discount offers	35	16.20
Trendy to use and because my friends use it	28	12.96
E-wallets are almost supported by every e-commerce site	16	7.40
Can be access anytime, fro anywhere	39	18.05
Total	216	100

From the above table it is observed that factors such as “access from anywhere & anytime”, “Discounts offers” and “Ease of use” encourage usage of E-wallets amongst post graduation students followed by “Trendy to use and because my friends use it”, “Benefits for getting Transaction History”, “supported by every e-commerce site”, and “Easy Refunds” while security and privacy still remains concern of users

PROBLEMS FACED WHILE USING E-WALLETS

When respondents where asked to motion 3 major problems faced while using E- wallets, top three problems listed were Transaction failure, Long Processing time and Delay in payment

MOST PREFERRED 3 E- WALLET BRANDS

When respondents where asked to list down 3 most preferred E-wallets Brands, Paytm, Google pay and Phonepe where mentioned.

FINDINGS

- There is high rate i.e. 72 % of adoption of E-wallets among the post graduation students.
- The significant reason for Non-users not using E-wallets is still they prefer other mode of payments i.e. Debit card followed by cash
- There is broad based usage of E-wallets amongst post graduation students on routine bases as majority users are using E-wallets “two or three times a week”
- The most preferred payments by post graduate students via E-wallets are payments of bills, mobile recharge and money transfers
- Three main factors for encouraging adoption of E-wallets among the post graduation students are “access from anywhere & anytime”, “Discounts offers” and “Ease of use”
- The major problems frequently encountered by the respondents while using E-wallet are transaction failure, long transaction time taken by E-wallet for processing the transaction, and delay in payment.
- Paytm and Google pay are most used and trusted brands of E-wallets amongst the post graduate students

CONCLUSION

From this study we found that future of E- wallets is very promising amongst postgraduate students residing in area of Navi Mumbai. E-wallets have already gained acceptance from younger generation as a mainstream mode of payment and in near future it will garner significant share as a mode of payment for sure going online as well as offline business.

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PURA VILLAGE CLUSTER AN ALTERNATE SOLUTION FOR SUSTAINABLE DEVELOPMENT OF TEXTILE INDUSTRY IN ICHALKARANJI AREA

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ABSTRACT

PURA (Providing Urban Amenities in Rural Area) is a model concept developed by Dr.A.P.J.Abdul Kalam for rural development which is a Socio-economic system of sustainable Growth. It is meant to ensure better life for millions of Indians in Rural regions. PURA is a well-planned drive towards achieving an inclusive and integrated Human Resource Development and sustainable development. Ichalkaranji one of the fastest growing industrial areas in Maharashtra Termed as the “Manchester of Maharashtra” The city's economy driven predominantly by the Textile industry . The textile industry Present Scenario facing crises due to Imbalance of Resources and non-planned activities. These imbalances of resource and lack of planning is threatening the survival of Textile industry. PURA as a socio economic system of sustainable growth model could provide sustainable solution for this industry and also it could help for Rural Human Resource Development. The socio economic system of rural development is termed as “Providing Urban Amenities in Rural Areas” (PURA) is consist of four connectivity's; physical, electronic, knowledge and economic connectivity to achieve inclusive and integrated development. All the four connectivity's will bring socio economic development through Plain PURA Type which is type of PURA.

Keywords: PURA, Sustainable Development, Textile Industry

INTRODUCTION

India is having second largest population in world 1,21,05,69,573 According to census of India 2011. This Population in terms of Human resource is still not fully utilized. The reason behind it is India's major population 83, 34, 63,448 live in rural area which is engaged in Traditional Economical activities for their survival. After the New economic policy Country faced the demographic problem of migration which in turn led to many problems for the Human resource Development. This Migration was forced for the Rural Human resource for their survival. But after 3 decades of adoption of new economic policy it has been realized the growth achieved by country is not enough, not sustainable and also featured with regional imbalance. This has created the divide between Rural and urban India. Urban India rapidly grown in terms of economical advantages of Market where as Rural India lacked the pace due to over dependence on traditional economical activities. Additionally there was lack of involvement amongst stakeholders in rural development.

Government of India and Government of Maharashtra undertook many programs for Textile industry in Ichalkaranji area. Despite the efforts by government the lack of understanding of demand supply equation and imbalance of resources are leading again and again this industry in trouble in Ichalkaranji area. The imbalance of resources includes raw material availability, Human Resource availability, Energy Resources, Capital Mobilization, Environmental degradation and other issues of Resources. These problems could be solved and the industry could achieve sustainable growth by applying PURA model that is what researcher proposes in this research paper.

Dr.A.P.J. Abdul Kalam Proposed PURA (Providing Urban Amenities in Rural Area) model. PURA (Providing Urban Amenities in Rural Area) model is Socio-economic system of sustainable Growth. It is meant to ensure better life for millions of Indians of Rural regions. A well-planned drive towards achieving an inclusive and integrated Human Resource Development.

Ichalkaranji is one of the rapidly growing industrial areas in Maharashtra. This City Termed as the “Manchester of Maharashtra”. The city's economy driven predominantly by the Textile industry. The textile industry Present Scenario facing the problem in terms Imbalance of Resources. The Present research Paper attempt to apply PURA model for providing solution to textile industry. This application of PURA model will boost the rural development & Human Resource Development in area.

OBJECTIVES OF THE STUDY

- To analyze the Problems being faced by Textile industry in Ichalkaranji city
- To propose potentiality of PURA Cluster village Model for providing solution to the problems of Textile industry in Ichalkaranji city

RESEARCH METHODOLOGY

The present research is based on secondary data only in which the data is obtained by various co-operative organizations, Government websites, newspaper articles and books. The secondary data obtained is put in organized format to evaluate and classify the problems faced by industry and propose the potentiality of PURA application as a solution to solve those problems.

PROFILE OF TEXTILE INDUSTRY IN ICHALKARANJI AREA

Industry profile	
Sale of the textile products:	More than Rs.150 billion
Per capita income of Ichalkaranji :	Rs.1,16,472,
Fabric Manufacturing units:	More than 5,000
Power looms:	120,000
Auto looms :	80000
Employees/ Workers:	99,152
A daily turnover of nearly:	Rs.500 million
Sizing :	175 sizing units,
Process:	62 units
Warehouses :	187 units
Co-operative Spinning Mills	5

Sources: All above data collected from various sources which are mentioned in References

STATEMENT OF THE PROBLEM**Problem of Fabric Manufacturers**

Dependence of fabric manufacturers on commission agents & yarn traders for entire Production process. This problem is due to the lack of capacity to buy yarn in bulk. The issue is related with raw material procurement, as the units of power loom are small scale the entrepreneurs are having inability to buy yarn in bulk from co-operative spinning mills. If they even wish to buy it in bulk it would lead to unnecessary capital allocation which will lead to inefficiency. Hence in this context it is necessary to have yarn supplying units which will produce yarn as per requirement of raw material.

Fabric manufacturers get less share of profit which in turn reduces their ability to pay. This problem is related with above problem as yarn agents does not share profit with the fabric manufacture instead they give them labor charges which reduce yarn manufacturers' ability to pay. This leads to capital shortage as such less Working capital, in consistent payment to labor resulting in employee turnover, labor shortage, employee absenteeism, strikes for wages salary and bonus

Problem of employees / workers

The labors are having inconsistent wages it is resulting due to yarn manufacturers' in ability to pay inconsistency in wages is due to another reason of absence of government regulation. This inconsistency in wages leading the workers to face the problems of Increased cost of living, Poor health & safety, Job security, non-fixed wages

Problem of sustainability

The textile industry technological up gradation has pulled excessive use of chemical products which are damaging Natural Resources & climatic condition. Apart from this Noise pollution, Water pollution are the other environmental issues.

These environmental issues are coupled with Drain of work force and Poor Quality of work-life

PROPOSED APPLICATION OF PURA MODEL TO TEXTILE INDUSTRY IN ICHALKARANJI AREA**Physical & Electronic connectivity**

Development of Rail Freight corridor from Cotton producing areas of Vidarbha Region of Maharashtra to Ichalkaranji: This will help for transportation of required Raw Material directly in the hands of Manufacturer. As a part of direct transaction the Raw Material producer and the Manufacturer both will be benefited. Farmers who are the raw material Producers will get the good Price for their Produce and Manufacturer will get the cotton at low cost.

Setting up of warehouses at the two rail stations Rukadi & Hatkanangale which are catering the needs of this area: These two villages will have additional economic activity of warehousing and Transportation apart from traditional activities. Also it will create the surplus availability of raw Material which will be Helpful for raw Material Procurement according to Requirement.

Micro Spinning Mills need to be established in the areas between the warehouses & Sizing Industry: As logistic activities suggest the processing of product will be held after the formation of product. It will create the strong supply chain and logistic.

Sizing Industry should be moved to villages which are on the banks of river: The water Resource will be available for these units. Primary need of sizing industry is water which is not easily available in city area it is better to move these sizing units in river side rural area so the water availability problem will be solved.

A common drain from these units should be developed to connect CETP plants at Shiradwad, Takawade: The sizing units will pollute the water this water could be recycled for agriculture irrigation purpose. This step will manage the balance of Environment.

Establishment of few more industrial areas in villages: The current Problem of Labor supply will be solved with this initiation. If new industrial areas are established for entire process of the Textile Manufacturing labor availability will be as per demand of industry. This industrial area will cater the need for fabric manufacturing units, Processing Units & Packaging of finished product

Knowledge Connectivity

Setting up Educational Institutions which are Textile industry centered. Introducing Textile industry centered Industrial Training Institutes. Setting up Research and Design centers for the Textile Industry. Human Resource Requirements of industry in all three levels of hierarchy will be fulfilled by Means of these Knowledge hubs.

IMPLICATIONS OF PURA CLUSTER VILLAGE

- Development of Entrepreneurial Activities at various villages
- Employment generation in Rural area
- It will stop migration from Rural areas
- Self reliability for fabric manufacturers on production process
- Increased profit share for each level of production process
- Increase in ability to pay
- Availability of Consistent Labor supply for Production Process
- Fixed wages, job security, sustainable livelihood, Quality of work life
- Pollution control due to recycling facilities & decentralization
- Preservation of climatic condition and natural resources
- Extra income generated will be utilized for capacity building of workforce

CONCLUSION

If the proposed model of PURA with all four connectivity applied to Textile industry in Ichalkaranji area it will lead to increase in entrepreneurial activities and Rise in income of yarn manufacturers along with workers which will solve all the labor problems. This increased income will force these individuals to demand better food and nutrition services thus the availability of increased quality of service will be in PURA complex of Ichalkaranji. This income augmentation and enhanced service utilization will upgrade and enhance production. This in totality will lead to human resource development and sustainable development of the Textile Industry.

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CONSUMER BEHAVIOUR WITH SPECIAL REFERENCE TO FACTORS AFFECTING WHILE SHOPPING ONLINE

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ABSTRACT

A huge percentage of the population today is internet literate, with increase in online literacy the outlook of online marketing too is increasing. There are millions of people online at a given point of and they all are a potential consumer in the online market. In today's age there are so many suppliers and providers of a variety of products and services. Since there are so many providers, the most important thing for organizations in this competitive business environment is to understand what are the consumer wants and needs, their taste and preferences. Customer buying behaviors are influenced by different factors such as their culture, social class, references group, family, income, age, occupation, gender, lifestyle etc. These influences make each customer behave differently from the other. These studies shows the consumer buying behavior while online shopping.

Keywords; online retailing, consumer Behaviour

INTRODUCTION

Online retailing is a type of electronic commerce, which allows consumers to buy goods or services directly from a seller without any intermediary, over the internet. To put it in a simple language it is the sale of goods online.

The companies to first create online retail industry by putting the entire customer experience, from browsing products to placing orders to pay for purchases on the Internet were amazon and Dell. The success of these companies motivated store based retailers to create an online presence for their store.

This sweeping way of selling goods services and ideas has also gained immense popularity in India in the recent years

The ever increasing use of devices like smartphones, tablets, laptops, and access to the Internet through broadband, 3G, etc. apart from the growing usage of internet in India has contributed to the rapid growth of the online consumer base and has developed a prospect for traditional retailers to augment their products and services online

A consumer is an individual who purchases goods and services from the market for his/her personal use.

Consumer Behaviour is the study of individuals, groups, or organizations and all the activities associated with their purchase, use, maintenance and disposal of goods and services, including the consumer's emotional, mental and behavioral responses that he goes through while buying a particular good or service. No longer can a consumer be taken for granted, various factors such as family influence, consumers emotional mental and behavioral response to a good or service, his culture, influence of advertising, income occupation, lifestyle etc. has to be taken into account while offering a consumer any product or service.

REVIEW OF LITERATURE

1. Solomon (1998) studied the Consumer Behaviour and stated that consumer behavior is the processes in which individual selects, purchases, uses or disposes of products, services, ideas, or experiences to satisfy needs and desires. In view for the Internet to spread out as a retail channel, it is necessary to perceive the consumer's way of thinking, aim and conduct in light of the online buying practice.

2. Donthu and Garcia (1999) proposed that risk aversion, innovativeness, brand consciousness, price consciousness, importance of convenience, variety-seeking propensity, impulsiveness, attitude toward advertising, attitude toward shopping, and attitude toward direct marketing would influence online shopping behavior.

3. Schiffman, Scherman, & Long(2003) researched that "yet individual attitudes do not, by themselves, influence one's intention and/or behavior. Instead that intention or behavior is a result of a variety of attitudes that the consumer has about a variety of issues relevant to the situation at hand, in this case online buying. Over time the Internet buyer, once considered the innovator or early adopter, has changed. While once young, professional males with higher educational levels, incomes, tolerance for risk, social status and a lower

dependence on the mass media or the need to patronize established retail channels (Ernst & Young, 2001; Mahajan, Muller & Bass, 1990),

4. Sultan and Henrichs (2000) in his study concluded that the consumer's willingness to and preference for adopting the Internet as his or her shopping medium was also positively related to income, household size, and innovativeness.

5. Vijay, Sai. T. & Balaji, M. S. (May 2009), revealed that Consumers, all over the world, are increasingly shifting from the crowded stores to the oneclick online shopping format. However, in spite of the convenience offered, online shopping is far from being the most preferred form of shopping in India. A survey among 150 internet users, including both users and non-users of online shopping, was carried out to understand why some purchase online while others do not. The results suggested that convenience and saving of time drive Indian consumers to shop online; while security and privacy concerns dissuade them from doing so.

6. Kim and Park (2005) U.S. samples suggests that their positive attitudes as well as willingness to search for pre-purchase information leads to a strong likelihood that they will buy online. Online shoppers, are required to have computer skills in order to use the Internet for shopping. Hence, those who are not comfortable with using the computer, will likely do their shopping at the traditional store, modern shop, or discount store because it will be faster shopping there than in the Internet shop.

OBJECTIVE

- To study the consumer Behaviour towards online retailing
- To study the factors motivating consumer behavior

RESEARCH METHODOLOGY

This research is based upon both primary and secondary data.

Primary data was collected through a questionnaire from individuals in the city of Mumbai. The sample size is 72

Secondary data was taken from research papers, reference books and websites

DATA ANALYSIS

1. Age

Out of the total respondents 0.40% are below the age 12, 60.20% are between the age 12 to 20 14% are between the age 20 to 35, 1.20 % are between the age 30 to 50 and 24.20% are 50 and above

2. Gender

Out of the total respondents 23.4 % are women and 76.6% of the population are men.

3. Income

Out of the total respondents 24.7% earn an income of below 20000, 16.20% earn an income of range between 20000 to 40000, 32.60 % earn an income between 4000 to 60000, 12.4 % earn an income between 60000 to 80000 and 14.1 % earn an income above 80000

4. Occupation

Out of the total respondents 26.7% are students, 30.1% are professionals, 15% are freelancers and 28.2% are business persons

5. Frequency of purchase from online platform

Out of the total respondents not a single person has not purchased from the online platform, 7.4% rarely purchase from the online platform, majority of them (84.5%) purchase quite frequently and 8.1 always purchase

6. Factors motivating to purchase online

For 24.4 % of the respondents convenience mattered while for 36.2% it saved their time, 45.4 % found the price attractive while 56.6% were attracted by various discounts and offers, for 14.2% it enabled product comparison and for 41.1% variety of goods and services was the motivational factor.

7. Kinds of goods purchased online

Majority of the respondents(82.40 %)shop for apparel and fashion accessories , 34.4% shop for consumer electronics, 16.2% shop for books and magazines, 8.2% shop for furniture, 22.1% shop for gifts and 7.2% shop for stationary and 43.2 shop for home utility items

8. Method used for online payment

Cash on delivery is used by 67.6% of the respondents, none of the respondent's use NEFT, PayPal is used by 8.10%, debit card is used by 24.20% and 16.6% use credit card.

9. Amount spent on a single purchase

16.4% of the respondents shop for items less than 500 in a single purchase,

Between 500 to 1000 32.4% of the respondents shop, 23.4% shop between 1000 – 3000

Between 3000- 50000 25.6% shop and 18.7% shop for items 5000 and above

10. Satisfaction level from shopping on the online platform

32.40% of the respondents are highly satisfied, 41.6 % are moderately satisfied, 23.4 % are neutral, 1.95% are moderately dissatisfied and 0.72% are completely dissatisfied

FINDINGS

- Online retailing has picked up substantially over the years. Not a single person amongst the respondents have not shopped online in fact majority of them purchase quite frequently from the online platform
- Majority of the respondents get attracted to shop online due to the various offers and discounts offered on the products and the prices as well as the vast variety of options to choose from
- Majority of the respondents are frequent purchasers of apparels and fashion products like shoes, bags, belts, accessories etc.
- Majority of the respondents prefer cash on delivery mode of payment over any other medium
- Most of the respondents spend between 500 to 1000 during a single purchase
- Most of the purchasers of online shopping are moderately satisfied with purchasing online while an insignificant no. of purchasers are highly dissatisfied

RECOMMENDATIONS

Online sellers should aim to increase their penetration to the semi urban as well as rural areas

Online sellers should try to remove the dissatisfaction of consumers by upping their after sales service and quality of products

Online sellers should come up with schemes to encourage consumers to make advance payment for the products they make and pay through mediums other than cash on delivery

CONCLUSION

Indian retail sector is observing vigorous alterations over the years. . Online retail has witnessed a growth rate in the past years thereby making a noteworthy contribution to the retail industry and the economy of our country. It was found that Price, offers and discounts and Convenience were factors that are considered vital when a consumer decides to purchase online, however the matter to be seen is whether these factors are perceived equally between all consumers of the same income, occupation and lifestyle and across both genders.

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A STUDY ON MICROFINANCE AND ITS FACILITIES: AWARENESS LEVEL OF PEOPLE IN MUMBAI CITY

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ABSTRACT

Microfinance is a financial service/ product designed to cater to the underprivileged segment of India. It aims to provide a wide range of financial services like loans, insurance, payment services, etc. to the people with low income in order to enable them to venture into small businesses & raise their standard of living. Microfinance Institutions (MFIs) have evolved as precursors of the agricultural thrift credit market in the Asian nations. In the current scenario, MFIs are seen to be shifting to urban areas. The wide spread slums being the significant part of the urban population, the metros are proving to be cost-effective markets for MFIs over the remote locales of the rural. The urban markets have witnessed a simple fraction of MFIs gross loan portfolio unfreeze in a short span of 5 years. And over next 3 years, a magnitude relation is expected to vary to 50:50. Although, MFIs supposed service specialization lies with low-income population from the rural areas, it has show relatively higher success recently with the urban population and hence is heavily inclined towards urban markets. The study focuses on the awareness of Microfinance amongst the low-income population in the urban cities and services offered by MFIs in Mumbai city.

INTRODUCTION

India has witnessed a significant GDP rate over the years. However, the growth story is quite ironic. Employment opportunities in the private, public and government sectors are limited and available to the educated population only. On the other hand, informal economy is seen to grow at a faster rate, employing about 93% of the labour force across the country. These informal economy workforce contribute to 63% of the GDP. However, they cannot benefit from the additional wealth they have contributed to generate. The reason being, they do not have access to the credit facilities to gain advantage from the economic opportunities.

However, if demographic and poverty trends in the country are to be considered, then the issue at hand looks even more complex. About one third of world's poor population reside in India; the youth of 15 to 34 years of age constitute to over one third of India's total population. The unemployment ratio amongst the youth is the highest in the country, especially in the urban areas. The amalgamation of poverty and youth employment indicates towards the socio-economic crisis.

According to a research conducted in 2004, about 60% of the youth population in the urban areas of India were unemployed. The pressing issue is required to be addressed and policy makers must devise alternative sources of employment for those left out of the bounds of the formal economy. In such a scenario, Microfinance plays an important role in providing sustainable livelihoods by stimulating small & micro businesses.

According to the Consultative Group to Assist the Poor - an International Consortium of Development Agencies, people who have access to credit, insurance, savings and other financial services are seen to be more resilient and able to cope better with day-to-day crisis. Despite the fact, only 0.01% of the urban population from the poor socio-economic background have banking relationships. The outreach of MFIs to the rural areas is seen at 95% and the cities remain unserved. Moreover, the lack of access to trading space and livelihood training in the urban areas push the further the poor into poverty.

According to the Economic Census 1998, banks and financial institutions directly financed 2.8 percent of enterprises and 1.9% received finance linked to the poverty alleviation schemes, accounting to only 4.7% of enterprises, rural & urban to receive formal finance. A large number of underprivileged rely on the informal credit from moneylenders, pawnbrokers and relatives to manage their cash flow. However, the model is not sustainable for them as it often traps them in a longer debt period. This presents a big opportunity for MFIs to serve the low-income segment in the urban areas.

However, the dynamics and challenges for MFIs in the urban areas are different than those faced in rural areas. As a special case research conducted by an NGO in Delhi, there were very few microfinance institutions working in the Delhi slums and resettlement colonies, despite the huge demand for microfinance. The institution named Satin working in the region, estimated the number of people living on a daily earning of up to US\$2 in Delhi and the National Capital Region at about two million. Considering the facts, a Microfinance pilot project was initiated in Delhi. A study was conducted on the profiles of customers, their needs and sources of financing in the slum areas and resettlement colonies of Delhi, which helped in outlining People Group Model for

microfinance operations. People Group Model mandates a 'group guarantee' to available the financial loan services under microfinance. Loans can be availed in groups, wherein, all the members of the group must provide mutual guarantee for each other and are jointly liable to repay the loan amount in case one or more members of the group fail to do so. The model enables customers to build financial, physical and social capital in terms of group cohesiveness, extending support to each other and develop business networking, thereby, creating a social network in the local community.

The scheme enabled youth from poor socio-economic background to avail a credit of up to Rs. 10,000/-, training in acquiring business-oriented skills and insurance for life. Over 100 borrowers in East Delhi region, availed a combined loan of Rs. 1 million who could set up their businesses in various sectors like small transports, repair shops, readymade garments, internet parlors, etc. Customers have overwhelmingly proved that reliable sources of credit provide a fundamental basis for planning and expanding business activities.

RESEARCH METHODOLOGY

Objectives of the Study

3. To study the level of awareness among people about Microfinance
4. To study the level of awareness among the low income segment people about Microfinance and its various schemes

The study shall concentrate and highlight the level of awareness among people about the various schemes under Microfinance. It shall also provide elaboration on these services and schemes and the benefits that urban poor can avail.

Following is the hypothesis which have been formulated for this study -

- Lower socio-economic class of urban population are aware about Microfinance
- People of Mumbai city are aware about various schemes under micro finance

DATA COLLECTION

Primary Data Collection

- A questionnaire is being designed to collect the information from the people below poverty line and people earning just above the poverty line residing in Mumbai city according to the sample size

POPULATION OF THE STUDY

Urban Poor of Mumbai City

SAMPLE SIZE

75 People in random and 75 People who are associated to various SHGs operating in the Mumbai City. Total Number of Respondents is 150.

ORIGINALITY

4. This study includes primary as well as secondary data.
5. The research has been extended to cover every part of the city to take the sample.
6. Some part of the theory has been referred from the published data from various institutes.

LITERATURE REVIEW

A research report by Prof. Dr. Hans Dieter Seibel, University of Cologne, between 1960s and 1970s the agricultural and rural development faced challenges in production for various reasons. Microfinance for agricultural played a pivotal role in facilitating their growth. However, later with the rise in population in the rural, there were other micro businesses springing up, giving rise a huge demand for microfinance for micro enterprises.

As per the NABARD Report of 2003 - 04 on Self Help Bank Linkage, SHG credit expansion and the higher recovery rate raised a lot of optimism amongst the poor. However, there remains a significant gap between the demand and the actual per capita credit being provided to the poor.

A research report by Srinivasan published in 2009 says that the number of microfinance customers in India were 54 million in 2008. While SHG model served about 39.9 million customers, 14.1 million customer's needs were met by MFI model. The total outreach exhibited by SHG model was 77%; however, the growth rate remained lower at 15% in 2007-2008 as compared to MFI model which showed a higher growth rate of 40%. The model has shown a sustained growth with estimated 86.2 million customers and total loans outstanding of Rs. 351

billion in March 2009. This accounts for only 6% approx of the commercial banks' overall credit outstanding in the rural and semi-urban areas in 2008 (RBI, 2009). A study carried out by Intellect - 'Inverting the Pyramid' suggested that there's a huge scope of growth.

Anyanwu, 2003; Lawson, 2007: Many studies have underlined the lack of finance as one of the major issues that poses as a challenge to the SMEs growth. This is in spite of the potential of SMEs.

Idowu Friday Christopher (2010) carried out a research in order to gain an insight on the Impact of Microfinance on Small and Medium Sized Enterprises in Nigeria. The study reveals that SMEs have received positive support from MFIs and which has fueled their growth rate and enhanced their market share as well.

Sam Afrane (2002) researched on Impact Assessment of Microfinance Interventions in Ghana & South Africa. His case studies revealed that the interventions of microfinance have accomplished greater growth. This is accounted by the enhanced improved lifestyle, increased business incomes, , empowered enterprises and people, etc.

These studies provide a concrete reference and evidence about the success of Microfinance in India and worldwide.

DATA ANALYSIS & INTERPRETATION

Hypothesis 1: Low-income segment People in the Urban is aware about Microfinance Concept

DISCUSSION

Item 9 of the questionnaire is about the awareness of microfinance.

Question 9 tests if the respondents have come to know about the small scale account.

Analysis: 90.6% of the respondents have gained knowledge about small scale money.

Question 11 is the extension of 9 and attempts to uncover the source of knowledge of the respondents on small scale accounts.

Analysis: 38.9% respondents had gained knowledge from their companions and 34.7% from their neighbors.

From the above analysis, it can be concluded that Speculation 1 is approved.

Hypothesis 2: People of Mumbai city are Aware about various schemes under micro finance.

RESULT: This hypothesis is validated.

Dialog: Question 10, attempted to discover the mindfulness level about the different plans accessible in the platter of Small scale money. Among it, saving plans was the most prominent one with 55%.

From the above analysis, it can be concluded that Hypothesis 2 is validated.

MAJOR FINDINGS

At the commencement of analysis, objectives were defined which were accepted by the analysis as furnished below:

7. Abstraction has focused on the awareness of microfinance. The abstraction reveals that the advised sample acquainted to micro accounts is 92%.
8. Abstraction also reveals that the low-income segment population of Mumbai city got acquainted by Microfinance through assorted sources. About 4% got the information from their relatives, 35% from friends, 37% from neighbors, 20% from SHG assembly and 4% from other sources
9. Abstraction also studied the awareness of Microfinance schemes amongst the poor. The analysis shows that only 21% of the sample study were acquainted with the micro schemes, whereas, 13% knew about the allowance schemes, 16% about application schemes and 50% about the extenuative schemes.
10. Abstraction also throws light on the fact that besides the knowledge of micro extenuative schemes, poor population of Mumbai also are aware of other autonomous options
11. Micro accounts are alone accustomed to the poor affiliated women for starting their own business or for costs the absolute business. As well assorted extenuative schemes are getting provided to the consumers. Consumers are as well getting provided with loans for acquirement of bartering cars and claimed two wheelers.
12. The top akin of acquaintance has been accepted in the city-limits of Mumbai about micro financing.

RECOMMENDATIONS

1. The humans should be accustomed added opportunities for accommodation attainment.
2. Absorption amount should be decreased so that added and added applicants can account microfinance facilities.
3. If microfinance is to be fabricated an acknowledged accumulation movement, the operations charge to be fabricated streamlined, amount able and transparent.
4. Accommodation admeasurement should be added abundant to accommodated the requirements of borrowers.
5. MFI should acknowledge able absorption amount to the borrowers. Hiding able absorption amount to poor and benighted borrowers by application —creativell accounting practices is awful immoral. The poor borrowers accept a appropriate to apperceive the accurate allurement amount of the micro accommodation in anatomy of able anniversary absorption rate, so that, they can yield appropriate borrowing decisions.
6. The government should accommodate the basal infrastructural accessories such as acceptable roads, schools, hospitals, connected ability accumulation etc in the accompaniment to accredit individuals accomplish the allowances of microfinance.
7. The akin of bribery in our country should be arrested to anticipate the antedate of microfinance funds to the easily of the politicians in the society.
8. The Abjection Alleviation Programme should be restructured to accommodated the needs of the beneath advantaged associates of the association mostly the women that are in austere charge for microfinance.
9. The government should abode able administration and adjustment of a lot of of the microfinance institutions in the country to anticipate the collapse of such institutions as witnessed in the accomplished in some regions.

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- <http://www.sksindia.com/faq.php>
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INTRAPRENEURSHIP AS AN EFFECTIVE ORGANIZATIONAL STRATEGY- AN ANALYSIS IN INDIAN PERSPECTIVE

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ABSTRACT

The contemporary economic environment is getting progressively more competitive, demanding and challenging for most organizations in India. Organizations currently perceive a substantial rise in globalization trends and revolutionary changes in technologies. This gives rise to several organizational complexities and in order to survive and be successful, organizations need to tackle them by constantly working on their products, services and business models to maintain a competitive advantage. Intrapreneurship as an organizational concept has evolved substantially over the years. It can be defined as a tactic employed by people to ensure that others, especially employees, are making the most out of their commercial or industrial talent. When this is done, employees are better facilitated to work to their best capacity and therefore ensure that the company develops better and more successful products. An innovation culture attained through such intrapreneurial initiatives can lead to considerable organizational development in terms of firm performance, innovativeness, profitability and competitiveness. This paper attempts to study the evolution of concept of intrapreneurship in India and discusses how intrapreneurship can be an effective strategy for managing innovative development in different organizations and thereby resolving a range of such complexities.

Keywords: Current economic environment, intrapreneurship, organizational strategy, Indian perspective

INTRODUCTION

The first written use of the terms 'intrapreneur', 'Intrapreneuring,' and 'intrapreneurship' date from a paper¹ written in 1978 by Gifford Pinchot III and Elizabeth Pinchot. Later the term was credited to Gifford Pinchot III by Norman Macrae in the April 17, 1982 issue of *The Economist*.² The first formal academic case study of corporate entrepreneurship or intrapreneurship was published in June 1982, as a Master's in Management thesis, by Howard Edward Haller, on the intrapreneurial creation of PRIME Leasing within PRIME Computer Inc. (from 1977 to 1981). This academic research was later published as a case study by VDM Verlag as *Intrapreneurship Success: A PRIME Example*. The *American Heritage Dictionary of the English Language* included the term 'intrapreneur' in its 3rd 1992 Edition, and also credited³ Pinchot as the originator of the concept. The term "intrapreneurship" was used in the popular media first in February 1985 by *TIME* magazine article "Here come the Intrapreneurs" and then the same year in another major popular publication was in a quote by Steve Jobs, Apple Computer's Chairman, in an interview in the September 1985 *Newsweek* article, which quotes him as saying, "The Macintosh team was what is commonly known as intrapreneurship; only a few years before the term was coined—a group of people going, in essence, back to the garage, but in a large company." The Globalization effect brought the world together and India was no exception to it. Indian economy welcomed the MNCs in the development process and thus a need to exhibit a competitive edge arise.

In India, most of the companies operate stable businesses quite efficiently, but what is lacking is developing a new business from its idea stage through to research and development and successful commercialization. The organization's capacity to innovate is greatly diminished because of the failure to identify, support and encourage innovative ideas which can be turned out to successful commercial products and services. With India, becoming a preferred destination of MNC's, and the economy expanding, attracting and retaining talent is a source of competitive advantage. The need of the hour is for people who are creators rather than followers. One feature of the organization that promotes intrapreneurship is that it encourages and successfully implements enough creative ideas to make a surplus of fruitful opportunities for all its employees. Thus Intrapreneurship is a relatively recent concept that focuses on employees of a company that have many of the attributes of entrepreneurs. An intrapreneur is someone within a company that takes risks in an effort to solve a given problem. Through much research it is becoming well understood how important intrapreneurs are to a successful company.

LITERATURE REVIEW

1. Pinchot 1985, p .ix, in: Sharma & Chrisman, 1999, stated that Intrapreneurs are ... 'dreamers who do'; those who take hands-on responsibility for creating innovation of any kind within an organization; they may be the creators or inventors but are always the dreamers who figure out how to turn an idea into a profitable reality”.
2. Stevenson and Jarillo (1990: 23)* define Intrapreneurship as “a process by which individuals ... inside organizations pursue opportunities independent of the resources they currently control”.
3. Venkatraman et. al (1992) stated that due to the rigid hierarchies which impede innovation and lack of appropriate incentives new ideas require strong organisational advocates
4. Seshadri D.V.R. & Arabinda Tripathy (2006) concluded that sustained efforts at encouraging innovation and intrapreneurs play a key role in keeping employees motivated and open new avenues for them to bring their vision and creativity into reality for the benefit of the organization.
5. Piramal, Bartlett and Ghosal, (2002) opined that in today’s context where the source of power is knowledge, harnessing the full potential of the workforce is absolutely vital for a company’s success.
6. Luchsinger, V and Bagby, D R (1987) found that intrapreneurial organisations can be distinguished by their focus on results, team work orientation, rewards for innovation and risk taking, tolerance for mistakes and the ability to learn from them and flexibility.
7. Mathew, J. Manimala, Jose, P.D., and Raju Thomas (2006), suggested that in view of the inherent disabilities of large public sector organizations in developing countries to promote innovations, it is essential for such organizations to develop a deliberate strategy for innovation and align it with their corporate strategy. Scholars and practitioners have recognized that intrapreneurship can have beneficial effects on the revitalization and performance of small and medium sized enterprises

OBJECTIVES

- 1) To study the evolution of Intrapreneurship in Indian economic environment
- 2) To review the role of intrapreneur in achieving competitive advantage for the organization
- 3) To analyse intrapreneurship as an organizational strategy for managing innovative growth in Indian context

Scope: This paper discusses the evolution of the concept of intrapreneurship, the need for intrapreneurship, the benefits of intrapreneurship to the company and employees, few examples of successful intrapreneurship in organisations and the intrapreneurial scenario in the Indian context.

Research Methodology: The concept of intrapreneurship is still in its embryonic stage in the Indian corporate sector. A descriptive study is conducted to understand the nuances of the concept. Data for the study has been collected from secondary including journals, magazines, books on the subject and internet sources.

Evolution of intrapreneurship in India: In the present century, Indian corporates have entered the global market on the large scale .The IT industry took the lead in this exercise. This industry has exhibited entrepreneurship to the point that it is a role model for the other industries mostly run on management style. Innovation at every level and of every kind can be seen in IT industry. Traditionally, Indian economy supported entrepreneurship. The Indian mindset has cultural advantage, which is evident from the following. 'Artisans – system' was a well –known practice in India. Generation after generation, the artisans developed their profession and made it richer in skills and knowledge by continuously innovating, experimenting and expanding. Mentoring and counseling is part of Indian social system.

Intrapreneurship is of special significance to Indian organizations since they are beset by resource constraints, infrastructural deficiencies, commoditization of brands and services, rapid rate of obsolescence, weak work ethic and turbulent industrial relations. Some of the corporates have realized the potential of intrapreneurship in generating new ideas, creating new business models as well as in talent recognition and retention. For instance: In Zensar technologies, one of the teams developed a new solution pattern departing considerably from the old one. It was highly successful and today, at least 60 per cent of the company’s work is done through it. At Kinetic India, the model Zing, was an idea that came from one of their employees. who suggested that the mobike should have a mobile charger. Since the idea was both innovative and satisfied a latent need, it was incorporated into the product, and was one of the prime reasons for the product’s success. Forbes Marshall has implemented a work practice called the ‘sunset clause’, which stipulates that any idea given by an employee has to be screened by the end of the following day. If not, the manager has to necessarily back the idea. This ensures

that managers take an active role in generating and screening of business ideas as well as become champions of viable and feasible ideas. Texas Instruments (TI), Bangalore encourages its engineers to have an intrapreneurial mindset. A single-chip solution for ultra-low-cost handsets is just one example of TI's many innovative products in making communications easier and affordable. Within the company, the company has introduced a 'technical ladder' which encourages small teams of engineers with an 'intrapreneurial' mindset to work on creative ideas. Getting into the technical ladder is not just challenging but also a rewarding experience for young engineers. Due to its focus on promoting intrapreneurship, TI which was the first multinational company in the technology domain that began operations in India in 1985 has a record of 500 patents filed from India. In India, most of the companies operate stable businesses quite efficiently, but what is lacking is developing a new business from the idea stage through to research and development and successful commercialization.

Role of intrapreneur in achieving competitive advantage for the organization

1. Intrapreneurs are major contributors to increases in productivity within companies. Like entrepreneurs, intrapreneurs take risks and find more effective ways to accomplish tasks. An intrapreneur, in the most basic sense, is a skilled problem solver that can take on important tasks within a company.
2. Intrapreneurs are the drivers of innovation within companies. In a similar role to that of entrepreneurs, intrapreneurs seek to provide solutions to unique market driven problems. They seek policies, technologies and application that resolve a barrier to productivity increases. Like the entrepreneur who starts a company with the goal of providing a good or service, the intrapreneur takes on a task within the company to increase the capacity of the company.
3. A successful intrapreneur understands trends; they see where the company needs to go before anyone else. Any successful company must have a number of intrapreneurs to see future trends and meet them before their competitors do. In this respect good intrapreneurs are the most important asset a company has.
4. Intrapreneurs will become the building blocks of a company's executive teams and leaders. They are the driving force that moves a company forward and they will inevitably rise to the top of the company as they understand the company from all levels. Starting from the bottom, they will see the company as a set of processes in which every process must evolve.
5. Unlike employees who are simply with a company to get a paycheck, intrapreneurs should be viewed as part of the company. They do more than just commit their time to a company, as they also invest their skills. Intrapreneurs see the ability to grow personally along with the company and in this sense, should be seen as investors in a company, rather than just employees. An intrapreneur is someone who grows with the company; it is a symbiotic relationship as the company helps them and they, in turn, help the company.
6. A company grows when you find the virtuous cycle of entrepreneurs hiring intrapreneurs. A good entrepreneur recognizes talented intrapreneurs and as they are promoted they intern recognize good intrapreneurs below them. In this fashion a company culture is constructed where talented innovators teach and foster the growth of other talented innovators. This cycle continues and the company will become a truly innovative leader.
7. The distinction between entrepreneurs and intrapreneurs can be seen as a difference in the level of focus. While an entrepreneur should see the company as a vision from starting point to end; the intrapreneur is a facet of this broader vision. The intrapreneur works within the company to solve a specific problem. Thus intrapreneurs should have more directly applicable skills for a given task. The intrapreneur will take risks, but within the context of their job in the company. The intrapreneur, unlike the entrepreneur, is not focused on the entire company, but rather processes within it.

Intrapreneurship as an organizational strategy for managing innovative growth in Indian context: When a company uses intrapreneurial techniques as their corporate or organizational strategy, they encourage their employees to take initiative and therefore give them a sense of decision making. When an employee is given this responsibility, they treat it with respect and try their best to ensure that they do not let down the firm. The firm encourages this and therefore empowers its employees to bring forth new ideas and facilitate their implementation.

When creating a corporate strategy, firms should create an environment where employees are not afraid to bring good ideas to the table. Once the ideas have been brought forth, decisions should be made to ensure that no good idea is ignored or lost. The company should be willing to spare resources to ensure that ideas from employees are discussed and considered. Therefore, one of the most important factors to consider is creating an

environment where employees are free to bring forth good business ideas and ensuring that the ideas, if viable, are implemented and incorporated into the running of the business.

Another important factor to consider is the process of decision making. This should be expedited to ensure that ideas do not wear off before they are implemented. Employers should set aside resources to ensure that all good ideas are implemented. Other than that, the company should be willing to break tradition and embrace new ideas that might change the work environment for the better. Research shows that intrapreneurship thrives more on freedom and initiative as opposed to traditional policies. When this is done, companies are more open to new business ideas and therefore business growth and development.

FINDINGS AND SUGGESTIONS

1. Intrapreneurship is an organizational strategy to motivate and retain innovative employees.
2. Intrapreneurship helps in achieving competitive edge for both the organisation and the employees.
3. Organisations need to create an open culture which promotes innovation and risk taking behaviour among employees.
4. The organisational network is a key factor in promoting intrapreneurship and the enterprise should create awareness and ensure an enabling environment.
5. In Indian enterprises, the practice of intrapreneurship is still in its budding stage and many organisations have lost their key employees with innovative ideas because they did not create the required eco system for intrapreneurship.

CONCLUSION

With India, becoming a preferred destination of MNC's, and the economy expanding, attracting and retaining talent is a source of competitive advantage. The need of the hour is for people who are creators rather than followers. To succeed organizations need to direct change, create the future and learn from it. One feature of the organization that promotes intrapreneurship is that it encourages and successfully implements enough creative ideas to make a surplus of fruitful opportunities for all its employees. Organizations which see things in new ways, respond to evolving needs of customers by changing the ways things are done would be the leaders in the new environment. Over the time, companies lose employees because they feel creatively suppressed and ignored. Companies are no longer competing with each other to offer a better product, but to employ better staff. If companies would value the opinions and ideas of their employees and provide them opportunities to innovate by, rather than just hire new people, it would result in a mutually beneficial relationship for both parties. Opportunities for intrapreneurship would create an enterprise where people would love to come to work, because the work spot is where they can fully actualize their potential. Many firms not only empower managers, but also enable employees to become more innovative and flexible even in the course of their daily activities and routine tasks. Through empowerment, employees become owners of their tasks. For creating sustained value through building intrapreneurship into the organization, a strong management commitment is essential. The management of the firm is eventually responsible for providing the conditions that facilitate individual intrapreneurial attitude with the aim of opening the employee's minds

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A NEED FOR INNOVATIVE TECHNIQUES OF LEARNING FOR IMPROVEMENT IN SKILL DEVELOPMENT PROGRAM AND EMPLOYABILITY FOR SUSTAINABLE GROWTH

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ABSTRACT

The purpose of this paper is to study that there is a strong need for innovative techniques of learning for improvement in skill development program and how to bring employability for sustainable growth in India. The earlier system of Gurukul education has been replaced by modern means of education. For making the students more knowledgeable and employable, governments has been launching Skill Development Programs. However, there are certain weaknesses which can be overcome by taking proper measures through reforming this skill development program. India has tremendous and highest young human resources in the world. For India to transform from developing country into a developed nation, there is a strongly requirement of improvement in the skill development program by integrating it in the education system.

Keywords: Education, Skill Development Program, Weaknesses, Measures and Innovative Techniques.

INTRODUCTION

India is a developing country since many years. However, by looking at the rest of the developing countries of the world, it is prima facie evident that it has been emerging as a giant global leader among them in the recent years. But now there is a strong need of transition period for India to become a developed country from a developing country. The reason behind this is its highest existing human resources which has tremendous potentiality if trained properly through right skill development programs. The transformed and innovative techniques of learning via education and other means can bring the desirable and favorable changes which can provide the sustainable growth in the long term. The review and analytical study reveals lot of improvement in the education as well as other systems in society as well like politics and social concern.

EARLIER SITUATIONS

The earlier system of education in India, i.e. Guru Kul, was value based and ethics oriented. The students were taught the skills of socialization, economics, politics, etc. The system was best suited due to monarchy and also for limited population.

With the passage of time the ancient system disappeared and replaced by schooling system of education where different subjects were taught but still the idea behind imparting knowledge was just to make them to understand the life and values only.

During the British Reign, Lord Macaulay recommended 10 + 2 + 3 in India and it is still prevailing till the date. This system imparted knowledge but only the basic which helps the person to meet his bread and butter and which were useful up to the limits of government job.

RECENT DEVELOPMENTS

During the 21st Century, the globalization and the rising population forced the government to think in the direction of reforming the knowledge of the learners. To enhance their levels, the government came up with the idea of skill development programs. The earlier governments introduced it under the name of National Skill Development Corporation Limited, National Skill Development Fund and National Skill Development Agency and which were consolidated as Skill India, National Skill Development Corporation Limited by the latest Government.

Based on the functions and class of the society. The various types of skill development programs and schemes are launched by the Government from time to time. These schemes include mainly:

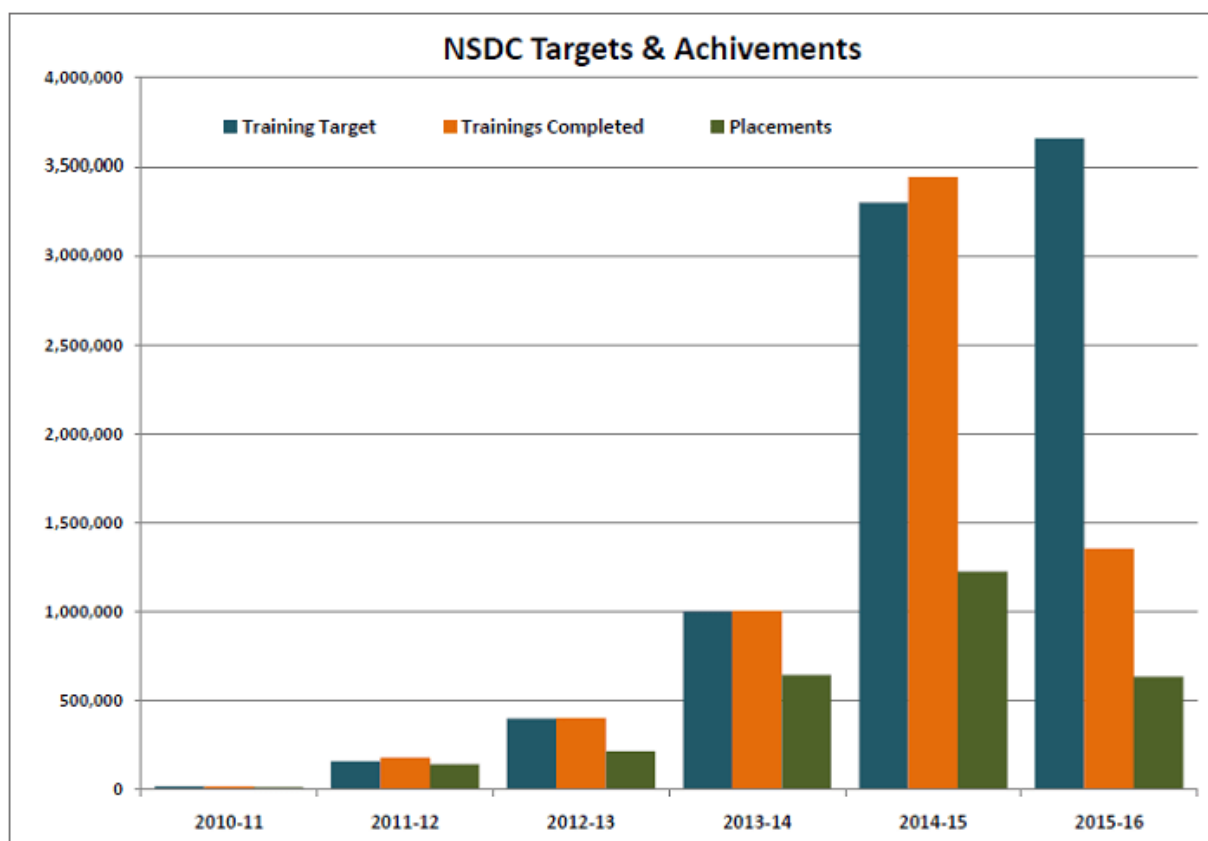
- Deen Dayal Upadhyaya Grameen Kaushalya Yojana.
- Pradhan Mantri Kaushal Vikas Yojana.
- Financial Assistance for Skill Training of Persons with Disabilities.
- National Apprenticeship Promotion Scheme.
- Craftsmen Training Scheme.

- Apprenticeship training.
- Pradhan Mantri Kaushal Kendra.
- Skill development for minorities.

COMMON FEATURES OF THE PROGRAMS/ SCHEMES

- **HUGE CAPITAL FUND:** Each of these scheme has abundant financial budget reserving for achievement of targets set up under scheme.
- **HIGH TARGETS:** The targets set up under these schemes are usually very high. Greater number of beneficiaries are expected to be covered under each scheme.
- **COMPREHENSIVE:** The different schemes are designed in such a manner that they try to cover every person or class of the society. Thus, these schemes are collectively comprehensive in nature.
- **COST FACTOR:** All these schemes have some more or less initial money investment. Very few schemes may be there without any early money capital.
- **LENGTHY PROCEDURES:** The lengthy and complicated procedures for application for and availing the scheme are its prominent features.

The following Diagram and table depicts the strengths and weaknesses of skilled development programs:



Number of People Trained Under Skill India			
Financial Year	Cumulative Target	Cumulative Achievement	Achievement in percentage
2011-12	46,53,000	46,68,000	98.20%
2012-13	75,51,000	51,88,000	72%
2013-14	73,42,720	76,36,346	104.01%
2014-15	1,05,08,000	76,11,759	72.43%
2015-16	1,04,16,008	1,04,16,008	69.86%

It is easily seen from the above diagram and table that the training targets are set very high, and even if these target are rarely achieved in terms of training given, seldom it becomes a great failure in providing them enough employment.

COMMON WEAKNESSES

- **OVER TARGETING :** While setting up the target, in the short term, annual as well as in the long term, the governments keep it very high, seldom within the reach every time. This in turn, always proves them as inefficient, which may not be so always.
- **POOR IMPLEMENTATION:** One of the common weak point of all schemes are its poor implementation. No single scheme is put to its fullest use in practice for cent per cent implementation, resulting into its actual effectiveness.
- **LACK OF AWARENESS:** It is agreed and accepted that many schemes have been launching from time to time. But the bitter truth prevails, it is that the actual awareness of the understanding of the scheme in its entirety is never reached to the common man in the way it should be. People are aware of the name of the scheme but don't have idea what is the scheme of that particular scheme.
- **LACK OF INNOVATION:** On one hand, we are talking about innovative practices for developing the skill of Indian youth but on the other hand, it is found that there is lack of innovative techniques. The jobs provided are still traditional in maximum areas. In addition to that all sectors of employment, at all levels, are not covered. Only lower categories of people are given training. Highly paid jobs are not still fully considered.
- **CORRUPTION:** The corruption dwells everywhere and so lies in the various schemes also. Many middlemen convict the ignorant people by fraudulent means and make the money in the name of the schemes. Similarly, the unused money projected for the schemes are not properly accounted for nor the collected money from the scheme are totally reported at. Sometimes, irregularities forced the government to put the stay on the procedures of these schemes.
- **FALLACY OF SUCCESS:** Since the inception of each schemes it is assumed and later on claimed that it is continuously functioning successfully In addition, governments claim very high about its success ratio which is a mere a meager contribution to our second populous country of the world. Also the fact remains intact, that most of the schemes become outdated or just on the paper in the end. If at all they are in progress, their pace is the lowest. (Diagram)
- **LACK OF SUSTAINABILITY:** It is naked truth that many of the schemes are put on shelves either due to the change in the government or due to their improper functioning. No scheme has its sustainable impact to last longer. For example,
- **LOW EMPLOYABILITY:** The schemes empower the youth for skill development but overall ratio for their employability is very low. This schemes lack the teaching of basic skills like ethics, communication, teamwork, IT knowledge and critical or analytical thinking. The government tries to create jobseekers, by skill India training but simultaneously not so much equally successful in creating jobs also.
- **ABSENCE OF PUBLIC FAITH:** One of the alarming reason behind not successful of these schemes are lack of faith or confidence of the people in the government scheme. Most of these people are not fully aware of these schemes and even if they know them, they feel it is only for the namesake, and not going to get any desirable benefits. Though to some extent they are either self-experienced or they have observed the fruitless efforts of someone else.
- **NO LINKAGE TO EDUCATION:** The last but not the least, is that, every such skill of government, has hardly any linkage to the education. All such schemes are not provided simultaneously along with education. They are meant only for them who either completed education or who has been dropped out from the education. Hardly any linkage is found between the education and the practicing/working of the schemes.
- **LACK OF WIDE AND SPEEDY COVERAGE:** Tall claims are made by the governments that 1 crore youth are getting trained or employed every year under skill development programs. It is accepted as the truth. However, the unfortunate fact is that out of around 65% of the total population forming youth alone in our country, this coverage is so less that it will take still many years for attaining full employability.

INNOVATIVE TECHNIQUES / MEASURES✓ **SKILL DEVELOPMENT AT EDUCATIONAL LEVEL**

The most important thing which is must needed is to develop those skills which are needed for employability of the youth and for sustainable growth is to introduce them at the educational level as an additional curriculum. It will not only enhance the knowledge and experience of the student but also will make him perfect match for the industry in which he has to plunged into. This will help to generate self-confidence as well as self-responsibility in the students which in turn useful to the nation as a whole.

✓ INDUSTRIAL PARTNERSHIP/INTERNSHIP

Though there are many MOUs are signed between the governments and other Universities or some giant corporates, there is a need to have compulsory linkage between all schools or colleges or educational institutions to provide such industrial partnership or internship or apprenticeship to the limited extent Part Time) to provide training to the students before the entry level. Later, it can be developed into long term full-fledged training.

✓ EARLY AGE TRAINING

When the world is transforming into the techno center, it is equally necessary to apply the most innovative techniques to educate and train the youth of the country. This may include

- **Early Involvement:** There is need of Involvement of the student at the time of manufacturing the product in its basic or raw form as a part of education. And its finishing touch should be given by the regular Trainer-Employees to maintain the quality of the product.
- **Earning & Learning:** The students should be given minimum wages for their contribution while they will be learning to make the product. Hence their cost contribution to the product will be minimum and total cost will also be reduced. This will reduce the selling price and in turn will give this benefit to the customers, i.e. back to the society.
- **Entrepreneurship Project:** should be introduced at the UG level to inculcate the skill of business administration.
- **Practical Study:** For each subject, actual practice should be made necessary for each students so that it will enable the students to understand the basics of the subject properly and he would be able to find him perfectly employable in the industry afterwards.

✓ 100% AWARENESS

Like the basic needs of life, all people should be made fully aware of the existing schemes for its complete success. Like Ration Card or Aadhaar Card, connectivity to all should be brought into practice. Then only the benefits of the schemes will reach unto the last person of the country.

✓ MAJOR ROLE OF CORPORATES

The Corporates should be encouraged to utilize their Corporate Social Responsibilities in sponsoring and providing certain students in the educational institutions. This will ensure them placements in their own Companies.

✓ LEARNING FROM DEVELOPED COUNTRIES

There is a strong need to learn from the models of developed countries in respect of skill development programs and the way of their working. Countries like Germany, France, USA, etc. should be kept in front of our sight, to attain sustainable growth through learning as well as in skill development.

✓ FOREIGN COLLABORATION/JOINT VENTURES

In order to take the benefits of advanced techniques of the foreign countries it is also necessary to enter into more and more joint ventures with them. International exposure should be given to the domestic students by assisting them financially as well as strategically.

CONCLUSION

Thus, it is concluded that if the skill development programs are introduced in the education itself, the young generation will become skilled and employable during their learning stage itself. It will save the government from allocating huge amount of budget for skill development programs separately. If these schemes are fully made applicable via wide coverage, the ratio of employment, income, growth and sustainability will automatically increase the GDP of the country and the standard of living of educated class will be awesome. This will enable our country to enter into the race of Developed countries.

RECOMMENDATIONS

From all above, it is recommended that there is a strong need of introducing skill development programs in the education level itself. The more refined programs along with the foreign collaboration or joint venture will make the students better skilled more knowledgeable. So that, these programs will make them better employable in the corporates at home as well as in the abroad. This will pave a way for the country to become a Developed Nation in the years to come.

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REVIEW OF SHIFT FROM COMMERCE TO E-COMMERCE IN INDIA

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ABSTRACT

Integration of business deals with the technology has brought the revolution in the trading sector. Traditional aspects of doing businesses have been transformed into e-commercial sector. Today, E-commerce has entirely revolutionized the conventional thought of business, supported by huge internet users & android mobile phones; Indian e-commerce has been witnessing remarkable growth and gradual advancement in the last few years. Considering India's demographic variable & growing internet accessibility, the sector is expected to scale greater heights. Commercial sector is quickly transforming into e-commercial now. This paper tries to portray the present scenario and facilitators of E-Commerce and the phases of transformation from conventional commerce to technologically advanced E-commerce.

Keywords: Business, Technology, Mobile Phones, Internet, Commercial.

INTRODUCTION

India has emerged as one of the major players on the new international business prospect. Its relentless economic development since reforms in 1991 has become the focus of concentration for researchers in the field of international business and management. The year 1991 illustrated a new episode in the history of the internet world where e-commerce became a sizzling option amongst the online commercial users. It was difficult for the millennial to predict that online trading will become a trend in the world and India will contribute to a good proportion of this success. Commerce has altogether revolutionized the lives of people around the world and its growth in India is remarkable which is difficult to show any signs of decline in near future. Trading of goods and services with the help of electronic channels and internet is termed as E-commerce. E-business is a route to conducting traditional form of business in an innovative way with the help of the internet network and by using Electronic Data Interchange as the means. E-Commerce relates to the website of the vendor or retailer, who sells products or services directly to the customer from the gateway using a digital shopping cart and allows payment through the usage of plastic money or electronic fund transfer payments. E-commerce has not only provided platform for the customers to transact online but has provided the opportunity to the retailers and many manufacturers to showcase their products online without any intermediaries.

OBJECTIVES OF STUDY

1. To evaluate the present trends of e-commerce in India
2. To evaluate the growth factors responsible for e-commerce in India

REVIEW OF LITERATURE

- 1) **Abhijit Mitra, (2013)** in his article "E-Commerce in India-A review" "an attempt is made to analyse the present status and facilitators of E-Commerce in India, In this study it has been found that, there has been a tremendous increase in the number of companies opting for E-Commerce. In his study he has focussed on barriers which the E-commerce companies are facing.
- 2) **Madhukar Sarode, (2015)** in his paper concluded that ecommerce has become the future of shopping for consumerism and the gap between manufacturer and consumer has been reduced due to e-commerce. There is vast scope for e-commerce in India but due to weak cyber law, people are facing challenges in India.
- 3) **Rajendra Madhukar Sarode, (2015)** E-commerce is altering the way of buying & selling of product & services in India. The growth of e-commerce has been extended in rural as well as urban area at reasonable cost, due to which more people are getting connected with e-commerce & the ratio of that is getting increasing day by day.
- 4) **Rajasekar and Agarwal, (2016)** in their study of impact on India's e-commerce revealed that success of E-commerce depends to a greater extent on effective IT systems for which it is necessary to strengthen the technological developments. Many organizations, and communities in India are investing a lot to take advantage of the potential of ecommerce, there needs to be some provisions to overcome the challenges before e-commerce would become a practice for common people.
- 5) **Mita Mehta, (2016)** purpose of this study reveals consumer behaviour and their preference towards adopting mobile marketing as a revolution towards new shift in the rapidly developing e-Commerce segment. It has been analysed that convenience factor has become one of the major reasons for the consumers to go online.

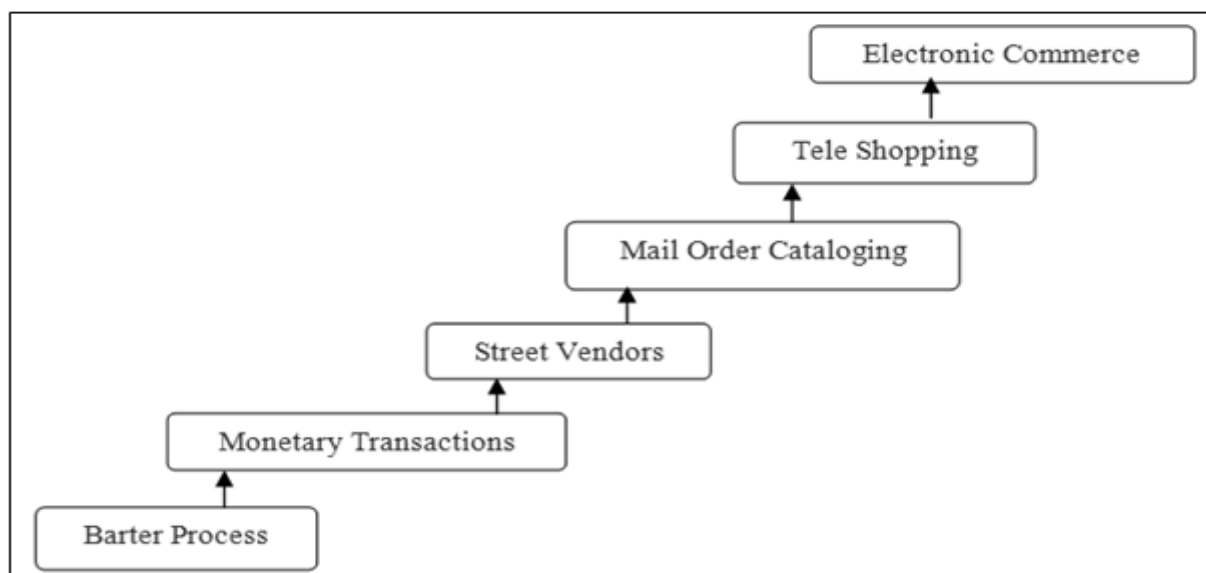
RESEARCH METHODOLOGY

The study is based on secondary data that has been collected from various articles, journals, books, websites etc, and literature review of researcher's previously worked in this field. The research is used to study the evaluation, conceptual framework, present trends or scenario, growth facilitators and challenges faced by e-commerce. The study includes current data available to make the work more effective and the analysis of the same has been interpreted. The paper is mostly comprises of secondary base & proper references have been given wherever necessary.

COMMERCE TO E-COMMERCE

It all started with barter system and the progress continues. Previously transactions were done which involved goods in exchange of goods and then evolved the currency and the transactions were in cash denominations. Traditionally before revolution into the commercial sector, commerce meant trading of goods and services. Business during Gen X was like a physical commercial activity with involvement of many intermediaries to sell or exchange the goods and services. People had the psyche of cash transactions. Format of business was a risky venture due to lot of uncertainty. Now with the revolution in the commercial sector came up a new era of business known as E-Commerce, currencies took the new form of plastic money and electronic fund transfer. With the initiative of Indian government to provide ease to the customers, firstly E-commerce services were provided by IRCTC and the story began.

EMERGENCE OF E-COMMERCE



E-COMMERCE

E-Commerce market is a digital commerce market in India. It is an innovation which has shifted the traditional way of doing businesses in a innovative way. E-commerce is the buying and selling of goods and services, or the transfer of funds or data, over an electronic system, primarily the Internet. These business deals are business-to-consumer, business-to-business, consumer-to-consumer or consumer-to-business. It has become an online platform for the retailers, manufacturers, wholesalers and consumers to trade online easily and conveniently. E-commerce in India has got a remarkable growth because of the technological revolution and its adaptation into commercial sector. Growth of E-commerce in India has been backed by innumerable mobiles users and wide connectivity of internet. E-Commerce has occupied the major market share in India's shoppers mind. (Dr. Rajasekar, 2016)

FACILITATORS OF E-COMMERCE IN INDIA

Since its evolution there have been number of facilitators or divers which has been contributing continuously in the growth of E-Commerce market. A large market size, young and aspirational consumer base, ever increasing digital revolution, and adoption of new age technology are some of the factors adding to this line-up. Below are the major contributors for the change, (Source. Kya Zoonga).

1. Increasing income levels

- Increasing purchasing power of people
- Increasing disposable income of the urban youth

2. Changes in socio-economic environment

- Rising middle class incomes
- Changing demographics (approx 50 % of the population is below 25 years of age)
- Reach to global brands

3. Change in technological landscape

- Rise in internet usage and 4G penetration
- Increasing smart phone users with wide availability of internet on mobile phones
- Delivering high quality user experience

4. Changing Patterns of Consumer Behaviour

- Less time to spend in travelling to places and shopping
- Increase in expenditure for luxury items
- Increased population of Brand Conscious consumers

5. Changing mindset and outlook of Indian customers

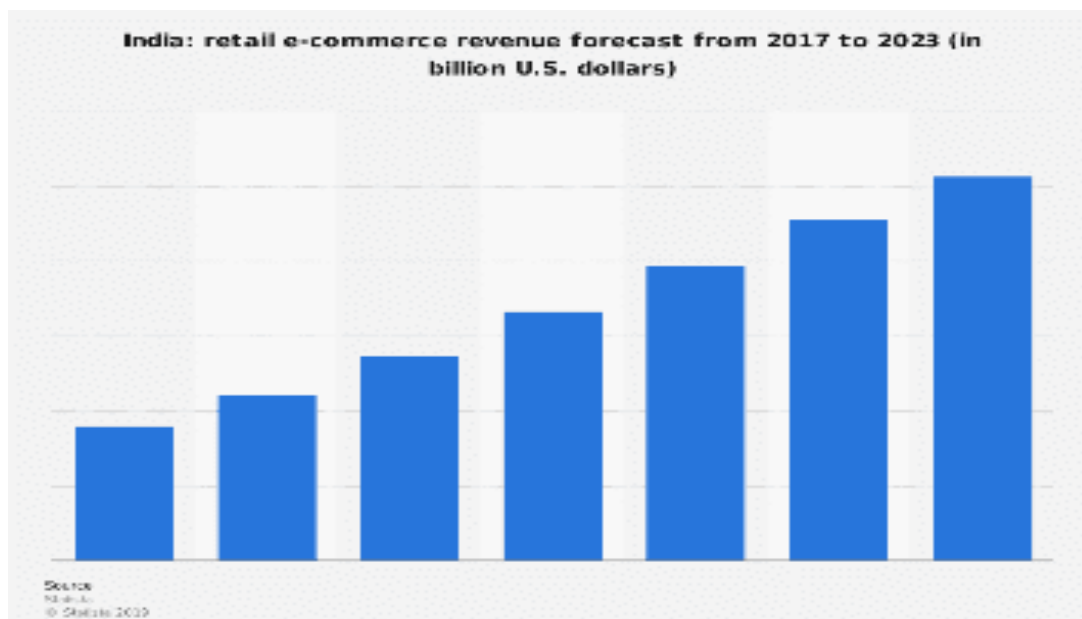
- Indians becoming more aware and embracing the idea of online shopping

Growing share of E-Commerce market has witnessed the increased share of digital buyers through online transactions, below graph shows the increasing trend of Digital buyers from the year 2014 to the forecast till the year 2020(in millions) and this increase has led to the development of major e-commerce market.

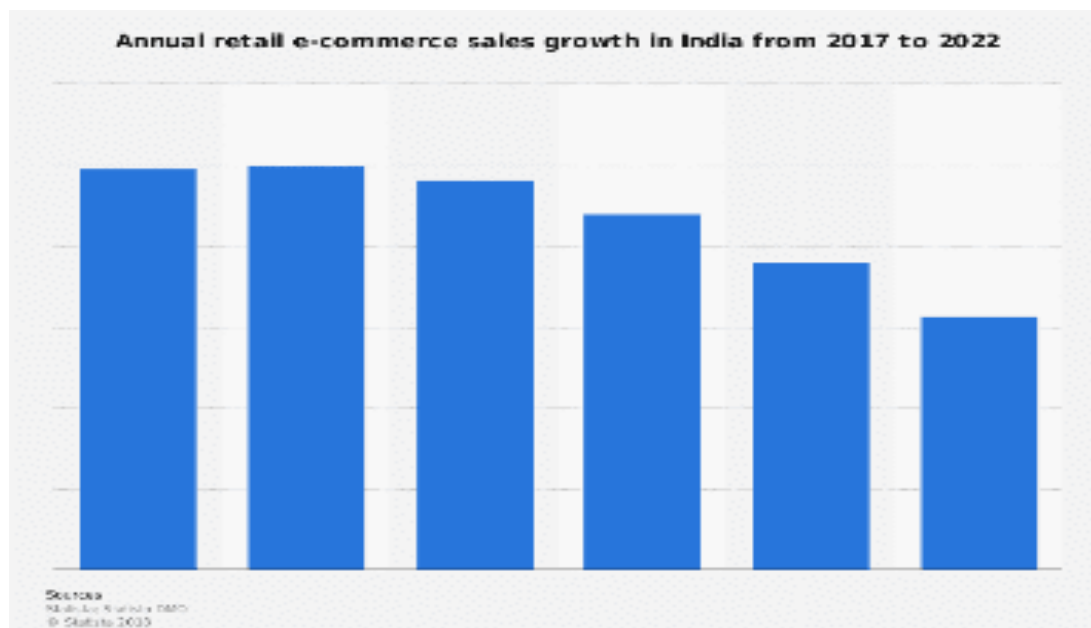
**E-COMMERCE TRENDS**

E-commerce has approached a long way since its foundation and is only getting bestest day by day. As technology continues to cultivate swiftly, e-commerce retailers are adopting innovative techniques to ease sellers and buyers to buy and sell online more effectively, all credit to ever dropping charges of internet surfing both for web and mobile interfaces – which is complimenting to the soaring population of internet users. It has been the major source of driving the trend for ecommerce. The growth of social platforms through internet and huge adoption of smart phones is acting as a vehicle to accelerate this drive further, shaping the e-commerce trends for the Indian market. According to a report by India brand equity foundation, Dec 2018, E-Commerce market has been propelled by increasing smart phone penetration, the launch of 4G networks and increasing consumer affluence, the Indian e-commerce market is expected to grow to US\$ 200 billion by 2026

- Flipkart, after its acquisition by Wal-Mart for US\$ 16 billion, is expected to start more offline retail stores in India to encourage private brands in segments such as fashion and electronics. In September 2018, Flipkart acquired Israel based analytics start-up Upstream Commerce that will facilitate the firm in pricing and positioning its products in an efficient way.
- Paytm has launched its bank - Paytm Payment Bank, Paytm bank is India's first bank with zero charges on online transactions, no minimum balance requirement and free virtual debit card.



The graph presents the revenue generated by e-commerce market in India in 2017, and provides a forecast until 2023. E-commerce revenue in India is expected to grow to 51.2 billion U.S. dollars in 2023. Statista's Digital Market Outlook offers forecasts, detailed market insights and essential performance indicators related to the revenue contributed by E-commerce retail market in India, this increasing trend in revenue shows the remarkable growth the E-commerce retail sector contributes towards the success of Indian retail market in total.



As per Statista's Digital Market Outlook it reports the increase in annual E-commerce sales from the year 2017 to the forecasts of sales in the year 2022 which shows the clear picture that the growth in sales has been continuous, means the e-commerce market will always be witnessing increasing sales because of the growing technology and higher adoption rate of online shopping behaviour of the customers, there will always be boon in this market.

BENEFITS OF E-COMMERCE

Indian E-Commerce portals provide goods and services in a variety of categories like apparel and accessories for men and women, health and beauty products, books and magazines, etc. Retailers and traders due to e-commerce have got the leverage of common platform for doing business. This revolution has provided the consumers with large variety and options of products and services to browse and search without any inconvenience. Individuals are at a gain to find branded merchandise at low cost. IT revolution has changed the retail industry by just a click to buy or sell online through internet and different payment gateways.

CHALLENGES

Though India has been witnessing growth but it's still faces some challenges due to India being still a developing country and its rural areas still being underdeveloped. 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, no assurance for security and non confidentiality of data and non maintenance of IT Infrastructure. Lack of technical skills of consumers to operate the smart phones has also become a challenge for E-commerce market.

CONCLUSION

A developing country shall attempt to be modernized and advanced if it introduces e-commerce effectively and efficiently, this would increase its productivity and make it competitively more challenging. Digital revolution has uplifted ecommerce worldwide. With the expansion of internet connectivity through mobile devices like Smartphone and tablets, millions of consumers are making decisions online and in this way enterprises can build the brand digitally and enhance productivity but government support and initiatives must ensure the cost effective methods/solutions. E-commerce has not only progressed in retail sector but also has resulted in the growth and advancement of the economy.

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A STUDY ON THE AWARENESS OF VARIOUS ICT TOOLS AT HIGHER EDUCATION FOR TEACHING

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ABSTRACT

This paper is divided into two parts. The first part is all about various ICT (Information and Communication Technology) tools like internet, projector, e-reader, flipped classroom, e-book, MOOC courses like Spoken Tutorials and Swayam NPTEL for teaching process and in the second part, the research is done on how many professors apply which ICT tools for teaching. Data is collected from IT professors as well as non-IT professors. Various age groups are also taken into consideration.

Keyword: ICT tools, Internet, projector, e-reader, flipped classroom, e-book, MOOC courses like Spoken Tutorials, Swayam NPTEL, teaching process

INTRODUCTION

ICT consists of various tools and techniques that can be applied by capable and creative teachers to improve teaching process. It is defined as all devices, tools, content, resources and services of the educational system. These will not only include hardware devices connected to computers, and software applications, but also interactive digital content, internet and other satellite communication devices, web-based content repositories etc. [1] Computer technologies and other aspects of digital culture have changed the ways people live, work, play and learn around the world.

OBJECTIVES OF STUDY

This study aims to find various ICT tools available for teaching process and to find whether all professors apply the available tools for teaching considering the age factor and the IT or non-IT disciplines.

RESEARCH METHODOLOGY

The data is collected using google-form for survey. The basic research question is how the age factor and the IT or non-IT professors (discipline) affect the awareness of ICT tools for teaching.

Various ICT tools are collected based on the theoretical literature as well as day to day experience.

The answers can be easily processed and due to graphs, the results are comparable. 34 people responded to the survey out of which 28 are IT professors and 6 are non-IT professors. I think that based on the number and composition of the sample the author got a realistic picture of the current issues. Considering the nature of my research it is both general and specific. It gives a clear picture of the nature of higher education and ICT factors in the current situation, and more specifically – it is looking for answers to defined questions, particularly with respect to the age and non-IT professors. Processing of the coded data was done using Excel graphs.

In this paper, I prepared questionnaires and examined the answers sent to me by google form.

SOME COMMON EDUCATIONAL APPLICATIONS OF ICT INCLUDE

- **Internet:** Teachers use ICT to find educational resources, participating in webinar, online conference etc.



- **Projectors:** well prepared power point presentation can be displayed using projector via which a teacher can explain the content. In turn, if detail explanation still demanded by students, then only a teacher can make use of chalk and board.



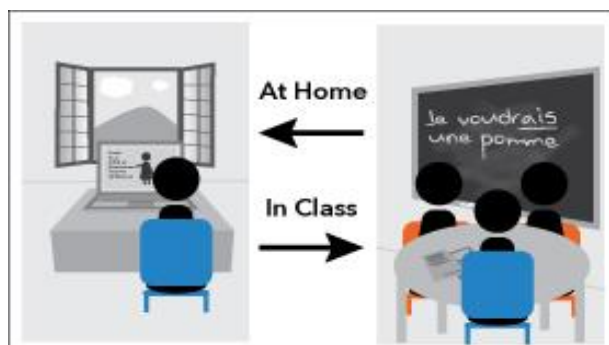
Source: <https://www.indiamart.com/proddetail/business-projector-13329559697.htm>

- **E-readers:** E-readers are electronic devices that can hold hundreds of books in digital form, and they are increasingly utilized in the delivery of reading material. Students—both skilled readers and reluctant readers—have had positive responses to the use of e-readers for independent reading. Features of e-readers that can contribute to positive use include their portability and long battery life, response to text, and the ability to define unknown words. Additionally, many classic book titles are available for free in e-book form.[1]
- **Interactive White Boards or Smart Boards:** Interactive white boards allow projected computer images to be displayed, manipulated, dragged, clicked, or copied. Simultaneously, handwritten notes can be taken on the board and saved for later use. Interactive white boards are associated with whole-class instruction rather than student-centred activities. Student engagement is generally higher when ICT is available for student use throughout the classroom.[1]



Source: <https://www.youtube.com/watch?v=0U05WeXPgIk>

- **Flipped Classrooms:** The flipped classroom model, involving lecture and practice at home via computer-guided instruction and interactive learning activities in class, can allow for an expanded curriculum. There is little investigation on the student learning outcomes of flipped classrooms. Student perceptions about flipped classrooms are mixed, but generally positive, as they prefer the cooperative learning activities in class over lecture.[1]



Source: <https://fltmag.com/the-flipped-classroom/>

- **MOOC courses by IIT:** IIT has started various massive open online courses – Spoken Tutorial [2] and Swayam[3]. It is a free Web-based online learning program that is designed for the participation of large numbers of geographically dispersed students. A MOOC may be patterned on a college or university course or may be less structured.
- **E-book:** An electronic book, also known as an e-book or eBook, is a book publication made available in digital form, consisting of text, images, or both, readable on the flat-panel display of computers or other electronic devices. [4]



Source: <https://en.wikipedia.org/wiki/E-book>

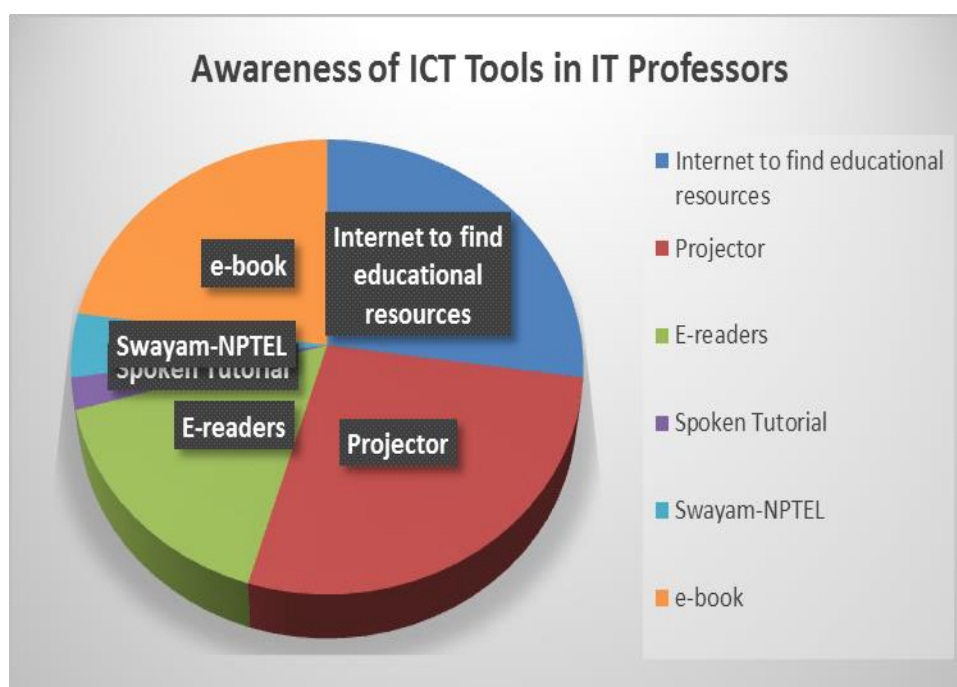
DATA ANALYSIS AND INTERPRETATION

Data is collected from 34 professors working in different colleges of Mumbai. Out of 34 professors, 28 are IT professors whereas 6 are non-IT professors.

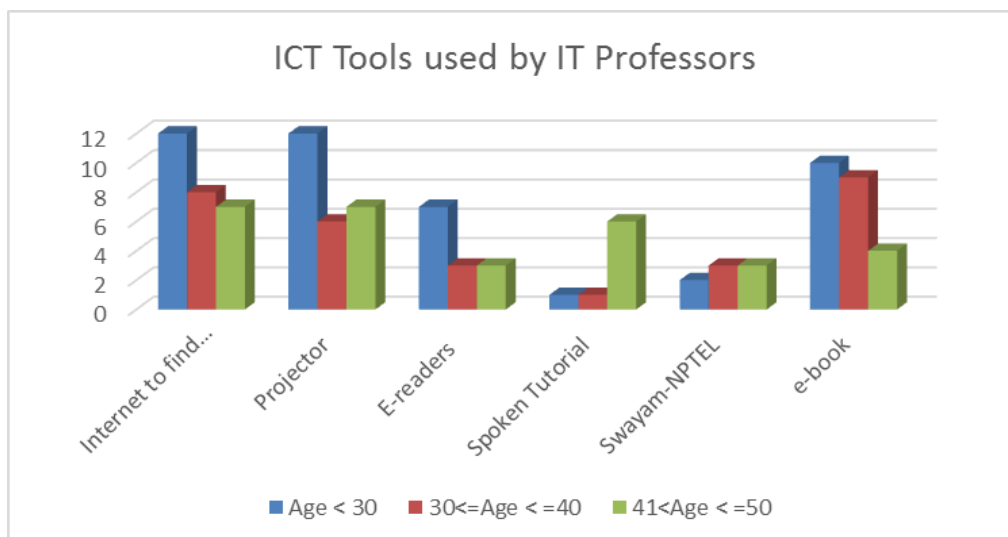
The data collection values are shown in the table 1.1 and 1.2.

Age group	Total Professors	Internet	Projector	E-readers	Spoken Tutorial	Swayam-NPTEL	E-book
Age < 30	12	12	12	7	1	2	10
30<=Age < =40	9	8	6	3	1	3	9
41<Age < =50	7	7	7	3	6	3	4
Total	28	27	25	13	8	8	23

Table-1.1 Awareness of ICT Tools in IT Professors



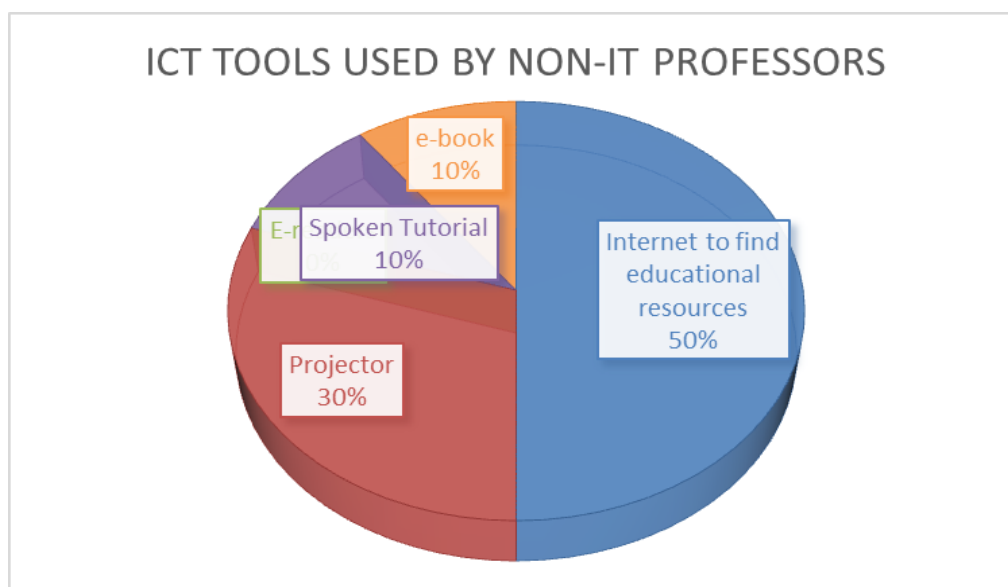
Graph-1.1 Awareness of ICT Tools in IT Professors



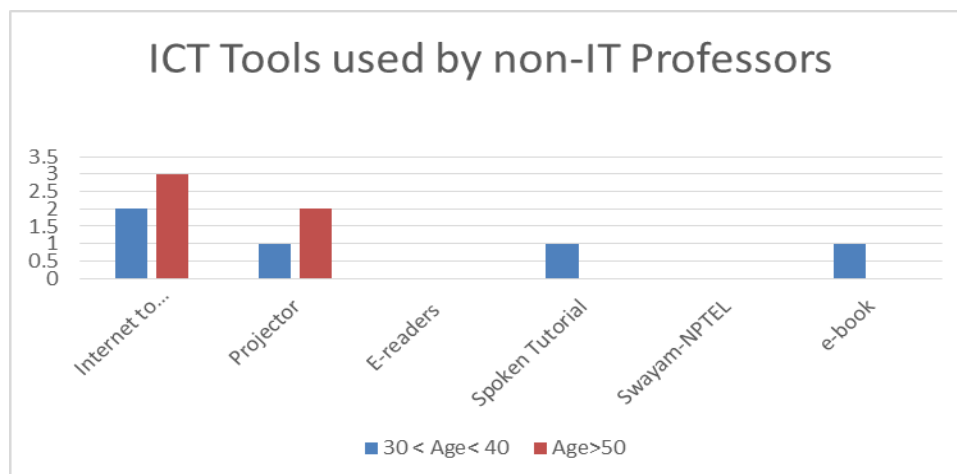
Graph-1.2 Awareness of ICT Tools in IT Professors – age-wise

Age group	Total Professors	Internet	Projector	E-readers	Spoken Tutorial	Swayam-NPTEL	E-book
30 < Age < 40	3	2	1	0	1		1
Age > 50	3	3	2	0			
	6	5	3	0	1		1

Table-1.2: Awareness of ICT Tools in IT Professors



Graph-1.3: Awareness of ICT Tools in non-IT Professors



Graph-1.4: Awareness of ICT Tools in non-IT Professors- age-wise

FINDINGS AND CONCLUSION

The analysis shows that it takes time in adopting the new ICT tools compare to what we are use from last many years. May be sometimes the cost of new tools are too high like the cost of smart board or we are not used to with the techniques like Flipped classrooms. Also compare to non-IT professors, IT professors adopts the change in the technology faster.

Another aspect is the age factor. What any human learns in the young age, may continue to use it but learning something new at the later age becomes difficult and people generally don't intend to implement it at work.

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AN ANALYTICAL STUDY OF ROLE OF CLOUD ERP IN RURAL URBAN DEVELOPMENT IN INDIA, WITH SPECIAL REFERENCE TO RURAL AREAS IN MAHARASHTRA

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ABSTRACT

Public administration is an enormous and continuous evaluation process and requires long time sustainable strategic action plan with in depth analysis. Today, usage of technology like computer, mobile, networking, internet etc. has connected peoples beyond geographical, social and economical barriers. When compared to olden days we have ultra modern technologies today. Use of technology in public administration plays a pivotal role for growth and sustainability. ERP and Cloud brings every processing system for an organization under one umbrella right from the requirement of an individual to the entire management system. Cloud provides a powerful horizontal base foundation and ERP adds vertical height in management.

Cloud computing delivers IT resources in terms of Hardware and supporting infrastructure (IaaS), software (SaaS) and application development platform (PaaS) on demand service fully managed by the cloud service provider.

ERP is an integrated enterprise wide software solution. It is not just software; it covers mission, attitude, values, operating style, planning, and distribution to cover every area of an enterprise. It serves an important function of integrating all organizational units into single system. It provides techniques of integrated management for effective management resources. Cloud ERP implementation reduces the in-house infrastructure, software server, network cost and space management and maintenance from the organization. Hardware, software and platform licenses upgrades and renewal not required by organization. Switching from one hardware, software or platform to another is like switching from one TV cable operator or a mobile device or a mobile operator to another.

E-governance has already strengthened its roots in many developing countries including India. E-panchayat, e-choupal, e-post, e-seva, lokvani, gyandoot and many such projects have been developed to streamline operation and improve efficiency through workflow automation and knowledge management in public administration in India. The study aims to correlate technological and implementation of Cloud ERP based e-governance system with special reference to rural development.

Keywords: E-Governance, Cloud ERP, G2C

LITERATURE REVIEW AND GAP ANALYSIS**Land marks in e-governance development in India**

- **1970** – Government established Department of Electronics to become a part of a new revolutionary change in field of Computer and Electronic data processing.
- **1977** – Establishment of National Informatics Center (NIC) brought Information and Communication in focus.
- **1980** – Rise in the usage of computers at government offices for data processing.
- **1987** – Launch of NICNET – a satellite based computer network.
- **1990** – NICNET spread to cover all district headquarters.
- **1998** – National Task Force in Information Technology and Software Development.
- **1999** – Creation of Union Ministry for Information Technology.
- **2000** – A 12 point minimum agenda was identified by Govt. of India for implementation in all the Union Government Ministries / Departments.
- **2015** – Hon. Prime Minister Narendra Modi launched Digital India with a motto “Power to Empower” on 2nd July.

SOME SUCCESSFUL E-GOVERNANCE INITIATIVES

- **Maharastra online:** -www.maharastra.gov.in is a bilingual (English and Marathi) to provide multiple government services through multiple channels, anytime and anywhere to citizens for government policies and businesses through a single window, redefining government to citizen (G2C) and government to business (G2B) interface. Also supported by e-governance initiatives like SETU, Koshvani, , Online Complaint Management System Mumbai
- **APonline:** -www.aponline.gov.in is a digital gateway of Andhra Pradesh(now Coastal Andhra & Telangana states).
- **Bhoomi:** - A project in Karnataka for online Delivery of Land records.
- **Gyandoot:** - is an Intranet-based Government to citizen (G2C) service delivery initiative in Madhya Pradesh.
- **E-Choupal:** - An ITC initiative for precision farming techniques, weather forecasting, crop insurance, etc.
- **Sampark:** - An initiative by UT of Chandigarh for services such as Payment of Taxes, Payment of Water, Sewerage, and Electricity Bills, Payment of Sticker/Postal Challan, Issue of Bus Passes, Issue of Senior Citizen Cards, Issue of Births and Death Certificates, Passport Applications, and selected Telephone Bills under a single roof thereby reducing costs and saving time of the customers there being no jurisdiction limitations. Thus, these centers usher into the anytime, anywhere, and non-stop governance concept.

OBJECTIVE AND HYPOTHESIS

- I. To study various parameters affecting implementation of e-governance projects in rural areas of Maharashtra.
 - II. To find out the impact of **Environment and social parameters** such as lack of IT awareness, resistance to change in rural societies, and impact of linguistic and geographical barriers on the implementation of e-governance projects in rural areas of Maharashtra.
 - III. To find out the impact of **Economical factors** such as implantation cost and affordability of users on the implementation of e-governance projects in rural areas of Maharashtra.
 - IV. To find out the impact of **Technical factors** such as selection of cloud type, selection ERP Modules, Scalability and bandwidth usage and Multimodality, on the implementation of e-governance projects in rural areas of Maharashtra.
 - V. To find out latest trend in the implementation of e-governance projects in rural areas of Maharashtra.
 - VI. And finally based on the findings make suggestions for on the implementation of e-governance projects in rural areas of Maharashtra.
- A. **Hypothesis I:** Environmental and social parameters such as lack of IT awareness, resistance to change in rural societies, and impact of linguistic and geographical barriers have impact on the implementation of e-governance projects in rural areas of Maharashtra.
 - B. **Hypothesis II:** Economical factors such as implantation cost and affordability of users have impact on the implementation of e-governance projects in rural areas of Maharashtra.
 - C. **Hypothesis III:** Technical factors such as selection of cloud type, selection ERP Modules, Scalability, bandwidth usage and Multimodality have impact on the implementation of e-governance projects in rural areas of Maharashtra.

METHODOLOGY AND SAMPLE SIZE

The research will be conducted by gathering information secondary sources of information collected through the reports, research work, charts, index, journals, and annual report from various government and non government and private agencies.

Once the data are collected it will be classified, coded and tabulated for further analysis. The data so collected was analyzed using appropriate and suitable statistical tool.

DATA ANALYSIS AND FINDINGS OF THE STUDY

1) Environmental and social

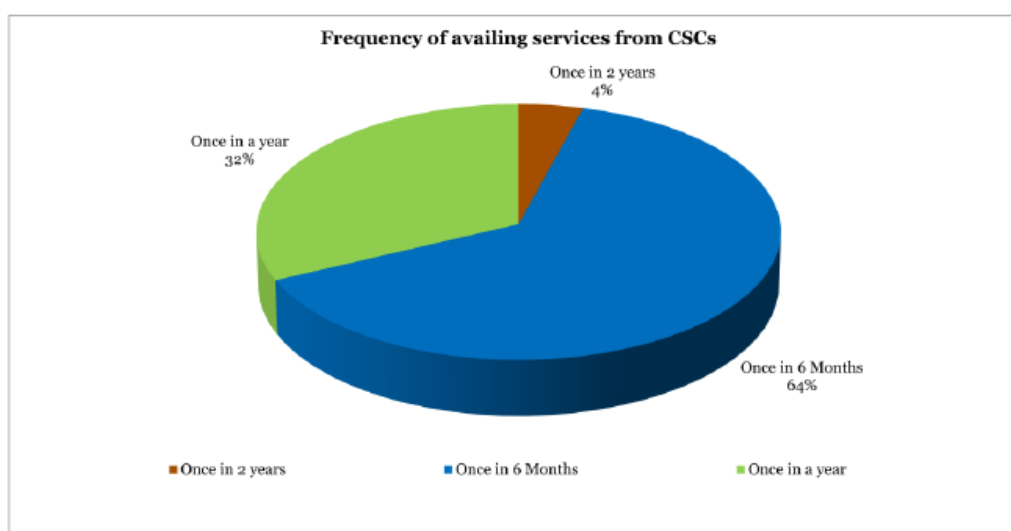
- E-Governance initiatives provide support to improve IT awareness in rural areas. Also helps people understand the role of e-governance in inclusive growth. Cloud based ERP assist in selecting e-governance software / modules which are more user-friendly and reachable in remote rural areas of Maharashtra.

- *Accessibility:* In the era of technology, mostly number of people using internet via computers and mobile phones. In the context of India, there is still gap arising between users and nonusers; it is because of language barrier, inadequate infrastructure in rural areas, etc.
- *Usability:* Users of e-governance may be literate or illiterate. Any technology or software to be used as user friendly to greater extent, only then, citizens could use it as smoothly as possible.
- *Use of local languages:* India's population is second next to china, over 65 % only literate citizens are there; rest of population cannot understand the English language. Therefore, govt. should make it more comfort by translating this language into their regional languages for the sake of benefit of e-services.
- *Awareness about e-governance:* Number of people in the country has not been aware of it, on account of illiteracy, non-accessibility of internet in rural areas, lack of will using internet services, etc. Therefore, educated citizens, concerned institution and dept. should come forward to get rural people benefited by e-services.

2) Economical

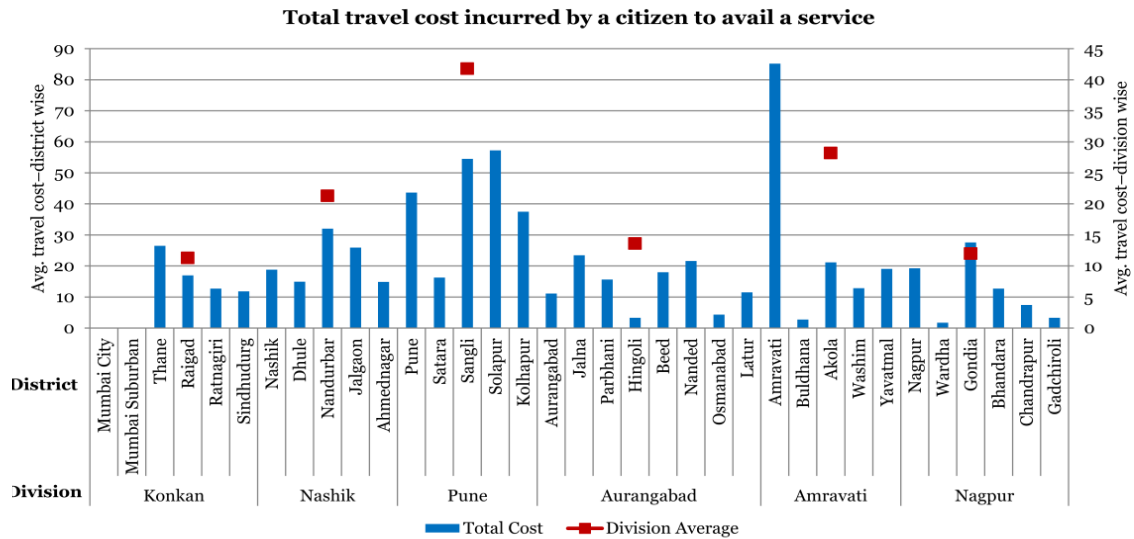
- It is very important to select the right ERP package on suitable and economical cloud model like SAAS, PAAS, IAAS and Public, Private or Hybrid Cloud model. Helps to select a channel or agency at optimum cost to be affordable by rural citizens based on average per capita income.
- *Cost:* It is one of the economic issues, implementation of e-governance operations and maintenance of services fetch huge cost to govt.
- *Reusability:* Any models developed by government, must be reusability. E-governance is being national plan, what it incorporates any software or modules should be used by other administrations.
- *Maintainability:* Maintenance should be given due importance. Because, IT ministry has been continuously developing new soft ware's in order to fill the current needs of citizens. Consequently, govt. launched new projects for example, digital India.
- *Portability:* The primary requisite for portable applications is independence of components from hardware and software platforms in order to help in possible reuse by administrations.

Because of the digital revolution and its global impact, rural India has seen a significant diversion from old traditional system to the new ultra modern service delivery model for Government services. SCA Performance Assessment and CSC survey in Maharashtra Report say that 65% citizen requires government services in every six month. Also the Ratio of visitors visiting the services has been reduced to just 4%, which indicates the critical success factor of how Citizen Services are one of the mandatory requirement in rural areas.



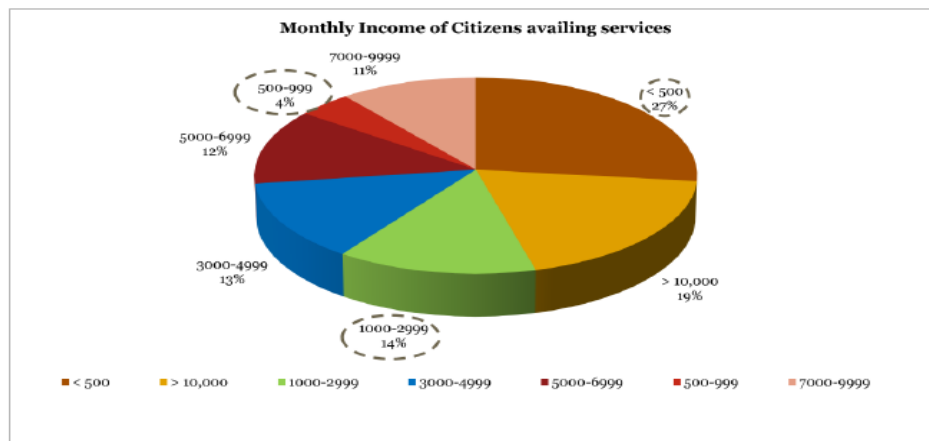
Source: SCA Performance Assessment & CSC Survey in Maharashtra

This can also be seen as the rural citizens in Maharashtra have to travel 3 to 6 KM to reach the Service Center. Amravati rural area citizens recorded the highest distance of 6 KM with an average travel time of 38 Minutes. Also the citizen has to spend on average of ₹ 20/- on travel to avail services, Pune and Amravati are the highest among the state.



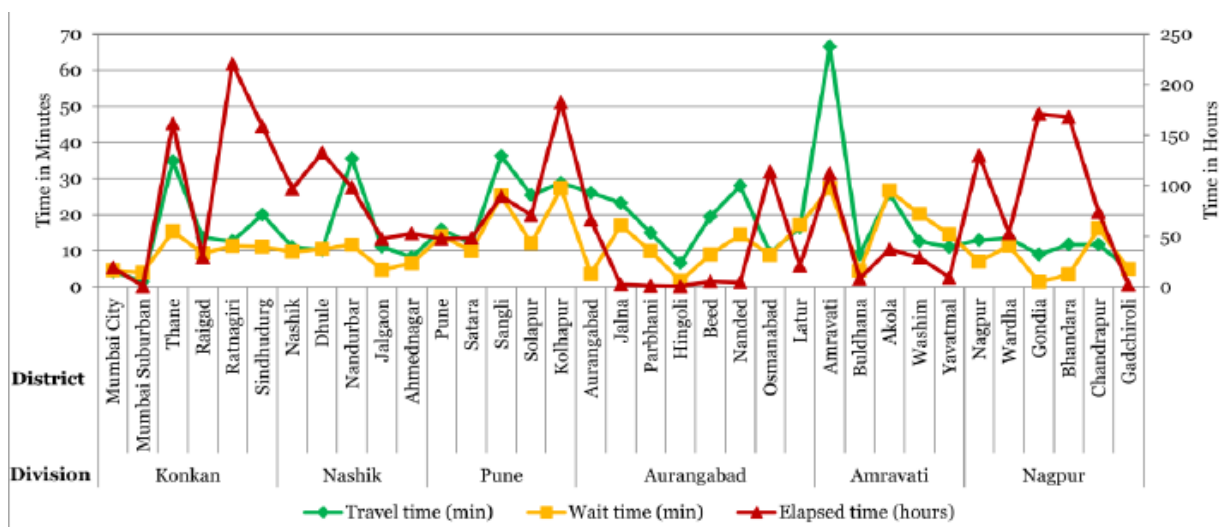
Source: SCA Performance Assessment & CSC Survey in Maharashtra

The report also says that 45% of citizens availing services at Citizen Service Centers in Maharashtra belong to very low income group which is as low as ₹3000/- per month. Majority of the rural population frequently require services related to Ration Card, view/update 7-12 Performa, ADHAR related services, Property related services, Grievances and others.



Source: SCA Performance Assessment & CSC Survey in Maharashtra

The average travel time is 19 min approx, the waiting time is 13 min approximate, Services are completed in 3 days, a rural Citizen Service Center at Ratnagiri recorded the longest service time of 9 days to get all the nods.



Source: SCA Performance Assessment & CSC Survey in Maharashtra

3) Technical

- Help in selection of appropriate Cloud type/model and selection of ERP packages/ modules. Helps in defining server, software and network scalability & bandwidth usage. Helps in selecting proper channel / kiosk / device model like video conferencing, Wi-Fi hotspot, mobile interface etc. for access.
- *Interoperability*: It is one of the critical issues of e-governance. Interoperation among ministries and departments is difficult, and it became hurdle for processing and sharing data. In other words, web based data how to be captured and in which format these seem to be major issues of e-governance.
- *Security*: Now days, security of online transaction is becoming big issue; insurance, banking, utility bill payments, all these services done by e-governance. In fact, there is still discontent to citizens on availing government services due to lack of security.
- *Privacy*: This is another key issues of e-governance. any information provided by citizens should be ensured by govt. otherwise, any person or institution may misuse the valuable information.
- *Authentication*: It is very important to know the right user of the services or it may be misused by private competitors. Meanwhile, the digital signature plays major role in providing authenticity. In fact, it is expensive and causes for frequent maintenance.

India has rising levels of urbanization, rapid growth in its citizen service base, and one of the most youthful demographic profiles worldwide. The population's median age is 25.1 years, which is among the lowest in the world, and 58 percent of the population is under 30 years of age. The urban population is already sizable, at 307 million in 2018, or 31 percent of India's total population. By 2020, India is likely to have acquired an additional 112 million urban residents, and an urbanization ratio of 36.4 percent

CONCLUSION

India's fast growing internet market relies to a greater degree on mobile telephony than in other countries. The rapid decrease in the cost of smart devices, the increasing availability of 3G/4G/5G infrastructures, and the sharply declining cost of high speed access are providing strong momentum to the emergence of India's Internet user base. Cloud ERP based E-Governance offers a fast, easy and multi mode connectivity and interoperability with different types of devices like mobile, laptops, IVRS, GPS, IP phones/cameras, help kiosk and other related devices. Efforts for establishing strong and convenient connectivity through self service kiosks, free wi-fi zones are being taken in major cities and state capitals; similar efforts should be take for rural customers / consumers. National Optical Fiber Network (NOFN) intends to connect grampanchayats, will provide a base will future strengthen E-Governance Platform in reach extremely remote rural parts of Maharashtra.

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A STUDY OF STUDENT'S PERCEPTION WHILE SHOPPING GOODS WITH REFERENCE TO THANE DISTRICT

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ABSTRACT

Retailing is a one area of broader term of E commerce. Retailing is the buying and selling both goods and consumer services. After leading IT, India is poised to grow as a retail hub. Only after 1991 opening up of economy and due to liberalization the organised sector has become the light and presently it exist and various formats which are also known as supermarkets, hypermarkets, departmental stores. This paper studies about the perception of students in Thane District. As the retail market structure entirely change due to the perception of the customers. Nowadays students are the major area for the Retail Industry. In this study we are going to compare the unorganised sector and organised sector with online shopping. The object of this study finds the success or failure of retail sector in Thane District. The finding so obtained would certainly help to understand the perception of students regarding particular product that influence the Retail Industry nowadays.

Keywords: Perception, Structure, liberalisation.

INTRODUCTION

Thane is one of the 36 districts in Maharashtra that district is on western Coast and falls under the Konkani division of the state. According to the 2011 census report Thana head population of 11,060,148. Retailing in India is gradually increasing its own way and becoming next boom. Retailers in India are now experimenting with several new formats experimenting with several new formats, more or less similar to those existing in developed Nations such as cash and carry stores, discount stores, hypermarkets, speciality stores, etc. Such stores have already captured the developed the nations and now the attention have shifted to developing country like India. Organised Store format is the mixture of variables that retailers used nowadays to develop their business strategies.

Unorganised sector referred as traditional form of low cost retailing. Thana is a classical example of this new retail development and it is interesting to study and assess the phenomena of development of malls in Thane. Retail activity in Thane is growing thick and fast almost all major retailers' examples Reliance, Lifestyle, Raheja, R City, Big Bazaar, D Mart etc has set up their shops and plan major expansion in the Thane district. Internet has become an integral part of our life .Which has no longer restriction to networking and social media but it also exist in online shopping .Which changed the way of students for buying. Today students are more attract towards the internet for all their shopping needs and wants. In the last few decades the internet has developed into a vast Global village. E-Commerce provides wide range of goods and services to the customers. The study about the India's E-commerce business reached 80% in the 2014 and in 2017 it is about 69 million consumers purchased online. It may be expected to cross 100 million be expected to cross hundred million near future. India may become the second largest ecommerce market in the world in 2034. It is studying that various factors of online like security, privacy, brand name, word of mouth, good online experience and quality of information affect the buying behaviour of the students. Retail industry stimulates the students and accelerates their buying intention towards particular product by using their marketing strategies .

OBJECTIVES

- 1 To study the existing retail sector in Thane District.
- 2 To compare student behaviour towards organised retail sector, unorganised retail sector with online shopping.
- 3 To study the students perception towards online shopping.

HYPOTHESIS

- 1 Students attract towards the online shopping product and services.
- 2 Developments of Malls has created an impact on the shopping behaviour of the students.
- 3 Organised retail outlets attract more students than unorganised shops.

LITERATURE REVIEW

Luick and Zeigler (1968) explained that sales promotion included those activities to support the mass selling and personal selling which help to co-ordinate the entire promotional mix.

Thomson and chen (1998) The study suggest that application of means end methodology used in retail environment and result provides a platform for fashion store image and positioning strategies. The value of enjoyment and happiness and quality of life were found in the terminal values most considered by consumers in Association with the store image.

Da Sliva and Syed Alwi (2008) The purpose of this paper is to look into the relationship between the physical aspect of retail store personal attention of customers. This paper argues that physical aspect of retail store product related attraction and personal interaction with customers will have a significant and positive **impact** on the offline brand image while there was no significant connection between reliability and corporate brand image.

Nema (2012) This paper analyse the effectiveness of the sales promotion on buying decision and found that it varies across different customers and buying stages.

Goodwin 1991The paper explain that trust encourages online shopping as a large number of customers avoid online shopping because they do not trust most web sellers.

Laroche (1996) The study found that the customer trust towards buying particular brand may be considered as the measure to know the purchasing intention of the customers. Although number of online customer is increasing the consideration of the perception online trust. The number uses of internet explorer growth of Smartphone users and evolution are set up like Amazon, Jabong, Make My Trip, etc are some of the key drivers in the Indian e-business

Bala (2012)The purpose of this paper is to develop a forecasting model for retailers based on customer segmentation. Retailers can make use of the proposed model proposed model for demand forecasting to improve the Inventory performance and profitability of operations.

SIGNIFICANCE OF RESEARCH

The aim of this study is to evaluate and understand the comparison of unorganised sector, organised retail sector and online shopping perception of students in Thane District.

SCOPE OF THE STUDY

This topic covers the study of retail management in Thane District to know the perception of students. The study was conducted in Thana multiple formats operators like departmental stores and hypermarkets and also Thane college's students to know their perception while shopping.

DATA AND METHODOLOGY

The study involved to survey conduct across Thane District. The survey data was collected at Thane colleges.50 students are selected for the study. Primary data was collected around the Thane District colleges like Brila College, Agarwal College, CHM College, etc. The survey was conducted involving 50 responses during the month of January 2019. However various products were selected for the questionnaires to test the perception of the perception of the students.

Table-1: Comparison of various factors.

Factors	Unorganised sector	Organised sector	online
books	61	22	16
Bags	44	33	23
clothes	39	45	16
footwear	50	39	11
mobile	16	22	62
laptop	28	28	44
accessories	56	17	27
watches	33	33	34
gifts	56	39	15
Goggles	27	44	29

In table number 1,it represent the study of while shopping students will prefer to shop from various sector .According to their preference they choice to buy the product where they find more comfortable and convince budget and time.

Figure-1: Graph of various products.

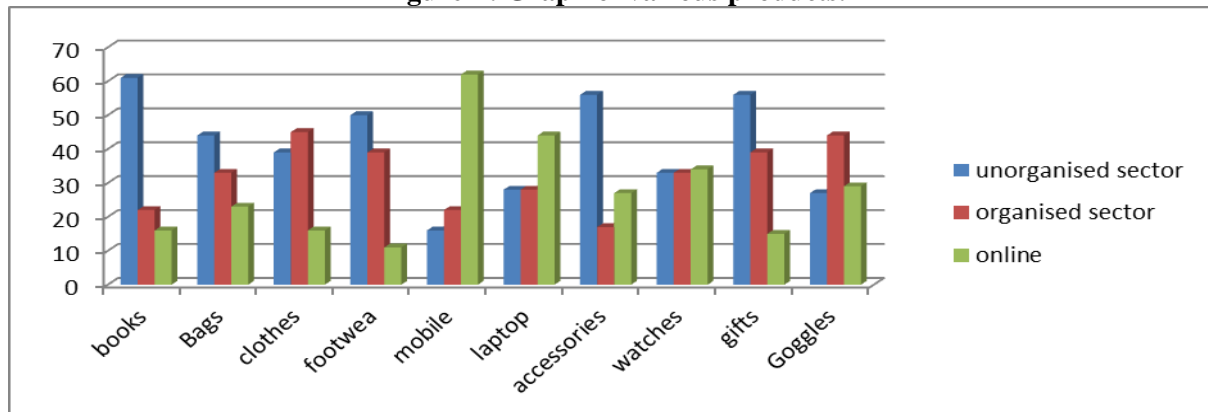


Figure number 1, it indicate exact percent of unorganised, organised sector and online.

CONCLUSION

From the above discussion we are getting the result and relationship between the unorganised sector, retail sector and online shopping. It is clearly seen that the perception of the student merely existence of the product variety, ambience and convenience is not sufficient to attract the customers. However, online shopping retailers also need to increase the security and privacy of the customers. No doubt unorganised retail sector has still successful business in India. It is the most traditional method of retailing where the customers believe on the seller and change their perception.

Here students prefer to buy mobile and laptop from online, books from retail stores. Clothes they would like to buy malls, bags from retail shops, accessories and gifts from retail shops, goggles from well organised sector .but for watches there would equal number of rating found.

LIMITATIONS

The study considered only the students for finding the comparison between unorganised, organised and online shopping although the sample size of 50 is accepted, yet this paper pose a problem in finding to the entire retail customers of Thane District.

DIRECTION FOR FUTURE RESEARCH

In future researcher may increase the sample size or increase the geographical area with the implication of psychological factor. The present study is the perception of students in a particular area. Future studies may be work in different directions.

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EFFECTS OF E-COMMERCE ON CONSUMER BUYING BEHAVIOR

Pankaj Keswani, Rishav Raj and Rahul Meher

ABSTRACT

E-Commerce, also known as electronic commerce denotes the buying and selling of goods or services using the internet. In this paper the perceptions of consumer regarding the online shopping, the level of satisfaction of the respondents who are indulge in online shopping are studied and examined. The paper is based on the relevant literature and at the same time examines consumer behavior by questionnaires. The results of the responses got from the survey are analyzed and studied using various data analysis techniques. This paper also tells about the issues associated with the internet shopping. Consumer trust and security concerns are the main factors influencing the online shopping. The paper also tells about the various demographic factors which affect the buying behavior of the consumers. This paper also suggests some measures to make online shopping more effective and efficient for the consumers as well as the businesses.

Keywords: Consumer behavior, Online Shopping, Consumer trust

OBJECTIVE OF THE STUDY

This research paper emphasizes on the study of consumer insights and behavior towards online shopping.

GENERAL REVIEW

Online shopping is a type of Electronic commerce or e-commerce which includes buying and selling of goods and services on the internet. Moreover consumers use internet as a source of medium to look at the newest products with specifications and features before making an online or offline purchase. They can differentiate prices across regions and also find out the about the alternate products. The influence of e-commerce on shopping, customer service or businesses is affecting every organization. Other names are: e-shop, e-store, Internet shop, web-store, virtual store and online store. An online shop stimulates the physical resemblances of buying products as well as services from internet shop and this procedure of shopping is called business-to-consumer online shopping.

Internet has grown into a new distributive channels for many products. Using the internet to shop online has become a main reason to use the internet, combined with searching of products and finding information about them. Therefore internet have evolved a highly competitive market, where the competition over consumers is brutal. In some social networking site like E Bay, e- shopping is being done, where some retail online shops are available. The use of Internet in India offers a growing vision for e- shopping.

If E-customers know the elements that affect online behavior, and the relationships between these elements , further they can develop their new marketing strategies to convert probable customers into lively customers, Consumer behavior is treated as an pragmatic discipline because some decisions knowingly affects customers behavior and expected actions. The two main views that seek solicitation of its consciousness are societal and micro. Internet has transformed the way of consumer's store, and has rapidly emerged into a global perspective.

Most companies started using online shopping with the objective of reducing marketing costs, that will lead to reduce the price of their products in order to stay ahead in very highly competitive markets. Companies also use the internet in order to deliver, connect and distribute information and products. Today in the digital world, customer uses the Internet not only for buying the products, but also to compare product structures, prices, warrantees and delivery services. Many specialists are optimistic about the future of online marketing business.

In addition to the wonderful capability of the E- market, the Internet provides a unique and different opening for companies to efficiently reach existing and possible customers. Although maximum and the major part of the income of online dealing comes from business-to-business trade (B2B) , the experts of business-to-consumer (B2C) trade should not lose their confidence. Researchers and practitioners of e-commerce provide constant effort to develop an improve division into consumer behavior. Along with the development of E-retailing, scholars continue to explain E-consumers' behavior from different perspective. Most of the studies have norms which are based on classical models of consumer behavior, and then study the power of E-marketing.

METHODOLOGY**Consumer buying behavior**

The study consists of both Primary Data and Secondary Data. The primary data is accumulated by circulating a form online to 100 people. The form has various demographic factors like age, gender, marital status mentioned in it. Other aspects like trust and security are also considered for analysis. 5 point Likert scale is used in the form.

The secondary data is compiled from various sources like articles, books research papers and magazines. The citation is done as and when the information is used and some other sources are mentioned in the Reference. The data gathered will be analyzed through data analysis techniques and tools like SPSS/ Excel.

LITERATURE REVIEW**1. FORBES**

When consumers do online shopping, many things are going on around them and therefore E-Commerce is most of the times done on mobile devices. It is necessary for the brands to design a better site so as to improve the throughout experience of the consumers. More than 55% of online shoppers shop while they are at work. The main reason is the lack of free time which they have because of their busy schedule and hence they prefer do online shopping at work. More than 85% consumers states that the clear product images provided on the websites provides them with great shopping experience. Also the reviews below each product is as important as the product description. Shipping and other extra charges which gets added at the time of checkout are something which they do not like at all but if the products are worthy then they are ready to pay them. Consumer behaviors are changing as fast as the mobile technology is growing.

2. ONLINE SHOPPING VS OFFLINE SHOPPING

Online Shopping includes something which we buy online through our electronic devices i.e. phones, laptops or computers through different mediums like online portal, website, E-Commerce sites or app. On the other hand offline shopping includes the ordinary old trend of stepping in the market and choosing anything of your interest physically. Online shopping has grown by more than eight times in the last four years. Online shopping has the advantages like there are options to see various products at a time. Also easy return policies and paying after receiving products or EMI's are some of the factors which the consumers like. The discounts and offers which are provided throughout the year give consumers the freedom to shop almost at any time of the year. Considering this, even offline stores are trying to upgrade their game by bringing up their online presence in order to compete with the changing scenario. But it is also seen that consumers have more trust in offline businesses because they can see the quality before purchasing and hence increasing the satisfaction.

3. Various demographic factors like age, gender, marital status, education, has an impact on consumer behavior. In the year 2000 the major and the main online holiday season buyer were the women. According to the Internet and Mobile Association of India (IAMAI) 2006, as much as 55% visitors to e-commerce sites have adopted internet as shopping medium out of which 25% of regular shopper are in the 18-25 age group, while 46% are in 26-35 age group and 18% in the 35-45 age group.

HYPOTHESIS

Hypothesis 1: Demographic factor like age, gender, marital status have an impact on the consumer buying behavior

Age group are considered from 15 years to 65 years and is divided into group of 10 according to the Likert 5 Point type Scale. Marital Status and gender are also the demographic factors which are mentioned in the online form.

Hypothesis 2: Whether consumer trust and security are the main factor for influencing the online shopping

Trust based companies have higher customer retention and more stable revenues generally. The general forecast is that trust-based business will, in the end have higher sales volumes and lower marketing costs than companies that endure on push-based marketing strategies. Online shopping have become more and more common but threat from hackers during payment or buying plays an important role in the behavior pattern of the consumer.

Hypothesis 3: Cash on delivery is one of the most used payment methods.

The way that a buyer chooses to compensate the seller of a good or services that is also acceptable to the seller. Typical payments include cash, credit or debit, bank transfers, money orders, and online payment services as Paypal.

Hypothesis 4: No travel to shop is the most important motivational factor to buy the product from internet

A buying motive gives the reason why actually consumer or buyer buys the product. So, motive refers to thought, Urge, feeling, emotion, and drive which make the buyer to purchase.

Hypothesis 5: Online Shopping is better than Physical store

Online shopping is better than traditional shopping according to the major tests reports. Few people say that online shopping makes life easier, convenient and fast. While some people also think in the reverse way. The people say that offline shopping gives you in hand experience which in online does not happen.

Hypothesis 6: Significant relationship exist between brand quality and the consumer buying behavior

The relationship between the brand and the consumers is known to produce positive outcomes for both partners. The consumer - brand relationship process is proposed and insights for further research are provided.

FINDINGS

1. According to the survey most of the online shoppers were between 15-35 age groups out of which they comprised of both the genders i.e. males and females in close ratios. Therefore age group has an impact on consumer buying behavior whereas gender doesn't.
2. The survey made it quite evident that not only consumer trust and security are the main factor for influencing the online shopping. Other factors like price discounts and convenience are also the reasons for which the consumers prefer online shopping.
3. According to respondents, 60% of consumers opted online shopping but offline shopping was also preferred by them as it comprised of 40%
4. During the conduction of the survey we also found out that cash on delivery was the most preferred method for payments. Also a good amount of consumers opted credit/debit/ATM cards for payments.
5. No travelling to shops is not the biggest motive to shop online. Consumers preferred to shop online because of the wide range of products available there and also they can easily compare the prices of products.
6. Also the survey made it quite clear that the main reason for choosing a brand was the quality along with trust. Therefore we can say that a significant relationship exist between brand quality and the consumer buying behavior.

CHALLENGES

Online shopping has changed the way of shopping but there are lot of issues faced by customers in online shopping such as fake products, hidden costs etc. Though online shopping is easy and convenient but still there are lot of issues faced by consumers.

Logistics related problems

Another problem faced in online shopping is issues with delivery and logistics. Products are often lost or damaged while in transit and order tracking systems are unable to accurately locate the product. According to Forbes several consumers do not purchase the product online because they believe or perceive that by buying the product online they will not get the product on stimulated time.

Hidden costs

E-Commerce marketplaces often charge hidden costs after the purchase is finalized by the consumer. Websites hide tax charges, additional shipping from consumers till buyer buys and finalizes the product.

Payment issues

According to Myadvo report, there are lot of customers who become victims to online payment issues. Even though there are several methods like Net Banking, credit or debit card payments and even cash-on-delivery, there are payment failures due to websites server error, payment gateways error.

Ambiguous websites Policies

Online shopping websites have no websites policies at all or have unclear and confusing user, return policy. Good consumer court lawyers can help you in filling a complaint with the appropriate consumer court at district, state or national level.

RECOMMEDATIONS

1. Recreating the touchable shopping experience: It has been noted that customers choose earlier if they can touch, feel, sense, see the product. They basically want to experience the realness of the product. Therefore

one should provide detailed product pictures from all the side and also provide information on model's size and measurements.

2. Availability of online shop assistants: The customer generally feel very good if they are assist by someone. According to Metrillo report customer will purchase the product faster if they are aware of the product and know what exactly the product offers and what they need, therefore there should be an expert ready to help them that makes choosing more comfortable.
3. Sites should load quickly: There should be an aim to keep the online websites loading time as minimum as possible. According to Gabriel A. Mays founder of the Just Add Content (a website platform for business), "The biggest threat in the digital marketing world is not the competitor but it's the back button". If the websites load too slowly then it's very natural that customers will not wait around. They will go elsewhere.

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IMPACT OF SURROGATE ADVERTISEMENT ON CONSUMER BEHAVIOUR

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ABSTRACT

Does surrogate advertising increase the overall level of consumption? Alcohol, Cigarette advertisements have been banned in India since 1995 due to direct influence on consumers' purchasing behaviour gradually adopted surrogate advertisements.

The objective of this research is to evaluate the influence of surrogate advertisement on consumers buying decision and to understand the consumer perception towards surrogate advertisements and its products.

This study was conducted to know the knowledge and perception of customers about surrogate advertisements & analyses the factors for knowing the surrogate advertisement have any impact on the consumers buying behavior for surrogate products. Study concluded that surrogate advertisements are only successful in creating brand recall of the hidden product in the advertisement.

Keywords: Surrogate Advertisement, Consumer Behaviour, brand recall, perception of customers

INTRODUCTION

Alcohol and tobacco consumption has been a controversial topic in India for very long. According WHO's Global status report on alcohol consumption says that about 33 % of the country's population consumes alcohol on a regular basis. Average consumption rate is 6.2 litres per annum . Average rural consumption habit for alcohol is 11.4 litres. One in ten people who are consuming alcohol suffers negative health and an estimated 100,000 premature deaths per year. Consumption of tobacco is result in critical diseases. The World Health Organization predicts that tobacco deaths in India may exceed 1.5 million annually by 2020.

There have been a number of empirical studies on the effects of tobacco and alcohol advertising. Researchers study the effects of tobacco and alcohol advertising because the consumption of these substances is known to have potentially adverse health consequences.

Alcohol and cigarette advertisements were found to have severe impact on people due to increased consumption rate. Therefore Indian government banned alcohol and cigarette advertisements in 1995 (Nathwani 2016). This gave birth to the rise of surrogate advertisements in India.

Surrogate advertisement is a form of advertisement used to advertise banned products by replacing them with a surrogate product. In India we can find many surrogate advertisements like Bacardi using music CD's, McDowell's and Bagpiper using soda water as surrogate to promote its alcoholic products. The purpose of this study This research study is significant as it enables to find the people's perception of surrogate advertisements and their impact on customer's buying decision.

LITERATURE REVIEW

Singh, Chandrashekhar. "Evaluation Of Surrogate Advertising And Its Legal Measures With Special Reference To India." Management Insight 11.1 (2015). Surrogate Advertisement Means The Method Of duplicating the brand image of a particular product extensively for the promotion of another product of the same brand. It is generally done when the advertisement of one product is not allowed in a particular country. Singh (2015) reported the various industries which uses the surrogate advertisement method for their ads and promotions and their surrogate product through which they promote it. It also stated the various laws and regulation which are there which forces these industries for the use of surrogate but it neither reported the consumer's perception of these advertisement methodologies.

Dr. S. G. KhawasPatil [YeshwantMahavidyalaya, Nanded] and Laxmikant S. Hurne [YeshwantMahavidyalaya, Nanded] in their study titled " Surrogate Advertising : A Successful Marketing Strategy for Liquor, Whisky products" conducted to know the effectiveness of surrogate advertisements, whether the products shown in advertisement are sold or not and customers awareness about surrogate advertisements, concluded that maximum respondents can tell intention behind surrogate advertisements. Surrogate advertisement is a successful strategy because maximum respondents are changing their purchase decision.

Ms Kirti Singh Dahiya and Ms kirti Miglani started their research study "Emergence of surrogate advertisement" to check whether surrogate advertisements provide high brand recall or not, has found that Surrogate advertisements are only successful in creating brand recall of the hidden product in the advertisement.

People do not get much influenced by these products advertisements while making their purchase, their purchase decision are mainly influenced by their financial status. Another major finding is that these products make people addicted to the products; people cannot resist themselves from consuming these products so in this scenario the role of advertising whether surrogate or direct is reduced at minimum.

Pradeep S. Mehta in his article "surrogate advertising- needed a spirited attack" has revealed that according to a year 2001 market survey advertising has a direct influence on the consumption habits. Study was done on 431 million people in India and an indirect impact on 275 million 'aspirants' from the lower income group.

He has also mentioned in the study that there is a direct correlation on the television advertisement and alcohol consumption by using the surrogate advertisements

Chander and Sharma in 2006, studied the perception of people towards surrogate advertising by using factor analysis. His study revealed that the attitude of people towards these advertisements is much on the negative side perceptions that govern the rather than being on the positive side. Promoting wrong impressions and tries to fool the customer insulting customer intelligence, leads to moral degradation and is deceptive. However a few respondents took surrogate advertisements as a way of fair practice, entertaining and associated it with modern life style.

Sharma, Rishi Raj; Chander, Subhash in their research study "Consumer Psychographics and Surrogate Advertising: An Application of Multiple Discriminant Analysis" stated that When consumers look at the surrogate advertisements, they associate these with banned products. The study concludes that surrogate advertising is not perceived positively by the various sections of the society.

Dr.Abhijeet Agashe, Ms.Harleen Vij in their article "Ethical Issues in Surrogate Advertisement & its Impact on Brand Building" indicated that Direct marketing of surrogate products are totally unethical and hence been prohibited by the government. But it's the companies are now following the newest trend called the surrogate advertisements i.e., marketing unethical products ethically. The research studied the ethical issues involved in surrogate advertisement and its effect on brand image.

STATEMENT OF PROBLEM

On February 25, 2008, Government issued a notification amending CTNR to the effect that Rule 7(2)(viii)(a) read as follows – "No advertisement shall be permitted which promotes directly or indirectly production, sale or consumption of cigarettes, tobacco products, wine, alcohol, liquor or other intoxicants." This notification completely banned the liquor & tobacco in India. These results in companies that sell these products have advertise using products which carry almost the same names and looks. Due to the ban, liquor companies focused more on promotions for brand building. Ban affects the communication with customers. But youths are more influenced by advertisements.

Surrogate advertisement of any product helps viewers to recollect the original product; e.g. the actual product Kingfisher beer recall through the Kingfisher Club Soda advertisement. Similarly Indian Tobacco Company (ITC) brand cigarette 'Wills' had brand recall through Wills Lifestyle stores (readymade garments) across India.

Company also endorsed celebrity when Indian alcohol control act tightened the hold on alcohol advertising because youth are more attracted to consume the original product by watching surrogate advertisements which are endorsed.

This research has done to evaluate the influence of surrogate advertisement on consumers buying decision and to understand the consumer perception towards surrogate advertisements and its products

OBJECTIVES OF THE STUDY

1. To study the consumers' awareness towards surrogate advertisements.
2. To evaluate the influence of surrogate advertisement on consumers buying decision.
3. To understand the consumer perception towards surrogate advertisements and its products.

METHODOLOGY

A qualitative research design was used. This study was conducted in Mumbai city for primary data collection with a sample Size of 150 Respondents. Structured questionnaire is used and sent through internet. To ensure systematic data collection, the questionnaire was divided into three segments.

First part is to collect demographic information of the participant. Second part is about awareness of surrogate advertising and third part impact analysis of surrogate advertising. All the survey answer were collected and

compiled together for analysis. Each data point was systematically examined for patterns and trends to study the effect of the surrogate advertising on Indian Consumers. Secondary data is collected by using various surveys done on the topic.

DATA ANALYSIS

Demographic Analysis of consumer

Age & Gender

16Yrs-20Yrs	8	5%
21Yrs-40Yrs	111	74%
41Yrs-70Yrs	31	21%
TOTAL	150	100%

Majority of the Respondents belong to the age group of 21-40Yrs (74%), where as 21% belonged to the age group of 41-70Yrs, and the remaining 5% were of 16-20 Yrs of age. Out of 150 Respondents, 92 were Male (61%) and 58 were Female (39%)

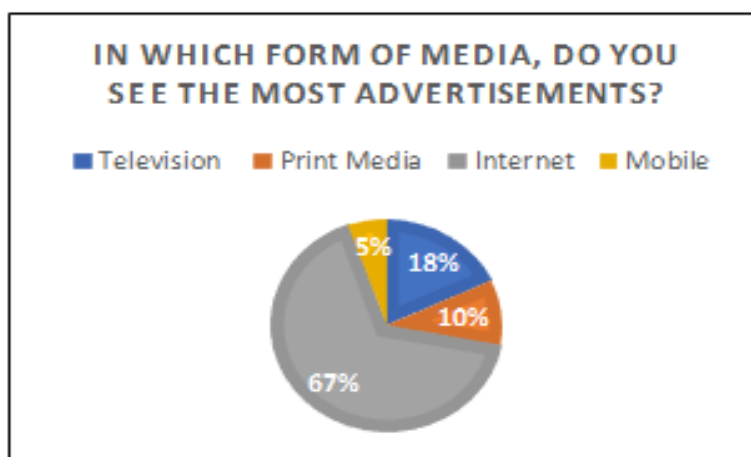
Analysis of participants who are aware of Surrogate advertising

Now among the sample size of 150 people it was found that 76 are not aware about the surrogate advertisement. Only 74 were aware about the advertisements. After considering the people who are aware about it among them it was found that the 57% of them find it misleading. And 21% of them believe that it increases the consumption of alcohol.

When it comes to understanding on banning of advertisement, 56% don't know that ads for these products are banned, rest 44% are aware of it.

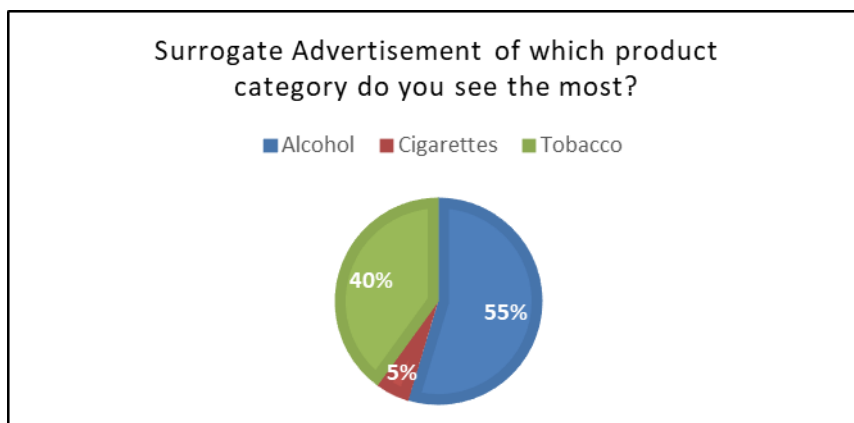
Types of Media Used for Advertisements

Out of 150 respondents, majority of them (49%) are not sure whether surrogate ads are required or not, 46% agree that they are not necessary, whereas only 5% feel that it is required.



67% of the people watch advertisements through Internet, 18% use Television, rest 10% and 5% see by the means of print media and mobile respectively. Effective means of media advertising through which television advertising is more reachable than other media.

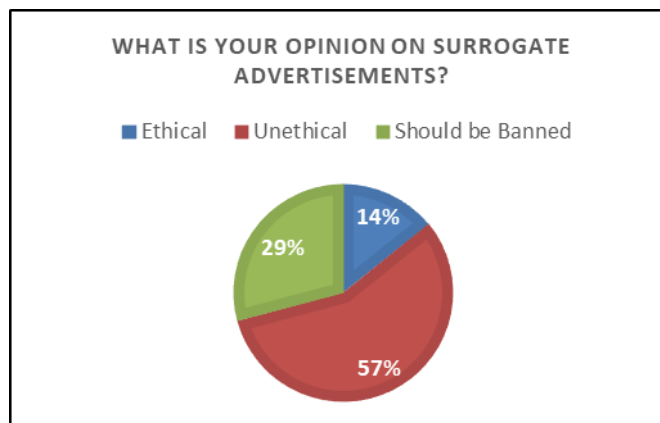
Category of Advertisement



Out of all total tobacco and alcohol advertisement are generally seen by the consumer. Out of viewers of advertisement 39% most probably recall original products, 24% occasionally recall the product. It means that more than 50% respondents remember the Ads well and their brand names in surrogate ads are effective in customers' mind.

When it comes to the purchase of product Majority (77%) believe that these ads never induce them to try the product, 21% sometimes and only 2% get indulged to buy the original product. Surrogate ads are not effective in nature as they don't induce majority of the public to purchase the product.

Opinion on Surrogate Advertisement



57% of the respondents consider these ads unethical, 29% agree to these ads to be banned and 14% thinks they are ethical. With respect to ethical concerns of the surrogate advertisement majority considers them to be unethical and think that they should be banned.

CONCLUSION

Surrogate advertising is basically duplicating the brand image of a particular product and then promoting a different product of the same brand. Ban on advertising of alcohol, cigarettes, tobacco products gave rise to the concept of surrogate advertising in India. It has become an ethical issue and has emerged as a loophole challenge over government rules. Though this upcoming trend is not healthy for the young consumers & others in the interest of the health of the community; Surrogate ads have proved themselves a strapping & successful marketing strategy for the forbidden goods today.

Surrogate Advertising has been a powerful medium through which a particular brand reaches to its consumers. Although the original products have not been advertised on the television, still these brands enjoy a higher sales volume each and every year. The trend followed by such ads could prove to be boon for big and established players as they result in higher brand recall value, thereby helping them to push their banned products further. Thus, surrogate advertising has played a vibrant role for these brands to sustain in the market even after banning the advertisements of their original products. With government now enforcing ban on surrogate advertisements, companies are turning to event sponsorship, event organizing, corporate films and more and more innovative integrated marketing communications strategies.

This study was conducted to know the knowledge and perception of customers about surrogate advertisements & analyses the factors for knowing the surrogate advertisement have any impact on the consumers buying behavior for buy the surrogate products. It got understood surrogate advertisements are only successful in creating brand recall of the hidden product in the advertisement. People do not get much influenced by these products' advertisements while making their purchase, they just remind the brand existence. During the study, a sample of 150 respondents were analyzed the knowledge of customer, their preferences and knowledge. The data was collected by questionnaire method. The knowledge and awareness level is low, the main reason for not knowing about most of surrogate advertisements are they are not exposed to see that many times. Consumers are ethically concerned with respect to surrogate advertisements.

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PYTHON LIBRARIES FOR GEOSPATIAL ANALYSIS

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ABSTRACT

PySAL, the Python spatial analysis library, is an open source cross-platform library for geospatial data analysis. It is used for analyzing geospatial vector data. PySAL library is written in Python. In this paper various features of PySAL and its uses in spatial analysis is discussed. PySAL supports the development of high level application for spatial analysis. The study has been done to find out the mechanism to analyzing spatial data using python.

Keywords: ESDA; Python; STARS; GeoDA; Spatial Analysis; High Performance

1. INTRODUCTION**1.1 HISTORY**

PySAL has been developed by Luc Anselins research group at UIUC and Sergio group previously located at the University of Illinois, Champaign-Urbana, and Serge Rey who was at San Diego State University.[1] It is the outcome of collaborative effort of two project PySpace and STAR(Space Time Analysis of Regional Systems).[2]PySAL supports next generation of spatial analysis application. PySAL, is an open source cross-platform library for spatial analysis written in the Python.[3]

PySAL is substance of software development projects tools to develop prototypes plan state of the method, and to protect the community of open source software library for geospatial analysis.[4] New advanced technologies have been generated for geospatial data. The art of analyzing live data streams and dashboard systems to visualize patterns of the streams not only define the new technological structure in smart popular cities but have also become more common in many countries. It combines with live data analysis, visualization libraries and decision support tools to be part of end-to-end application from data to analysis and visualization to generate a result in a real-time more modular and useable spatial analysis of software libraries. These can be easily integrated. There are more software for analyzing the geospatial data to make sense of patterns in these rapid application development software environments.[5]

Python generated code is to be the most efficient, it is very easy to understand and it can be executed very quickly. Python is the fastest programing language. Python is especially excellent support for Python Cartographic Library, It is a scripting language among other programming languages. Python also supports spatial analysis of Geospatial data. In 2008 PySAL pass to the GeoDa Center for Geospatial Analysis and Computation at Arizona State.

1.2 FEATURE

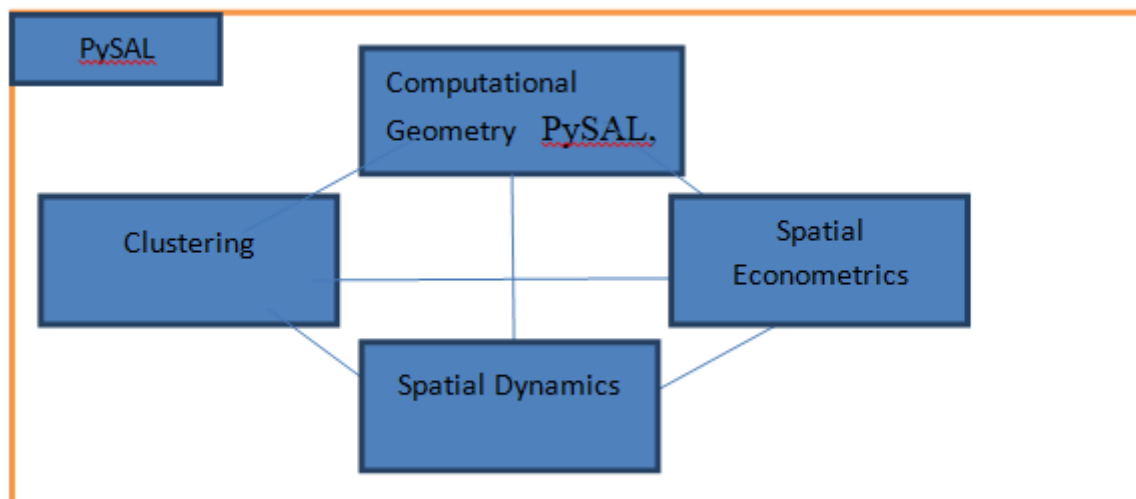
PySAL supports the high level application for analyzing Geospatial analysis, i.e

1. To determine spatial data, clusters, hot-spots and outliers.
2. Make the graph using spatial data
3. Using Geographical network analysis spatial regression and statistical modeling
4. Spatial econometrics

1.3 SCOPE

It is significant to understand what PySAL can do and cannot do as per its design. First of all, PySAL is a complete library in itself. Developers are looking for a suite of a spatial analysis method that they can include into application development using PySAL. Geospatial analysis may include defining research project requirement, customizing, and scripting, extensive simulation of the spatial analysis. Users are looking for a user friendly platform, graphical user interface for spatial analysis of dataset will not move directly to PySAL instead we directly used a project like STARS(Space-Time Analysis of Regional Systems) and GeoDaX other software product which convert PySAL features in Graphical user interface. We assume that with the development of python programming language the users can access the PySAL uses will be large in the future.[5]

1.4 DESIGN



Component of PySAL

PySAL is a consolidated collection of a unit with a specific focus on vector-based spatial data. The weight module is used to retrieve and manipulate data and convert the spatial weight that is key to many types of spatial analysis.[6] There are many different way to define the neighbor relations, the weights unit pillars are

1. Contiguity Based
2. Spatial Econometrics
3. Cluster
4. Spatial Dynamics

Data investigation is protected by the collecting and ESDA (Exploratory Spatial Data Analysis) unit. The group of unit applies a range of recall methods that can be used to clarify the data and give other operations. They also start the fundamental creation of other spatial weights structures. The ESDA unit contains a non-identical procedure to apply the well-ordered of rates also quality LISA features such as the local Moran and Gi Statistics [7].

Spatial modeling is applied in the spatial dynamics and also spatial econometrics unit. It contains a many tools to trace the changes over time of spatial structure, developed application studies of geographical economic combination. It incorporates spatial Markov analysis plus spatial theta.

1.5 PySAL FUNCTIONALITIES

PySAL library provides some important functionality such as Data analytic functions and Modeling Functions. File Input and Output, Map calculation, Computational Geometry, Spatial Weights are elements of ESDA. Spatial Autocorrelation and spatial Regression are modeling functionalities provided by PySAL library.

1.6 ADVANTAGES AND LIMITATION OF PySAL

PySAL provide time management, it offers fast collection of data, it has accurate and better analysis of data. Pysal is open source cross platform library for geospatial data analysis. It supports the development of high level application for spatial analysis.[9][13]

Disadvantage

PySAL executes with the help of interpreter rather than a compiler. Which make it slow down; due to compilation and execution it runs normally. It has many design restrictions and it requires more testing time to run the application.[9][11][12]

1.7 OTHER LIBRARIES

Apart from PySAL there are other libraries for spatial analysis some of they are Grass GIS is open source free software for analysis of spatial data, FDO(Feature data object),Geo Tools,OSGeo4W.[10][14]

1.8 CONCLUSION

In this research paper, we have introduced an open source, cross-platform PySAL library. PySAL is a popular library for spatial analysis Geographical Information System. PySAL is a python library which provides various

tools to facilitate geospatial analysis. Future work will learn PySAL with alternative front-ends including jython (Pedroni and Rappin2002), RPy (Moriera and Warnes 2004), and ArcGIS.

These applications help expand the impact of methods and tools developed within the university on analysts and policy-relevant challenges in other domains. These applications help expand the impact of methods and tools developed within the university on analysts and policy-relevant challenges in other domains.

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SUSTAINING LOCAL SUPPLY OF LEADERSHIP IN THE UAE: A CASE EXPERIENCE OF EMIRITIZATION

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ABSTRACT

The United Arab Emirates (UAE) became a country in 1971 as a constitutional federation of seven emirates. Dubai is its most prominent city and Emirate of the seven Emirates.

Among the relatively new counties, the UAE has made a model progress in leveraging its natural petrochemical resources, created a strong public sector employment and entrepreneurship opportunities for all especially in attracting private sector through the expatriates. Once a miniscule number, the local population also known as Emiratis, have now expanded to become an approximately 12% segment of the UAE population.

A growing number of Emiratis are now armed and market ready with higher college and university degrees and international education experiences and now want to continue to work for the government services and the public sector of the UAE. However, their supply is getting to be far greater than the job openings and opportunities in the government services and public sector.

It has created an unfamiliar challenge before the UAE government. The government must need to develop, encourage and mandate a strong and attractive private sector with similar working condition as they are used to in working with the government services and the public sector.

This entire campaign is branded and executed as Emiratisation- the implementation of which is proving quite challenging and testing the economic and political realities of the job market in the UAE.

The research paper, formatted as a research case and based on a variety of sources published and suitably cited sources, other secondary data and supplementary insights documents this very scenario and presents the concept of Emiratisation, participation and response of the private and public sector, model cases of the private companies that have responded to the call for Emiratisation and the continuing challenges.

We expect the case when published to serve as a handy and valuable learning resource for business training and academic learning programs.

**Keywords**

1. UAE Vision 2021
 2. Emiratisation
 3. The UAE Labour Market
 4. Employer and employee compatibility
-

THE UNITED ARAB OF EMIRATES (UAE)

The United Arab Emirates (UAE) is a constitutional federation of seven emirates with Abu Dhabi as the capital and was formed in 1971. The seven emirates are Abu Dhabi, Dubai, Sharjah, Ras Al Khaima, Ajman, Umm Al Quwain, and Fujairah. The H. H. late Sheikh Zayed bin Sultan Al Nahyan was the first President of the UAE and is known as the Father of the Nation. The population of the UAE in 2018 was 9.6 million approximately and the Gross domestic Product in real prices rose to US dollars: 435.70 billion, giving per capita income of about US\$45,000.¹

UAE is home for 200 nationalities. Indians form the largest foreign community in the UAE, followed by Pakistanis, Bangladeshis, other Asians, Europeans and Africans. The UAE nationals are estimated to be 1 Million with equal contribution of male and females. The population breakdown is as follows ²

Ethnic groups in the UAE	27.8% Indian
	12% Emirati
	10.2% Pakistani
	9.5% Bangladeshi
	6.1% Filipino
	4.76% Iranian
	4.23% Egyptian
	2.2% Chinese
	14.1% Others

According to the IMF report 2017² foreigners comprise 95 per cent of the UAE's workforce with the largest communities coming from South Asia. Similarly, as per a labour survey conducted by the UAE Federal Competitiveness and Statistics Authority, foreigners working in private sector accounted for 6.3 million. Emirati citizens accounted for 27,000 jobs of the 5 million jobs in the private sector and accounted for 60 per cent of government sector jobs. The survey found the overall unemployment rate at 2.5 per cent; including both nationals and expatriates but the rate was higher at 9.6% for Emirati citizens of working age.

The labour and employment in the UAE situation has an interesting comparison with the Gulf Cooperation Council (GCC) member nations. GCC member nations include Kingdom of Saudi, the use, Kuwait, Bahrain, Oman and Qatar. According to published sources, non-nationals in the GCC workforce is estimated at 75 per cent, and the UAE had the largest number of expats in workforce at 91 per cent. In 2018, nationals formed just eight per cent of the UAE workforce. The number is projected to further dip to six per cent in 2020 and to 3 per cent by 2030. ^[11]

EMIRITIZATION- A CASE EXPERIENCE

The UAE Government launched the Emiratisation (Tawteen in Arabic) campaign a little more than a decade ago with an aim to 'increase the number of Emiratis in the job market and their contribution to the economy'.

The program requires increase and inclusion of Emiratis in the job sector, particularly in the private sector of the country where the local UAE citizens representing less than one percent (0.34%. according to published sources in the Wikipedia). The public private imbalance is further aggravated by the fact of public sector of the UAE provide quantum better pay and working conditions to the local emirates than the private sector. However, unemployment is rising and in Abu Dhabi as many as 11.6 percent of Emiratis are unemployed. ^[4]

The UAE job market recognizes the need and importance of Emiritization for social, economic and political reasons in the country and supports it to the extent feasible. Recent research cautions that localization is not always advantageous for firms operating in the region, and its effectiveness depends on a number of factors including the availability of adequately educated, trained and motivated local employees to meet the local a global works requirements of private start up, entrepreneurs and dominant multinational. ^[6]

UAE Government regularly assesses the situation- the supply and demand gap of the local leaders under in order to succeed and provide direct support at all level of education through institutions such as Tawteen UAE, ^[7] ENDP^[8] or the Abu Dhabi Tawteen Council. ^[9], the Emirates Foundation for Philanthropy ^[10] etc.

In order to provide policy support to the Emiratisation, the UAE Government named the Ministry of Human Resources and Emiratisation (MOHRE). The duties of the Ministry include: drafting the general Emiratisation policy to include more Emirati citizens in the job market and supervising its implementation; conducting field and administrative studies and analyses on the job market; providing career advice and consultancy to Emirati manpower; conducting follow-ups and evaluations of the Emiratisation process in the private sector; supporting small investment enterprises through application of self-employment projects of national manpower; preparing training programs for nationals seeking jobs; coordinating and guiding training and education programs of training and educational facilities of the country; and supervising the assistive services labourers' class according to the governing laws and regulations for such class. ^[11].



APPLICATION OF EMIRATIZATION ^[11].

The UAE encourages the public and private sectors to implement Emiratization policies at all levels through the establishment of a special department, quota and incentives.

Establishment of a special department

Federal Law No. 8 of 1980 also known as the Labour Law as amended mentions in its Article 10 that MoHRE will have a special department dedicated to find adequate job opportunities for nationals. The department must assist employers in fulfilling their need of national workers whenever needed.

Quota and incentives

Ministerial Orders 41, 42 and 43 of 2005 impose on private sector employers a quota system, whereby every company with more than 100 employees is obliged to recruit (and retain on the payroll) the stipulated number of UAE nationals to ensure the minimum percentage of participation of Emiratis in the workforce. Companies with lower grading are required to file mandatory financial guarantees, the amount of which will depend on the category of the employer (as set out in the relevant Order).

Localisation of jobs

Following a strategic plan to promote Emiratization, MoHRE decided to localise more jobs in the private sector. Starting from 2017, companies that are registered with Tas'heel's online services and that employ over 1000 workers would be required to hire Emirati citizens for the data entry positions. MoHRE decided that all construction facilities with a workforce of 500 or more employees must appoint at least one Emirati occupational health and safety officer from 2017.

LOCAL LEADERSHIP DEVELOPMENT IN THE UAE



The Father of the UAE as a nation Sheikh Zayed bin was very supportive of the happiness of the fellow Emirates. He said, "Money is not useful if it is not dedicated to serving the people." ^[11].

Accordingly he set out on a new era of development in various fields. Petroleum dollars were utilized for launching hundreds of mega infrastructure, education, health, and other projects that would set the UAE, and her people on the road to progress and economic prosperity. The transformation included the construction of houses, modern residential compounds, hospitals, clinics, schools, universities, institutes, colleges as well as a significant expansion of infrastructure, including roads, bridges, electricity, water, communication, and transportation. This was all in order to build a modern country, and provide a better and more fulfilling life for the citizens of the UAE.

With a view to continue the citizen happiness and local leadership, the UAE Government incorporated Emiratization campaign among the national Agenda for the vision 2021. Building a competitive knowledge economy is one of the six pillars of National Agenda in line with Vision 2021. The UAE aims to achieve this by unlocking the potential of citizens and enabling them to be a driving force of the UAE's economic development. Emiratization is among the national agenda and the strategic priority for the vision 2021. ^[10]

The UAE Cabinet also has approved the UAE Model for Government Leadership which is based on three pillars including leadership spirit, future outlook, accomplishment and influence. The Model highlights the criteria required for the 21st century leaders, which was launched by His Highness Sheikh Mohammed bin Rashid Al Maktoum, the Vice President, Prime Minister and Ruler of Dubai, in 2015, and aims to streamline efforts of UAE Government to achieve UAE Centennial 2071 strategy.

"The UAE journey towards the future requires continuous development efforts that focus on UAE nationals, build their capabilities, enhance their skills, and equip them with the right tools to face the future challenges," Sheikh Mohammed said. "We approved the UAE Model for Government Leadership as a new addition to the government efforts to prepare leaders and build capabilities of cadres and national competencies. We want to develop government work process to be in line with our efforts in building future governments," Sheikh Mohammed said. ^[17]

And yet in a survey study by Korn Ferry, 2018, "as many as 60 percent of business leaders in the UAE predict a talent deficit to hit the Gulf country in as early as 2020, and that companies need to update labour skills to prepare them for jobs of the future and avoid a gap in talent. Areas where a gap currently exists range from information security to digital product development and big data analytics.

A CASE EXAMPLE OF EMIRATIZATION AT STANDARD CHARTERED BANK ^[18]



The banking and finance industry in the UAE has a regulatory Emiratization ratio requirement of 40%, Standard Charter Bank in Dubai has not only complied with it but also exceeded it in many cases. Accordingly to Ms Jane Siney, head of HR – UAE & Middle East: "At the heart of our Emiratization programme is our aspiration to be recognised as an employer of choice for local talent and driving sustainable business growth. We drive through the mission based on the following three levers:

- Developing world class leaders to create an engaged and productive workforce
- Becoming the industry leader in developing and retaining talent
- Achieving an integrated talent pool that reflects the demographics of the local market

Standard Chartered bank firmly believes that employing nationals not only fulfils Emiratization requirements, it also makes good business sense. “Employing UAE nationals helps international organisations like ours build a sustainable pipeline of local talent, enhances the employer branding proposition and employee engagement through diversity and social inclusion, and helps achieve external legitimacy and social acceptance in the UAE.”

Through its Emiratization strategy, Siney explains that the bank has been able to create a more diverse workforce that matches the demographics of the local market and their customer base. “We have learnt that to remain competitive we need to regularly review our strategy on attraction, retention and development – we have a forum in which we do this with the most senior members of our UAE business,” she concluded”

CONCERNS AND CHALLENGES FOR SUSTAINABILITY

As described before, the public sector has traditionally been, and remains, the employment market of choice for Emiratis. Wherever appropriate skills and expertise was unavailable, they hired expatriates.

The working conditions in the UAE Public sector followed many practices from more economically developed nations to promote harmonious working conditions that would be satisfactory to UAE. For instance, the practices of five-day working week, generous leave allowances, employment protection and structured advancement processes were adopted among others.

The UAE’s public-sector employment market operated with a focus on efficient governance of the UAE, social integration of UAE citizens into a young and rapidly growing nation and the redistribution of oil revenues to Emiratis and the UAE economy. The employment market evolved in consultation with its citizen stakeholders, to the benefit of employee and employer.

The UAE private-sector employment market, on the other hand, was almost exclusively focused on economic development and profit. Consequently a very liberal regulatory framework was applied for their business mission of getting the job done at the lowest cost with the highest profit margin. The power in the employment relationship rested almost exclusively with the employer, with the employee having signed a contract and come to the UAE in a very weak position. Despite the improving and evolving employment legislation, there still exists a significant imbalance of power in the UAE private sector employer-employee relationship.

All this has made private sector generally unattractive destination for seeking employment in the Private sector of the use and has a huge transformational task ahead for all the three stakeholders I.e., the UAE government, the private sector and the local citizens. It requires both time and collusion of the UAE government in closing the unfavourable gap of working conditions and attraction in the private as compared to Emiratis working in the public sector.

The UAE Government is quite anxious that the country remains strong in Emiratization. According to Dr Jasim Al Ali, deputy CEO for shared services, Dubai Media Incorporated, ‘2030 is going to be a 'catastrophic' year. It's high time that nationalisation policy gets the attention. The GCC countries and private sector companies have made this a top priority. However, the obstacles related to organisational inefficiencies, failure of leadership, and management style in both the public and private sector have resulted in the ineffectiveness of the nationalisation policy. We are talking about nationalisation for the last three decades but so far we have failed to increase the number of nationals in the public and private sector^[11]

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AN ANALYSIS ON IMPACT OF DIGITALIZATION ON EDUCATION SECTOR IN INDIA

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ABSTRACT

Literacy in layman words refers to the ability to read and write. An individual is considered as illiterate if he/she doesn't know to read and write. On the other hand, Digitalization refers to converting audio, visual into computerized form. Digital Literacy terms to be the Convergence of both teaching and computer world. In the era of digitalization, even the education sector is left out of the standards of digitalization. Education sector has expanded and innovated its ways of teaching and reaching students in various ways. Digitalization of education sector is one very integral step towards not only a successful mindset of the students but also a skilful growth of their talents.

Keywords: Digitalization, Education sector, growth, mindset

INTRODUCTION

Digital Literacy has become one of the main components of the current educational sector as it provides the educator with the view-point of excellence as well as growth of skills. The term Digital Literacy is so broad that it covers a lot of concepts under one umbrella. One of the main aspects of Digital literacy is that of the content. Digital content plays an integral role in upliftment of the study. Finding and then enhancing of the data is another challenge for the digital content creator. Some researchers even consider Digital content to be same as E-reading and it does not enhance the ability of the student in anyway. Whereas, some researchers contradict this conclusion by adding certain hyperlinks, videos can be uploaded in online content which cannot be done with paperback books. Digital Literacy also enhances the student's research ability with the help of research engines so that students can enter keywords and navigate the results of the research. Digital content creation for students also includes blogs, email, tweets, videos etc. Youtube videos also are a main part of digital era as students learn a lot of things from watching audio-visual clips. The process in itself is a creative and collaborative effort of both the content created by teachers and video makers to make it more interesting and informative for the students. Important role of Information technology is in enhancing the learning ability of the students.

Information and communication technologies (ICTs) have penetrated all areas of contemporary life. In this context, digital literacy has become much more than the ability to handle computers – just like traditional literacy and numeracy, it comprises a set of basic skills which include the use and production of digital media, information processing and retrieval, participation in social networks for creation and sharing of knowledge, and a wide range of professional computing skills. Digital literacy improves employability because it is a gate skill, demanded by many employers when they first evaluate a job application. It also works as a catalyst because it enables the acquisition of other important life skills. The origin of the word literacy refers to the ability to read and write. Early descriptions of computer-related literacy's also focus on the acquisition of sets of rules and technical capabilities. However, by the end of the 20th century, this definition had expanded considerably.

Digital literacy is an umbrella concept for important skill clusters whose names are often used as synonyms; their content, however, is not exactly the same. ICT literacy refers to a set of user skills that enable active participation in a society where services and cultural offerings are computer-supported and distributed on the internet. Technological literacy (previously called computer literacy) entails a deeper understanding of digital technology and comprises both user and technical computing skills. Information literacy focuses on one of the key aspects of our Knowledge Society: the ability to locate identifies, retrieve, process and use digital information optimally. In this paper, we will employ the term digital literacy because it retains a close connection with other basic literacy's (e.g. reading and writing, mathematical competence) that are integral parts of education.

In seven out of the sixteen literacy indicators, digital literacy plays a central role. In the last century, the shift from the manufacture of goods to the provision of services has resulted in an economy based on information and knowledge. Computers substitute for workers who perform routine physical and cognitive tasks, but they complement workers who perform non-routine problem solving tasks. Modern organizations and companies have been facing a restructuring of work, which means flatter organizational structures, decentralized decision

making, widely shared information, flexible work arrangements and collaboration in project teams. Companies applying these changes in organizational structures and business practices require new skills, as well as an increased role of ICT in the work place for communication, information sharing, and simulation of business processes.

Both educational theorists and practitioners agree that digital literacy has to be defined and developed in relation to general educational objectives: if ICT use is a basic skill, it must be included in all areas of school instruction. Digital literacy seems to have a beneficial effect on basic skills and competences. There is a growing body of national and international evidence demonstrating the positive impact of digital technologies on measurable learning outcomes as well. A study implemented by the British Educational Communications and Technology Agency (Becta) reveals that the integrated use of technology enables a range of positive outcomes for children and young people, including improved progress for both girls and boys in Key Stages 1 and 2 (age groups: 5–10 years). In Key Stage 1, students talented in math progressed much faster when their digital literacy was developed and when mathematics and science was taught using ICT tools and resources. Especially impressive gains in knowledge and learning motivation were found in English at Key Stage 2. The impact on attainment found in secondary school was also impressive. At the General Certificate of Secondary Education (GCSE) examinations, students with well-developed digital literacy skills scored better in all areas. Classes that were taught completely online or in a blended learning environment on average produce better learning results than those classes teaching face-to-face alone.

Digital literacy has positive effects on skills important for successful learning also. Students can access information more easily, as a growing amount of data is available in digital repositories that are much easier to access than traditional, paper-based resources for learning. Managing information is a digital literacy component that students acquire and use in their private lives when joining online communities and keeping up with the diverse networks they are a part of. Integrating and evaluating information, on the other hand, are skills that have to be taught in the classroom, with the teacher acting as an expert in evaluating information, showing students the differences between reliable and useless digital resources. The most important components of digital literacy are common for future computer users and ICT professionals: accessing, managing, evaluating, integrating, creating, and communicating information individually or collaboratively in a networked, computer-supported, and web-based environment for learning, working, or leisure. These skills are directly related to basic competences; therefore, digital literacy is as relevant as traditional literacy's – such as reading and writing, mathematics, or the management of social behaviour. Below is an overview of the relationships of digital literacy components and basic competences. Information, defined as identifying information sources as well as having the techniques for collection and retrieval of such information, is a basic component of all literacy's. Digital literacy significantly broadens the scope of potential sources of knowledge. However, information search in this area requires more sophisticated information management skills than traditional literacy's that use resources whose validity and authenticity is relatively easier to assess. When using an Internet-based knowledge portal, applying an existing organizational or classification scheme to evaluate its content is not always possible. Books and journals, for example, may be validated by the reputation of their publishers; most web sites, however, do not bear the label of a well-known institution. Evaluating information (making judgements about its adequacy, currency, usefulness, quality, relevance, or efficiency) comes to play here. Being able to determine the authority or time of the information retrieved online requires digital literacy skills that only the expertise and experience of education may furnish individuals

The present paper will discuss the different aspects of Digital Literacy in Education sector and its Significance.

- Digital content enhances teaching-learning abilities of both teachers and students.
- Digital Content is time-saving for the educator as well as for the students.
- Information technology both Teacher and Student friendly.
- ICT builds a parity of theoretical and practical aspect of the study.
- The use of ICT helps to explain complex concepts in a simple format.
- The Audio-Visual impact of concept will remain engraved in the minds of students for a longer period of time.

CONCLUSION

Digital child and youth art – a new, ICT-embedded developmental model for the visual language development of an ICT-literate generation – invites us to reconsider traditional ideas about the artistic development of

children and young people. Similar developments in music or design education may lead to a new, creativity-oriented digital literacy. Creativity as a major component of digital literacy will probably characterise ICT use in the 21st century, just as consuming information was relevant in the last decades of the 20th century. If digital literacy will involve the development of creativity, educational methods are bound to change. The effects of the social web on the way we learn inside and outside of school may also shed new light on the contents of digital literacy. Web 2.0 applications – blogs, wikis, social networking sites, micro-blogging, or social bookmarking — are likely to have a profound effect on the way we construct and extract knowledge. The effects these media have on our lives are widely published, but, even today, they are rarely used in education. Creating and communicating information are skills of growing importance as digital tools develop and make high-quality creative experiences available for increasingly broader user groups. Collaborative applications increase the importance of social skills in the learning process at all levels: young learners, adult learners, and teachers. In the new digital literacy framework of the 21st century, communication and creation in the digital media will take centre stage.

AGRO TEXTILE –A NEW INNOVATION FOR CROP MANAGEMENT

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ABSTRACT

In India population is increasing at rapid rate. Population explosion in India causes many consequences. Overpopulation has increased huge pressure on agricultural land. It also increases crop consumption as more population means more burden on agricultural land to produce more food. It is necessary to increase the crop yield and to maintain the quality of agricultural products. To increase the agricultural productivity and to prevent the losses of natural resources like water and soil there is a need of technological innovation and the answer is Agro-textile.

Agro-textile is a growing sector among all the sectors of technical textiles. When technical textiles are used for agricultural purpose they are known as "Agro-textile". India is a leading player for production, usage and export of Agro-textile. In India out of total technical textile production Agro-textile accounts for about 1.6% and it is estimated to increased demand for Agro-textile products globally. Agro-textile is an essential innovation for agriculture modernizing. Agro-textile useful for various applications like agriculture, forestry, horticulture landscape gardening. An intention of this study is to aware and provide knowledge about Agro textile innovation for crop management. To encourage industrialists, entrepreneurs for the investment in this growing sector

Keywords: Agriculture, Agro textile, Population, Crop management

INTRODUCTION

India is known as country of farmers. Agriculture is the main source of occupation for majority of India's population. Agriculture is the backbone of Indian economy. Agriculture in our country realized an importance for everyone when our 2nd Prime Minister Mr.Lal Bahadur Shastri gave the slogan "JAI JAWAN JAI KISAN". India's Agriculture contributes over 16% of country's GDP and provides employment for about 50% of the total workforce. India is 2nd largest populous country in the world with the population of 1.3 billion. It is expected that India will become most populous country in the world by the year 2030. This population rise putting pressure on land use and degrading forest and water resources due to overexploitation by the population. This put more pressure on agricultural crops to satisfy the food requirement of people. India is facing big issue of food shortage and crop management. Indian field of Agriculture and Horticulture realized the importance of new technology for crop management. Agro textile is the new innovation developed for climate control and crop management.

REVIEW OF LITERATURE

Dr V Subramaniam, G R Poongodi and V Veena Sindhuja conducted study in the year 2009. The purpose of the study was to understand production, properties and potential of Agro textiles. Secondary data was used by researcher referred from various publications, books and websites. A study was done to find out the role of textiles in agriculture and how the technology and textile will contribute to nation's economy.

Research article written by Dr.Perna Kapila from Punjab Agricultural University, Ludhiana in the year 2017. Article written about how crop management can be done through Agro textiles. Author concluded that with latest developments in Agro textiles it is possible to improve crop yield which helps for crop management.

The study was conducted by Mr. Sunil K.Agrawal in the year 2013. The purpose of the study was to understand the various applications of textiles in agriculture. Research was based on secondary data. Researcher discussed about how agro textiles plays vital role in increasing crop production and environment control.

M. Saravanan studied role of textiles in agriculture field. The study was done in the year 2017.Secondary data was collected from various research journals and websites. Researcher explained huge scope of textiles in agriculture. Researcher also explained how Agro textiles can give multidimensional solutions to all the problems of agriculture.

AGRO TEXTILE-DEFINITION

Agro textiles are special textiles intended for use in agriculture, horticulture, fisheries and forestry in order to boost production, quality and protection from adverse climatic conditions.

Agro textiles are application of textile materials in the agriculture field.

Agro textiles are technical fabrics for agriculture, horticulture, gardening and construction.

Textiles used in Agriculture are termed as agro textiles.

Agro textiles can be defined as textiles prepared by woven, knitted or non-woven technique especially to be used for controlling and preserving environment and resources for various applications like agriculture, forestry, horticulture or landscape gardening.

HISTORY OF AGRO TEXTILES

Farming is the primary source and Textile is the secondary source of India from ancient times. Textile has been used in agricultural field since centuries. From 18th to 19th century textiles have been used widely for food production, horticulture and fishing. Different types of fabrics are used for the production of Agro textiles.

CLASSIFICATION OF AGRO TEXTILES

Types of Agro textile on the basis of application

- Agro textile products for crop production
- Agro textile products for packing
- Agro textile products for horticulture
- Agro textile products for floriculture
- Agro textile products for animal husbandry
- Agro textile products for fishing
- Agro textile products for aquaculture
- Agro textile products for forestry

FIBRES USED TO PRODUCE AGRO TEXTILES

Agro textiles can be made with both natural as well as man made fibers. Natural fibres based agro textiles are not effective as compared to man made based agro textiles because they are degradable after some years. On the other hand man made based agro textiles are long durable and strong, easy for transportation.

Following are the various fibers used to produce Agro textiles

- Coir
- Flax
- Jute
- Nylon
- Polyester
- Polyethylene
- Polypropylene
- Wool

METHODS OF AGRO TEXTILES PRODUCTION

There are various methods of producing Agro textiles. Most commonly used methods are as follows:

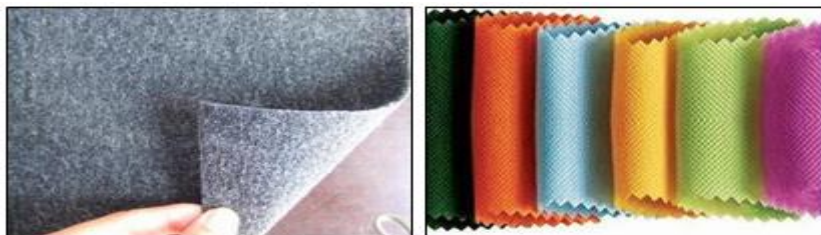
- **Woven**

These types of products are produced with the help of weaving machines. Most commonly it can be done by Sulzer projectile weaving machines. These machines are available in the width range of 540- 846 cm.



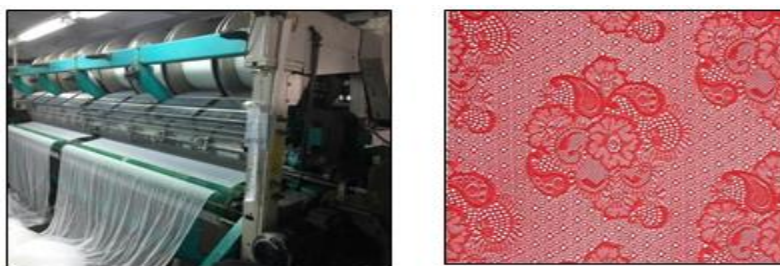
• Non Woven

There are many methods are available for producing Non-Woven Agro textile products. Needle-punched and Spun bonding are two mainly used methods. A fabric made by spun bonded method has a high tensile strength.



• Knitting

These are produced on raschel machines. In this individual yarn systems are converted into fabrics. This method used to make protective nets.



ESSENTIAL CHARACTERISTICS REQUIRED FOR AGRO TEXTILES

- Resistance to solar radiation-Immediately after planting or sowing it is necessary to spread agro textiles on cultivated land so that it can protect the land from solar radiation.
- Resistance to ultraviolet radiation- Polyethylene is a kind of fiber which has UV stabilizing property that convert the UV radiation into thermal radiation. It reduced harmful impact of UV radiation on plants and increased rate of photosynthesis.
- Resistance to abrasion-Shade nets made by agro textiles has good abrasion resistance. It will not allow pest and animals to attack on the surface of crops.
- Biodegradable- Man made fiber based agro textiles are much biodegradable than natural fiber based agro textiles.
- Water retention- Agro textiles are super-absorbers which allow retain much water.
- Tensile strength-Agro textiles are highly stretchable hence show long term durability.
- Protective-Being stiff, flexible and biodegradable agro textiles are highly protective from wind, high temperature and bad climate.
- Lightweight- Weight of agro textiles are light so that it will easily bare by crops and plants.

APPLICATIONS OF AGRO TEXTILES

• Sunscreen Nets

Sunscreen nets with open mesh are useful to protect land and greenhouses from harmful solar radiation. These nets allow air flow freely so that it will not built up excess heat.

Mostly used color is black as it assures dark shade. It is available in multiple colors like black, white, dark or light green.



- **Plant Nets**

Polyolefin fiber used for this. It is useful for fruits which grow near the ground need to be kept away from damp soil to allow them to grow and minimize the amount of decayed fruit.



- **Bird Protection Nets**

It is basically open knitted net designed to protect seed, crop and fruits from attack of birds and pests. Due to open mesh net fabric it makes air flow free that allows sufficient shading and flourishes the plants.



- **Ground Cover**

It is a very unique kind of product designed for landscaping and horticulture purposes. It is helpful for long-term weed control, to maintain moisture. It also helps to protect plants from UV rays.



- **Wind Protection Nets-**

These are mainly used in fruit plantation areas to protect from wind damage. It also protects plants from being cooled by excessive wind. It also protects the soil of the plantation area from erosion.



- **Root Ball Net**

It is designed to protect root system of plants. A cloth used to wrap root balls of plants so that it will protect from damage and help for speedy growing of younger plants.



- **Anti-hailstone Nets**

These nets are from polyethylene monofilaments. These are used to protect from hailstones damage.



- **Mulch Mat**

These are useful for prevention of weed growth. It helps to reduce the use of herbicides. These are available in both degradable and non-biodegradable forms.



- **Monofil Nets**

They are designed tough and knitted monofil nets to protect young branches, flowers from damage and leaf from tear due to bad weather.



- **Insect Meshes**

The fine woven nets designed to protect plants from insect attack. They are strong and durable.



- **Harvesting Net**

These specialized nets either spread on ground or tied under the trees so that fruits will not fall directly on the ground. It is helpful to protect fruits from fall damage.



ADVANTAGES OF AGRO TEXTILES

- Helps in increase crop production
- Protect soil from dry out
- Reduce use of herbicides, pesticides and fertilizers
- Increase crop yield
- Protect plants from climatic changes
- Helps to reduce harvest damage of fruits and flowers
- Helpful for early maturing of crops and non seasonal plants.

RESEARCH METHODOLOGY

Research methodology is systematic way to solve research problem. It is a process of studying research scientifically. In any research paper methodology section enables the reader to evaluate overall reliability and validity of study. Methodology section mainly answer to questions i.e. how was the data collected how was the data analyzed?

Secondary data means data which is already available. Secondary data may be published or unpublished data. Published data means data which can be collected from Indian government or private journals even from foreign journals. Books, magazines or news papers can be refer.

DATA COLLECTION

Secondary data collected from various books, journals and previous research studies related to research topic. Internet plays an important role in collection of secondary data. Before collecting secondary data Researcher need to check reliability, suitability, and adequacy of data.

FINDINGS AND OBSERVATIONS

Out of total agro textile consumption maximum contribution comes from fishing nets i.e. 632cr by 2018. It is estimated that this significant growth is expected from other agro textiles product categories like shade nets, mulch mats, bird nets and hailstorm nets by 2020. Agro textile export also raised about 113 cr and expected to grow up to 120 cr by 2020.

Agro-textile market at globally growing from an average growth rate of 3.9% per annum. A huge demand for agro textiles is expected in developing countries like Brazil, China and India. In terms of volume Asia contributes about 60% of the total agro textiles.

FUTURE PREDICTIONS ABOUT AGRO TEXTILES

- In the year 2016 global agro textile demand was 1489 kilo tons and expected to grow with CAGR of 4.4% from 2017-2025.
- In 2016, global demand for mulch mats was above 185 kilo tons and expected to grow by 190 kilo tons by 2025.
- In India, fishing net market is estimated to grow net worth of USD 1.54 billion by 2025.
- In terms of revenue aquaculture will become fastest growing market with CAGR of 5% from 2017-2025.

CONCLUSION

At present India ranked 2nd largest food producer in the world and estimated to be 1st very soon. Food processing industry is one of the largest industries of India. At the same time population of our country is increasing at rapid rate. This rapid growth of population putting pressure on agricultural crop production. Hence it is necessity to increase the crop yield and crop management. It is not possible only with traditional way by using pesticides and herbicides. The agriculture and horticulture industries realized this and used various technologies and innovation to increase crop yield and quality. This is best achieved by applications of textiles in agricultural practice and name of this innovation is none other than Agro-textiles.

We can conclude that Agro textile plays a significant role in crop production and crop management. It is the need of tomorrow to utilize this innovation to solve problems faced by agro industry. Cost of agro textile products is less than herbicides and pesticides hence it is cost-effective innovation. It is expected that the next green revolution is possible with effective application of agro textile innovation. As per projected rise in global population and demand for better quality crop agro textile sectors is expected to be strongest growing sector. So now it is our responsibility to utilize this novel innovation of agro textile for the country's economy. Government, industrialists and entrepreneurs need to come forward to promote this innovation of agro textile for better future of nation's agricultural growth.

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PREDICTIVE IMPACT ASSESSMENT OF CLIMATE CHANGE ON CROP YIELD USING SEMI PARAMETRIC NEURAL NETWORK

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ABSTRACT

Crop yields are critically dependent on weather. A growing empirical literature models this relationship in order to project climate change impacts on the sector. We describe an approach to yield modeling that uses a semi parametric variant of a deep neural network, which can simultaneously account for complex nonlinear relationships in high-dimensional datasets, as well as known parametric structure and unobserved cross-sectional heterogeneity. Using data on corn yield from the US Midwest, we show that this approach outperforms both classical statistical methods and fully-nonparametric neural networks in predicting yields of years withheld during model training. Using scenarios from a suite of climate models, we show large negative impacts of climate change on corn yield, but less severe than impacts projected using classical statistical methods. In particular, our approach is less pessimistic in the warmest regions and the warmest scenarios.

INTRODUCTION

Climate change is an important geographical phenomenon that affect crop production of any geographical area adversely. Climate change is a long-term change in weather patterns that characterize the geographical regions of the world. The term "weather" refers to the short-term (daily) changes in temperature, wind, and/or precipitation of a region. In the long term, the climatic change could affect agriculture in several ways such as quantity and quality of crops in terms of productivity, growth rates, photosynthesis and transpiration rates, moisture availability etc. Climate change is likely to directly impact food production across the globe. In this proposed research work the researcher propose a Machine Learning approach to develop a predictive model for impact assessment of climate change on crop yield in the state of Maharashtra. The motivation to undertake this research work is high sensitivity of climate change in Maharashtra on the yield of major crops.

OBJECTIVE

The Objective of the research work is to develop a predictive model for climate change impact assessment on Yield of major crops in Maharashtra.

HYPOTHESIS

(H₀) Climate change adversely affect crop yield.

LITERATURE REVIEW

Crane-Droesch, Andrew. (2018) has surveyed various Machine Learning Methods that can be potential candidates to conduct a study on impact of climate change on crop yield. Andrew said that Semi Parametric Neural Network(SNN) is most suitable for conducting an analysis on panel data that is collected over several years and is multidimensional having many parameters such as temperature, precipitation, humidity etc.

Joerding, W. H., Li, Y., & Young, D. L. (1994)- In their paper Feedforward Neural Network Estimation of a Crop Yield Response Function. Journal of Agricultural and Applied Economics,26(01), 252-263 studied possible application of feedforward Neural Network.

Capobianco E. (1997)-in their paper Semiparametric Artificial Neural Networks. In: Ellacott S.W., Mason J.C., Anderson I.J. (eds) Mathematics of Neural Networks. Operations Research/Computer Science Interfaces Series, vol 8. Springer, Boston, MA elaborated the nature and importance of semi parametric Artificial Neural Network.

In [12][13][14] Daniel J Henderson, Raymond J Carroll, and Qi Li., Stefan Hoderlein and Halbert White and Cong Li and Zhongwen Liang Has studied Nonparametric estimation and testing of fixed effects panel data models, Nonparametric identification in non-separable panel data models with generalized fixed effects and asymptotic for nonparametric and semiparametric fixed effects panel models. Their works provide a base to conduct a research work of impact assessment of climate change on crop yield using SNN.

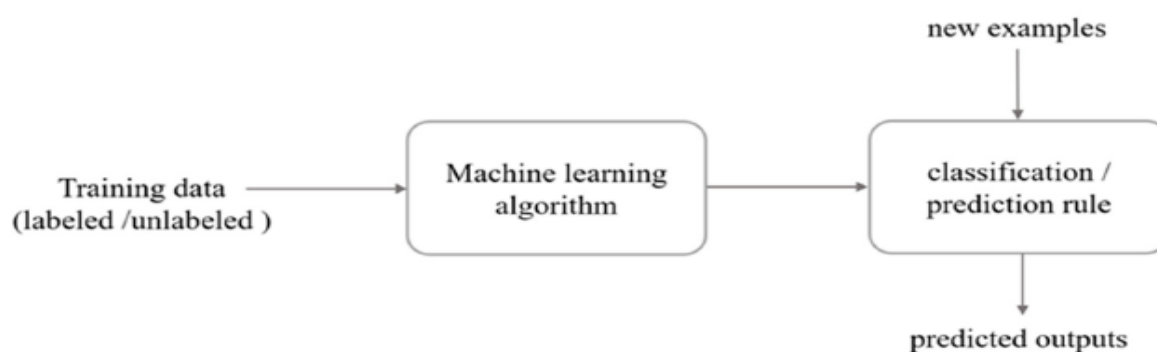
DATA AND METHODOLOGY (SEMI PARAMETRIC NEURAL NETWORK)

Our study makes use of state-level data on seasonal crop yields for 5 major Indian crops - rice, wheat, sorghum, cotton, and sugarcane - during the period from 1990 to 2015, obtained from the secondary data sources. All available data will be used for the development of predictive model for impact assessment of climate change on

crop yield. To estimate how climate trends have affected crop yields in India, we model the effects of temperature and precipitation on yields across all regions of Maharashtra for the 15 -year period.

For each region-season-crop combination (the yield model). We will separately estimate how climate conditions changed over time and construct a de-trended set of climate data that preserves the variance of the original data, but keeps climate conditions constant, on average, over the period of our study (the climate change model). We then compare the yields that were observed in the data with counterfactual yields that would have been observed in the absence of climate trend by setting the de-trended set of climate data to our yield model.

Machine Learning methodologies involves a learning process with the objective to learn from “experience” (training data) to perform a task. The performance of the ML model in a specific task is measured by a performance metric that is improved with experience over time. To calculate the performance of ML models and algorithms, various statistical and mathematical models are used. After the end of the learning process, the trained model can be used to classify, predict, or cluster new examples (testing data) using the experience obtained during the training process. Figure 1 shows a typical ML approach. metric that is improved with experience over time. To calculate the performance of ML models and algorithms, various statistical and mathematical models are used. After the end of the learning process, the trained model can be used to classify, predict, or cluster new examples (testing data) using the experience obtained during the training process. Figure 1 shows a typical ML approach.



Neural network some time also referred to as deep learning are the current state-of-the-art in machine learning and artificial intelligence. They have been successfully applied to tasks ranging from computer vision, natural language processing, self-driving cars, and quantitative finance.

We will use the panel neural net to the prediction of agricultural yields from weather data. This problem is relevant for short-term economic forecasts as well as for longer-range climate change impact assessment. It is also a natural use-case for a semi-parametric panel data model. First, weather data over an entire year is high-dimensional. While there is only one outcome per year in our setting, the explanatory variables come in the form of several weather variables over hundreds of days of the growing season. Models that penalize high-dimensional covariate sets can help avoid overfitting.

We will develop a Semi Parametric Neural Network (SNN) model to estimate impact of climate change on crop yield since it is better than another published model. It offers following advantages: Unlike many methodologies from the machine learning literature, this approach is suitable for longitudinal/panel data. It provides unbiased estimation of the parametric component of the model, with associated confidence intervals that have near-nominal coverage rates. Simulations demonstrate (1) efficiency, (2) that parametric estimates are unbiased, and (3) coverage properties of estimated intervals. By using prior knowledge about important phenomena and the functional forms relating them to the outcome, the SNN substantially improves statistical efficiency over typical neural networks. By augmenting a parametric model with a neural network, it captures dynamics that are either absent or imperfectly specified in parametric models.

OUTCOME

A predictive model based on semi parametric neural network to be used for impact of climate change on agriculture productivity at all levels that is district, region and state.

CONCLUSION

The development of parametric model will facilitate accurate prediction of crop yield and impact of climate change on crop yield for specified region. Secondly our study will enable us to advise farmers to change their farming practices as per the changing climate. Farmers may adapt to both short- and long-term changes in climate conditions, when choosing crops and production technologies.

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A STUDY ON 'PERCEPTION OF FACULTY MEMBERS OF DEGREE COLLEGES IN MUMBAI TOWARDS USE OF ICT IN TEACHING'

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ABSTRACT

Advances in technology have shaped and changed our world in ways that no one could have ever predicted. Business, recreation, and yes even education, have been deeply impacted by things like the internet, cell phones, and computers.

The use of ICT in teaching-learning process is a relatively new phenomenon and it has been the educational researchers' primary focus. The effective integration of this technology into classroom practices poses a challenge to lecturers and administrators. This study aims at finding out the factors influencing the use of ICT to make teaching learning more effective in higher institutions of learning in Mumbai and identifying the distinctive innovations that ICT has brought into teaching-learning process. The paper also addresses the opportunities and challenges posed by integration of ICTs in teaching learning process in the present scenario.

Keywords: Information and Communication Technology (ICT), ICT in Higher Education, Teaching-learning process.

INTRODUCTION

Introduction to Information and Communication Technology (ICT),:

ICTs stand for Information and Communication Technologies and are defined, for the purposes, as a “diverse set of technological tools and resources used to communicate, and to create, disseminate, store, and manage information.” These technologies include computers, the internet, broad casting technologies (radio and television), and telephone.

Whether you are starting as an elementary student or are going to a college for higher education, use of ICT as a new mode of classroom teaching has emerged as an advantage. For teachers in particular, this mode of teaching has proved to be helpful since students have found it far more interesting as compared to the conventional techniques. With access to various interactive and appealing technologies, education has become entertaining.

ICT as a new means of learning when applied in the right manner in teaching lessons, comes out to be the most effective technique in teaching the students along with motivating them. Students can now easily get over with or find answers to their queries via direct interaction with different modes of ICT teaching. The several benefits of use of ICT in teaching makes it extremely necessary for teachers to adopt this innovative technique in their pedagogy.

OBJECTIVE OF THE STUDY

The specific objectives of the study are listed below

- a) To understand the importance of use of ICT in Teaching-Learning process.
- b) To collect data from the faculty members regarding their perception towards use of ICT teaching techniques.
- c) To know the factors which motivates faculty members to take up ICT tools to supplement their pedagogy.
- d) To understand the factors which makes some faculty members reluctant to adopt ICT in their teaching.

RESEARCH METHODOLOGY

The current study is based on above mentioned objectives as to answer the questions like What is ICT based teaching? What are benefits of using ICT in teaching? What are factors which influence teachers in deciding whether to use ICT in teaching or not.

To answer the objectives of the study & questions as quoted above, the necessary data has been gathered both Primary Data sources as well as from Secondary data sources.

- a) Primary Data Sources: Prepared a Questionnaire in Google Forms and circulated among Faculty members from different colleges randomly. The Questionnaire consists of mainly close ended questions which includes MCQs, Yes/No type questions, agree/disagree matrix questions, and three open-ended questions whereby respondents are asked to open up and give their views. The data is collected from 35 Respondents (faculty members) from different streams for the study purpose.

b) Secondary Data Sources: Secondary data was collected from various newspaper articles regarding ICT in Education, scholarly articles on the issue & Websites.

ROLE OF ICT IN PEDAGOGY FOR QUALITY TEACHING LEARNING

Information and communication technology (ICT) in classrooms has every possibility of enhancing the standards or quality of education for the students. Not just the students, even the teachers are benefitted since their work is simplified. The time required to prepare the lessons apart from the additional time required to follow up the students is reduced.

ICT offers increased possibilities for codification of knowledge about teaching and for innovation in teaching activities through being able to deliver learning and cognitive activities anytime and anywhere.

Computer Based Teaching & Learning makes learning more efficient and more interesting to learners thus improving the quality of education. The knowledge deepening approach has a greater impact on learning. The main goal here is to increase the ability of learners, to add value to the education.

DATA COLLECTION & ANALYSIS

Age	No. of Respondents
21-30	14
31-40	16
41-50	05
51 & above	0
Total	35

Table-1: Number of respondents spread according to age groups

Department Respondents work in	No. of Respondents
B.com	12
B.Sc.IT	04
Self-Finance Courses	19
Total	35

Table-2: No. of respondents spread according to their Departments

Questionnaire & its Responses	
How often Do you make use of ICT in delivering lectures? Number of Responses : 35 Responses	Regularly - 05 Frequently - 10 Very Rarely - 17 Never - 03
Does your college promotes use of ICT in Teaching? Number of responses: 35 responses.	Yes - 26 No - 09
Does your college have a proper ICT infrastructure to support ICT enabled Teaching-Learning process? Number of responses: 35 responses.	Yes – 18 Yes, But it's not Sufficient - 13 No – 04

Factors which motivates a Professor to make use of ICT in Teaching

Number of Responses: 35 Responses.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Easier planning and preparation of lessons	04	03	10	09	09
Improves Teaching-Learning Quality	06	02	09	10	08
Audio - Visual effects have a better impact than traditional teaching methods	08	01	07	09	10
Can be used to cater the different needs of different students easily	05	05	10	08	06
Motivation from college to use ICT in teaching	05	02	12	10	06
Gains in ICT literacy skills, confidence and enthusiasm.	07	02	09	09	08

Table-3: Comparison of Respondents' perception towards various factors which motivates them to use ICT in Teaching

Factors which makes a Professor reluctant to use ICT in teaching on regular basis

Number of Responses: 35 Responses.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Time Consuming	08	08	09	07	02
Lack of Adequate ICT facilities in institution	07	06	09	07	06
Lack of Motivation from college	05	06	09	09	06
Lack of formal training to use ICT in teaching	04	05	08	13	05
Limited options especially while teaching Practical subjects	04	06	10	08	07
Limited Computer literacy	05	05	09	11	05

Table-4: Comparison of Respondents' perception towards various factors which makes them reluctant to use ICT in Teaching

Which of the following Innovative ICT enabled instruments/techniques you have used at least once in teaching. [Multiple selections were allowed]

	No. of Responses
Power Point Presentations (PPT)	32
Excel Sheets	12
Video Lectures	16
Interactive boards	04
Internet - Websites, Blogs	17
Movies, Short Films, Videos etc.	13

Table-5: No. of Respondents using ICT enabled instruments or techniques in teaching.

DISCUSSION

Factors influencing use of ICT to make teaching-learning effective

- **Increased Knowledge retention**

It can be seen from Table 3. As many as 29% Respondents strongly agreed that the Audio - Visual effects have a better impact as compared to traditional teaching methods. Students who are engaged and interested in things they are studying, are expected to have a better knowledge retention.

- **Improves Teaching-Learning process**

Almost 23% respondents strongly agreed that using ICT in teaching makes Teaching-learning process more effective. With the help of ICT enabled teaching, interest of the students can be maintained in the lessons which otherwise are boring and considered as one way traffic. ICTs are also transformational tools which, when used appropriately, can promote the shift to a learner-centred environment.

- **Benefits for teachers**

Not only using ICT in teaching can help students, but it can also benefit the teachers. The teachers who make use of ICT were of that opinion that they gain confidence & find new enthusiasm while teaching. They are able to keep themselves up to date with the latest technology & it improves their skills.

- **Motivation from institute**

One - third of the respondents couldn't really decide their stand on level of motivation from their institution for promoting use of ICT in teaching. They decided to stay neutral as far as this factor is concerned. Nonetheless, the fact that strong motivation from their college can influence teachers to use ICT in their lectures was agreed by good number of respondents.

Easier Planning & Preparations of lessons

More than 50% of the respondents cumulatively agreed that with the help of ICT, lectures planning & preparations have become far easier and very effective. ICT facilitates sharing of resources, expertise and advice & allows greater flexibility in planning lessons.

Factors which makes a Professor reluctant to use ICT in teaching on regular basis**• Lack of formal training to use ICT in teaching-learning process:**

Nearly 51% of the respondents were of the opinion that the teachers lack the kind of formal training required to make best use of ICT facilities in teaching-learning process. This makes teachers difficult to opt ICT techniques in their teaching.

• Lack of technical skills

Many respondents were of the opinion that, the lack of technical skills & knowhow to use ICT as a tool in teaching is one of the major factor that makes one to reluctant to use it. Teachers feel reluctant to use computer if they lack confidence. Fear of failure and lack of ICT knowledge have been cited as some of the reasons for teachers lack of confidence for adopting and integrating ICT into their teaching.

• Lack of motivation from college :

As many as 43% responded that they do not get motivation as such to use ICT in teaching. This hampers their willingness to take up challenge of incorporating technology in their pedagogy.

• Limited utility of using ICT in teaching :

Surprisingly many faculties of the opinion that ICT has limited use in teaching especially in case of practical subjects like mathematics, accounts etc. where they feel traditional chalk & talk method is more useful. Again Cellphone based learning tools like Apps can distract students' attention from their teacher & lesson, to whatever they are looking at, playing or doing some other things on their phones.

• Lack of proper ICT infrastructure within institution :

Today the educational institutions are required to have a proper ICT infrastructure in order to reap the benefits of ICT in teaching-learning process. Nearly 37% of the respondents noted that the available ICT infrastructure in their college is not up-to the mark & hence it is not possible for them to make use of ICT in teaching on regular basis.

FINDINGS

From the present study it is being noted that decisions made by the teachers about the use of information and communication technologies in the classroom is likely to be influenced by multiple factors including: demographic factors (like age, educational background); accessibility of infrastructure; experience in use of instructional technology, perception about usefulness, creativity in the subject and interest of the students, ease of use, motivation from college etc.

Some of the other key findings of the studies are enumerated as follow

- Nearly 49% of the faculties use ICT in teaching very rarely which needs to be addressed in order to make teaching-learning process effective in today's digitalized world.
- It is noteworthy that 75% of the respondents recorded that their institution does promote use of ICT in Teaching-Learning process.
- Power Point Presentations (PPTs) is the most utilized ICT teaching tool as table 5 shows that it is being used by all the 32 respondents who have used ICT tools at least once (91%) to supplement their teaching. Use of video lectures and websites, blogs etc. in ICT based teaching has got over 50% response from the faculty members. Movies, Short Films, Videos etc. have been used successfully as a new innovative tool in teaching by almost 40% of the faculty members along with other tools like excel sheet (33%) & interactive boards (12%). It is worth noting that the teachers taking Mass-Media subjects are using movies, short films etc. at large to make students understand the concepts effectively.

SUGGESTIONS FOR INCREASING THE USE OF ICT IN TEACHING

In order to promote use of ICT in teaching, the present study, based on analysis of data collected, proposes following suggestions which if implemented in right spirit could influence & motivate more number of teachers to embrace technology in their teaching methods which would help make the teaching-learning process more effective.

- Motivation by the Colleges & Universities to the faculties in taking up ICT in their teaching methods is extremely required in the present context.
- Regular Seminars, Workshops should be conducted by University to give formal training to the faculties to hone their technical skills.
- More faculties should take up Orientation Programmes, Refresher Courses and other Short Term Programmes conducted by University of Mumbai aligning with UGC HRDC.

- The educational institutions must upgrade their ICT infrastructure to the latest standards so as to make it accessible to both teachers & students.
- As a matter of Academic policy, colleges should support the use of ICT as an integral part of the provision of quality education for all. They should promote the use of ICT in education as a key modern aid to teaching and learning. Ensure free access for all teachers and learners to high quality dedicated ICT facilities.
- Make a provision of Awards for rewarding the teachers using ICT for Innovation in Education.

CONCLUSION

The rapid growth in ICT has brought tremendous changes in the twenty-first century, as well as affected its adoption and integration by teachers in teaching-learning process. The effective integration of technology into classroom practices poses a challenge to teachers and administrators. The findings of this study indicate that teachers have strong craving for the integration of ICT into education but they run into many barriers to it. These findings therefore have implications for training the teachers to become consistent users of ICT focusing on acquiring basic ICT skills. Mere learning ICT skills is not sufficient, but using ICT to improve the teaching and learning is the crucial for pedagogy-technology integration

Given the size of investment being made in incorporating technology in education, it seems reasonable to explore the integration of technology into teaching and learning. Although most of the teacher's community has adopted information and communication technologies like power point slides and internet into their teaching, they are still unwilling to adopt more complex computer-based activities or other teaching pedagogy innovations, such as active learning techniques involving video-conferencing lectures.

For successful incorporation of ICT into teaching-learning process, it can be concluded that the factors that positively inclined teachers' use of ICT in education should be promoted at large. The presence of all factors as discussed earlier in study, increases the likelihood of excellent integration of ICT in teaching-learning process. Therefore, the training of teachers in the pedagogical issues should be increased if teachers are to be convinced of the importance of using ICT in their teaching-learning process.

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CONTROLLED RAMIFICATION OF FORESTS USING IOT

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ABSTRACT

Experts in favor of letting natural forest fires burn unchecked argue that fire suppression disrupts the natural forest cycle and endangers the livelihoods of people who depend on the forest, and the wellbeing of the plants and animals living there. Advocates for controlling forest fires note that unchecked flames often result in property damage, injury and even death, making fire suppression essential.

The debate came to the forefront recently as areas of the United States and Canada have been devastated by forest fires. California's Thomas Fire is now 100 percent controlled, and has become the largest and most destructive wildfire in the state's history. The fire burned nearly 282,000 acres of Southern California and destroyed more than 1,000 buildings. It is responsible for at least one death. The fire, which stripped hillsides of vegetation, also was a factor in the devastating January 9 mudslides, which are responsible for at least 17 deaths in Santa Barbara County, California (as of January 12).

Across North America, hundreds of thousands of citizens have faced similar catastrophic forest fires that have cost billions of dollars to combat. British Columbia made history after nearly 3 million acres burned (as of November 30, 2017), the largest total area affected in one season; the more than 1,300 wildfires forced the evacuation of more than 65,000 residents. Significant fires also hit Colorado, Oregon, Washington and Montana.

*Keywords**Ramification**Forests**Iot**Forests fire*

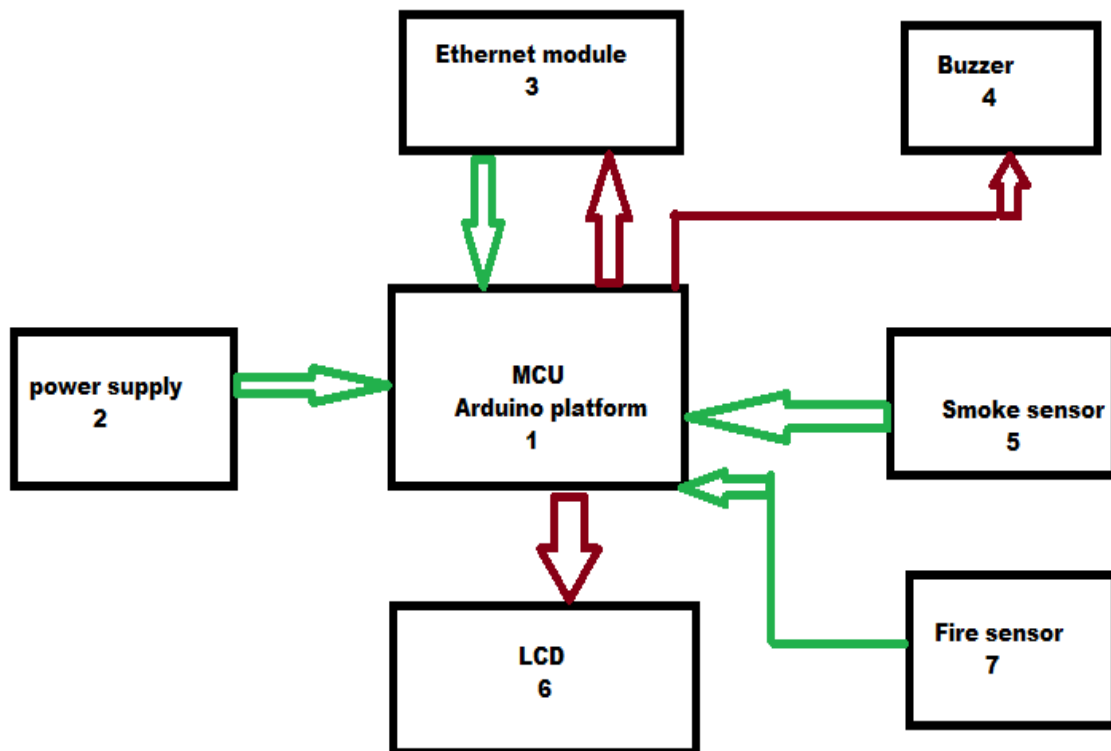
INTRODUCTION

The havoc due to forest fire has caused serious environmental problems and devastation of flora and fauna. Within the current turbulent global economic, demographic, social and ecologic context, governments, local administrative authorities, researchers and commercial companies or even individuals have to recognize the importance of the resources contained in the forest environment - not only from the perspective of the biodiversity, but also from the point of view of the economic resources which forests enclose. Therefore, any major threat posed to this essential component of the environment should be identified, studied and fought through the most efficient and modern economic policies and technological means. One of the most dangerous phenomena, which jeopardize forests, is represented by forest fires.

COMPONENTS REQUIRED FOR IMPLEMENTATION

- Arduino UNO Microcontroller
- Receiver and Transmitter
- Gas Sensor
- Temperature Sensor
- Ethernet Shield
- LCD
- PCB (Printed Circuit Board)
- Buzzer

GENERAL BLOCK DIAGRAM OF DETECTION OF FOREST FIRE



WORKING

Temperature sensor and smoke sensor are employed that need to be placed at certain distances so that a look can be kept on the entire forest area in order to detect the ignition alarming temperature and the level of carbon dioxide gas (CO₂). These sensors will send the signal or the information to the microcontroller. These will all sense changes in the environment and react automatically in the event of an emergency.

Temperature sensor and smoke sensor are employed that need to be placed at certain distances so that a look can be kept on the entire forest area in order to detect the ignition alarming temperature and the level of carbon dioxide gas (CO₂). These sensors will send the signal or the information to the microcontroller. These will all sense changes in the environment and react automatically in the event of an emergency.

On receiving the data from the controller, transmitter transmits the data to a certain range where the receiver station is optimized to be employed. Microcontroller is the central part of the hardware circuit; it controls and enables the functioning of the entire circuit, on receiving the data from the transmitter circuit, the receiver sends the data to the controller IC of the attached Arduino Uno embedded in the receiver circuit in digital form making the controller possible to do the programmed actions for the monitoring of temperature level and CO₂ level for fire detection.



STAGES OF DESIGNING**The whole designing of this IoT enabled forest fire detection and monitoring system**

- interfacing and programming of LCD with Arduino
- Interfacing and programming of Receiver and transmitter with Arduino
- Interfacing of Ethernet Shield with Arduino
- Connecting of sensors with transmitter

CONCLUSION

Forest fires have proven to be a massive form of destruction for humankind, especially when not countered through appropriate measures and strategies.

Therefore, an IoT-based Forest fire detection system is proposed to detect the fire by monitoring the values of CO₂ level and temperature. we can build fire detector using Arduino Uno which is interfaced with a temperature sensor, a smoke sensor and buzzer. The temperature sensor senses the heat and smoke sensor senses any smoke generated due to burning or fire. Buzzer connected to Arduino gives us an alarm indication. Whenever fire triggered, it burns objects nearby and produces smoke.

With the help of IoT technology, we can try to make it smarter by connecting the whole monitoring process to the webpage naming “Fire Security System “controlled by the Arduino programming done in the software-

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INVESTMENT PATTERN AND PERCEPTION OF CRYPTO CURRENCY

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ABSTRACT

Because of fast improvement in information technologies, many events in our day to day life have been combined online and they turn out to be more adaptable and more active. A vast growth in number of online users has motivated simulated word concepts and formed an innovative business miracle which is crypto currency to enable the economic events such as purchasing, retailing and exchanging. Crypto currency represents respected and imperceptible items which are used electronically in different applications and networks such as online common networks, online common games, simulated worlds and point to point networks. The practice of simulated money has become general in many different systems in current years. This paper studies the user's opportunities to coming further years of crypto currency. It also travels the user's assurance of selling with crypto currency in a time that using such simulated money is not fully organized and controlled. Also, the paper is designed to measure the range of crypto currency use to have a clear picture from the hands-on view. The paper also examines the way in which 21 different countries have replied in terms of rules & principles towards crypto currencies to progress a clear picture of its effect on several laws in India in order to control it. There are two hypotheses is conducted as there is no significance difference in working experience and year of investment as H_0 and there is significance difference in working experience and year of investment as H_1 and second hypothesis is there is no significant difference in option and investment in crypto currency as H_0 and is there is significant difference in option and investment in crypto currency as H_1 . The alternate hypothesis is accepted in both the cases with chi-square test at the significance of 0.000 i.e. 0.1% respectively. The use of correlation is done for testing the significance.

Keywords: Crypto currency, Block Chain, Bit coins

INTRODUCTION

Crypto currency is computerized cash also known as virtual money or cash intended to fill in as a medium of trade. It utilizes crypto currency to secure and confirm exchange and additionally to control the making of new units of a specific crypto currency. It works much like standard money, empowering users to give virtual payment to goods and service free of a central authority. Crypto currencies are a special blend of three properties they give secrecy they are autonomous of central authority and they give insurance from double spending attack. The crypto currency market has developed unpredictably and at exceptional speed through the span of its short life expectancy. Since the arrival of the pioneer anarchic crypto currency is still rare. Its larger part is uniquely centered on bit coin as opposed to a more assorted spread of crypto currencies and is relentlessly being out place by fluid industry improvement, including new coin, innovative movement and expanding government regulation of the market. In December Income Tax authorities directed on premise inquiries of nine bit coin trades looking for data customers who executed on their platform. Following the quests, the Information Technology office served notification to 100000 individuals accepted to have made high volume exchange. In India most banks including SBI and private sector banks, for example HDFC, Kotak, Citibank and ICICI have suspended exchanging accounts of bit coin trades. Internationally banks like JP Morgan Chase, Bank of America and Citigroup stopped buy of crypto currencies in February on credit card fearing defaults on reimbursement because of the dropping estimation of the virtual cash. All inclusive bit coin has lost the greater part of it since December 2017 when it achieved an unsurpassed high of \$19535. To place this in context three month prior the market capitalization of bit coin alone was \$332 billion. Presently the combined market capitalization of the main 1562 crypto currencies is \$334 billion with bit coin market capitalization down to \$140 billion. Shaken by the rising vulnerability, trades like BTCX India and ETHEX India have quit exchanging picking rather to stick around for their opportunity and sit tight for clarity in regulation.

OBJECTIVE

- To understand the investment pattern of individual.
- To determine the awareness of crypto currency among people.
- To know the perception of individuals towards crypto currency.

HYPOTHESIS

1. H_0 : There is no significant difference in working experience and years of investment

Ha: There is a significant difference in working experience and years of investment

2. Ho: There is no significant difference in opinion and investment in crypto currency

Ha: There is a significant difference in opinion and investment in crypto currency

RESEARCH METHODOLOGY

Research design: Cross sectional descriptive research.

Sampling Unit: Investor of different financial products and have knowledge about crypto currency.

Sampling Size: 97

Method of Data Collection: Primary Data and Secondary Data

ANALYSIS

Hypothesis test

Ho: There is no significant difference in working experience and years of investment

Ha: There is a significant difference in working experience and years of investment

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	72.292 ^a	12	.000
Likelihood Ratio	71.227	12	.000
Linear-by-Linear Association	49.485	1	.000
N of Valid Cases	97		

a. 14 cells (70.0%) have expected count less than 5. The minimum expected count is .37.

Pearson, Likelihood Ratio and Linear-by-linear show significant value of 0.000, i.e. 0.01%.

Correlations

		Working experience	Years of investment
Working experience	Pearson Correlation	1	.718**
	Sig. (2-tailed)		.000
	N	97	97
Years of investment	Pearson Correlation	.718**	1
	Sig. (2-tailed)	.000	
	N	97	97

** . Correlation is significant at the 0.01 level (2-tailed).

Pearson correlation shows a value of 0.718 and significant level at 0.001.

Correlations

		Working experience	Years of investment
Working experience	Correlation Coefficient	1.000	.696**
	Sig. (2-tailed)		.000
	N	97	97
Years of investment	Correlation Coefficient	.696**	1.000
	Sig. (2-tailed)	.000	
	N	97	97

** . Correlation is significant at the 0.01 level (2-tailed).

Spearman correlation coefficient shows a value of 0.696 and significant level at 0.001.

Hypothesis test

Ho: There is no significant difference in opinion and investment in crypto currency

Ha: There is a significant difference in opinion and investment in crypto currency

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	60.212 ^a	6	.000
Likelihood Ratio	68.781	6	.000
Linear-by-Linear Association	7.121	1	.008
N of Valid Cases	97		

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is 3.09.

Pearson and Likelihood Ratio shows significant value of 0.000, i.e. 0.1% and Linear-by-linear shows significant value of 0.008, i.e. 0.8%

Correlations

		Invest in cryptocurrency	Opinion about cryptocurrency
Invest in cryptocurrency	Pearson Correlation	1	.272**
	Sig. (2-tailed)		.007
	N	97	97
Opinion about cryptocurrency	Pearson Correlation	.272**	1
	Sig. (2-tailed)	.007	
	N	97	97

** . Correlation is significant at the 0.01 level (2-tailed).

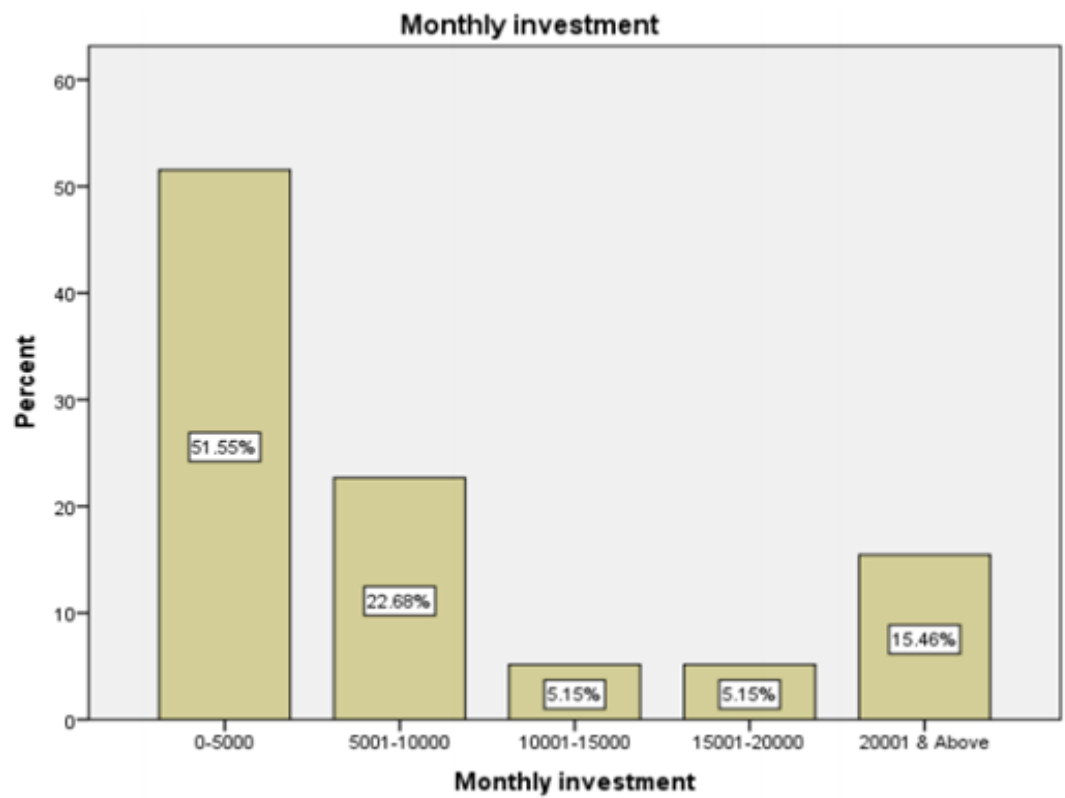
Pearson correlation shows a value of 0.272 and significant level at 0.007.

Correlations

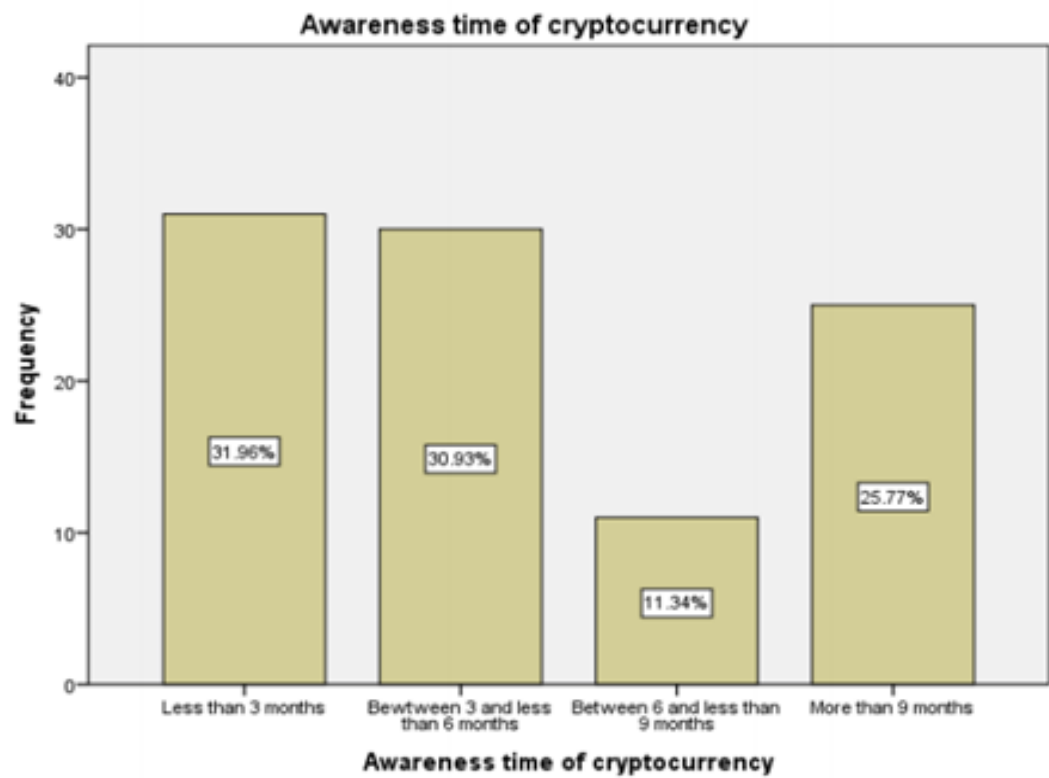
		Invest in cryptocurrency	Opinion about cryptocurrency
Invest in cryptocurrency	Correlation Coefficient	1.000	.260**
	Sig. (2-tailed)	.	.010
	N	97	97
Opinion about cryptocurrency	Correlation Coefficient	.260**	1.000
	Sig. (2-tailed)	.010	.
	N	97	97

** . Correlation is significant at the 0.01 level (2-tailed).

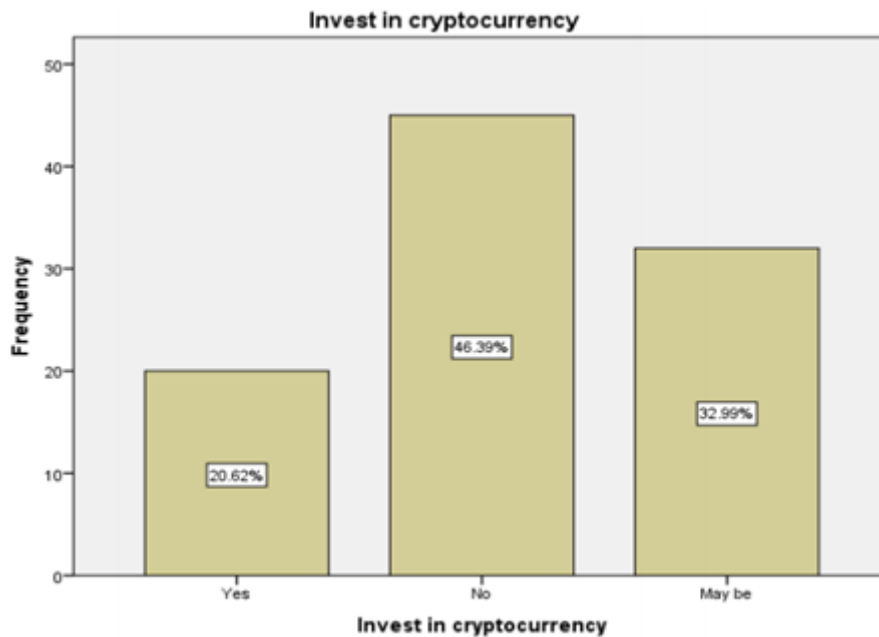
Pearson correlation shows a value of 0.260 and significant level at 0.010.



Interpretation
From the above graph we see that 51.55% respondents have monthly investment of 0-5,000, 22.68% respondents have monthly investment of 5,001-10,000, 5.15% respondents have monthly investment of 10,001-15,000, 5.15% respondents have 15,001-20,000 and 15.46% respondent have 20,001 & above



Interpretation
From the above graphs we see that 31.96% respondents are aware of crypto currency from past 3 months, 30.93% respondents are aware of crypto currency from past 3 to 6 months, 11.34% respondents are aware of crypto currency from past 6 to 9 months and 25.77% respondents are aware of crypto currency from past 9 months



Interpretation

From the above chart we see that 20.62% respondents have would likely to invest in crypto currency, 46.39% respondents will not invest in crypto currency and 32.99% respondents may invest in crypto currency.

FINDING

- Chi-square test shows that the significant value is 0.001 which means there is only 0.1% error in the research. Pearson correlation shows that the relationship between working experience and years of investment is strong and in positive direction. The relationship is directly proportionate. Confidence level is 99%. Spearman correlation coefficient shows that the relationship is moderate and in positive direction. Confidence level and relationship is also directly proportionate same as Pearson.
- Chi-square test shows that the significant value is 0.001 which means there is only 0.1% error in the research. Pearson correlation shows that the relationship between Opinion and investment in crypto currency is weak and in positive direction. The relationship is directly proportionate. Confidence level is 99%. Spearman correlation coefficient shows that the relationship is also weak and in positive direction. Confidence level and relationship is also directly proportionate same as Pearson.
- Crypto currency is coming at last. Individuals are aware of crypto currency from past 3 months. Most respondents have heard of bit coin rather than other crypto currencies.
- Large numbers of individuals are neutral perception that crypto currency diminishes its value that they perceive about it.

CONCLUSION

Both hypothesis testing resulted in accepting the alternative hypothesis. Relationship of working experience and years & opinion and investment in crypto currency was done to meet the objectives of the research. Sampling unit was less because of lack of awareness of crypto currency among individuals. It is observed that youth knows about crypto currency as compared to matured. It was also reflected in our research as majority of respondents are from 18 to 25. Because of young population, majority of annual income is from 2,50,000-5,00,000 and have a monthly investment of 0-5,000.

Still a majority of young age group, fixed deposit is still considered as safe and sound investment for them. Whereas crypto currency is unsafe because it still can't be understood and required deep learning. As crypto currency was mention in the union budget 2018, in which is declared illegal tender in India, majority of the respondents came to know at that point of time. That why large number of respondents answered that they have heard about it in less than 3 months. Crypto currency and bit coin was created by one person. After creating crypto currency model, the inventor created the first crypto currency. That's why major part of crypto currency is taken by bit coin. As being popular enough, majority of individuals knows about it rather than other crypto currencies. As there is still ambiguity in understanding the crypto currency, large numbers of respondents have gave an "It's OK" opinion about it.

As mentioned about ambiguity, major respondent have neutral approach that crypto currency diminish its value that they perceive about it. They agree that bank should discontinue the operation of crypto currency as there is lot more to research on it. First, the crypto currency is to be understood and then investment is to be done. As crypto currency carry a high value, i.e. the price of one bit coin is very high, respondents agrees to that it is commodity. Crypto currency is highly volatile in nature.

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IMPACT OF TECHNOLOGY ON ORGANIZATIONAL DEVELOPMENT AND EMPLOYABILITY

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ABSTRACT

Technology refers to the tools, machinery, modification, arrangements and procedures that help to solve a problem, improve a pre-existing solution to a problem, achieve a goal, or perform a specific function. Technological environment has a considerable impact on the business. The pace of change in technology in a particular industry influences the firms working and technology development. There are certain industries like information and technology and information and technology enabled Services, Electronics etc. where technology changes very fast. Even though the firm is into consumer Durables segment or manufacturing Fast Moving Consumer Goods (FMCG), they also innovate and try to offer something new to retain the customers.

Keywords: Technology, Economy, Change, Capital Investment, Employees

INTRODUCTION

Technology is a complex set of knowledge, ideas and methods and is likely to be the result of a variety of activities - both internal and external. Technological process tends to be a gradual process consisting of a small increments lying along a continuous path. Technology plays an important role in economic and social development of a society. The purpose of technology is to intervene in the world to produce something new. It achieve this through intellectual and design based practices that involve multiple sources of input (natural, conceptual, emotional, imagined, etc.) In technology the most observed quality is taking good decisions based on incomplete data and approximate models. Technology affects industry in many ways. It can intensify competition in an industry and can also erase competitive advantage of well - established firms. It can change industry structure or create completely new industries.

OBJECTIVES OF THE STUDY

The objectives of this study are

4. To understand the importance of technology based Society
5. To analyze the role of technology in economic development
6. To discuss the technological plant level changes

RESEARCH METHODOLOGY

The research is mainly based on the secondary data. The secondary data has been collected from various reference books, research papers, articles and websites.

Impact of Technology on Organizational Development and Employability

We can trace the impact of technology on organizational development and employability in following three broad ways:

A) Importance of technology based Society**1. Technology reaches to people through business**

Technology helps in innovations and new discoveries, which is converted into goods and services through business. Every organization strives to make better products and improve its service offering. This could be possible only due to technology. The economic growth of many countries depends on technology like of USA, UK, Germany, France and Japan.

2. Complex System

Technology has resulted in complexity sophisticated and modern machines do work faster and better than human beings. But if they fail, then the functioning of the entire organization gets affected. There is also an interdependence of systems. For example, failure of power supply will affect every other function like television and radio broadcasting, production, working of machines, consumer service and so on. It is therefore necessary to keep the whole system working all the time.

3. Increased Consumers Expectations

Technology has contributed to the emergence of well heeled societies. People want not only more of same things but also newer things. There is expectation of getting new product options, better quality, safety, comfort and regular supply of the product. This leads to increased investment in Research and development. High consumer's expectations pose a challenge as well as an opportunity to the business organizations.

4. Social Change

Technological changes create new jobs and make old jobs irrelevant. Employees have to cope up with the new skills and new jobs. People shift from one place to another in search of better jobs. This results in new geographical distributions of population. Technology helps to iron out social differences but it has created status difference. People working in multinational corporations behave like a class apart. Such people are better paid than local companies. They enjoy high standard of living and connect themselves with western culture.

B) Role of Technology in Economic Development**1. Increased Productivity**

Technology has contributed to increased productivity in terms of more production at lower cost. Manufacturing concerns are now capable of producing goods in a shorter period of time and with fewer defects. Quality control programmes like "six sigma" are designed to improve quality and to eliminate defects. Improvement in productivity has led to increase in real wages of employees and reduced product prices.

2. Allocation of funds to R&D

Research and development (R&D) assume considerable importance in organizations as technology advances. In this context, firm is required to decide about- the allocation of resources to R&D, transfer of technology from the laboratory to the market place, replacement of the old technology with new, time factor and decision about its own R&D or to outsource technology. In present world product life cycles have become shorter, organization prefer to use technologies that are commonly available so may prefer to outsource R&D.

3. Jobs become Intellectual

In this technological era jobs are to become more intellectual. Introduction of new technology dislocated some workers unless they are well-trained to work on new machines. This puts obligation on organizations to retain its employees and equip them with technical advancement. Along with, upgrading jobs skills, technology has highly affected on human relations.

4. Problem in employee's retention

Techno structure has created the problem of employees retention. The traditional incentives fail to motivate highly skilled workers. They are instead motivated by opportunities which offer challenges or growth and achievements. Retaining such employees for long is a difficult task. These professional employees are known for organizational rootlessness and job-hopping.

5. Increased capital investment

Technology demands huge investment of capital. It necessitates massive investment in acquiring, discovering new ideas and their adoption, educating, training and retaining the managers and other related areas. This needs efficient financial management. There is need for qualified and competent financial managers who can assume responsibility in financial management and can use technology in managing finances.

6. Impact on products

Products have a life cycle of its own. A typical product is subject to introductory, growth, maturity, decline and abandonment stage. The products which may be in vogue today may become obsolete tomorrow due to pace of technical changes. For example pager, transistor, radio, telegrams all have been things used in the past and replaced by smart phones, laptops, home theaters etc.

C) Role of Technology in Plant level changes**1. Influence Organization Structure**

Technology has considerable influence on organization structure, chain of command and span of control of managers. Matrix organisation structure is more common in companies where technology is fast changing. Besides technology, there are other factors which influence organisation structure like history and background of a company, vision and Mission, top level management value system, nature of product, scale of operation etc.

2. Increased Risks

Organizations invest time and financial resources in developing technology. If the pace of change in technology is very fast then it may be difficult to reap benefits of the investment made. Too much reliance on critical staff also increases business risk. In case they leave the organization and join competitors, then organization may find difficult to cope up with such situations.

3. Growth of E-Business

E-Business through Internet is made possible through technology. E-Business emphasizes integration of systems, processes, organizations, value chains and markets. The integration operates through Internet and build new relationships between businesses and customers. E-business provides convenience in conducting business worldwide, efficiency in distribution, advertising and sales promotion.

4. Impact on Marketing

Technological changes have drastically changed the way goods are being marketed . due to E-commerce, entire world has become one market. The way companies manage to attract customers online to place order and efficiency with which they manage their supply chain is greatly influenced by technology.

CONCLUSION

Technology is a high-risk, costly and uncertain activity. The world has reached a stage in which many of the inventions and discoveries in various areas have already taken place. To achieve major breakthrough which have social relevance and profit potential for the firm, increased investment in research must be made. There are also constraints on the technological growth like leads to pollution, depletion of non-renewable resources and social institutions impede technology. For success and social acceptance any organization cannot overlook these constraints.

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ARTIFICIAL INTELLIGENCE: IS IT PLANET SAVING TECHNOLOGY?

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ABSTRACT

Technologies have long been seen as effective vehicles of growth, but the impact of recent forms like digitization, now morphing into artificial intelligence (AI), have been subject to debate. Driverless cars. Advanced medical diagnosis. 3D printing. Artificial intelligence is playing an increasing role in the economy today, and it can fundamentally reshape global and local economies in the years to come.

What we still don't know yet is how far the development of AI will go, and ultimately how successful it will be in becoming a generalised, human-like intelligence. The field of AI is rapidly evolving. It holds enormous potential to be used for both positive or negative purposes.

This paper deals to consider how artificial intelligence could help achieve economic growth and reduce inequalities. Also how artificial intelligence could be harnessed for sustainability goals. What are the challenges the human are facing about AI that are hard to understand and, therefore, hard to trust. This viewpoint won't prevail for long, as powerful new tools are being deployed for explaining and understanding the complex AI models thus "Crossing the AI Chasm"

Keywords: AI, computing, algorithms, data, crossing the AI Chasm, algorithm, IT

INTRODUCTION

During World War 2, the first computer was invented. It cracked the German communication code and ensured Normandy landing. The father behind this unprecedented machine Alan Turing wrote the paper "Computing Machinery and Intelligence" in the year 1950. And the paper opens with the words I propose to consider the question "Can Machines Think?"

Well today inspired by his thoughtful questions let's try to answer the following....

How can we create an intelligent computer and what will the future look like with intelligent machine.

AI is the answer to Everything. It has been growing exponentially and touching our lives in ways and means we might not notice.

For Example when you go to Google search engine some kind of AI is used to show you the best results. Everytime you ask Siri a question, natural language processing and speech recognition is been used.

RESEARCH METHODOLOGY

The present research is descriptive type and purely based on secondary data collection from various internet readings, different articles, newsletters, related research in journals.

WHAT IS ARTIFICIAL INTELLIGENCE (AI)?

Your question did not ask, what is natural intelligence? Probably because you know what natural intelligence is. Technically speaking, artificial intelligence is a copy of natural intelligence, for better or worse.

When someone mentions "artificial intelligence" (AI), what is the first thing that comes to your mind? Most of us imagine an army of human-like robots rebelling against humanity, while a few—folks from a more positive thinking community—are envisioning a bright future where AI serves them in all possible ways from walking a dog early in the morning when the weather is unpleasant to peeling oranges at Christmas.

While the second scenario is certainly fun, it is a utopia per se. A reality with robots rising up against people, however, is a much more probable event. This means it is high time to finally understand what AI is all about.

Artificial intelligence (AI) is an area of computer science that emphasizes on the creation of intelligent machines that work and reacts like humans. Some of the activities computers with artificial intelligence are designed for include:

- Speech recognition
- Learning
- Planning
- Problem solving

Spotify, Pandora, and Apple Music are some other touching points between AI and you. These services are capable of recommending music based on your interests. These apps monitor the choices you make, insert them into a learning algorithm, and suggest music you are most likely to enjoy. This particular use of AI is probably one of the simplest among all, but it does a good job helping us discover new songs and artists.

Thanks to the AI, our ad blocker is able to detect ads just like a human does. This means identifying and blocking ads regardless of their placement, size, type, and format. Furthermore, we sometimes use AI to conduct our own investigations.

How to cross the AI chasm?

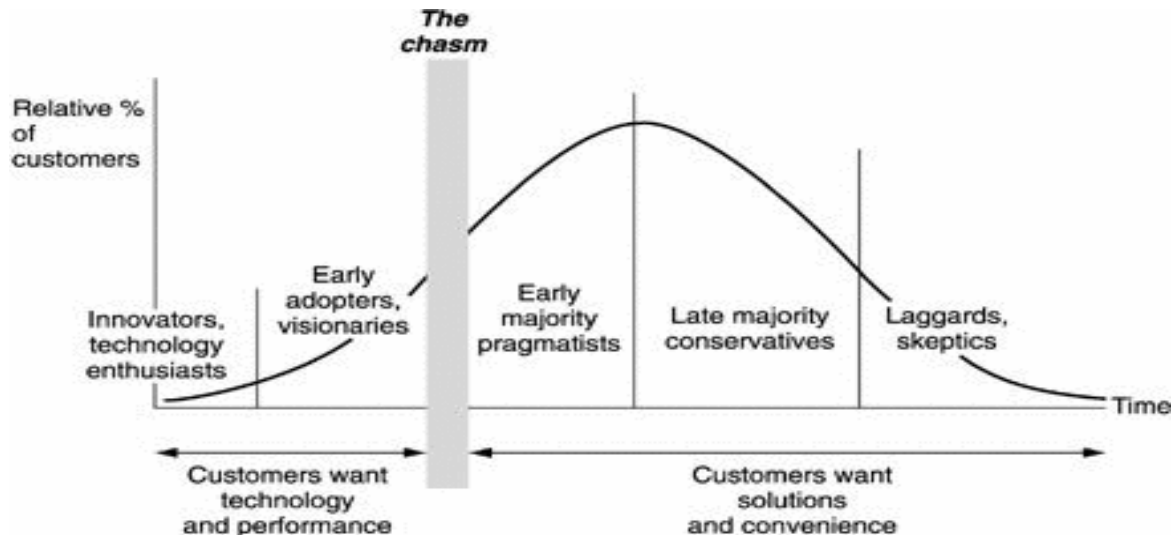


Fig-1: Geoffrey Moore's Chasm model

We've past the Innovator phase (Ref fig 1. above), which means that AI products must now be designed and marketed with this Early Majority in mind. Applying the lessons of *Crossing the Chasm*, three very clear principles emerge for AI product :

- Demonstrate ROI (business impact that is both measurable and tactile) that the Early Majority can feel
- Drive predictions through to actions
- Provide clear user controls

In general for AI: **Data is the holygrail**. So take care about how to collect the enough but the right data. In other words conversational and cognitive artificial intelligence with the right metrics is the way to cross the product AI chasm.

Human-AI interaction

Humans are complicated. So when they interact with AI, it presents new challenges that don't arise when dealing with data sets in a lab. Be aware that customers won't use an AI-powered product if they don't trust it. And while you can try to build trust by showing how accurate a predictive model is, most consumers can't really relate to robust scientific metrics.

Logically human assisted artificial intelligence may solve this problem. Also an intelligent authentication and security will gain trust of the user. The truth is, crossing the AI chasm doesn't have to be intimidating. Just be sure you approach it with a well-formed plan that keeps you looking ahead instead of down. And remember that to be **AI-first, your company also has to be customer-first**.

Will AI Take Over?

Some people claim that AI is still in its infancy. Others assure us that we are only a few years away from AI gaining control over humanity. The truth, however, lies somewhere in between. According to the most trustworthy forecasts out there, AI will outsmart humans at virtually everything in the following 45 years. Obviously, this won't happen overnight. Industries will be falling under AI's spell one-by-one.

Experts predict that within the next decade AI will outperform humans in relatively simple tasks such as translating languages, writing school essays, and driving trucks. More complicated tasks like writing a bestselling book or working as a surgeon, however, will take machines much more time to learn. AI is expected to master these two skills by 2049 and 2053 accordingly.

It looks like those who understand the full potential of AI are more scared of it than those who only know the basics. A recent scandal between Google's executives and employees may serve as a proof. In April, employees of Google demanded the company to stop working on a so-called "Pentagon Project" as they were afraid of being involved in the business of war. The project officially known as "Project Maven" is meant to use AI to make it easier to classify images of people and objects shot by drones. The potential danger is that the life-or-death, decisions of what needs to be bombarded and what doesn't will be made without human's involvement. Given that lives of people might be at stake, however, can these tasks even be called tedious? And there's another critical question. In a world like this, who will bear the blame of killing innocent people?

It is a widespread point of view that one day not only will AI exceed human performance but it will also extend beyond human control. With so many fearful articles out there, questions like "is artificial intelligence safe?" or "is artificial intelligence bad for people?" should come as no surprise. AI is obviously exciting but simultaneously warrants caution.

FINDINGS AND SUGGESTIONS

What is remarkable (and a little scary) about assistants like SIRI, Alexa is that they continuously learn about their users until the point at which they are able to accurately anticipate users' needs.

How are governments responding? Recognising the importance of AI – and the speed at which the field is progressing – the governments of Canada, the United States, the United Kingdom, China, and Japan have all introduced national AI development plans. In January 2017, the UK established an All-Party Parliamentary Group on AI where members from all sides of Parliament meet regularly to explore the impact and implications of AI.

THE CHALLENGE OF SUSTAINABILITY

Today we are faced with the monumental challenge of sustainability. By the middle of this century, the United Nations predicts the earth will be inhabited by more than 10 billion people. This high rate of population growth puts serious pressures on ecosystems, both wild and agricultural. One example of how our population strains resources is the increase, nearly 100%, in our grain demand. To accommodate such growth, humans must be able to manage their interaction with the ecosystems in sustainable ways. Artificial intelligence (AI) could be the way to solve the wicked challenge of sustainability.

The ecosystem is very complex; everything interacts with everything. We do not know exactly what the consequences of what we do. Machine learning (subset of AI) helps us automate the discovery by learning from the existing knowledge, fill in the gaps, and systematically reduce uncertainties. We already have computer models of specific components of the ecosystem, such as the model of ocean currents, atmospheric models, or models of animal diseases. However, we still lack a great way to combine these specific components into a holistic model. AI, especially through machine learning approach, can help us combine individual models into a more holistic ecosystem model (Ref Fig 2). An example is what Triana did in Lower Arkansas River Basin where he simulated the effects of agricultural practice scenarios to the sustainability of the irrigation valley by utilizing machine learning techniques for coupling groundwater and stream water models

We had fears of strange and powerful things until we eventually managed to tame them and utilize them to achieve our objectives. Now, we are going to do the same and use AI to solve the wicked challenge of sustainability.

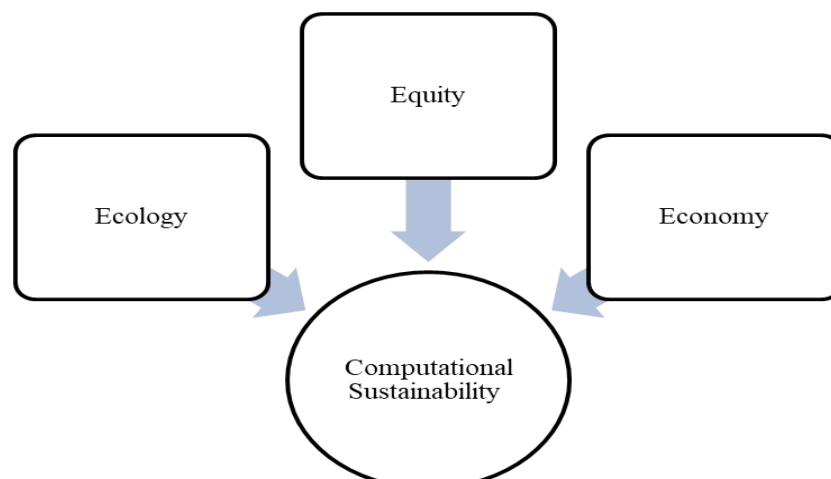


Fig-2: Computational Sustainability

So what do we mean when we speak of AI and how can it apply to sustainability? The full spectrum of technologies covers things like:

- **Automated intelligence systems** that take repeated, labour-intensive tasks requiring intelligence, and automatically complete them. For example, a robot that can learn to sort recycled household materials.
- **Assisted intelligence systems** that review and reveal patterns in historical data, such as unstructured social-media posts, and help people perform tasks more quickly and better by using the information gleaned. For example, techniques such as deep learning, natural language processing, and anomaly detection can uncover leading indicators of hurricanes and other major weather events.
- **Augmented intelligence systems** that use AI to help people understand and predict an uncertain future. For example, AI-enabled management simulators can help examine scenarios involving climate policy and greenhouse gas emissions, as pioneered by MIT's John Sterman.
- **Autonomous intelligence systems** that automate decision-making without human intervention. For example, systems that can identify patterns of high demand and high cost in home heating, adapting usage automatically to save homeowner money.

CONCLUSION

So far, one thing remains perfectly clear: creating AI is one of the most remarkable events for humankind. After all, AI is considered a major component of 4th Industrial Revolution, and its potential socioeconomic impact is believed to be as huge as the invention of electricity once had.

In light of this, the smartest approach would be keeping an eye on how the technology evolves, taking advantage of the improvements it brings to our lives, and not getting too nervous at the thought of machine takeover. If you ask an AI who knows how to play Chess to play Poker it wouldn't be able to do so because these two are completely different tasks. That means regardless of the fact that AI can solve complex Algorithm, they won't be able to solve things we do without thinking like the natural vision, motions, perception something which is very impossible to teach AI to do because these are the skills we cannot define in ones and zeros. They only seem natural to us because we as humans got that as a gift over thousands of years of human evolution.

AI will not replace biological intelligence yet it will enhance our lives it would enhance our future and I believe that most AI researchers out there will agree with me on that so after all you and I and all of us are on this journey together. All of us have the chance to witness and also decide how artificial intelligence will shape our future. Recent advances in AI also create enormous opportunities for having deeply beneficial influences on society (healthcare, education, sustainability, etc.)

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**PERFORMANCE ANALYSIS OF THE PUBLIC AND PRIVATE INSURANCE COMPANIES WSRT
BAGALKOT DISTRICT**

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ABSTRACT

Though the insurance industry is in existence since long, the level of awareness towards the rights and duties regarding insurance is negligible. The study tries to understand the awareness of the people towards the rights and duties towards life insurance products after the privatization of the insurance sector with special reference to Indian insurance sector. To actually understand this, a primary research was conducted to find out the level of awareness towards the rights and duties of the policy holders across demographic profiles and about the level of awareness towards life insurance policies prevailing in the Indian market. The study totally concentrates on the individual behavior, attitudes and also crating the awareness regarding their contribution on Indian insurance sector.

Keywords: Awareness; Insurance; Investments; Policy Holder; Rights

INTRODUCTION

Life Insurance is a contract for payment of a sum of money to the person assured (or failing him/her, to the person entitled to receive the same) on the happening of the event induced against. Usually the contract provides for the payment of an amount on the date of maturity or at specified dates at periodic intervals or at unfortunate deaths, if it occurs earlier. Among other things, the contract also provides for the payment of premium periodically to the company by the assured. Life Insurance is universally acknowledge being an institution which eliminates 'risk', substituting certainty for uncertainty and comes to the timely aid of the family in the unfortunate event of the death of the breadwinner. By and large, Life Insurance's civilization's partial solutions to the problems caused by death. Life Insurance, in short, is concerned with two hazards that stand across the life-path of every person; that of dying prematurely leaving a dependent family to fend for itself and that of living to old age without visible means of support. The fundamental needs of insurance are as follows and the identified needs of individuals will be proximate of the following. Identification is important because it makes the process easier as one can choose from the spread the right product. The list is as Viz. security of family in case of death or disability, security of any loans on the assets in case of death and disability, children higher education, money saving for special future events and security for excess long ability. These are some fundamental insurance needs these are subjected to change in many customized deals. Awareness is the corner stone of sound information, for it makes the individual more effective and intelligent. Awareness is a vital necessity, because it enables the individual to develop and to rise on the society and increase their efficiency, through this awareness the individual thinking power increases.

REVIEW OF LITERATURE

In order to find out the gaps in research, the literature already available pertaining to the problem is to be reviewed. The literature on life insurance industry in India includes books, compendia, theses, dissertations, study reports and articles published by academicians and researchers in different periodicals. The review of this literature gives an idea to concentrate on the unexplored area and to make the present study more distinct from other studies. The literature available is presented below:

1. Mishra, K.C. and Simita Mishra (2000) in their article on "Insurance Industry: Recipe for a Learning Organization" say that like any other industry, insurance industry in India suffers from one challenge repeatable a hundred times, that is the constraints of infrastructure.
2. Balasubramanian, T.S. and Gupta, S.P. (2000) in their book on "Insurance Business Environment" explain at length the global and Indian pictures of Insurance systems. The impact of globalization and also liberalization on Insurance business environment is also discussed analytically to have a clear understanding of the challenges faced by the insurance industry.
3. Mitra Debabrata (2000) in the thesis entitled "Employees and the PSU: A Study of their Relationship with Special reference to Jalpaiguri Division of the Life Insurance Corporation of India" opines that the State-owned Undertakings provide all sorts of facilities and amenities to employees along with usual emoluments. But, their productive rate is low when compared it with the private sector undertakings. In the

Jalpaiguri Division, the employee relationship with the LIC is clearly discussed and some suggestions are also given in the thesis.

4. Wadikar Ashok Laxaman (2001) in his thesis on “Innovativeness in the Insurance Industries”, Ph.D. Thesis submitted to the Department of Management, University of Pune, Pune, 2001. Confirms a general opinion that innovativeness in every activity alone rules and dominates the industry. But, at the same time, the practicality and economic justification of that innovativeness are also to be analysed.
5. Balachandran, S. (2001) in his book on “Customer Driven Services Management” concludes that the insurance industry is fast growing and mostly becoming a customer driven and customer centric one. He also advocates that when the insurance products are attractive to the customers, then only the insurance industry flourishes in the market and serves its purpose of profit earning and also income generation.
6. Srivastava, D.C. and Srivastava, S. (2001) in their book on “Indian Insurance Industry–Transition and Prospects” discuss analytically the financial significance of insurance industry, its contribution to Indian economy and also the transitory prospects and challenges of insurance industry due to liberalization and the opening up of the sector to private players.
7. Mark S. Dorfman (2002) in his book on “Introduction to Risk Management and Insurance” reviews the salient features of the insurance industry and also the role played by the private enterprise. The different types of insurance intermediaries are also discussed at length with suitable illustrations incorporated wherever necessary.
8. Charles P Jones (2002) in his book on “Investment Analysis and Management” explains clearly about the framework for evaluating portfolio performance through return and risk considerations. The Risk-Adjusted measures of performance and also the problems associated with Portfolio Measurement are also discussed.
9. Ajay Mahal (2002) in his article on “Assessing Private Health Insurance in India–Potential Impacts and Regulatory Issues” asserts that the entry of private health insurance companies in India is likely to have an impact on the costs of health care, equity in the financing of care and the quality and cost-effectiveness of such care. However, he mentions that an informed consumer and a well-implemented insurance regulation regime in many cases eliminate some of the bad outcomes.
10. Dan Segal Leonard N. Stern School of Business New York University “An Economic Analysis of Life Insurance Company Expenses” has analysed the expenses of the Life Insurance Companies.

ANALYSIS AND INTERPRETATION WITH RESPECT TO BAGALKOT DISTRICT

Table-1: Believe in Money Planning

S.NO	Opinion	No of respondents	Percentage
1	YES	92	92
2	NO	8	8
	Total No of respondents	100	100

Interpretation

It is observed that 92% of the respondents believe in money planning and rest which is 8% they don't believe in money planning.

Table-2: Various Type of Money Planning

S.NO	Opinion	No of respondents	Percentage
1	savings	35	35
2	Fixed Deposit	15	15
3	Insurance	28	28
4	PPF	7	7
5	Others	15	15
	Total No of respondents	100	

Interpretation

From the above data collected 35% respondents believe in savings, 15% in fixed deposits, 28% in insurance, 7% in provident fund and other 15% in other money planning.

Table-3: Planning For Retirement

S.NO	Opinion	No of respondents	Percentage
1	YES	74	74
2	NO	26	26
Total No of respondents		100	

Interpretation

It is concluded that from the above data 74% of the respondents make their money plan for their retirement and 26% doesn't have any money plan for retirement.

Table-4: Production after Retirement

S.NO	Opinion	No of respondents	Percentage
1	savings	29	29
2	Fixed Deposit	7	7
3	Insurance	20	20
4	PPF	29	29
5	Others	15	15
Total No of respondents		100	

Interpretation

It is found that people are mostly aware about life insurance is through any other means of Promotion, next highest is the awareness through Friends, the third position is occupied by promotion through News Paper Ads followed by Campaigning. It is concluded that maximum people opt for savings and provident fund, then it is for insurance and lastly for fixed deposit.

Table-5: Important For Education Fund

S.NO	Opinion	No of respondents	Percentage
1	Very Important	57	57
2	Important	29	29
3	Not Important	14	14
Total No of respondents		100	

Interpretation

It is observed that 57% thinks that insurance is very important for Education fund another 29% said it is important and remaining 14% said it is not important.

Table-6: Importance for Marriage Fund

S.NO	Opinion	No of respondents	Percentage
1	Very Important	48	48
2	Important	30	30
3	Not Important	22	22
Total No of respondents		100	

Interpretation

It is observed that 48% thinks that insurance is very important for Marriage fund another 30% said it is important and remaining 22% said it is not important.

Table-7: Aware of Life Insurance

S.NO	Opinion	No of respondents	Percentage
1	YES	89	89
2	NO	11	11
Total No of respondents		100	

Interpretation

From the above collected data of the respondents 89% are aware of insurance and 11% of the respondents are not aware of insurance, it is conclude that most of them know about insurance

Table-8: Insurance is needed for Your Family

S.NO	Opinion	No of respondents	Percentage
1	YES	73	73
2	NO	27	27
Total No of respondents		100	

Interpretation

In my survey 73% of the respondents said that they need insurance for their family and the remaining 27% think it is not necessary.

Table-9: Number of Policy Holders in Different Life Insurance Companies

S.NO	Opinion	No of respondents	Percentage
1	YES	60	60
2	NO	40	40
Total No of respondents		100	

Interpretation

It is observed that 60% of the respondents are insured and remaining 40% of them are not insured. There are yet 40% of people who are not insured. It shows that still the number is very large.

Table-10: Importance of Insurance Policy

S.NO	Opinion	Percentage
1	Protection for Dependents	32.3
2	Protection for Education	26.4
3	Protection for Marriage	17.6
4	Protection for Estate Duties	7.3
5	Others	16.4
Total No of respondents		100

Interpretation

From the above data 33% of the policy holders take the policy to protect his/her dependents, 26% of them protection for education fund, 18% of them protection for marriage fund, 7% of them protection for Estate duties and remaining for other facilities.

Table-11: Attraction For Taking The Policy

S.NO	Opinion	No of respondents	Percentage
1	Interest & Dividends	29	42.6
2	Customer Service	8	11.7
3	Various plans	18	26.4
4	Others	12	19.3
Total No of respondents		100	100

Interpretation

From the above data the percentage of respondents are attracted by seeing interest and dividend are 43% customer service 12% various plans 18% and other reasons 18%.

CONCLUSION

It is concluded that maximum individuals believe in money planning, wherein 35% go for savings. The $\frac{3}{4}$ part of the respondents i.e., about 75% plan their money and invest for their retirement. It is concluded that maximum people opt for savings and provident fund, then it is for insurance and lastly for fixed deposit. The individuals in this fast growing era opting for high educational values which are also very costlier to afford for a middle class person, the respondents thinks that investing in the insurance funds is important for Education followed by marriage. It was also found that 89% of the population is aware of the insurance funds. Finally the insurance funds are chosen by individuals to fulfill their family needs than their personal needs

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FACTORS INFLUENCING DISTRIBUTION PLANNING

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ABSTRACT

An analysis of supply chain system could become more complex when the network system should cover widely dispersed locations. This could happen in a case where a product must be delivered using long distribution channel. By reviewing literatures over the last decade, this paper aims to identify and to gain more comprehensive understanding of the problems related to the long distribution channel's characteristics. The term 'long distribution channel' refers to a

Multi-tiers in the distribution stages where each tier commonly contains more than one site. The result shows that in order to design an optimum long distribution channel, some prominent problems that impact on both distribution costs and delivery times need to be considered. The problems encompass variability, bottleneck, bullwhip effect, high transportation and logistics costs.

Following customer centric focus, supply chain management plays a vital role in success of an organization. To meet customer demand on or before time is becoming primary motto of each organization. Hence distribution planning process is important in success of Supply Chain Planning.

Below are various factors that play an important role in distribution planning studied in this paper,

- i) Demand at depots/ warehouse*
- ii) Stock on hand at each node*
- iii) Short term firm production plan*
- iv) Safety stock requirement at each node*
- v) Various costs: storage cost, safety stock violation cost, transportation cost, demand lost cost*
- vi) Storage space at each node*
- vii) Detention issue at any node*
- viii) Government factors*
- ix) Role of information systems*

Keywords: distribution planning, supply chain management

I. INTRODUCTION

Over the last few years, the demand placed on the distribution and logistics departments of manufacturing and marketing organizations has been continuously intensifying due to pressures from increased competition, introduction of new manufacturing methods, and increased expectations from partners and consumers in terms of low price and high service levels. Corporations are looking to increase their customer service levels, while reducing inventory, working capital requirements and distribution costs.

While distribution and logistics planning is gaining importance within corporations, distribution planners and supply chain managers are still struggling to come to terms with the increased expectations. The bulk of their time is still spent on short-term operational problems related to meeting immediate demand requirements, without much consideration for longer-term costs or strategic issues.

In the recent past, organizations have realized that the real competition is not between the organizations in a supply chain but rather between one supply chain and the other. High competition, global market place and market maturity are some of the factors that have forced organizations to rethink the way they do business. A critical rethinking paved the way for organizations to embrace the paradoxical concept of integration within the business and between businesses, popularly known as supply chain integration. **Christopher (2000)** clearly explained that true supply chain integration seeks to achieve linkage and coordination between processes of other organizations in the supply chain and the organization itself.

A basic assumption in any transportation problem is that the cost of transportation is directly proportional to the number of units transported (**Diaby 1991**). Such approaches consider the total cost of distribution as purely

quantity dependent and proportional to the amount transported between a source and a destination. Trip wise transportation costs were also considered by researchers.

The complexity of today's supply chain requires manufacturers and distributors to search for new methods to reduce costs, increase efficiencies, reinvent channel models, engineer collaborative relationships, and span functional, cultural, and personal boundaries (**Harsono, 2013**)

Smith and Agarwal (2000) develop a base-stock inventory model with stock-out based substitution that determines the optimal assortment to be carried as well as inventory levels subject to a service level constraint.

II. OBJECTIVES OF THE STUDY

Based on the research problem indicated above, the objectives of the study are the following:

1. To study the impact of inventory Management on distribution Process
2. To study the impact of distribution strategy on distribution process
3. To study the impact of transportation management on the efficiency of distribution process

III. SHORT CONCEPT EXPLANATION

Distribution process is a path through which particular product travels from producer to final consumer. This path in distribution process is nothing but Distribution Channel.

Physical distribution is the set of activities concerned with efficient movement of finished goods from the end of the production operation to the consumer. Physical distribution takes place within numerous wholesaling and retailing distribution channels, and includes such important decision areas as customer service, inventory control, materials handling, protective packaging, order procession, transportation, warehouse site selection, and warehousing.

A distribution strategy is a plan that leads to obtaining an ideal channel. It means ideal from the producer point of view. The physical distribution is a process consisting of various activities responsible for efficient movement of finished product within individual firms and through distribution channels. Moreover increasingly the term physical distribution is being used to describe a total and integrated process Including transportation, storage and warehousing, inventory control and closely related activities. This refers to the whole gamut of transferring produce to the end user.

TYPES OF DISTRIBUTION

a) Physical Distribution

In order to maintain freshness of the product efficient physical distribution is necessary for the industry. Keeping in mind the rail road and air line facilities the manufactures has to manage production and its distribution. The raw material supply to a larger extent depends upon the efficient transportation warehousing and inventory carrying etc. Perishable nature of fruits necessitates careful handling at each and every step. Normally cold storage facility is needed for processed products in order to increase the shelf life. The public warehouse and private warehousing facility can be hired in case own storage facility is not available. Inventory carrying cost may increase if proper assessment of demand is not made. The choice of transportation carriers affect the pricing of the products, on time delivery performance, and the condition of the goods when they arrive all of which will affect customer satisfaction.

Physical distribution is part of a larger process called "distribution," which includes wholesale and retail marketing, as well the physical movement of products. Physical distribution activities have recently received increasing attention from business managers, including business owners

This is due in large part to the fact that these functions often represent almost half of the total marketing costs of a product. In fact, research studies indicate that physical distribution costs nationally amount to approximately 20 percent of the country's total gross national product (GNP).

An efficient physical distribution system includes the following activities: Transportation, Storage, Inventory Control, Order Processing, and Material Handling System.

b) Channels of Distribution

Distribution channels are the set of marketing institutions participating in the marketing activities involved in the movement or the flow of goods or services from the primary producer to the ultimate consume. The selection of channels of distribution are affected by following factors: The target consumer, the product, the producers status & objective, and the middlemen's status & objective

- The first channel is the longest in that it includes all four, from producer to the end consumer. The wine and adult beverage industry is a perfect example of this long distribution channel. In this industry, thanks to laws born out of prohibition, a winery cannot sell directly to a retailer. It operates in what is known as the three-tier system, meaning the winery is required by law to first sell its product to a wholesaler, who then sells to a retailer. The retailer, in turn, sells the product to the end consumer.
- The second channel is one where the producer sells directly to a retailer, who then sells the producer's product to the end consumer. This means the second channel contains only one intermediary. Dell, for example, is large enough where it can sell its products directly to reputable retailers such as Best Buy.
- The third and final channel is a direct to consumer model where the producer sells its product directly to the end consumer. Amazon, using its own platform to sell Kindles to its customers, is an example of a direct model, which is the shortest distribution channel possible.
- Independent Channel
 - Independent Channel has “conventional” distribution arrangement, a channel member negotiates deals with others that do not result in binding relationships
- Dependent Channel
 - Dependent Channel, also called “vertical marketing system”, a channel member feels tied to one or more members of the distribution channel

IV. RESEARCH METHODOLOGY

The type of the topic researched is mainly the quantitative research method, with the study being descriptive and contextual in nature.

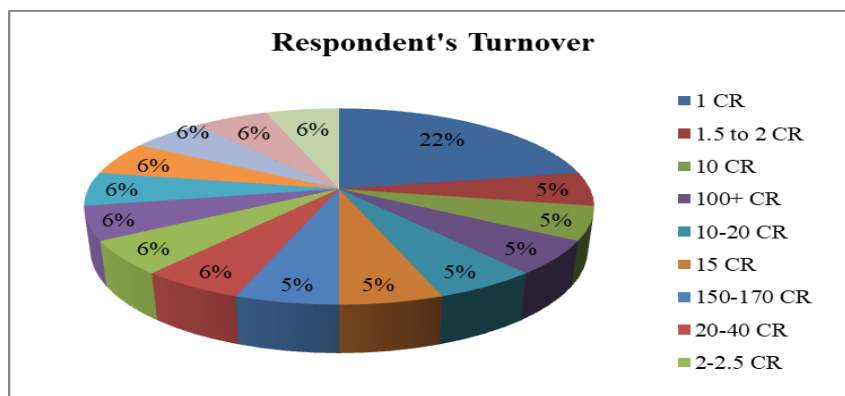
The research methods utilized in this study included: Convenience sampling as a non-probability sampling method; a self-administered questionnaire as the measuring instrument to measure the study variables; and statistical methods to analyze the data collected. The target population of the study comprised of manufacturing & third party logistic companies are involved in the distribution of products. The total of 20 dispatch executives was participated in the survey Therefore; the sample size was restricted to the 20 dispatch executives working in the Thane, Navi Mumbai district.

The final questionnaire consisted of a total of 14 close ended & 12 open-ended questions. The open ended questions were structured in such a manner that the researcher could review the opinions of the respondents for each of the variables to address the purpose of the study. After designing the questionnaire, it was pre-tested.

Two types of validity are applicable to this study, namely content validity and face validity. Content validity refers to the extent (adequacy) to which the measuring instrument (a questionnaire in this case) measures the actual concepts related to the topic. Face validity refers to the fact that the questions are unambiguous to the respondents and therefore the gathered information will be valid (De Vos et al. 2011, p. 167).

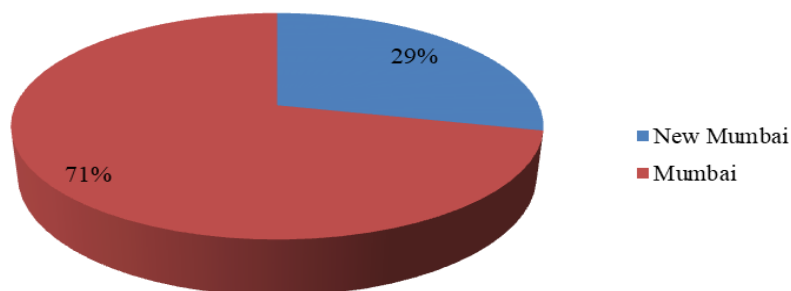
V. DATA ANALYSIS AND INTERPRETATION

This section presents the observed findings of the study with the aid of Pie cart. The charts are based on the summaries of the questionnaire responses and presented in terms of the study objectives and the lay-out of the questionnaire used in the study. Of the sample size of 20 possible respondents identified, 21 responded, giving a response rate of 100%. Based on the empirical results,



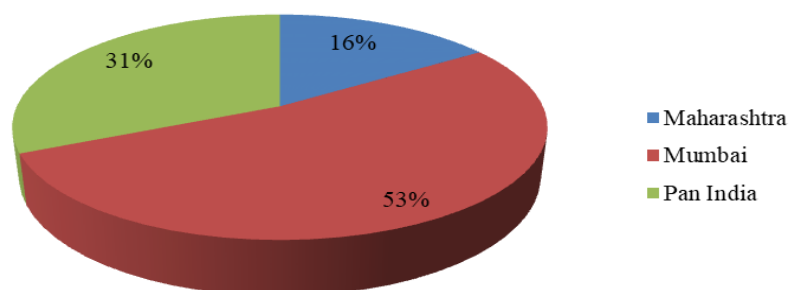
We have considered companies having annual turnover more than Rs. 1 Crore.

Place of Organization



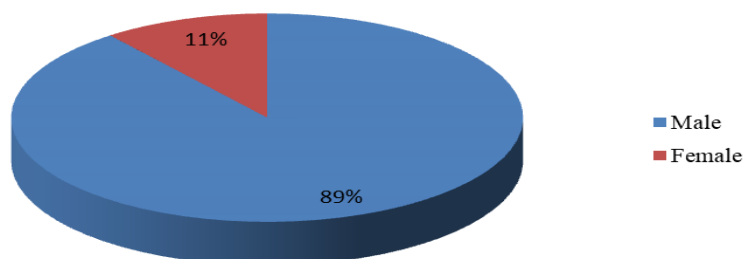
Company plant locations: Mumbai and Navi Mumbai

Distribution Area

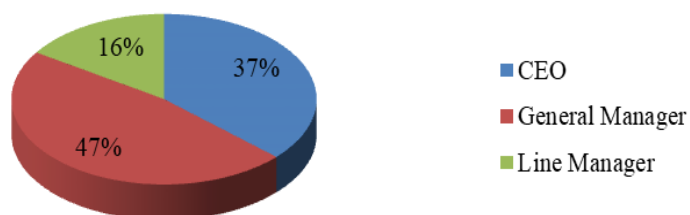


Distribution Network from plant: 47% in Mumbai and Navi Mumbai and 53% Pan India

Respondent's Gender

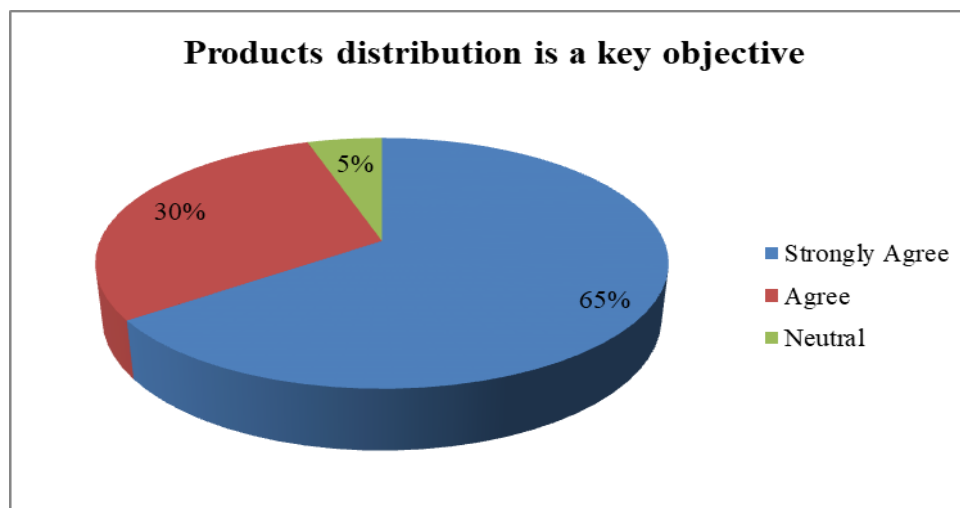


Respondent's Designation in an Organization



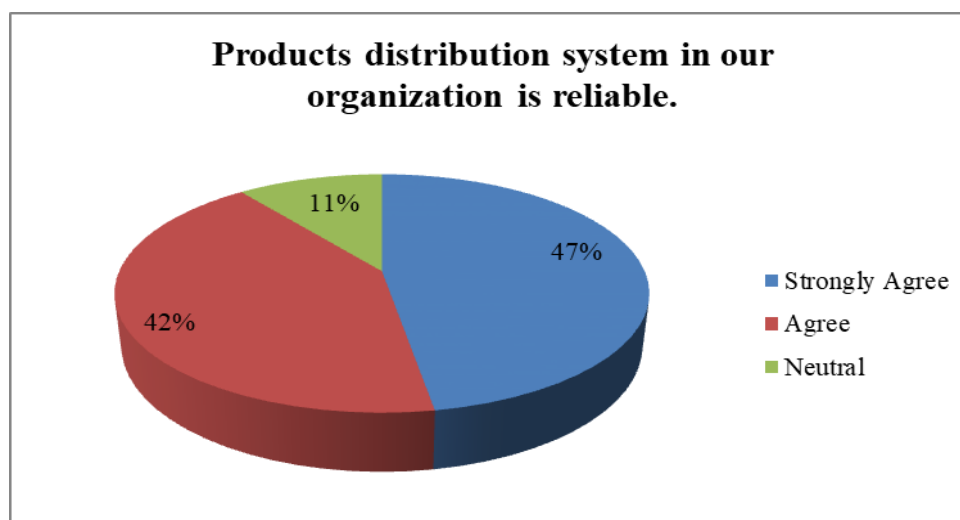
Products distribution is a key objective.

Scale-1 Strongly Agree, 2 –Agree, 3 –Neutral, 4 – Disagree, 5 –Strongly Disagree



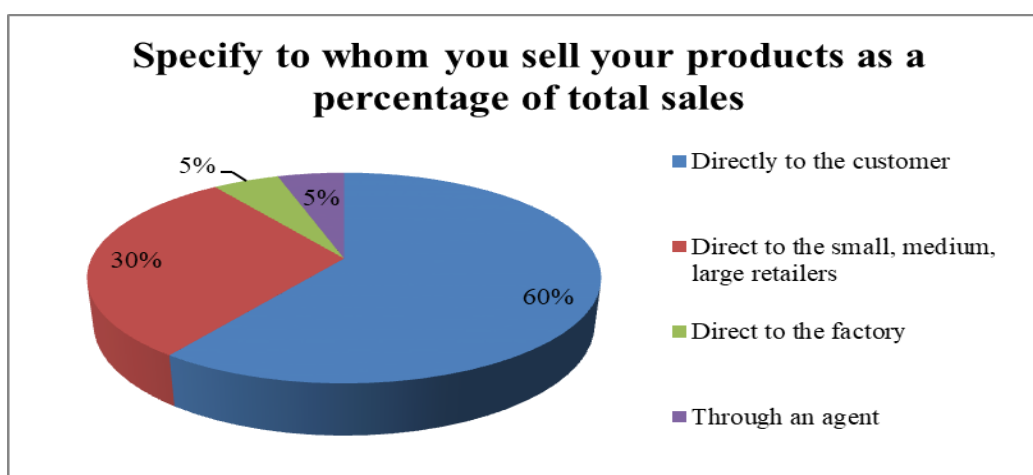
Products distribution system in our organization is reliable.

Scale-1 Strongly Agree, 2 –Agree, 3 –Neutral, 4 – Disagree, 5 –Strongly Disagree



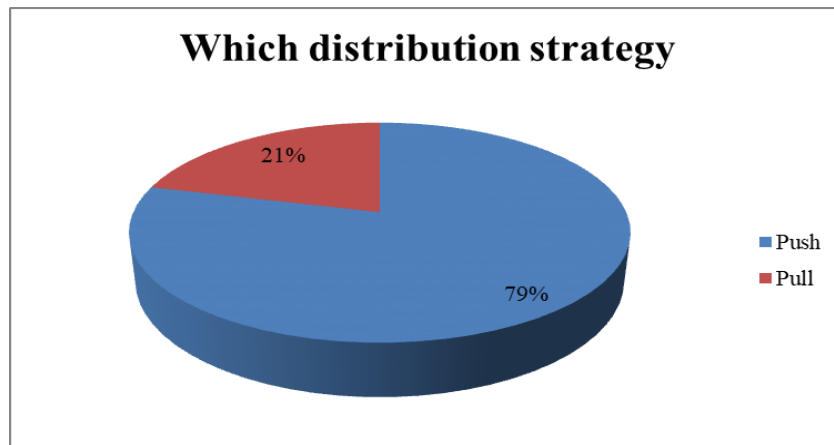
Specify to whom you sell your products as a percentage of total sales

- Directly to the customer ()Yes () No
- Direct to the small, medium, large retailers ()Yes () No
- Direct to the factory ()Yes () No
- Through an agent ()Yes () No
- Through a consortium with other manufacturers ()Yes () No



Which distribution strategy?

- a. Push
- b. Pull



VI. FINDINGS AND RECOMMENDATIONS

As discussed earlier, the literature review identified the following distribution processes as being critical for delivery performance management: distribution planning and design; inventory management and warehousing; distribution and transportation; and labour management. The recommendations proposed based on responses received through open ended questions mentioned below:

i. Storage facility problem

40% organizations are facing storage facility problem and the reasons are:

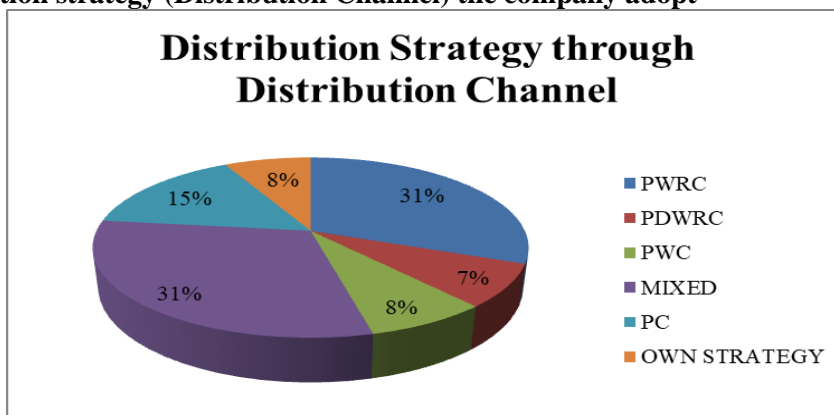
- a) Excess stock of underselling products
- b) Huge future demand at depots for top class products
- c) Stock of products of other companies at retailer outlets

Factory and depots should keep track of daily stock status at warehouse/depot (point of sale) location. This can be done using reporting functionality by use of technology. This report will hold below information:

- Monthly demand at each depot
- Stock on hand at depot
- Total sales done in that respective month
- Safety stock Norm requirement at depot
- In-transit stock at depot
- Today's dispatch plan

This information will be useful to keep track of immediate dispatch requirement at depots also this will help factories to plan the production well in advance

ii. Type of distribution strategy (Distribution Channel) the company adopt



- a) Adoption of distribution strategy purely depends on business complexity.
- b) Companies who have huge turnover, they are following Producer-Distributor-Wholesaler-Retailer-Customer approach. This strategy gives them extra benefit of storage place at distributor location.
- c) Companies whose portfolio is limited, they are directly sending their stock to either wholesaler or retailer
- d) Manufacturing companies are extra conscious about big retailers as stock requirement from such customer is more focused on fresh output.

In case of small depots, vehicle type (capacity) should be frequently reviewed for dispatches from plants. This will help organizations to cater issues such as minimal truck load for small depots during off season period.

iii. What are the likely problems affecting distribution strategy?

- Worker's absenteeism is a major problem
- Improper inventory records at Depot, warehouse & at retailer side
- Unable to keep track of long distribution channel
- Employees are facing challenge regarding product knowledge & awareness
- Technology change
- Untimely issues such as transporter strikes

In case of multiple point of sale locations within single city/district, options of central warehouse for such zone must be reviewed. This will help to reduce cost of primary distribution (plant to warehouse).

iv. What transportation, loading and off-loading problems are encountered?

- Unloading & loading machines shuts down in-between
- Unavailability of vehicles
- Managing the labors of transporter
- Space issues in vehicle in case of high volume products

Contract with transporters must be reviewed in timely manner to avoid any conflicts.

v. Specialist equipment or vehicles used for distribution

- Heavy truck
- Tempo
- Pallet truck

If the point of sale locations is within near vicinity of each other, options such as multi-drop dispatch plan should be evaluated.

If company is having multiple manufacturing locations within nearby vicinity, options such as multi-pick dispatch plan for depots must be evaluated

vi. The state of the road

- Insecure and very unsuitable for distribution vehicle
- Material gets damaged

vii. Safety stock to stock on hand

- Demand loss is a major concern for companies, hence many companies try to pre-build the stock of immediate demand at distributor level
- 20% keep safety stock always with them
- 20% keep safety stock only when demand is high

If there is any planned shutdown or long holidays at plant level, there should be mechanism to flush out stock from plants. This will minimize the impact from distribution point of view during plant holidays. This can be achieved using increasing safety stock norms at depot levels proportionally

viii. Impact of underselling at depot on distribution process?

- Increase in inventory
- Increase in inventory carrying cost
- Product expiry concern in case of perishable goods

Stock on hand status must be reviewed daily at depots. In case of underselling, immediate dispatches from plant for the same product must be discontinued temporarily. This information should be shared with plant and as well as with other depots. If other depots have enough space and short term demand for such products, it can help in stock shift between depots.

ix. What is impact of overselling at depot on distribution process?

- Problems occur in transportation and at production
- Due to less vehicles there is load on distribution
- Demand prioritization needs to be done for overselling depots.

In such case, companies try to meet the demand at depot level by doing transfer of stocks between depots. This helps them to minimize the impact on production at plant

VII. CONCLUSION

- a) In today's challenging business environment, every company focuses that their customer demand should be fulfilled well in time. Hence distribution planning holds the same importance as that of production and demand planning in supply chain framework.
- b) Unplanned incidence such as underselling and overselling create extra pressure on distribution channel
- c) Transporter contracts must be revised frequently to avoid any legal issues
- d) Use of technology in dispatch planning will play vital role

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A CRITICAL STUDY OF THE PERFORMANCE OF PRIVATE INDIAN BANKS POST INITIAL PUBLIC OFFERING: (From the year 2005 TO 2010)

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1. INTRODUCTION

1.1 Indian Banking - IPO Market.

The banking sector constitutes a crucial component of any economy. With respect to lending and borrowing, it is the most important intermediary. With the ushering of economic liberalization (1992), the banking sector had undergone several changes in line with Narasimham Committee recommendations. The reforms helped in improvising efficiency and transparency. The ultimate aim was allowing the public sector banks to go for IPOs, which would dilute the government ownership and bring these banks under market discipline.

As banking sector plays a vital role in any country's economic growth and evidences of underperformance of the IPOs in general, this research will focus on detailed analysis of IPO from the banking sector. The banking sector reform initiated in 1992 sought to improve the bank efficiency through entry deregulation, branch delicensing, deregulation of interest rate and allowing the public & private sector banks to raise the equity capital from the capital market. One of the major reasons for banks to enter stock market was catering to the need of re-capitalization. The Reserve Bank of India had estimated that based on extent of capital adequacy norms and growth rate of the economy the public sector banks would need Rs.100 billion of additional capital in the coming five years (Jalan 2000). The two possible sources of capital infusion are by governmental infusion of funds and/or allowing the banks to access the capital market. With the need felt for fiscal consolidation, subscription to banks' capital cannot be regarded as a priority claim on the budgetary resources. So, the Narasimham Committee Report encouraged Public Sector Banks to access the capital market at home and abroad to meet their re-capitalization.

2. LITERATURE REVIEW

This is a well-researched topic throughout the world. But almost in all such studies the focus remained only on underpricing of the stocks. Here the focus is on public and private sector bank IPOs.

Barth et al. (2004) have revealed that regulatory and supervisory practices promote bank performance and stability. Within this context, it is also expected that aspects such as bank activity restrictiveness and regulatory requirements regarding the amount of capital may influence the change in return after the IPO.

The study by **Reilly and Hatfield (1969)** reported underpricing to the extent of 11% from their study of the IPOs in US during the period 1963-65. Other studies by **Ibbotson (1975)**, **Reilly (1977)**, **Aggarwal and Rivoli (1989)**, **Ritter (1991)**, **Loughran and Ritter (1995)**, **Ritter and Welch (2002)**, **Ljungqvist and Wilhelm (2003)** all document underpricing in the U.S. market. **Jog and Riding (1987)** reported the same for the Canadian market and then **Ljungqvist (1997)** for the German market, and **Gong and Sekhar (2001)** for the Australian market also report underpricing. Others studies which reported underpricing are **Wong and Chiang (1986)** for the Singapore market; **Chen et al (2004)** for the Chinese market and **Yong and Isa (2003)** provide evidence on underpricing of IPOs in the Asian markets. The study by **Shah (1995)** provides evidence on the short run performance of 2056 new listings over the period January 1991 to May 1995 and documents a phenomenal 105.6% excess return over the offer price. In another study, **MadhusoodananandThiripalraju (1997)** based on IPOs offered on BSE during the period 1992 to 1995 show that underpricing was higher than the international experiences in the short run and in the long run too they yield higher returns compared to the negative returns recorded from the international markets. Similarly, **Krishnamurti and Kumar (2002)** working on a sample of IPOs that hit the market between 1992 and 1994 demonstrate that the underpricing is to the extent of 72.34% (market adjusted returns). **Alanazi and Liu (2013)** broke down the 52 IPOs in the area of Gulf Cooperating Council in 2003– 2010. The outcomes demonstrated that IPO execution decays in the wake of opening up to the world.

As indicated by the creators the execution decay is related with the firm progress from private into open proprietorship because of expanding office cost. This exploration in return loans support to the window-dressing clarification of IPO performance.

Ahmad (2011) directed an investigation identified with financial proficiency of Malaysian organizations entering the general population advertise.

The creator reasoned that the operational exercise after the IPO unmistakably indicates decay.

Kurtaran and Bünyamin (2008) contemplated the recorded organizations in Turkey and they thought about the ROA for the year going before the IPO with ROA three years after the IPO. They demonstrated that ROA three years after the IPO tumbled from 9% to - 32.7%. The decline in ROA was consistent and persistent.

Barth et al. (2004) have uncovered that administrative and supervisory practices advance bank execution and security. Inside this unique situation, it is additionally expected that viewpoints, for example, bank movement limitation and administrative necessities with respect to the measure of capital may impact the adjustment consequently after the IPO.

Aharony et al. (2000) who contemplated that the ROA of organizations in the time of the first sale of stock and the year after that, In the time of the first sale of stock they found that the normal ROA of organizations got its pinnacle, at that point fell. This decline was essentially lower in the organizations in the segments bolstered by the administration, i.e. fuel, crude materials

Jay R. Ritter (1991) was the first to report confirmations of underperformance as another exact peculiarity exhibit in the IPO advertise. Utilizing a specimen of 1526 organizations that opened up to the world in U.S.A. amid 1975 to 1984, he demonstrated that over the longhaul IPO firms essentially failed to meet expectations when contrasted with the effectively recorded firms. Ritter utilized an arrangement of practically identical firms coordinated by measure (advertise capitalization) and industry as benchmarks. By long keep running under-execution the writer implied that a venture of one dollar in an IPO toward the finish of first day's open exchanging and holding it for the following three years would yield the financial specialist a lower return when contrasted with the interest in an officially recorded coordinating firm. Ritter utilized two measures to assess long run execution. He ascertained aggregate normal returns of the recently recorded organizations and thought about them utilizing different lists as benchmarks. He additionally utilized three years purchase and hold returns for the two IPOs and an arrangement of coordinating firms. Ritter reported that little and youthful organizations and firms that opened up to the world in the substantial volume years performed more terrible (by and large) when contrasted with an arrangement of effectively recorded organizations.

Loughran and Ritter (1995) endeavoured to address the uncertain issues of **Ritter's (1991)** paper and shed all the more light on the Issue of long keep running under-execution of IPOs by taking a more drawn out time skyline (1970-90) and discovered confirmations of unreasonable underperformance on the premise of stock returns.

Jain and Kini (1994), then again, focused on bookkeeping information of IPO firms to assess their post Issueworking execution. They found that IPO firms show considerable decrease in the post Issueworking execution over a time of six years (reaching out from the year preceding the IPO). The creators utilized working pay as the proportion of Profit before Dividend and Tax to Total Assets (PBDT/TA). The working income was computed as the proportion of the benefit before profit and assessment (net of capital consumption) to add up to resource (PBDT-Capital Expenditure/TA). Utilizing these as measures of working execution they discovered crumbling in the IPO organizations' execution in the reseller's exchange time frame.

Another study by **Mikkelsen et al. (1997)** considered an example of 283 U.S. Initial public offerings in the years 1980-83. Their investigation additionally bolstered the prior discoveries and demonstrated that working execution of the IPO firms crumbled in the initial ten years subsequent to opening up to the world. Poor working execution of the recently recorded firms were related with the example of little and youthful organizations. The expansive and old organizations showed an abnormal state of execution before opening up to the world, and lower, yet non-negative execution a short time later. The writers contended that the poor execution of the little and youthful firms may be a result of high introductory working expense or potentially forceful evaluating system taken after by officially settled firms.

Various investigations have been led every now and then to comprehend the distinctive angles identifying with essential market and vendor keeping money exercises in India. In any case, the greater part of them has cantered upon the essential market in India as it were. Research in the region of dealer saving money in India and its part in the essential market is exceptionally constrained and that too is illustrative in nature and manages procedural perspectives, association and administration and promoting parts of shipper brokers.

Verma (1990) directed research on shipper banks in India with the reason to investigate their association structure and administration design and to survey their appropriateness for medium and little size corporate and non-corporate ventures. The reasonableness of vendor saving money benefits in lessening financial specialists'

hazard and corporate capital structure has additionally been analysed. The data was gathered from an example of 32 shipper brokers through poll and the examination secured the period 1978 to 1984.

All such studies agree that IPOs tend to be profitable only during short term period since IPO's are under-priced. Since 1998 onwards Indian IPO market has witnessed hangs that tend to focus on better realization to the issuers of stocks and better stocks for the investing public. So, this research study has undertaken to find the extent of under-pricing in Indian IPOs across different sectors, over different timeframes.

2.1. Defining of IPO

“As per SEBI IPO can be defines as Initial public offer (IPO): When an unlisted company makes either a fresh issue of shares or convertible securities or offers its existing shares or convertible securities for sale or both for the first time to the public, it is called an IPO. This paves way for listing and trading of the issuer's shares or convertible securities on the Stock Exchanges”.

3. OBJECTIVES OF STUDY

i. To study correlation between profitability of banks and market price of shares at the time of IPO and after 5 years of IPO.

4. HYPOTHESIS OF STUDY

H_{01} : There is no relationship between profitability of banks and market price at the time of IPO and after 5 years of IPO.

H_{11} : There is relationship between profitability of banks and market price of share at the time of IPO and after 5 years of IPO.

5. RESEARCH DESIGN (METHODOLOGY):

Ratios used to study performance of banks:

For the said study secondary data will be collected. Financial ratios will be obtained to study performance of bank. Following financial factors are considered for the study.

Variables	Independent/Dependant
1. Total Shareholder's Equity	Independent
2. Total Assets-	Independent
3. Net Profit	Independent
4. Market price of share.	Dependant

Using above information financial ratios will be obtained

1. Net Profit Margin
2. Return on Equity
3. Return on Assets

Study consists of four different years. These four years are defined as follows.

- N is year of IPO
- $(n + 1)$ is first year post IPO.
- $(n + 2)$ is second year post IPO.
- $(n + 3)$ is third year post IPO.
- $(n + 4)$ is fourth year post IPO.
- $(n + 5)$ is fifth year post IPO.

Performance of bank will be studied for these two years.

Data Collection Secondary source will be used to collect financial information for different time zones. For analysis Multiple regression was used with beta co-efficient.

Period under study- The period from 2005 to 2010 is taken into consideration. The performance of public and private sector bank IPO will be studied in preceding year of the IPO, succeeding year of IPO and after 5 years of IPO.

Sample – All banks listed under the period of study has been considered.

Bank taken under consideration for the study

Sr. No	Bank	Year Of IPO
01.	Yes Bank	2005
02.	South Indian Bank	2001
03	Development Credit Limited	2006
04.	ICICI Bank	2007

All 04 banks are considered for the study. Financial data of all FOUR banks will be considered.

6. ANALYSIS

ICICI BANK LTD

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.901 ^a	.813	.750	177.25552	.813	13.004	1	3	.037
a. Predictors: (Constant), ICICINETPROFIT									

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2434.481	456.148		5.337	.013	982.813	3886.149
	ICICINETPROFIT	-107.674	29.859	-.901	-3.606	.037	-202.699	-12.649
a. Dependent Variable: ICICISHAREPRICE								

Excluded Variables ^b						
Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	ICICIROA	2.757 ^a	3.995	.057	.943	.022
	ICICIROE	.201 ^a	.720	.546	.454	.951
a. Predictors in the Model: (Constant), ICICINETPROFIT						
b. Dependent Variable: ICICISHAREPRICE						

DCB Bank Ltd

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	94.071	9.165		10.264	.002	64.904	123.239
	DCBROE	1.361	.398	.892	3.423	.042	.096	2.626
a. Dependent Variable: DCBSHAREPRICE								

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.892 ^a	.796	.728	17.10934	.796	11.719	1	3	.042
a. Predictors: (Constant), DCBROE									

YES Bank Ltd

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.820 ^a	.673	.346	22.88315	.673	2.060	2	2	.327
a. Predictors: (Constant), YESROE, YESNETPROFIT									

Coefficients ^a								
Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta				Lower Bound	Upper Bound
1	(Constant)	68.042	22.114		3.077	.091	-27.107	163.191
	YESNETPROFIT	2.259	1.814	1.208	1.246	.339	-5.544	10.062
	YESROE	-1.274	2.742	-.451	-.465	.688	-13.074	10.526
a. Dependent Variable: YESSHAREPRICE								

South Indian Bank Ltd

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.879 ^a	.772	.088	35.56902	.772	1.129	3	1	.584
a. Predictors: (Constant), SIBROE, SIBROA, SIBNETPROFIT									

Coefficients ^a								
Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta				Lower Bound	Upper Bound
1	(Constant)	-13.339	121.948		-.109	.931	-1562.841	1536.162
	SIBNETPROFIT	-122.631	178.451	-7.302	-.687	.617	-2390.073	2144.810
	SIBROA	474.983	684.017	2.891	.694	.614	-8216.272	9166.238
	SIBROE	64.543	90.463	5.268	.713	.605	-1084.905	1213.990
a. Dependent Variable: SIBSHAREPRICE								

7. RESULTS AND CONCLUSION

- With respect to ICICI Bank it was observed that net profit margins have a negative and significant impact on the market price of the share. The regression equation is share price= 2434.481=(-107.674) Net profit + Error
- With respect to DCB Bank it was observed that Return on Equity has significant impact on market price of the share. The regression equation is 94.071= (1.361) ROE =Error, at 90% confidence level Return on Assets also has significant impact on market price of the share.
- With respect to YES bank and South Indian Bank, no impact of independence variable was found on the market price of the share.

8. LIMITATIONS OF THE STUDY

- External factors such as change in international economic policies and Indian economic policies are not considered. These factors are considered as constants.
- Only secondary data will be used for the purpose of the study.

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**AN EMPIRICAL STUDY ON FINANCIAL LITERACY AMONG COLLEGE STUDENTS WITH
SPECIAL REFERENCE TO "FINANCIAL SERVICES"**

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ABSTRACT

Financial literacy gained importance in modern days because increasing complexity and diversity in financial products as well as services available. Financial literacy refers to the ability to gain information to take decisions relating to use of money. It helps individuals to improve their future plans. The objective of this study is to understand the level of financial literacy prevail among the students. The resolution of this study is to scrutinize the issues controlling the financial literacy among university of Mumbai students. The data for the research was collected through a well-structured questionnaire and distributed to the students by adopting convenient sampling method. A total of 82 completed and usable questionnaires have been collected. Percentage, Chi Square test were used to find significance difference between gender and their knowledge towards financial services. Observed results show that there is a significant relationship between gender and awareness regarding financial services viz, short term financing, venture capital, life insurance products, etc. It leads to growth of our economy in a speedy manner. This paper also seeks to need of Financial Literacy program in developing the financial knowledge among the college students.

Keywords: Financial Services, Financial Literacy

Financial literacy was defined by Noctor, Stoney and Stradling (1992) as 'the ability to make informed judgements and to take effective decisions regarding the use and management of money'. Being financially literate would mean that an individual would benefit from a palette of abilities and attitudes such as a comprehension of money management concept, knowledge of financial institutions and attitudes which enable effective and responsible management of financial affairs. These benefits was previously identified by Schagen and Lines (1996, p. 91).

Moreover, students are poised to have a spending behaviour similar to their family, thus one of the financial socialization agents. They grow up in a certain environment depending on the family background where they have this benchmark set by their parents. They will be automatically influenced by how their respective parents manage and spend their money as they will grow up with the same culture and principle. The degree of financial literacy of the family will eventually have an impact on the student at an early stage and it is up to the family to foster this literacy to their underlings. Another motivator of financial literacy of students will be the attitude towards money.

This factor will differentiate each students corresponding to the degree they deem money to be important. Individuals will want to be financially literate depending on how much they value money

INTRODUCTION

The Financial literacy defined as 'The ability to make informed judgments and to take effective decisions regarding the use and management of money'. If a person is financially literate it means that it would advantage of individual abilities and attitudes such as a understanding of money management concept, knowledge of financial institutions and attitudes which authorize operative and accountable management of financial activities. Further, students are composed to have a spending habit as per their family, so that one of the financial socialization agents. Financial literacy is deliberated an imperative assistant for the promotion of financial inclusions and eventually financial steadiness. When College students go to the college they not only learn the subject but also learn all those things which are needed for the survival of the improved life. To run their life in a superior way they should retain awareness about the administration of finance. Financial literacy is supportive to the students to timetable their daily expenses, encourage them to save their additional wallet money, technique to benefit and pay back educational loans and giving complete bases for tomorrow's investment arrangement. With the growing cost of a college education students find themselves in unwarranted fiscal situations.

Most students can't open a savings account which is meant for tuition fees, books and other educational expenses. Due to ignorant of financial management, people feel about how they are going to sustenance themselves and their families members while registered in higher education. Government and the commercial banks are ready to provide financial assistance to the students for productively complete the education. Despite the fact, most of the students are facing numerous distinctive financial problems due to lack of financial

understanding.

SCOPE OF THE STUDY

The aim of the study is to find out the financial literacy level among the college students related to financial services in the city of Mumbai.

STATEMENT OF THE PROBLEM

Financial Literacy hints to hold the understanding, abilities and self-assurance to make answerable financial decisions. Students acquire financial information and information offhandedly - from friends, family, neighbors or the media. Financial literacy research, exercise and strategy were outlined to give the financial knowledge to the young Indian for supporting day to day Socio- economic difficulties.

There is no such thing as being flawlessly economically well-educated and all individuals have a need for continuing learning on personal finance. The study tries to answer the following questions.

- Does financial literacy reaching to particular the target group?
- Does the financial literacy attain the expected level of financial knowledge that is expected?
- Does financial literacy produce complete knowledge towards financial decision?

OBJECTIVES OF THE STUDY

- To study the socio economic background of the college student
- To measure financial literacy among college students with special reference to financial services
- To offer suggestions and findings of the study.

HYPOTHESIS

1. H₀: There is no significance difference between gender and their knowledge towards financial services
2. H₁: There is significance difference between gender and their knowledge towards financial services

METHODOLOGY

The data have been collected through both primary and secondary data. The sources of primary data have been collected through a pre tested and a well-structured questionnaire by adopting convenient sampling method and 82 respondents were selected for the study. The statistical tools percentage and chi Square test were used to analyze the data.

ANALYSIS AND INTERPRETATION

Frequency Table

Table-1: Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-17	4	4.9	4.9	4.9
	18-20	69	84.1	84.1	89.0
	21-24	7	8.5	8.5	97.6
	25-28	2	2.4	2.4	100.0
	Total	82	100.0	100.0	
In total 82 students were surveyed, 4 students were between age group of 15-17 which is 4.9 % of the total, 69 students between 18-20 years of age which is 84.1 % of the total, 7 students were between age group of 21-24 which is 8.5% of the total and only 2 students were between age group of 25-28 which is 2.4% of the total percentage					

Table-2: Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	39	47.6	47.6	47.6
	Female	43	52.4	52.4	100.0
	Total	82	100.0	100.0	
Out of the total participant, 47.6 % were Male and 52.4 % Female					

Table-3: Reliability Statistics

Cronbach's Alpha	N of Items
.736	12
A reliability analysis was carried out on the perceived task values scale comprising 12 items. Cronbach's alpha showed the questionnaire to reach acceptable reliability, $\alpha = 0.736$.	

Testing of Hypothesis**Table-4: I am aware about Various Financial Products
Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.606 ^a	4	.330
Likelihood Ratio	4.697	4	.320
Linear-by-Linear Association	.203	1	.652
N of Valid Cases	82		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is 1.43.

Interpretation: Since the P-value (0.330) is more than the significance level (0.05), we **accept the null hypothesis**. Thus, we conclude that there is **no relationship** between gender and awareness regarding various Financial Products.

**Table-5: I am aware about Mutual Funds
Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.078 ^a	4	.721
Likelihood Ratio	2.101	4	.717
Linear-by-Linear Association	.418	1	.518
N of Valid Cases	82		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is 1.43.

Interpretation: Since the P-value (0.721) is more than the significance level (0.05), we **accept the null hypothesis**. Thus, we conclude that there is **no relationship** between gender and awareness regarding Mutual Funds

**Table-6: I am knowledge of Bill Discounting
Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.666 ^a	4	.955
Likelihood Ratio	.672	4	.955
Linear-by-Linear Association	.089	1	.766
N of Valid Cases	82		

a. 6 cells (60.0%) have expected count less than 5. The minimum expected count is 1.43.

Interpretation: Since the P-value (0.995) is more than the significance level (0.05), we **accept the null hypothesis**. Thus, we conclude that there is **no relationship** between gender and awareness regarding Bill Discounting

**Table-7: I am knowledge of Short Term Financing
Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.734 ^a	4	.019
Likelihood Ratio	12.437	4	.014
Linear-by-Linear Association	1.708	1	.191
N of Valid Cases	82		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.23.

Interpretation: Since the P-value (0.019) is less than the significance level (0.05), we **cannot accept the null hypothesis**. Thus, we conclude that there is **a relationship** between gender and awareness regarding Short Term Financing

Table-8: I am knowledge of Bank Guarantee**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.457 ^a	4	.834
Likelihood Ratio	1.464	4	.833
Linear-by-Linear Association	.661	1	.416
N of Valid Cases	82		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 4.28.

Interpretation: Since the P-value (0.834) is more than the significance level (0.05), we **accept the null hypothesis**. Thus, we conclude that there is **no relationship** between gender and awareness regarding Bank Guarantee

Table-9: I am aware about Leasing**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.384 ^a	4	.172
Likelihood Ratio	6.953	4	.138
Linear-by-Linear Association	.570	1	.450
N of Valid Cases	82		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is 3.80.

Interpretation: Since the P-value (0.172) is more than the significance level (0.05), we **accept the null hypothesis**. Thus, we conclude that there is **no relationship** between gender and awareness regarding Leasing

Table-10: I am aware about Life Insurance Products**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.734 ^a	4	.018
Likelihood Ratio	12.437	4	.014
Linear-by-Linear Association	1.708	1	.191
N of Valid Cases	82		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.23.

Interpretation: Since the P-value (0.018) is less than the significance level (0.05), we **cannot accept the null hypothesis**. Thus, we conclude that there is **a relationship** between gender and awareness regarding Life Insurance products

Table-11: I have Knowledge of Letter of Credit**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.812 ^a	4	.044
Likelihood Ratio	10.272	4	.036
Linear-by-Linear Association	.836	1	.361
N of Valid Cases	82		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.66.

Interpretation: Since the P-value (0.044) is less than the significance level (0.05), we **cannot accept the null hypothesis**. Thus, we conclude that there is **a relationship** between gender and awareness regarding Letter of credit

Table-12: I have Knowledge of Hire Purchase**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.457 ^a	4	.834
Likelihood Ratio	1.464	4	.833

Linear-by-Linear Association	.661	1	.416
N of Valid Cases	82		
a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 4.28.			
Interpretation: Since the P-value (0.834) is more than the significance level (0.05), we accept the null hypothesis . Thus, we conclude that there is no relationship between gender and awareness regarding Hire purchase			

Table-13: I have Knowledge of Global Depository Receipts
Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.384 ^a	4	.173
Likelihood Ratio	6.953	4	.138
Linear-by-Linear Association	.570	1	.450
N of Valid Cases	82		
a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is 3.80.			
Interpretation: Since the P-value (0.173) is more than the significance level (0.05), we accept the null hypothesis . Thus, we conclude that there is no relationship between gender and awareness regarding GDR			

Table-14: I have Knowledge of Venture Capital
Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.734 ^a	4	.019
Likelihood Ratio	12.437	4	.014
Linear-by-Linear Association	1.708	1	.191
N of Valid Cases	82		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.23.			
Interpretation: Since the P-value (0.019) is less than the significance level (0.05), we cannot accept the null hypothesis . Thus, we conclude that there is a relationship between gender and awareness regarding Venture Capital			

Table-15: I have Knowledge of Securitization
Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.812 ^a	4	.042
Likelihood Ratio	10.272	4	.036
Linear-by-Linear Association	.836	1	.361
N of Valid Cases	82		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.66.			
Interpretation: As the P-value (0.042) is less than 0.05 (significance level), reject the null hypothesis . It concluded that there is a relationship between gender and awareness regarding Securitization.			

CONCLUSION

Overall, this research achieved its objective which is to examine the financial literacy level among college students related to financial services. Five point likert scales were deployed to know the financial literacy among the college students in the city of Mumbai. From the study it can be determined that, Since the P-value (0.019) in case of Short Term financing, (0.018) in case of Life insurance products, (0.044) in case of letter of credit, (0.019) in case of venture capital and (0.042) in case of securitization is less than the standard level (0.05), null hypothesis is rejected. It is conclude that there is a relationship between gender and awareness regarding financial services. : Indoctrinating the financial literacy among college student's overlays a way to embellishment the knowledge of financial product in the middle among general public. It leads to growth of our economy in a speedy manner

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AN ETHICAL BEHAVIOUR AND IMPLICATIONS FOR ACCOUNTANTS

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INTRODUCTION

The fraud of Rs.11, 400 crores committed by Nirav Modi in Punjab National Bank come out as one of the most ill-famous scam in the country. It took manipulative bank officials and a deeply compromised banking system. Up till now it is considered as a one of the biggest banking fraud, in our nation.

This fraud reminds us about the Harshad Mehta and Ketan Parekh scams of frauds. After finding the loopholes of the banking system and misusing that is not a new thing in our country. RBI report says during 2012 to 2017 altogether 8,670 loan fraud cases.

The Times of India based on the Reserve Bank of India Report revealed that One bank official is held for fraud every four hours in a public sector bank (PSB). Over 5200 Officials were held for fraud in PSB between 1st Jan, 2015 to 31st March 2017.

Hence ethical behaviour by employees is important to the practicality of all organisations. "Doing what is Right" matters to the company, their employees, stakeholders and society as a whole. Unethical behaviour by employee can affect individual, organisation and even the entire standards of ethics and social behaviour and public accounting.

The purpose of this paper is to deal extensively with the concept of Ethical Behaviour and its implications for Accountants

MEANING OF ETHICAL BEHAVIOUR

Ethics is a rational term resulting from the Greek word "ethos" meaning personality or practice based on values. Behaviour of individual which is good or bad, an act whether legal or an illegal is based on ethics. Unethical behaviour in the professional world is not acceptable. Financial officers, accountants and auditors have a greater influence on stakeholders when these individuals perform dishonestly. A very important feature of the accountancy profession is duties based on responsibility to take decisions or act in the benefit of the society. Therefore, a professional accountant has to satisfy the needs of an individual client stakeholder and employer.

Definition 1

Behavioral ethics is a new field of social scientific research that seeks to understand how people actually behave when confronted with ethical dilemmas. It refers to behaviour that is judged according to generally accepted norms of behaviour.

Definition 2

Behavioral ethics is a new field to determine the reason that make people take the ethical decision, both good and bad and that they do using behavioural psychology, cognitive science and related fields.

What is Ethical Behaviour?

What is ethical behaviour? Is it based on faith or is it rooted only in the non-spiritual or physical world? Let's look at some definitions from various sources.

Dictionary.com defines ethics as: a system of moral principles: the ethics of a culture. The *rules of conduct* recognized in respect to a particular class of human actions or a particular group, culture, profession etc.: medical ethics; Christian ethics, etc.

So according to the dictionary, ethics are not automatically based on religion but can be based there. Certainly different faiths, whether one is Jewish, Christian or Islam or some other faith there are beliefs in moral principles that could be considered ethical behaviour.

Aristotle defined ethics as "practical wisdom". Why practical? Because it involves an action both at the individual and societal as well as corporate level. He also said "we are not studying ethics in order to know what benefit is, but to become decent, for otherwise there would be no profit in it." In other words, we have to "practice" it for absence of a better term. It requires action on our part.

The Link between the Law, Corporate Governance responsibility and ethics

What we should understand the word or think about 'ethics' as a responsible individual? Is it a just grade of rules that one must follow in one's practiced life? Is it a set of principles – honest or else that you believe in? Is it being rational and true with others, either personally or professionally?

Is it only succeeding the *letter of the law*? Does doing that create individual ethical? It is also possible that one can be within the rule and not act morally. It is a mixture of all of these and more.

The term “ethic” is frequently used in the tax and legal worlds. There is a *positive stroke experiment* that one can use to decide what is and is not suitable for ethical behaviour?

When we think about the words like integrity, moral obligation, individual and corporate responsibility, truth comes to our mind. Ethics are not only apply at the individual level but it apply to organizations and groups such as cultures, societies, professions, corporations, among others

Numerous professional organizations suggest ethical codes for their members – professional journalists, CPA’s, Attorneys, Engineers, Medical Professionals, Human Resources professionals, government related offices, Taxpayer Bill of Rights and Justice in Tax out Administration, members of Federal, State and Local legislative bodies etc.

Many establishments (including governments) have what could be careful ethical codes, which are normally called a “Code of Conduct” for their employees.

Implications of Unethical Behaviour for Financial Reports

Unethical Behaviours by Financial Reporters:

There are different types of unethical behaviours by financial reporters which are as under:

Monetary satisfaction: Under this the management offers money or ordinary gift items to financial reporters in order to have a complimentary report.

Sexual harassment: This is one of the wicked behaviours on the part of the top management who harassed their female staff sexually for the male financial reporters so as to make a positive report as per the requirement.

Sales of occupation to staffs: Applicants who has not performed well in their interview dialogue always pay specific amount of money to some officers who use employment process for making money.

Very poor availability of financial records: Financial records are not correctly kept in the organization which leads to inadequate financial report. Less qualified accounting staff to maintain the financial records. It gives the reasons for Behaving Unethically

There are multiple reasons for which one might consider acting unethically when preparing financial information as follows:

Embezzlement of funds: An accountant recorder may embezzle funds from his or her employer for financial gain. The Financial Officer of a publicly related may prepare financial statements which shows the company is performing very well than it really is, because he or she wants their standard to increase.

An accountant may feel stressed from client to report false information. Financial officer is facing stress for enhancements of reports from the board of directors, the company’s president, owners, or stockholders in fear of losing his job.

An accountant working in a company where there is struggle of interest. If the accountant is owed money or has a significant importance in a firm, this individual is not ideal to prepare certain companies’ financial statements.

The failure from the part of the accountant to conduct in-depth analysis while preparing and revising the financial information is not acceptable when we expected from him to perform in a professional manner.

Company Codes of Ethics

This Code is based on the following basic assumptions:

Ethics amongst shareholders, owners, directors and management are a necessary element for companies to sufficiently meet their goals. Ethics are a key in assuring and harmonising the rights and benefits of all stakeholders involved: employees, clients, shareholders, suppliers and business partners and the society as a whole.

Ethics assume to be the obedience in and by the company with appropriate legislation, with the Articles of Incorporation and Regulations for internal actions, where they exist.

Ethics are requiring so that shareholders and owners become guarantors for fulfilment of the obligations for directors and management.

This code has been created with the purpose of being applicable to all companies; it should also be understood within an overall and basic framework subject to adaptation to the specific situation of each business so that the

principles of ethics and maintainable development achieve the specific activity of the company involved.

The Board of Directors is responsible for application of Code of Ethics for the company. The Board also proceed with support and choice must be approved by the Shareholders 'Meeting.

Shareholders and Owners

In the exercise of their ownership rights, they should:

- Constitute the company in a such a manner where it will create wealth, maximise the profit with sustainable growth, environmentally as well as socially by carrying out all activities in an ethical and responsible manner.
- Long-term enrichment by the company, and not negotiating its permanency through for the interest in short-term fulfilment.
- Implementation of voting rights at the General Shareholders' responsible basis and, for demanding the ethical behaviour from the company
- Keep the balance between wealth and effort, so that salaries, workers receive consideration of their work.
- To do the appointment of as directors and management persons who make the provisions regarding acceptable training and experience, and convey the management functions in an expert, moral and accountable way.
- Express and protect the values of the company in accordance with its Code of Ethics.

Directors and Management

In the exercise of their administrative and management functions, they should:

A) In relation to Management functions

- Perform their duties in a professional, ethical and account able manner.
- Fulfil the Code of Ethics of the company. Create proper systematic application and Ethics Committee, with persons with proper power to relate the Code.
- Notify owners or shareholders regularly as per the circumstances of and point of view for the company.
- Promotion of the maximum participation of the shareholders at the General Meetings, specifically for voting rights during the meeting.
- Fulfilment of the generally accepted accounting standards and principles, for the establishment of the internal and external management with proper control systems according to the type of the company.
- To maintain proper accounting records and books and ledgers, to maintain books of accounts in a proper and accurate manner to avoid the inconvenience for decision making.
- There is a need to provide the required official and legal information to both internal as well as external auditors to complete their work as per the requirement to avoid the further delays.
- There is a need of proper allocation of work with transparency to get the maximum benefit of division of work.
- Avoid the conflict between the interests of the company and the individual interests of the various administrative positions.
- Need of the Control over remuneration so that it is assured to be appropriate to their level of responsibility and performance.
- Maintenance of confidential data and documents for which they have access by virtue of their functions in the company.
- By making the payment to comply with debts of the company and collection on balances due with the business required.
- Prepare and maintain the main ideas within the company, to safeguard the stability of the company. This does not be contingent by the presence of any given director or manager.
- Choose the co-workers and assistants on the basis of merit and capacity needed to fulfil the benefits of the company.

- In relation to suppliers and clients of the Company:
- Maintain moral and legal relationships with dealers of goods and services.
- Maintain the relations with those suppliers, whose business practice respect social dignity.
- Select suppliers on the basis of the suitability products or services, as well as the prices, delivery conditions and quality.
- Get the excellence in the goods and services of the company to maintain consumer's satisfaction.
- Give the assurance of the products and services of the company efficiently with consumer and user claims, to achieve satisfaction.

B) In relation to Competitors of the Company

- No misuse of a dominant or honoured market position.
- Competition in good faith with other companies to achieve a permitted market based on common respect between competitors.
- No dealing with the clients of other competitors using the unethical methods.
- In relation to employees of the Company:
- Considering the different culture and religions all the employees should be treating with the dignity, due respect and justice.
- No discrimination against employees on the basis of race, religion, age, nationality, sex or any other personal or social conditions.
- Say "No" to any form of violence, harassment or exploitation at the workplace.
- Classify the rights of association, union association and collective negotiation.
- Encourage the professional development, exercise and up gradation of employees.
- Connect the pay hikes and remuneration on the basis of the up gradation of employees on the basis of their service conditions by considering the merits and capacity to work.
- Need to establish and communicate the prepare criteria and rules which maintain a balance between the rights of the company employees and those are in the hiring processes.
- Give the assurance of health and safety on the job to prevent any type of risk.
- Maintain the balance between the official working life with personal and family life of employees.
- Express to achieve the work-related incorporation of persons with disabilities or handicaps, to remove the barriers of all kinds in the territory of the company the work.
- Enable the participation of employees in the community deed programmes of the company.

C) In relation to the Communal Society

- Maintain human rights and democratic organisations, and encourage it wherever possible.
- Maintaining the principle of political objectivity, without relating politically for carrying out their activities, also as a demonstration for the different opinions and sympathies the people related to the company.
- Maintain legal and respectful relationships with public authorities and institutions, without giving or accepting gifts or commission in cash or in kind.
- Give helps to political parties or public organisations only as per the existed legislation for the guaranteeing transparency.
- Cooperate with Public Bodies and non-governmental bodies and associations devoted to improving levels of community attention for deprived persons..

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A STUDY OF IMPACT WHAT IS MORE IMPORTANT: PROFESSIONAL QUALITIES OR FITTING PERSONALITY? IN TODAY'S CORPORATE WORLD

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ABSTRACT

The study analyses the major question of what are more important Professional qualities or fitting personality? More often it has been realized that, talent by itself doesn't get the job cultural compatibility is a basic trait to fit into a situation – also known in the industry as “Cultural Fit or Fitting Personality” is also important. It is hard to explain why someone doesn't fit in, or that gut feeling one have that the talent doesn't suit the team. However, in today times of digitization and increasing complexity it is important for companies to interrelate employees, tasks and the respective environment and to promote creativity, inventiveness, self - initiative and change - competence.

The study aims to find out an importance of the persons skill sets and behavior impact on their sustainability and career growth/development in organization due to their behavioral nature and understanding of job compatibility with respect to organizational behavior.

Keywords: Professional qualities, Fitting Personality.

1. INTRODUCTION

Corporate world is the place where the professional qualities is the most important but from last few years corporate world have seen different human cultures which had given a new aspect due to globalization the culture matter more now, as world has become small and well connected, for better results one needs to be more socially connected as we are social creatures, and a deeper understanding of which we and others have can provide a valuable tool for understanding, pleasing, cajoling, reprimanding, rewarding, and loving others so fitting personality is now the matter of consent too. Now the question arising for HR recruiter is not only to see the employee's professional qualities but also the fitting personality. However ones come in the corporate world, his main consent is to be more sustainable and try to stick to it there the personality come in to the picture how one is deciding to be in. He is more into his professional qualities or just tries to be fit in.

More or less aim of the employees is not only to sustain in the organization by also to be successive in their careers, which is the basic consent of every employee.

In today's corporate world fitting personality is important to be sustainable and consistence in organization but most of the person with sharp professional qualities has to be seen more successful in their careers. Which has raised question what is important professional qualities or fitting personality?

2. LITERATURE REVIEW

A Human behavior is a complex phenomenon and is affected by a large number of factors – psychological, social, cultural etc. Organization studies individual behavior in respect of these factors at four levels.

- a. Individual level: individual behavior
 - b. Interpersonal level: behavior with other people.
 - c. Group level: behavior in a group.
 - d. Intergroup level: interaction between two groups.
- Raymond B. Cattell, (1950) –Here Mr. Cattell defined personality as the traits that which permits a prediction of what a person will do in a given situation. Cattell 16 primary traits have a direct impact on the person's durability – as locus of control which refers internal external locus of control to the degree of which one believes that has direct impact on the results that decides the consequences. Persona with internal locus believe that they are masters of their own fate, the control the events, seek challenging tasks, require initiatives, handle stressful situations, advance more quickly whereas external locus of control people events occur purely by chance or because of factors beyond their own control, they remain inactive, willing to follow orders, tend to do routine jobs.
 - Machiavellianism is the tendency to manipulate the situation for attaining power and fulfilling personal goals, by any means of justification as long as it helps to achieve ends, they have high mach scale, to be logical in assessing the situation, to twist and turn facts to influence others, try to gain control over others,

they never allows their heart over their head and skilled to make alliance with others for their advantage and sustainability in the organization. He concludes with the concept that a person with fitting personality will adjust as per the situation and effective for his /her job.

- Gordon W. Allport, 1961- by Gordon the dynamic organization is within the individual of those psychophysical systems that determine his characteristic behavior and thought that is their professional qualities.
- Funder, 2001- define personality as patterns of thought, emotion, behavior, and all together with the psychological mechanisms which tries to hid or not behind these patterns which make them a Fitting Personality in organization.
- Feist and Feist, 2009 – says that there is no single definition for all the personality theorists one can say that personality is a pattern of relatively permanent traits and unique characteristics that give both consistency to fit in the culture and individuality to a person skills set.
- Meyer Friedman and Ray Rosenman have identified the Type A and Type B. here Type A personality is more aggressive, ambitious, hard working, set very high standards for themselves, try to do more in less time, workaholic and guilty of relaxing but lack with interpersonal skills of getting along with others. Type B personality is patient, cool, composed, concerned with quality, plan for enjoying life and relaxation, unpredictable, and steadier pace rather than working against the clock.

The professional qualities of a person are as a sunrise: they first appear on the horizon and spread warmth and light, and create growth persistently not only for them but to all.

To start with defining professional qualities of a person is mastery of the knowledge, expertise competent and skilled in a particular activity is absolutely essential for professionalism that is technical expertises. All the same time, technical expertise is not enough. Qualities to distinctive attributes like honesty, punctuality, a spirit of service, the ability to meet deadlines and etc. are also essential.

3. OBJECTIVE OF STUDY

- i. To find out level of career growth and sustainability through professional qualities of employees in today's corporate world.
- ii. To find fitting personality of employees gives them the sustainability and career growth in today's corporate world.
- iii. To find which aspect has more impact on future goal/successful career.

4. RESEARCH METHODOLOGY

4.1. Research Design

The research method used in this is through informal meet and references of HR manager, corporate professionals, and students. Their insights and suggestions on the topic were obtained. The information obtained was basically through the HR manager, professional and students perception for futures leadership, career growth and development who gave their recommendations and suggestions on the following questions asked to them:

- How one can grow in their career?
- What could be done to be more sustainable in the organization and how career growth and successful future can be attained them in the organization?
- What is more important to be in organization: professional qualities or fitting personality?

4.2. Data Collection

- The data for all the study is collected by means of observation and informal interview. The secondary data is collected by means of exploring various published and unpublished paper and electronic sources.
- The present study is based upon secondary data. Information about fitting personalities & professional quality of a person is how important in today corporate world for being sustainable, successful and more career growth & development is gathered from magazines, journals, newspapers and relevant websites.
- A random of 33 corporate professional peoples along with the manager and around 63 students of management course from all the semester gave their insights on the topic.

5. LIMITATIONS OF THE STUDY

This project had several limitations.

The limitations of the project were as follows:

- No direct access of employees without any internal reference.
- Research is prepared on a general topic on importance of professional qualities or fitting personality and thus it is not focused on a specific industry/sector.
- The information collected from source was limited as it was through reference and informal meet.
- The secondary also had certain limitation as the concept was not researched by authors on what has more impact on employee's growth & development with regards to their fitting personality or professional qualities so there was no benchmarking for this project.

6. FINDINGS

There were no such findings on the research as it was totally based on exploratory concept and only feedbacks and suggestions from the corporative professional's & management students related to the topic it could be taken sectors/industry for the present scenario to make the study more reflective.

From the student point of view of the topic is that person should be skillful which have sharp professional qualities and the view point of professional corporate people does consider persons fitting nature one has to be fitting personality so can be sustainable in organization. But more or less observation and discussion state the findings as the person with professional qualities is been seen more successful in their career then the person with fitting personality still fitting personality have good sustainability in organization.

7. CONCLUSION/SUGGESTION

The above study has thrown up a point that what is more important: professional qualities or fitting personality for ones career growth and development. This research concludes with the help of the Mc Gregor's theory of Theory X & Theory Y which is an integration of assumptions, generalizations and hypothesis relating to human tendencies towards work. Where theory X is a negative assumptions as person inherently dislike work and try to avoid it, coerced to perform under supervision, deter from taking responsibilities, need for directions, little ambitious and want security. Theory Y is positive assumptions as person consider work as natural as rest or play, self direction and self control in attaining goals, committed, self actualization and self esteem. Approach for theory Y are employee centered, general supervision, support and consideration, reward based performances, growth opportunities, self control and participative. By this theory and above research conclude that person with more professional qualities are more opportunity seekers and grow with their skill sets these kind of people maybe or may not be an introverts but they are excellent in their work and performances, are goal oriented and conscious about their growth and development.

As the study is on secondary data the suggestion as per the discussion is with the reference of William Ouchi Theory Z which takes into account both Japanese Management and American management it's a mixed idea of sustaining in organization with attaining growth and development.

For better results one should have both professional qualities and fitting personality, a professional, no matter how talented is will find it difficult to work with others, this at the end may waste his skills. Therefore qualities are qualities of the *person* help themselves in all aspects of the person's activities. To be a successive professional, then, a person needs to acquire *both* the technical expertise that is professional qualities *as well as* a fitting personality.

In today corporate world there are some sector which promote professional qualities as IT sector where their skills are more into acceptance and fitting personality does not exist as there do not need to be more in to interaction because of their work type, even sectors like automobile, textile, banking, logistic etc are a sector/industry ever fitting personality hardly matter due to their work type whereas BPO's , MNC's etc are the places where both qualities as well as fitting nature has to be there for future sustainability and growth.

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MICROBES ON DIFFERENT PANT FABRIC**Chetali Pandekar and Minakshi Gurav**Department of Zoology, D. G. Ruparel College of Arts, Science and Commerce, Mumbai

ABSTRACT

Clothing is in immediate contact with our skin for most of the time and hence it is one of the important aspects while studying skin problems. Fabric acts as a reservoir for the transmission of micro-organisms. Most of our everyday microorganisms are non-pathogenic but can become opportunistic pathogens under certain conditions. Fabrics made from Natural fibers consist of porous hydrophilic structure which retains water, oxygen and nutrients thereby providing perfect environment for microbial growth. Fibers made from synthetic polymers like acrylic, nylon, polyester, polyethylene and polypropylene show resistance towards the microbes because of its hydrophobic nature. Clothing with tight fitting such as Denims, Jeggings and leggings are used on large scale. Aspects like non suitability of clothing towards our hot and humid climate are not considered while following the fashion trends. Microbial growth of Bacteria and fungi on different Pant fabrics are monitored in this study. Tight fitting pants like Jeans (Denims), Trousers, Jeggings and Leggings were chosen. The Bacterial assay was done by using principles of Nephelometry. Colorimetric estimation was done at 530 nm after the incubation period of 6 hours at 37° C. The fungal assay was done by using settle plate method and observation of the plates was done after 6 days. The bacterial growth was least observed in Leggings and most observed in trousers. Maximum fungal growth was seen on Trousers material whereas Jeans (denim) showed maximum resistance towards the fungal growth.

Keywords: Bacteria, Fungi, antimicrobial treatment, settle plate method, aeroflora

INTRODUCTION

Clothing being in immediate contact with our skin for most of the time, it is an important and relevant aspect while studying skin problems. Microbes can be carried by and even multiply on textiles (Freney and Renaud, 2012). Fibres are classified depending upon their source. Natural Fibres are obtained from plant or animal origin and Fibres which are obtained using chemical treatment in laboratories are termed as Man-Made fibres. Cotton and linen are Cellulosic fibre as they are from plant origin. Wool and Silk are Protein fibres as they are of animal origin. Regenerated and Synthetic are the two types of Man-Made fabrics. Regenerated fibres are made from extremely small cotton fibres or any other fibre source such as wood pulp, milk protein, etc. Chemicals are used to dissolve these and the solution is then converted into solid fibres. Examples- Rayon. Synthetic fibres such as nylon, acrylic and polyester are made using various petrochemical products. Fabric acts as a reservoir for the transmission of micro-organisms. Microbial activity is enhanced when provided with favourable environment. Natural fibres are susceptible to microbial activity than Man-Made fibres because their porous hydrophilic structure retains water, oxygen and nutrients, providing perfect environments for bacterial growth. Fibres made from synthetic polymers like acrylic, nylon, polyester, polyethylene, and polypropylene fibre are very resistance to attack by micro-organisms. The resistance provided by such fabrics towards the microbes is probably because of the hydrophobic nature of the polymer (Paul, 1997).

Microbes are microscopic organisms which are not seen by naked eyes and include a variety of creatures like fungi, bacteria, algae and viruses. When provided with the favourable condition like warmth and moisture, they multiply and grow rapidly. Some specific types of bacteria are pathogenic and cause cross infection. Fungi, mold are complex organisms with slow growth rate. They are part of our everyday life and found everywhere in the environment and on our bodies. Most of these microorganisms are non-pathogenic but can become opportunistic pathogens under certain conditions (Vidushi *et al.*, 2011).

LITERATURE REVIEW

Transmission of micro-organisms from a person to the fabrics and then to another person is the ability of that microbe to survive on that surface of the fabric. After investigation, researchers confirmed survival of microorganisms from days to months on the fabric. Thus, Fabric acts as a reservoir for these microbes. The spread of HIV and hepatitis viruses by contact of contaminated materials has created increase pressure for protection of personnel with functional clothing (Deepti, 2001). There are studies indicating the survival and growth of bacteria on the fabric of the health care personnel. Neely (2000) sought to determine the length of survival of various Gram-negative bacteria on fabrics and plastics commonly used in hospitals. Wilson *et al.*, (2007) studied recent advance in laundry technology and processes to determine the role of apparels of healthcare workers as a reservoir of pathogen.

Study by Susan Lang (2001) suggested that clothing, particularly cotton, worn by both visitors and patients in hospitals are a leading source of transmission of spores of *Aspergillus* fungus. Callewaert (et al., 2014) studied microbial odor profile of polyester and cotton clothes after a fitness session.

From the existing literature it is seen that most of the studies emphasis on the medical clothing and the study on day to day apparels is yet ignored. Tight fitting clothing such as figure hugging Denims, Jeggings and Leggings are preferred by youngster's on large scale. Enough importance is not given to aspects like non-suitability of clothing towards our hot and humid climate. Therefore, there is need to do research in the area so as to find out how the material and style are linked to the health of the people. The study thus conducted focuses to monitor the growth of Bacteria and fungi on different Pant fabrics. Tight fitting pants like Jeans (Denims), Trousers, Jeggings and Leggings were chosen for the study.

METHODOLOGY

The study was empirical and comprises bacterial and fungal assay to see how the fabric of the different pant materials is prone to the microbial attack. The fabrics are treated with antimicrobial agents during manufacturing which is lost after several washings. Without considering this aspect, the clothes are wore till they are torn. There, the sample chosen in the study are the materials of used pants which had undergone several washes. However, the material was washed and sterilized before use. The four fabrics chosen were of the day to day clothing styles viz. jeans (denim), leggings, jeggings and trouser.

For the microbial assay the fabric from different pant materials was cut into 6cm X 6cm square and was autoclaved. This ensures that the fabric is free from microbes. Nutrient Broth and Potato Dextrose Agar was used as nutrient media for Bacteria and Fungi respectively.

The Bacterial assay was done by using principles of Nephelometry..

The turbidity obtained in the suspension is directly proportional to the bacterial growth.

Side-arm conical flasks consisting of 100 ml nutrient broth was autoclaved. One flask was kept as control having only the nutrient broth. Out of remaining 8 flasks, 4 flasks were kept as blank consisting of nutrient broth and a piece of sterile fabric of Jeans, Trousers, Jeggings and Leggings respectively. Other 4 flasks were subjected to the nutrient broth along with the fabric piece which was first autoclaved and then exposed to aeroflora for 15 minutes. The piece of fabric for test as well as control was introduced into the side-arm conical flak aseptically and was incubated at 37°C. The optical density of all the flask were measured after 6 hours. Colorimetric estimation was done at 530 nm. The results were estimated from the readings.

The fungal assay was done by settle plate method. Sterilized petriplates were poured with Potato dextrose agar. Ampicillin was added into the autoclaved potato dextrose agar for creating antibacterial environment. The fabric pieces which were first sterilized are placed on the PDA plates aseptically. The plates were exposed to aero flora for 15 minutes. The plates were incubated at 37° C for 6 days. Further observation and analysis of the fungal plates were done.

Both assays were done in triplicate.

RESULT AND DISCUSSION

Bacterial Assay

As the bacterial growth goes on increasing the solution in the flasks starts to get more turbid. The level of turbidity directly reflects the level of bacterial growth in the solution. Greater optical density indicates greater bacterial growth. The result indicated leggings with the lowest optical density (1200×10^9 number of bacteria/ml) followed by jeggings (2100×10^9 number of bacteria/ml), jeans stood third in the list (2250×10^9 number of bacteria/ml) and trousers with highest optical density (3225×10^9 number of bacteria/ml). Leggings showed least bacterial growth as compared to rest of the pant fabrics. Jeggings and denim showed moderate bacterial growth. Trousers showed maximum bacterial growth. The trend of the density of the bacteria was as follows

Leggings < Jeggings < Jeans < Pants/Trousers

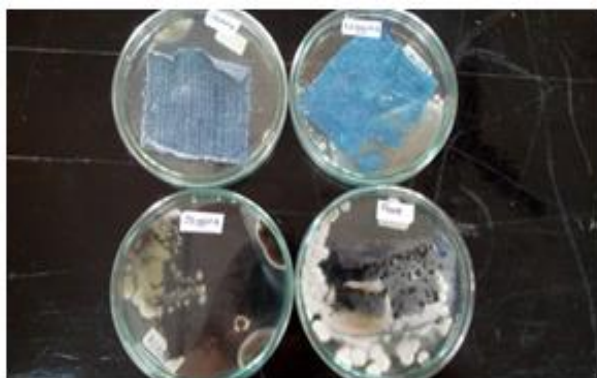
The research by Callewaert *et al.*, (2014) showed an overall enrichment of micrococci on the synthetic fabrics after the fitness session and incubation period. However, from the present study such inference can not be drawn since leggings and jeggings which mainly comprises spandex, a man-made fibre showed minimal growth of microbes compared to the jeans which is made of cotton and trouser material which is again man-made fibre but does not comprise spandex.

Fungal Assay

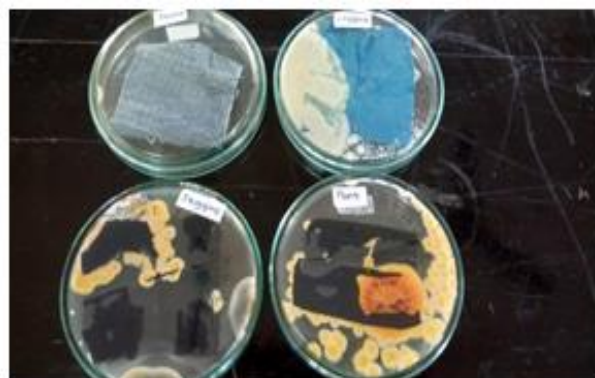
After incubating the plates for 6 days at 37° C , the fungal growth was seen on the fabrics. By observing the fungal growth obtained on the fabric, it was seen that maximum fungal growth was in the fabrics cut out of Trousers followed by Jeggings. Leggings showed moderate fungal growth. Jeans/Denims showed least fungal growth. The fabric used for making of denim showed highest resistance towards the fungal growth.

Jeans(Denims) < Leggings< Jeggings< Pants/Trousers

The spread of fungal infections such as ringworm and athletes foot via clothing is generally well accepted (Sally *et al.*, 2011). Chemical constitution of cotton is important in susceptibility of cotton fabric for fungal attack (Srivastava and Verma, 1988). However, the the present study is showing minimum attack on jeans which is made of cotton than the trouser material which is a synthetic fibre.



Fungi obtained from aeroflora are grown on fabric placed on Potato Dextrose Agar - Front View



Fungi obtained from aeroflora are grown on fabric placed on Potato Dextrose Agar- Back View

CONCLUSION

The study infers that the different pant materials show different susceptibility to the bacterial and fungal attack. However, more precision is needed in the material used and the number of laundry it has gone to conclude the prevalence of fibre for microbial attack. Antimicrobial treatments from the manufacturer can be made effective for maximum protection of the fibre for microbial infection. There is scope for the development of antimicrobial processes during regular laundry for protection against microbes.

ACKNOWLEDGEMENT

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A STUDY ON GREEN HRM PRACTICES IN AN ORGANISATION

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ABSTRACT

Green HRM is the cutting-edge in an organizations today. Green practices are being accepted and corporations today are developing human resource policies for encouraging environment management initiatives. Organizations must try to consider the social and environmental factors to encourage the organization and thereby focusing on wealth maximization. This paper is an endeavor to study some of the GHRM practices in a few selected Indian organizations today. The paper also highlights the impact Green HR has created and the advantage these companies have over their counterparts due to these practices. This study comes at an opportune time as there is a great deal of increase in the level of environmental pollution and waste emerging from industries which has resulted in increase in implementation of policies by governmental and private sector with the aim of reducing the rapid destruction to the non-renewable resources and the ultimate negative impact it would have on societal consequences. Researcher has tried to gather information from various HR in terms of Green HRM.

Keywords: Green HRM, Environment management, HR

OBJECTIVES

To study about GREEN HRM in today's organization.

To identify the perspective of Green HRM of HR

INTRODUCTION

In this global market, there are number of challenges which are related to human activity in terms of sustainable development in developed as well as developing countries. There is a need to prevent and take precautions for the development of economy in this civilized economy. According to the World Commission on Environment and Development, sustainable development satisfies the needs of the present generation without endangering the ability of future generations to satisfy theirs. All these development are intelligent, environmentally-friendly, based on the effective use of resources, knowledge and innovation. There are three elementary magnitudes of sustainable development ecological, economic and social.

Defining Green HRM

Green HRM as a term is used to all possible HR policies that could contribute to an organization's environmental agenda.

Green HRM was coined as a term almost 10 years ago by Renwick, D.W.S. Redman, T. and Maguire, S. (2008 – Green HRM: A Review, Process Model, and Research Agenda,) as *“the integration of corporate environmental management into human resource management”*.

Btw, the notion of Employee ‘*Green Discipline Management*’ is even older – probably from the mid- 80s / early 90s.

Some Green HRM Industry Studies

- Employees are willing to work in a organization only when they feel it adds to their value profile (Dechant and Altman (1994)
- In 2009 Hewitt Associates found out that: “86% of employees at organizations with high engagement agreed that they worked for an employer that was socially and environmentally responsible”
- Same 2009 Study also found out that: “*Green HR practices contribute to positive organizational reputation, higher or sustained employee engagement and eliminating waste/reducing their impact on the environment*”. Recent studies have also supported the same conclusions.
- **Green Staffing is “in”**- it involves hiring individuals with Environment Management skills, mindsets, and behaviour). We at **HIREghana do promote Green Staffing**
- Rewards do motivate and do increase commitment from workers to be environmentally responsible (Daily &Huang, 2001).
- Furthermore, rewards sensitize employees to environmental consciousness; and discourage undesired behaviours while reinforcing preferred ones

REVIEW OF LITERATURE

Edyta Bombiak; et.al (2018) has stated about in today's scenario Green HRM supports pro-environmental corporate management. The main aim of the research was to analyses the pro-environmental HR practices used by young polish enterprises. A survey was conducted using a random population of 150 young enterprises. It will help in increasing the ecological awareness which will help in sustainable development. An empirical research was conducted under polish conditions by using a representative sample of young polish enterprises. For increasing the competitiveness, Green HRM will help in increasing satisfaction, loyalty and motivation level of the employees.

Douglas W.S. Renwick ; et.al (2012) has identified various literature on Environment Management and listed out the main cause of environment problems and how to cope up with these issues. There are number of initiatives started by organizations and various managerial heads to understand EM issues. Researcher has tries to find out GHRM practices i.e. skill development, motivation and participation of employees. Employees must be involved in various EM initiatives. It is the latest variant of manager interest in EI. Researcher has tried to find out the positive impact of EI in EM with various evidence. GHRM will help in understanding the potential benefits for both organization and employee's also. It also states that better financial position of the organization result into better environment performance. GHRM practices helps to improve well-being of the employees in the workplace and improving the working environment and satisfying the needs of a balance workplace.

Renwick, D; et.al (2008) has suggested
Recruitment

- - Green job descriptions for employees (and green goals included into managerial job descriptions)
- - Graduate perceptions of Green practises (applicants use green criteria)
- - Green job candidates
- - Recruitment of employees who are 'Green aware' becomes part of the interview schedule
- - Green employer branding (green employer of choice)
- - Green aspects introduced to the induction process (familiarisation)

Performance Management

- Green performance indicators into performance management system, and appraisals (PMA)
- Communication of Green schemes to all levels of staff through PMA scheme, establishing firm-wide dialogue on green matters
- Managers are set green targets, goals and responsibilities
- Roles of managers in achieving Green outcomes included in appraisals
- Writing & integrating green criteria in appraisals

Training and Development

- Introduce training on EM, & processes/material use
- EM training needs analysis
- Integrating training on instruction and generation of eco-values
- Development of employee skills, and competence building in EM
- Socialisation in Green values/management
- Use of Green teams in EM
- Train staff to produce green analysis of workspace
- Job rotation to train green managers of the future
- Integrating training to increase staff knowledge
- Training in EM aspects of safety, energy efficiency, waste management, and recycling

Employment Relations

- Employee involvement & participation (EI&P) in Green suggestion schemes, & problem-solving circles

-
- Staff independence to form & experiment with green ideas
 - Integrate staff EI&P into maintenance (cleaning)
 - Employee help-line for guidance in green matters
 - Tailor Green EI scheme to industry/company standards
 - Increase line/supervisory support behaviours in EM
 - Unions negotiating Green workplace agreements
 - Training of union representatives in EM
 - Green elements into the health and safety process
 - Encouraging employees to use green forms of transport

Pay and Reward

- Green pay/reward system
- Tailor packages to reward green skills acquisition
- Use of monetary-based EM rewards (bonuses, cash, premiums)
- Use of non-monetary based EM rewards (sabbaticals, leave, gifts)
- Use of recognition-based EM rewards (awards, dinners, publicity, external roles)
- Develop negative reinforcements in EM (criticism, warnings, suspensions for lapses)
- Develop positive rewards in EM (feedback)
- Establish PRP for all to gain green stewardship / citizenship (esp. seniors)

Exit

- Staff de-briefings in EM in cases of dismissal
- Managers to ask if Green issues are reasons for resignations (moving to a more Green employer)
- Role of exit interviews to gauge perceptions of firm Green-ness
- Whistle-blower accounts on state of firm Green-ness
- Legal protection for green whistle-blowers

RESEARCH METHODOLOGY

The two methods of collecting the data have been used such as primary data and secondary data.

- Primary data • Secondary data

Primary data is the first hand information that is collected during the period of research. Primary data has been collected through discussion held with the customers who are using online shopping. Some information was gathered through conversation with some respondents.

Secondary data means data already available for the researcher, which is already, exists. According to my study, secondary data is collected with the help of referring books and journals for the study purpose. Some information are gathered and referred with the help of internet browser

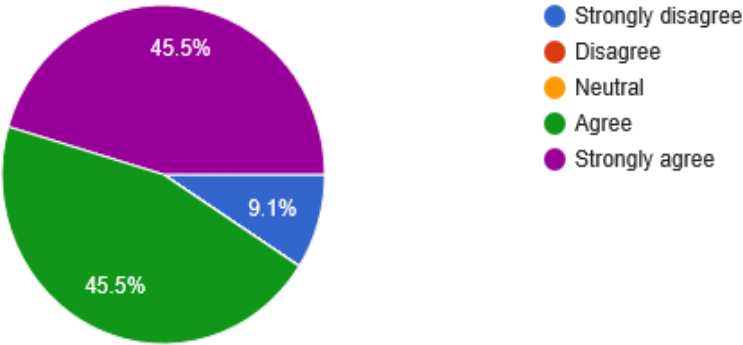
Sample Size

Sample size determination is the act of choosing the number of observations or replicates to include in a statistical sample. The sample size is the important feature of any empirical study in which the goal is to make inferences about a population from a sample. For the purpose of the study, researcher has chosen the size of 100 samples for the collection of the data.

DATA ANALYSIS AND INTERPRETATION

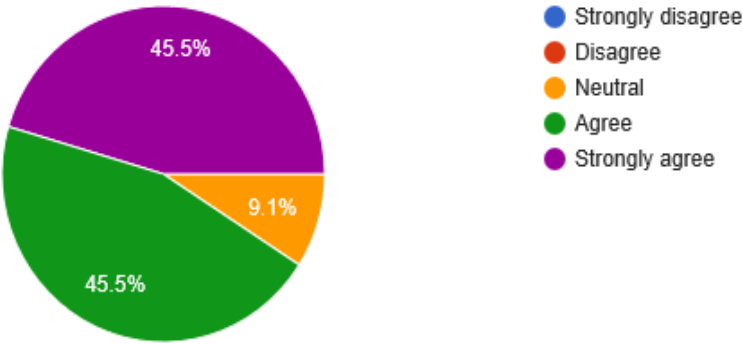
Following are the responses received circulated to 100 HR employees of different organisations.

I understand the concept of green HR



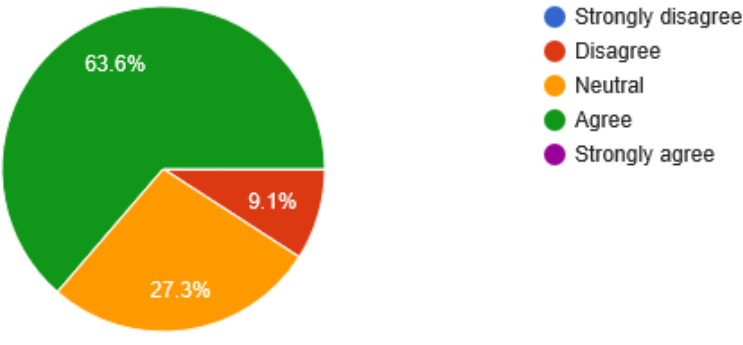
From the data , it shows that there is mixed reaction on the basis of understanding Green HRM.

Green HR is a good concept



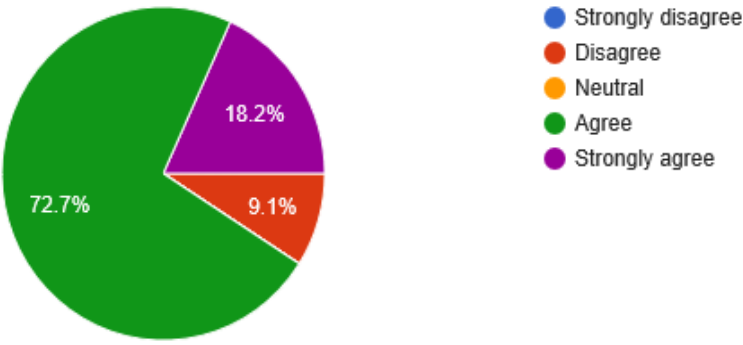
Many are of the opinion Green HRM is a good concept.

Green HR is applicable in Indian Companies



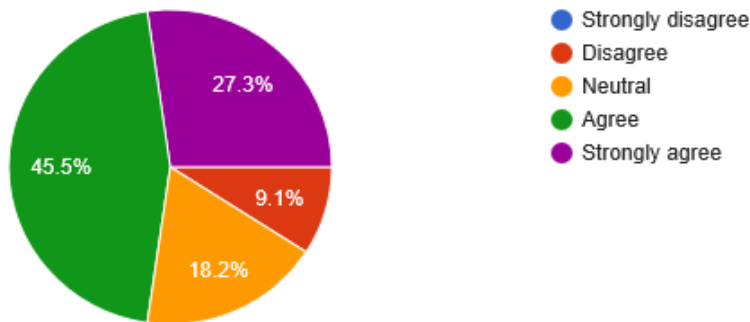
Around 64% feels Green HRM is applicable in some companies

I would employ green HR in my company



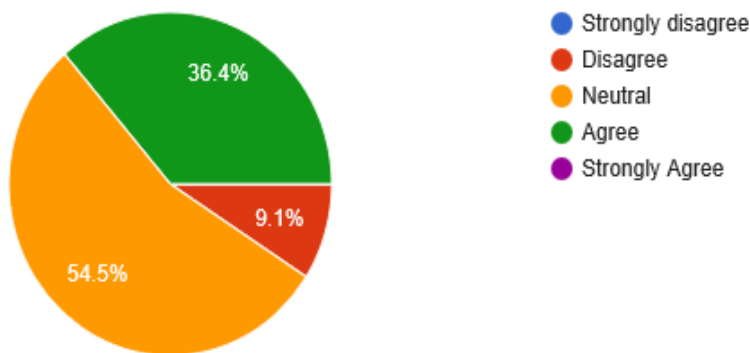
Around 73% wants to introduce Green HR in their organization.

Green HR increases productivity



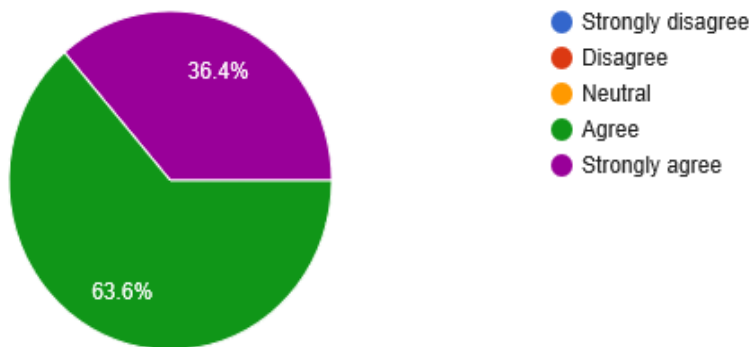
46% are agreeing that GREEN HR will increase productivity.

This concept will decrease unemployment rate.



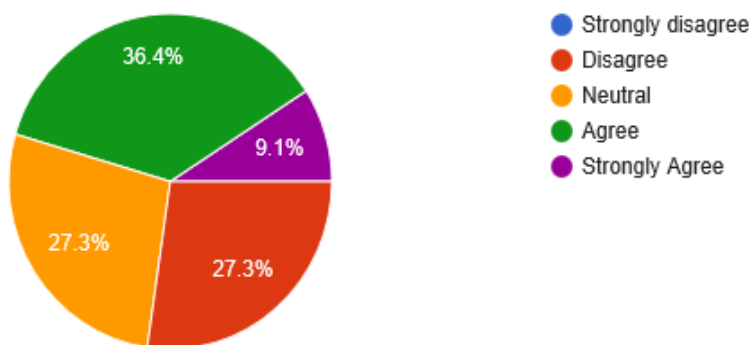
Around 55% are of the opinion that Green HRM will decrease unemployment rate.

All round training should be given.



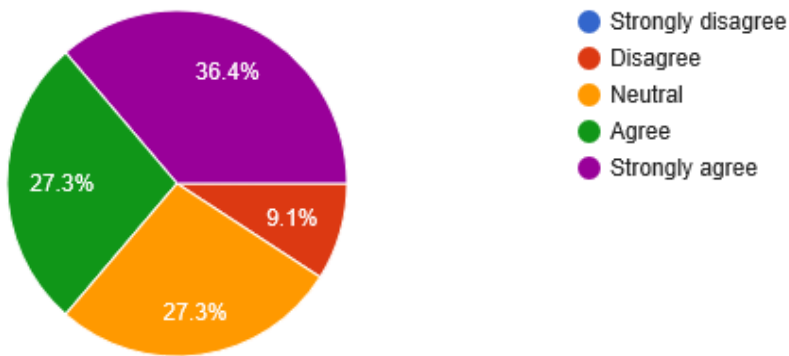
Around 64% feels training will improve the efficiency level .

This increases job flexibility.



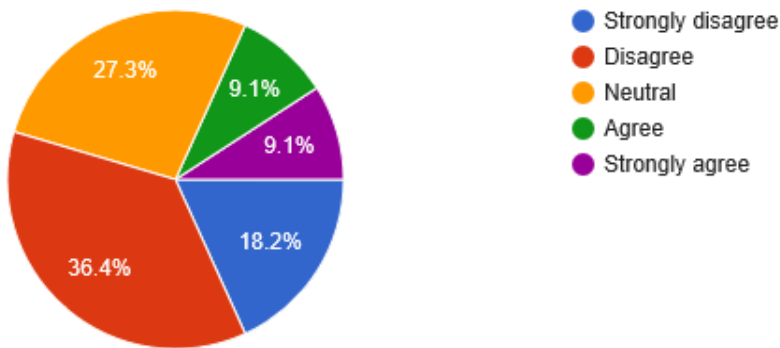
This is very dicey as Green HRM may or may not increase JOB flexibility

Unethical employee should be laid off.



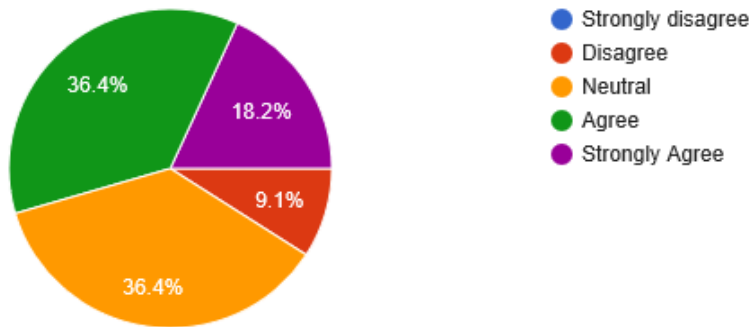
Around 60% feels Green HRM will help in laying off unethical employees.

Younger employees should be laid off.



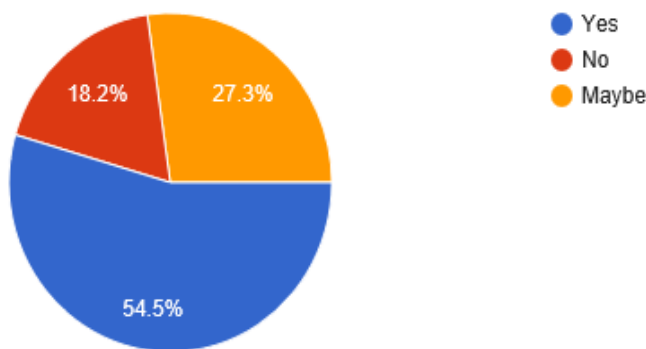
Around 20% are strongly opposing that younger employees to be laid off.

Younger employees will have more opportunities.



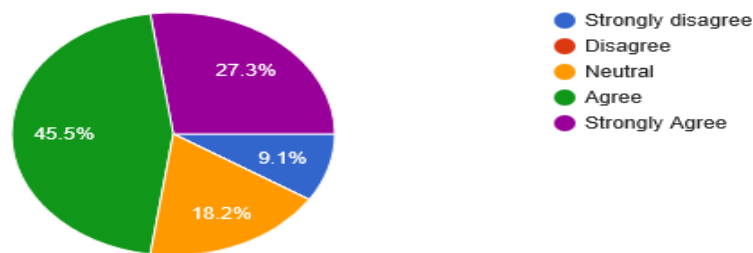
Around 55% feels younger employees will have more opportunities

Culture should be considered.



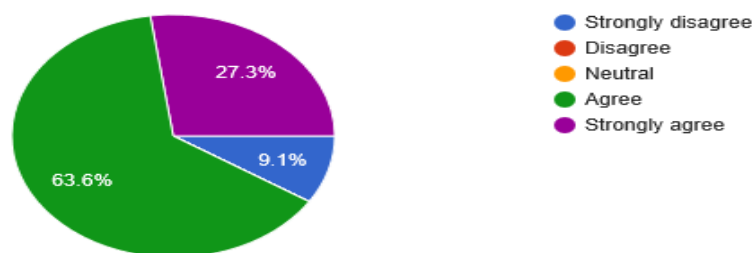
Around 55% feels culture must be considered in Green HRM.

I would consider Green HR in my company.



Around 10% don't want to introduce Green HRM in their organization and rest other wants to introduce.

Green HR is an applicable concept.



As per the data it is quite interesting that many feels to introduce Green HRM in their organization.

CONCLUSION

Thus with the application of GREEN HRM it will help the organizations to control the cost and invest in their assests i.e. on their employees and thinking about the environment. Organisations can gain Customer loyalty by adopting GREEN HRM in the organization. Organisation must try to invest heavily in training the employees in maintaining the environment performances. The application of Green HRM will create a competitive edge in this competitive scenario.

LIMITATIONS AND FUTURE RESEARCH

Due to insufficient primary data only some organizations are practicing Green HRM. Some of them are not aware of Green HRM also. Due to time and money constraint researcher has not extended in various dimensions. Researcher can take this ahead and research on various dimensions. Future researcher can come up with number of factors in maintaining the performance of the environment. Also it can be also compared with developed and developing companies.

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GREEN MARKETING STRATEGY: OPPORTUNITIES AND CHALLENGES FOR MARKETERS

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ABSTRACT

Environmental issues have gained importance in business as well as in public life throughout the world. It is not like that a few leaders of different countries or few big renowned business houses are concerned about the day to day deterioration of oxygen level in our atmosphere but every common citizen of our country and the world is concerned about this common threat of global warming. So in this scenario of global concern, corporate houses has taken green-marketing as a part of their strategy to promote products by employing environmental claims either about their attributes or about the systems, policies and processes of the firms that manufacture or sell them.

Clearly green marketing is part and parcel of overall corporate strategy; along with manipulating the traditional marketing mix (product, price, promotion and place), it require an understanding of public policy process. So we can say green marketing covers a broad range of activities. This research article introduces the trends of green marketing existing today and the examples of various corporate employing green marketing strategies to build its overall goodwill and brand image.

Keywords: Green marketing, sustainable marketing, corporate social responsibility, green products

INTRODUCTION

Terms like "Green Marketing" and "Environmental Marketing" appear frequently in the popular press. Many governments around the world have become so concerned about green marketing activities that they have attempted to regulate them. Other similar terms used are Environmental Marketing and Ecological Marketing.

American Marketing Association Define: - Green marketing is the marketing of products that are presumed to be environmentally safe.

Thus green marketing incorporates a broad range of activities including:

- Product modification,
- Changes to the production process,
- Packaging changes,
- As well as modifying advertising

To succeed, any green strategy must fulfill three criteria:

- Firstly, it must be a sustainable and credible programmed, which brings real benefits to the environment.
- Secondly, it must deliver sound economic ROI and competitive advantage to the business.
- Thirdly, it must be supported by relevant green messages, which resonate with customers and prospects.

Significance of Green Marketing for Organizations in Current Scenario

As firms face limited natural resources, they must develop new or alternative ways of satisfying these unlimited wants. Ultimately green marketing looks at how marketing activities utilize these limited resources, while satisfying consumers wants, both of individuals and industry, as well as achieving the selling organization's objectives. When looking through the literature there are several suggested reasons for firms increased use of Green Marketing. Five possible reasons cited are:

- Organizations perceive environmental marketing to be an opportunity that can be used to achieve its objectives.
- Organizations believe they have a moral obligation to be more socially responsible.
- Governmental bodies are forcing firms to become more responsible.
- Competitors' environmental activities pressure firms to change their environmental marketing activities.
- Cost factors associated with waste disposal, or reductions in material usage forces firms to modify their behavior.

CHALLENGES FACED BY MARKETERS IN GREEN MARKETING**1. Need For Standardization**

It is found that only 5% of the marketing messages from “Green” campaigns are entirely true and there is a lack of standardization to authenticate these claims. There is no standardization to authenticate these claims. There is no standardization currently in place to certify a product as organic. Unless some regulatory bodies are involved in providing the certifications there will not be any verifiable means. A standard quality control board needs to be in place for such labeling and licensing.

2. New Concept

Indian literate and urban consumer is getting more aware about the merits of Green products. But it is still a new concept for the masses. The consumer needs to be educated and made aware of the environmental threats. The new green movements need to reach the masses and that will take a lot of time and effort. By India’s Ayurvedic heritage, Indian consumers do appreciate the importance of using natural and herbal beauty products. Indian consumer is exposed to healthy living lifestyles such as yoga and natural food consumption. In those aspects the consumer is already aware and will be inclined to accept the green products.

3. Patience and Perseverance

The investors and corporate need to view the environment as a major long-term investment opportunity, the marketers need to look at the long-term benefits from this new green movement. It will require a lot of patience and no immediate results. Since it is a new concept and idea, it will have its own acceptance period.

4. Avoiding Green Myopia

The first rule of green marketing is focusing on customer benefits i.e. the primary reason why consumers buy certain products in the first place. Do this right, and motivate consumers to switch brands or even pay a premium for the greener alternative. It is not going to help if a product is developed which is absolutely green in various aspects but does not pass the customer satisfaction criteria. This will lead to green myopia. Also if the green products are priced very high then again it will lose its market acceptability.

BENEFITS OF GREEN MARKETING

Today’s consumers are becoming more and more conscious about the environment and are also becoming socially responsible. Therefore, more companies are responsible to consumer’s aspirations for environmentally less damaging or neutral products. Many companies want to have an early mover advantage as they have to eventually move towards becoming green.

Some of the advantages of green marketing are

- It ensures sustained long term growth along with profitability.
- It saves money in the long run, though initially the cost is more.
- It helps the companies market their products and services keeping the environment aspects in mind.
- It helps in accessing the new markets and enjoying the competitive advantage.
- Most of the employees also feel proud and responsible to be working for an environmentally responsible company.

REVIEW OF LITERATURE

Certain research papers have been written on the topic of Green Marketing which has helped the researcher in gaining some perspective about the topic. According to Deepa Ingavale and Anuradha Gaikwad, in their paper “Study of Awareness about Green Marketing”, consumers are willing to pay more to buy a “green” product as compared to normal products, which relates to the increasing demand of the Organic food industry which is growing exponentially over the last few years. This positive trend is driving more and more corporate to go for green marketing strategy to woo customers worldwide.

Dr.Rashid Yazdhanifard further re-instates this fact in his paper, that companies use Green Marketing strategies not only to provide environment protection but to use it as a marketing tool to enhance its corporate brand. Every company employing green company logo stands apart from its competitors and gets a slight competitive edge in the market. Thus, whether in packaging, or product composition or any other activities related to environment protection, companies are going green serving their corporate social responsibility function towards the community.

Shruti Maheshwari sees Green Marketing as a challenge to marketers, as she opines in her research paper that consumers are not aware of the Green Marketing process and it becomes a task of the marketer to educate their

consumers about the benefits and importance of using Green products. Influencing consumer behavior towards using of Green products must be done through different medium of communication, digital marketing and social media marketing being the most important tool as youth connects through these medium very effectively. Thus, Green marketing strategy should be integrated with other marketing tools like advertising, digital marketing and social media marketing so as to get the most desiring results.

Mayank and Amit in their research paper conclude that by effective marketing campaigns highlighting the value of green products can help companies build goodwill. Additionally, green products can invite premiums as people, especially in India, are willing to pay more to buy organic products. Thus, the main link in this whole marketing process is the communication part. An effective promotion strategy communicating the effectiveness of green products can help a marketer to penetrate and identify their target markets and sell effectively. This relates to the ever growing demand of green products like low power consuming (energy-efficient) electrical appliances, organic foods, lead free paints, recyclable paper, and phosphate free detergents.

RESEARCH METHODOLOGY

The research methodology includes secondary data and observation method to identify and analyze the green marketing concepts applied practically in the current Indian scenario by major companies. The researcher has gone through various literatures like research papers and articles pertaining to Green Marketing. He also observed and identified several cases where Green marketing has been implemented practically to gain effective results. The findings and observations are duly reported in this paper.

DATA ANALYSIS AND MAJOR FINDINGS OF THE STUDY

The data analysis has been formulated and documented according to the opinion of the researcher. This opinion has been created after going through lot of literature review and personal observation. The researcher was able to identify certain real time cases where the concept of Green Marketing has been implemented. The findings of the article are that according to the researcher, the Green marketing strategies are being adopted by the companies for Five Major Reasons which has been explained below:

1) Opportunities - As demands change, many firms see these changes as an opportunity to be exploited and have a competitive advantage over firms marketing non-environmentally responsible alternatives. Some examples of firms who have strived to become more environmentally responsible, in an attempt to better satisfy their consumer needs are:

- McDonald's replaced its clam shell packaging with waxed paper because of increased consumer concern relating to polystyrene production and Ozone depletion.
- Tuna manufacturers modified their fishing techniques because of the increased concern over driftnet fishing, and the resulting death of dolphins.
- Xerox introduced a "high quality" recycled photocopier paper in an attempt to satisfy the demands of firms for less environmentally harmful products.

2) Governmental Pressure - As with all marketing related activities, governments want to "protect" consumers and society; this protection has significant green marketing implications. Governmental regulations relating to environmental marketing are designed to protect consumers in several ways:

- Reduce production of harmful goods or by-products.
- Modify consumer and industry's use and/or consumption of harmful goods.
- Ensure that all types of consumers have the ability to evaluate the environmental composition of goods.

Governments establish regulations designed to control the amount of hazardous wastes produced by firms. ITC has been 'Carbon Positive' three years in a row (sequestering/storing twice the amount of CO₂ than the Company emits). It has been 'Water Positive' six years in a row (creating three times more Rainwater Harvesting potential than ITC's net consumption). ITC was also consistently close in achieving 100% solid waste recycling.

3) Competitive Pressure - Another major force in the environmental marketing area has been firms' desire to maintain their competitive position. In many cases firms observe competitors promoting their environmental behaviors and attempt to emulate this behavior. In some instances this competitive pressure has caused an entire industry to modify and thus reduce its detrimental environmental behavior.

For example, it could be argued that Xerox's "Revive 100% Recycled paper" was introduced a few years ago in an attempt to address the introduction of recycled photocopier paper by other manufacturers. In another example when one tuna manufacture stopped using driftnets the others followed suit.

4) Social Responsibility- Many firms are beginning to realize that they are members of the wider community and therefore must behave in an environmentally responsible fashion. This translates into firms that believe they must achieve environmental objectives as well as profit related objectives. This results in environmental issues being integrated into the firm's corporate culture. There are examples of firms adopting both strategies. Organizations like the Body Shop heavily promote the fact that they are environmentally responsible. While this behavior is a competitive advantage, the firm was established specifically to offer consumers environmentally responsible alternatives to conventional cosmetic products. This philosophy is directly tied to the overall corporate culture, rather than simply being a competitive tool.

An example of a firm that does not promote its environmental initiatives is Coca-Cola. They have invested large sums of money in various recycling activities, as well as having modified their packaging to minimize its environmental impact. While being concerned about the environment, Coke has not used this concern as a marketing tool. Thus many consumers may not realize that Coke is a very environmentally committed organization. Another firm who is very environmentally responsible but does not promote this fact, at least outside the organization, is Walt Disney World (WDW). WDW has an extensive waste management program and infrastructure in place, yet these facilities are not highlighted in their general tourist promotional activities.

5) Cost or Profit Issues - Firms may also use green marketing in an attempt to address cost or profit related issues. Disposing of environmentally harmful by-products, such as polychlorinated biphenyl (PCB) contaminated oil are becoming increasingly costly and in some cases difficult.

Therefore firms that can reduce harmful wastes may incur substantial cost savings. When attempting to minimize waste, firms are often forced to re-examine their production processes. In these cases they often develop more effective production processes that not only reduce waste, but reduce the need for some raw materials. This serves as a double cost savings, since both waste and raw material are reduced.

Coca-Cola pumped syrup directly from tank instead of plastic which saved 68 million pound/year. Badarpur Thermal Power station of NTPC in Delhi is devising ways to utilize coal-ash that has been a major source of air and water pollution

CONCLUSIONS

As the demand for green products undoubtedly exists, Green Marketing provides an opportunity to the companies to increase their market-share by introducing eco friendly products. Stricter environmental regulations across the world, growing consumer preference for eco-friendly companies, and the inherent cost advantages in lowering toxic waste, are encouraging industries big and small to clean up.

Though it's the responsibility of the firm to produce products, which are having minimum impact on the environment, but ultimately it's the consumer who is having responsibility to use eco friendly products. Consumers are not too much concerned about the environment but as they have become more sophisticated, they require clear information about how choosing one product over another will benefit the environment. Consumer education results in their empowerment. Empowered consumers choose environmentally preferable products when all else is equal.

Ultimately green marketing requires that consumers 'Think Green, Think clean, Think Eco-friendly' i.e. they want a cleaner environment and are willing to "pay" for it, possibly through higher priced goods, modified individual lifestyles, or even governmental intervention. Until this occurs it will be difficult for firms alone to lead the green marketing revolution.

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AN EMPIRICAL STUDY OF PREFERENCE OF INVESTMENT OF WORKING PEOPLE IN MUMBAI

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ABSTRACT

Investment plays a crucial role in the growth of any country. For this in India there are various investment avenues are available in which investor can invest their money. But many of the time because of unawareness among the people they do not get attraction towards investment in all the existing alternatives. So it is the main duty of all related group to create awareness among the people for different investment avenues. Especially the working class people so that they can plan their investment properly with proper market knowledge. For this the researcher focusing more on south Mumbai working people as sample and collected the data through questionnaire.

Keywords: Investments, working people, Investors, Preferences.

INTRODUCTION

In the development of the country's financial condition, the Investors play very important role. So in this research paper main focus is on the preference of investment in different avenue available in the market by working people with special reference to Mumbai. As equity markets play very important role growth in developing economy like India. The investor's confidence in securities is crucial for the smooth, steady performance of the stock market in any country.

The regulators of the stock market should take care of the behavior of investors so that they get faith in investing in security market without any hesitation. This research had kept more focus at understanding the demographic and its influence on the investment behavior of individual investor in the security market with special reference to Mumbai.

This research is mainly focusing on individual investors in Mumbai as this city is mainly popular for the financial, commercial and entertainment city of India. The city is having important financial institutions like the Reserve Bank of India, the Bombay Stock Exchange, the National Stock Exchange of India, SEBI and corporate headquarters of many Indian companies and multinational corporations. Hence as research point of view Mumbai is a main city of maximum population and investors to understand their demographic, preference towards investment and saving.

Equity market

A market that gives companies a way to raise main capital and gives investors an opportunity for gain by allowing those companies equity shares to be traded.

In other words equity market is the place where securities can be sold and purchased at an agreed price.

National Stock Exchange of India

The NSE was established in 1992 as the first demutualized electronic exchange in the country. It was the first exchange in the country to gave a modern, fully automated screen-based electronic trading system which offered easy trading facility to the investors.

National Stock Exchange has a whole market capitalization of more than US\$2.27 trillion, creating it the world's 11th- major stock exchange as of April 2018. NIFTY 50, the 50 stock index is used extensively by investors in India.

Bombay Stock Exchange

It was established in 1875 which is Asia's first stock exchange. The BSE is the world's 10th largest stock exchange has a whole market capitalization of more than \$2.3 trillion on as of April 2018.

Securities and Exchange Board of India

SEBI is the regulatory authority of Indian share market. The main Functions of SEBI are to give protection to investors and safeguard their rights, to regulate brokers and sub brokers, to prohibit the unfair practices in equity market.

Saving

Saving mean keeping money aside for future consumption. Saving can be done for many reasons like: child's marriage, education, buying of house, for growing wealth etc,

Investment

In the current study, investment refers to financial savings in the form of Shares, Mutual Funds and Bank deposits. The goal of working people of Mumbai may be current income, capital appreciation or an acceptable balance.

REVIEW OF LITERATURE

An empirical study of "Indian Individual Investors Behavior" by Syed Tabassum Sultana (2010) was an attempt to know the outline of the investors and also to know their personality so as to know their preference with respect to their investments. The study also tried to unknot the influence of demographic factors like gender and age on risk tolerance level of the investors.

Bhardwaj Rajesh, Raheja Rekh and Priyanka (2011), propounded in their study that saving and investment pattern of working class school teachers of govt. and private schools has depended upon income and they both obtain salary but the scale of the salaries are varied and saving patterns that's why is so different. Govt. teachers like better to invest the money for emergency purposes and private teacher's stress on children marriage and education. Dr. S. Mathivannan and Dr. M. Selvakumar (2011) examined the saving and investment patterns of working teachers of Sivakasi Taluk, Tamilnadu and they established that there is great importance of money and money's value for them and they are frequently preparing budgets for expenditures and compare it with the actual expenditure and take necessary actions if there are Dr. Dhiraj Jain and Parul Jain (2012) concluded that the majority of the teachers the money plays a large role and they initiated to prepare budgets and future forecasting for income and expenditure and there is evaluation between future and Standard budgets to find out the deviations to meet certain money constraints It has been obvious from the study that most of the school teachers are saving their money for the reason of their children's education, marriage and as security after retireme.

Gina Chowa, Mat Despard & Isaac Osei-Akoto (2012) in their paper 'Youth saving patterns and performance in Ghana' attempted to discover whether the youth will contribute in savings via official financial services if given the chance. The study found that most youth in the sample, put to one side money regularly, hold onto their set aside money for short periods of time and use it frequently for short-term consumptive purposes. The study concluded that, youth of a developing country have a high tendency to save but, not have of proper knowledge and Information limited the youth from venturing out into the area formal savings and investments.

RESEARCH DESIGN AND METHODOLOGY**Objectives of the study**

1. To examine the awareness level of investors about investment avenues.
2. To study the preferences of investors in choosing the investment avenues.
3. To analyze the factors consider by the investors to make investment.
4. To know their long term financial goals.
5. To find out whether the working investors are looking for long term growth or risk or return or liquidity.

SCOPE OF THE STUDY

The study is focused on the analysis of socio-economic background of 50 respondents. Further, this study examines the awareness level of respondents about the investment avenues and their preferences on selecting the investment avenues. As well, the researcher has highlighted the reasons for selecting the investment avenues by the respondents. For this purpose, the information regarding their awareness about investment, factors considered for choosing an investment avenues and reasons for choosing a particular investment avenues were composed through the questionnaire.

STATEMENT OF THE PROBLEM

Investment activity of working people is preceded by timely pooling of the right amount of savings essentially from their occupational earnings. The nature of occupation, position held, duration of service, family size, commitments of family etc., will decide their income and savings. By considering the amount of savings and their investment motives, the working people plan their selection of assets, pattern, duration of investment etc., The investment decision of working people mainly influenced by their investment preferences among the available investment avenue such as most preferred and the least preferred avenues. Today, the investors shift their interest towards the various investment avenues offered by various institutions. An investor can choose from a variety of funds to suit his risk tolerance, investment horizon and objective. Accordingly, an empirical study in this regard is carried out by focusing on the working people of Mumbai.

Research Design: The Study is based on primary data only. The research is analytical and tool used for data collection is structured questionnaire. Sample size is of population is 50. The present study is descriptive in nature which is concerned of the researcher in collecting the primary data by making exercise of the questionnaires as a research instrument for the purpose of the study

Selection of Sample: Sample of 50 respondents sufficiently representing investor who invest/save in different investment avenue in Mumbai city were selected for the study.

Area of the study: The survey is conducted among all class of customers who are the regular investor and occasional investor in the investment plan in Mumbai.

Sampling Technique: As all the probable items are considered for research, the sampling method adopted is convenience sampling.

Data Usage: For analysis and interpretation, only primary data is used. However for conclusion and recommendations both primary and the secondary data along with the oral knowledge and information although obtained from respondent.

LIMITATION OF THE STUDY

1. The sample size in relation to total dimension of population is small.
2. The results are based on information collected in one city.
3. The study was mostly an individual study, so all the limitations of such study like limitation of time, finance, coverage were faced.
4. Some people have refused to share the information regarding investment amount, which they thought was personal.
5. The sample size may not represent the entire population of Mumbai to draw a uniform conclusion

DATA INTERPRETATION/ANALYSIS

For analysis and interpretation, only primary data is used. However for conclusion and recommendations both primary and the secondary data along with the oral knowledge and information even though obtained from respondent.

A standard questionnaire is prepared for the collection of data from various respondents. The questionnaire is designed in such a system that the aim of collecting necessary information for the study would meet the set of objectives.

ANALYSIS OF THE STUDY

Table no-1: Profile of Respondents

Variables	respondents	(F) (n=50)	%
Gender	Male	31	62%
	Female	17	38%
Age	20-30	18	36%
	31-40	26	52%
	41-50	5	10%
	Above 50	1	2%
Marital Status	Married	25	50%
	Unmarried	23	46%
	Divorcee	2	4%
	Widow	0	Nil
Education Professional	HSC	9	18%
	Graduate	10	20%
	Post Graduate	15	30%
	Professional	13	26%
	Others	3	6%
Type of organization	Private	42	84%
	Government	8	16%
Years of experience	Less than 5 years	31	62%
	5-10 years	7	14%

Nature of organization	10-15 years	10	20%
	More than 15 years	2	4%
	Service	15	30%
	Education	11	22%
	Finance/Banking	15	30%
Level of Designation	Others	9	18%
	Top level	15	30%
	Middle level	21	42%
Monthly Income	Lower level	14	28%
	Less than Rs. 10,000	8	16%
	10,000-30,000	19	38%
	30,000-50,000	13	26%
	Above 50,000	10	20%

Source: Primary Data

Interpretation

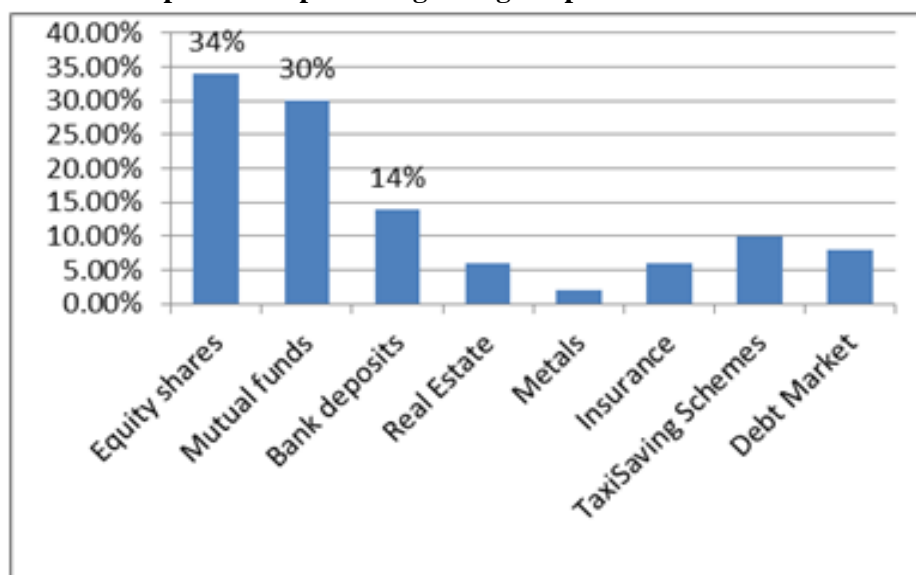
From the above table 1, it is clear that 62% of the respondents are male and 38% of the respondents are female. After dividing the respondents on the basis of gender, they are further divided according to their age. In this, it is found that out of total respondents 36% are between 20-30 years old, 52% age between 31-40, 10% belongs to the age group of 41-50 and 2% are above 50 years. 20% and 30% of respondents are graduates and post graduates respectively. 84% Of respondents are in private organization. 62% respondents are having less than 5 years of experience.30% respondents are working in service and finance sector and maximum respondents are of middle level.16% of respondents are in the income level of below Rs 10,000, 38% of respondents are in the income level of Rs 10,000-30,000, 26% of respondents are in the income level of 30,000-50,000 and 20% respondents are above the income level of Rs 50,000.

Chart no-3: Respondents objectives of the Investment

Sr. No	Factors	No. of Respondents	Percentage
1.	Good Returns	25	50%
2.	Future Security	10	20%
3.	Liquidity	6	12%
4.	Capital Appreciation	2	4%
5.	Tax Savings	5	10%
6.	Children Career	2	10%
	Total	50	100%

The major objectives of investors are good returns followed by future security on investments as percentages are 50% and 20% respectively.

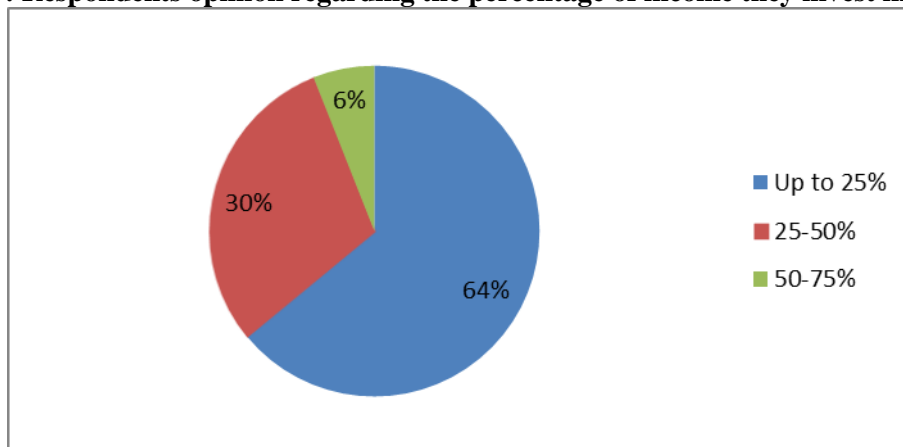
Chart no-4: Respondents opinion regarding the preference of investment vehicle.



Source: Primary Data

According to above chart no.4 it can be concluded that 34% respondents are giving preference to invest in equity shares, 30% respondents are giving preference to invest in mutual funds. 14 % respondents are giving preference to bank deposits.

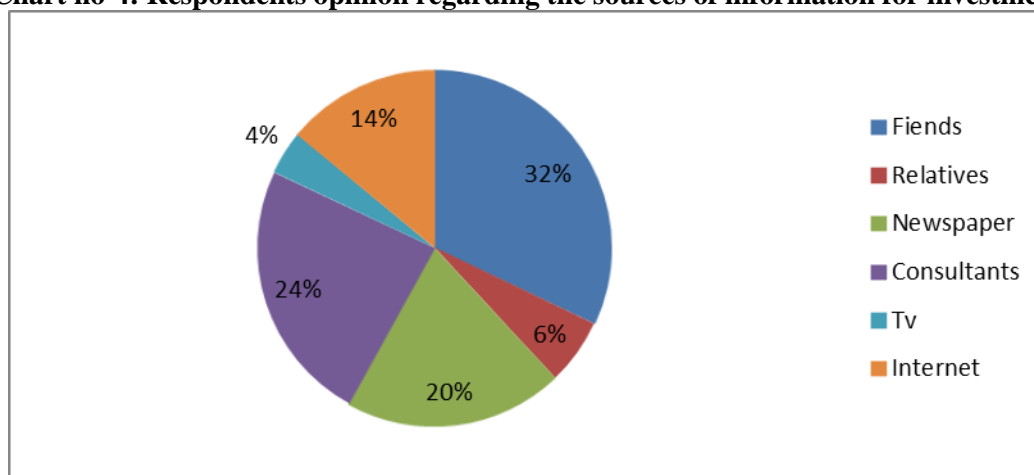
Table no-3: Respondents opinion regarding the percentage of income they invest in investment



Source: Primary Data

From above table no. 3 it is conclude that 64% respondents are saying that they invest less than 25% of their income. 30% are comes under the level between 25-50%. 6% respondents prefer to invest between 50-75% of their income.

Chart no-4: Respondents opinion regarding the sources of information for investment



Source: Primary Data

From above chart 4. it is cleared that 32% respondents are saying that they get information about investment from their friends. 20% respondents are getting information from newspaper and 24% respondents are getting information from consultants.

FINDINGS

- It is clear that 62% of the respondents are male investors and 38% of the respondents are female investors.
- Maximum investors comes between age of 31-40 years.
- 84% Of respondents are in private organization
- 62% respondents are having less than 5 years of experience.
- 38% of respondents are in the income level of Rs 10,000-30,000
- The major objectives of investors are good returns followed by future security on investments as percentages are 50% and 20% respectively.
- 34% of respondents mentioned their investing response in equity shares because Equity shares of reputed company and financial institutions regulated by SEBI (Security Exchange Board of India) are very secure and considered as one of the safest investment methods.

- 30% respondents mentioned their investing response in Mutual funds in terms of long-term concerned and high return. There is vagueness in the midst of investors, but they remain a bit of Secrecy to many. Even if such products can help individuals to attain their financial goals, lack of information on these products may impact their capability to achieve these goals later on.
- 14% respondents mentioned their investing response in Fixed deposits earn fixed interest rates for their entire term, which is typically compounded quarterly. So, those who want an income on a usual basis can invest into fixed deposits and use the interest rate as their income. This makes a fixed deposit very accepted way of investing money for retirees as Fixed deposits save tax and give high returns on invested money. As 100% respondents are having saving accounts in banks, it indicates that people static believe in bank saving in spite of the class they belong to. It reveals that people still have confidence in traditional way of saving.
- 64% respondents are saying that they invest less than 25% of their income.
- 32% respondents are saying that they get information about investment/saving from their friends

CONCLUSIONS AND RECOMMENDATIONS

Safety and security is main important reason for investing money by working people. Fixed deposits are not a very attractive investment option for working people these days. Tax saving also influence working people to invest more in Mumbai. As traditional saving schemes do not give any tax benefits so people try to avoid in investing in tradition schemes. Mutual funds are becoming more popular among the working people. Hence educating investors is much more necessary to influence them towards investing money in different investment avenue which can help them to get good returns. Media can also generate information through newspaper columns, which would encourage more participants in the capital market from working group of Mumbai.

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A SURVEY ON GREEN CLOUD COMPUTING: AN APPROACH FOR CARBON FOOTPRINT REDUCTION

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ABSTRACT

Cloud Computing Technology is very much popular and attraction of the people towards services of cloud because of low cost and high services. Hence the demand of cloud infrastructure has increased. Every data centers which are hosting the applications has consumed more energy, which create a big issue of high operational cost and high emission of carbon footprint in the environment. Therefore, the need of implementation of Green Cloud Computing to reduce the operation cost and emission of carbon footprint. Green cloud computing is an effective approach to save our environment from carbon footprint.

Researcher appreciate the need of cloud computing technology. However, everyone must be aware about the impact of carbon footprint on environment. In this paper researcher discuss the possible steps and measures to reduce carbon footprint through Green Cloud Computing, which is new technique in the field of Information Technology

Keywords: Green Cloud Computing, Carbon footprint, emission

INTRODUCTION

In this research paper, researcher analyze cloud computing technology and its use in reducing the carbon footprint.

The aim of green technology is to reduce the environmental impact of industrial processes with the growth in population resulting in new technologies. The efficient use of computers and its effect is the main concern of this paper. The bottom line considers social responsibility, economic viability and the impact on the environment. The point of research is testing and applying alternative non-hazardous materials in the products' manufacturing process.

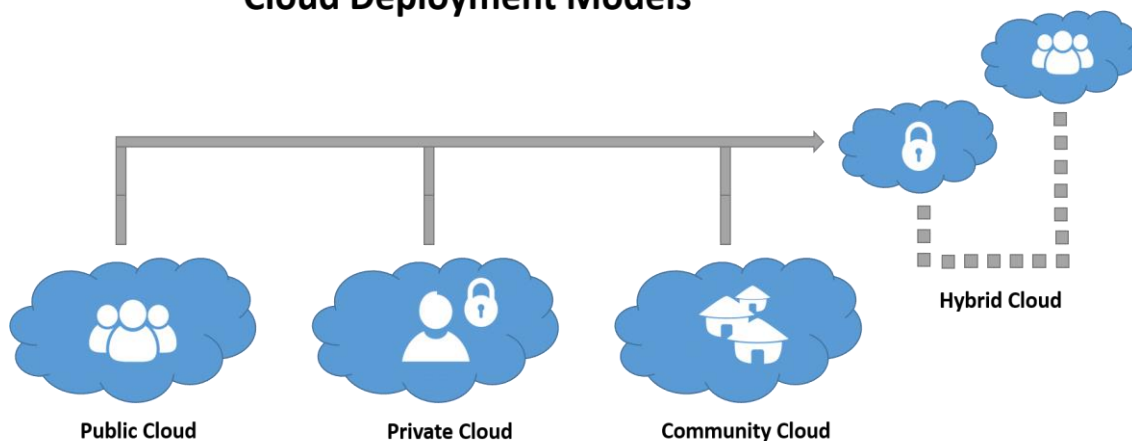
The uses of cloud computing have made a great impact on the industries of information technology over the past few years, where big companies such as Google, Amazon and Microsoft are providing more powerful, reliable and cost-efficient cloud platforms, and business enterprises seek to reshape their business models to earn benefit from this new infrastructure and paradigm. The cloud computing is providing a powerful service.

Cloud Computing is basically internet based computing where resources are u utilizing on internet.

[A] There are basically three types of cloud

- i) **Private Cloud:** One client, full control over data and quality of services
- ii) **Public Cloud:** A cloud which are accessed by everyone from everywhere.
- iii) **Hybrid Cloud:** It includes both private and public cloud with multiple providers.

Cloud Deployment Models



[1][Source: Google]

[B]Cloud Architecture

The goal of cloud computing is to apply for supercomputing and high-performance computing power, normally used by Defence, Business purpose and many more trillions of computations per second. [6] In consumer oriented applications such as deliver personalized information, to provide data storage or to power large, financial portfolios and immersive online computer games.

The Cloud Computing framework is designed such that it keeps track of overall energy consumption of serving a user request. It has two main components, Carbon Emission Directory and Green Cloud offers, which keep track of energy efficiency of each Cloud provider and also give incentive to Cloud providers to make their service as Green Cloud Computing. From user side, the Green Broker plays a crucial role in monitoring and selecting the Cloud services based on the user requirements, and it ensure that the minimum carbon emission for every services.

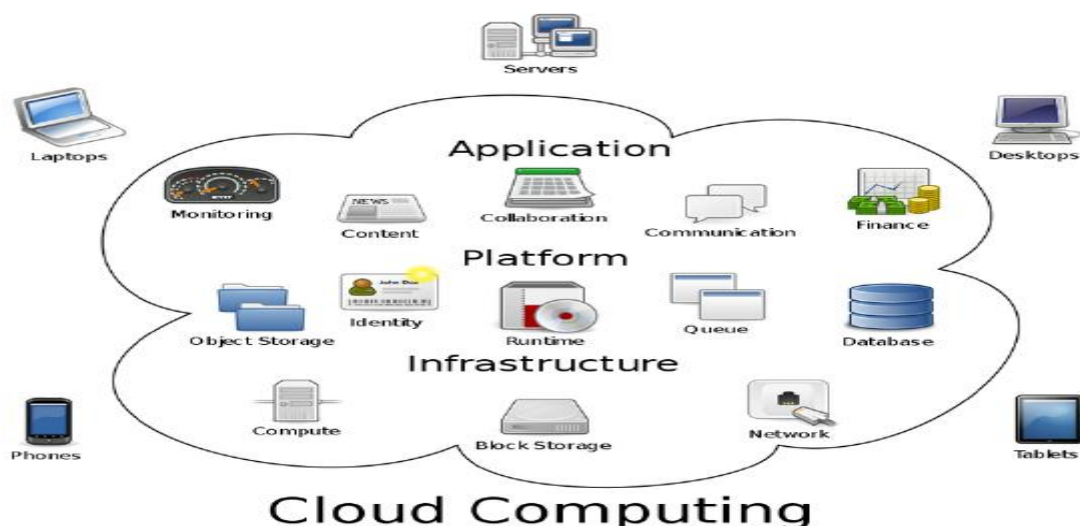
There are three types of services (SaaS, PaaS, and IaaS), and therefore process of serving them should also be energy efficient.

1] SaaS Level: Software as a Service(SaaS) providers mainly offer software installed on their own data centers. The SaaS model provides the facility to ensure the energy efficiency of their software design, implementation, and deployment.

The SaaS provider selects the data centers which are not only energy efficient but also very near to users. The minimum number of copies of user's confidential data should be maintained using energy-efficient storage.

2] PaaS level: Platform as a Service (PaaS) providers deals in general the platform services for application development. The platform simplifies the development of applications which ensures energy efficient system. This can be done by inclusion of various energy profiling tools such as Joule Sort It is a software energy efficiency benchmark that measures the energy required to perform an external sort. In accumulation, platforms itself can be designed to have various code level optimizations which can cooperate with underlying compiler in energy efficient execution of applications. Here the Cloud platforms also allow the deployment of user applications on Hybrid Cloud except than the development of Application. Here to achieve maximum energy efficiency, the platforms profile the application and decide which portion of application or data should be processed in house and in Cloud.

3] IaaS level: Infrastructure as a Service(IaaS) Providers in this layer plays most essential role in the success of whole Green Cloud Computing Architecture, since IaaS level not only offer self-governing infrastructure services but also support other services offered by Clouds. They use modern technologies for Cloud Computing and cooling systems to save energy and make efficient infrastructure. By using virtualization, energy consumption is reduced by switching-off unused servers. There are various energy meters and sensors are installed to calculate the current energy efficiency of each IaaS providers and their sites. The information, regarding the energy efficiency is advertised regularly by Cloud providers in Carbon Emission Directory. The various green scheduling and resource provisioning policies will ensure minimum energy usage. The Cloud provider plans various green offers and pricing schemes for providing incentive to users to use their services during off-peak or maximum energy-efficiency hours. [7]



(Source: www.google.com)[1]

GREEN CLOUD ARCHITECTURE

Motivation: To explore the possibilities and various methods such as using Green Cloud Computing to reduce the carbon footprint.

Objectives

- i) To study theory and practices of Green Cloud Computing
- ii) Reducing carbon footprint using cloud computing.
- iii) Approaches of the Green Cloud Computing.
- iv) To study the effectiveness of Green Cloud Computing.

Hypothesis

Carbon footprint can be reduced effectively using the cloud computing technology.

RESEARCH METHODOLOGY

- i) Research Papers
- ii) Magazines
- iii) Websites
- iv) Books

According to Webster and Watson [4], reviewing the literature is important for creating a reliable foundation for advancing knowledge. In order to obtain a sense of the current state of green cloud computing studies, we surveyed both the academic literature and non-academic studies. In the former case, we put information from conference papers, journal papers, technical reports, and some authors research and books from the Association for Computing Machinery (ACM) Digital Library, IEEE Computer Science, Scopus, and Science Direct. These databases allow access to leading computer science journals and high-quality peer-reviewed computer science conference publications [5].

LITERATURE SURVEY

Liang Hu and Jia Zhao , Gaochao Xu in their research work “A survey on green computing based on cloud environment” introduced some cloud computing technologies aimed at energy efficiency without computing the performance the objectives. They said that energy efficiency would also lead to better environmental sustainability. According to them cloud computing and virtualization provide energy efficient and environment sustainable green computing. In their work they highlighted that idle power wastage is one of the measure cause of energy inefficiency with the server running at a low utilization data centers equipped with high performance infrastructure where much energy and increase co2 emission and contribute to carbon footprint.

The Green Cloud Computing is reducing energy consumption while ensuring the acceptable performance level. They concluded that some techniques on hardware systems and solutions on software framework can lead towards energy efficiency and Green Computing.

They discussed current state of energy efficiency in computer system and reviewed some existing approaches such as Dynamic voltage frequency scaling(DVFS), Dynamic Component deactivation, Advanced Configure and Power Interface (ACPI), Self-aware runtime adaptation, Heterogeneous server clustering, Power and Migration cost aware application placement in Virtualized Systems, pMapper architecture that minimizes energy consumption optimal power allocation in server forms and energy aware consolidator for cloud computing.

Chowdhury, Chatterjee et al., in their research work, “A comprehensive study on Cloud Green Computing: To reduce carbon footprints using clouds” appreciate that the future trends of ICT will be more towards cloud computing and Green Computing. They analyzed energy consumption of cloud computing by studying the clouds of different organizations and observing the energy benefits they derive.

They study different ways to decrease energy consumption of cloud computing and thereby helping to reduce the carbon footprint. In their work they pointed out techniques such as resource virtualization.

The authors concluded that cloud computing is how developing fast and efficient Hardware, Software and Server provisioning make the cloud most energy efficient platform for computing.

Singhal M, Dhurkari A, Iha M have discussed about the optimization of energy use and reduction of carbon footprint in their paper “Comparative Study on Cloud Computing in carbon cost and Energy Consumption”. They disagree many energy efficient solutions.

Laura- Diana Radu concluded a Literature survey in their paper “Green Cloud Computing: A Literature Survey”. In this survey they reviewed the main achievements of Green Cloud Computing, first they provided on overview on cloud computing, then they summarized recent studies and development and finally they presented future research direction and open problems in Green Cloud Computing.

The authors have shown the studied by the different researches in the followings table

Comparison of Various cloud data centers in 2012 and 2016 [8]

Data Centers	G	PUE _x	GPUE	%ENERGY
Google, Lenoir	1.63	1.21	1.97	50.5% Coal, 38.7% Nuclear
Google , Dallas	1.490	1.2	1.79	34% Coal, 3.3% Nuclear
Apple, North Carolina	1.630	1.5	2.44	50.5% Coal, 38.7% Nuclear
Green Qloud, Iceland	1.021	1.1	1.12	70% Hydro, 30% Geo
Microsoft, Chicago	1.819	1.22	2.22	72.8% Coal, 22.3% Nuclear
Microsoft, San Antonio	1.936	1.32	2.32	37.1% Coal
Yahoo, Lockport	1.497	1.16	1.74	21.0% Coal, 27.0% Nuclear
Yahoo, La Vista	1.834	1.5	2.75	73.5% Coal, 14.6% Nuclear

The PUE(Power usage effectiveness) is the ratio of total amount of power used by a computer data centers.

The PUE is defined as

$PUE = \text{Total Facility power} / \text{IT Equipment power}$

The Green Power usage effectiveness (GPUE) mathematically defined as

$GPUE = G * PUE_x$

G can be defined as

$G = \sum (\% \text{ Energy Source} * (1 + \text{Weight}))$

In the above table that PUE_x is not a good enough metric because Microsoft datacenters have low value of PUE_x and GPUE is much higher than Google or Green Qloud Iceland data centers. Due to the fact that Microsoft data centers rely more on electricity generated by coal than other non-renewable sources.

Thus, GPUE has been established as a very good metric for measuring the greenness of data centers.

DISCUSSION AND ANALYSIS

Interest in studying the influence of cloud computing on environments is on the rise due to the report published by Gartner [3], which estimated that the global ICT industry accounted for approximately 2% of global CO₂.

We identified five categories of green cloud computing studies: models and methods, architectures, frameworks, algorithms, and general issues. These studies analyse and propose solutions for the following environmental issues: improving energy efficiency, efficient management of data center resources (hardware and software), reducing operational costs, and reducing carbon emissions. Some authors present their proposals and solutions for two or more environmental issues and some studies could fall into two of the categories mentioned above, e.g., frameworks and algorithms, models and/or methods and architectures or models and/or methods and algorithms.

Efficient resource management will improve cloud computing performance by reducing energy consumption, e-waste, and costs. In green cloud computing, resource management means using heterogeneous and geographically distributed resources to meet clients' requests with the minimum negative effect on the environment. Fortunately, some factors which benefit cloud computing providers also bring benefits for the environment. For example, reducing energy consumption will cut providers' costs, but will also result in reduced CO₂ emissions.

CONCLUSION AND FUTURE WORK

Cloud computing can effectively reduce carbon footprint. The primary limitation of this research is that researcher have taken data from secondary sources and limited research paper to study survey.

Future work more number of research papers of different researcher available in the field of study can be done. Primary data can be collected through survey interviews, Questionnaires, on site visit and experiment can be used to conduct empirical study.

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A STUDY ON CUSTOMER KNOWLEDGE AND EAGERNESS TO ACQUIRE KNOWLEDGE VIZ HEALTH BENEFITS OF HEALTH SUPPLEMENTS

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ABSTRACT

People are getting unhealthy faster than before the reason is the lifestyle, stress and the type of food available and consumed. This is a vicious cycle and because people are too busy to eat in time and even if they are careful the food available today is mass produced and therefore does not have the necessary nutrients. In order to bridge the gap of the need for nutrition and availability health supplements have become very popular. The study aims to find out if people are aware of health supplements and their benefits and do they find out the benefits before consuming them

Keywords: Health, Fitness, Health supplements

INTRODUCTION

“What you find at the end of your fork is more powerful than anything you find at the bottom of the pill bottle”- Dr Mark Hyman

Or as Hippocrates said- “Let your food be your medicine”

The World Health Organization (WHO) defines Health as “a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity”. It is the ability to adapt and manage the physical and mental changes. Human health is dependent on various factors such as genetics, lifestyle, environment, personal health practices etc. Human well-being and happiness is dependent on health. A healthy person is more productive. Staying healthy has a lifelong effect. One can maintain their health through healthy eating, physical activities and stress management. Nowadays lifestyle is more stressful. People have a disproportionate diet pattern which causes possible health issues. Also, among teenagers there is a myth of developing better physique or an ideal body hence consumption of dietary supplements has become common amongst everyone.

Health supplements

Health supplements are consumed to complement the diet in the form of capsule, pills, tablets or liquid. It can provide required nutrients which are either extracted from various food sources or synthetically. Vitamins, minerals, fiber, fatty acids, amino acids, proteins form a part of nutrient compounds. Multivitamins and dietary supplements are consumed most commonly.

Uses of Health supplements

Supplements may have a value for those who fail to consume a balanced diet. Intake of supplements is recommended if nutritional deficiency is detected. Most of the time the adolescents don't take the supplements under proper guidance or don't research about the product well. This may lead to various negative side effects. Consumers mostly don't consult a nutritionist or a doctor before consuming supplements, they usually follow their peers, family members or advertisements. Based on the issues mentioned above, the objective of the study is to find out about the Study on Customer knowledge and eagerness to acquire knowledge viz health benefits of health supplements.

RESEARCH QUESTIONS

1. Do customers pay attention to health benefits?
2. What are the ways health supplements can be a part of healthy diet?
3. Why is it essential for the consumer to acquire knowledge about benefits of health supplements?

RESEARCH OBJECTIVES

1. To study customer's level of attention for benefits of health supplements.
2. To analyse the different ways of including health supplements as a part of health diet.
3. To study the importance of knowledge about the benefits of health supplements to the customers.

HYPOTHESIS

H₀₁ - Consumer's level of awareness is not significantly high for the benefits of health supplements

H_{A1} - Consumer's level of awareness is significantly high for the benefits of health supplements.

H₀₂ – Health supplement may not significantly bridge the deficit in nutrition left by regular food.

H_{A2} - Health supplement may significantly bridge the deficit in nutrition left by regular food.

H₀₃ – There is no or little attention paid by consumers on the benefits of health supplements.

H_{A3} - There is a little attention paid by consumers on the benefits of health supplements.

LITERATURE REVIEW

Snehal Chincholkar March 2016 - Nutraceutical industry in India is growing rapidly. Change in lifestyle pattern is boosting this industry. Multivitamins, protein bars, etc are some basic types of supplements. Demographic factors and awareness about nutrition also affect the consumption of supplements.

Shereen Lehman January 2019 - Health supplements are safe as long as the instructions are followed, otherwise it may have adverse effects. Overdose can lead to major harm. When your diet is lacking certain nutrients, health supplements can provide them. A supplement is not required unless a deficiency is detected.

Bethany Hope Brown - Usually a good portion of college students engage in health supplements. They are influenced by the information received from their family or friends. Very few of them actually consult a dietitian or a nutritionist before consuming any health supplement.

Caroline Yu March 2011 - One should maintain a quality diet rather than taking any supplements. Majority of teenagers consume supplements such as dietary supplements or protein supplements to gain an ideal body or in order to maintain the nutrition. Adults and adolescents with poor nutrition level have a high consumption of supplements. Men tend to consume protein while women most likely consume multivitamins.

ANALYSIS

Age vs Gender				
		Gender		Total
		Female	Male	
Age	18-25	14	20	34
	26-35	2	3	5
Total		16	23	39

Source: Primary Data

There are 20 males in the age group 18-25 and 3 males in the age group 26-35;

14 females in the age group 18-25 and 2 females in the age group 26-35 in the above sample who have been studied for the purpose of knowing their knowledge on health supplements

Health issues due to hectic schedules

		Frequency	Percent
Valid	Yes	15	38.5
	No	24	61.5
	Total	39	100.0

Source: Primary Data

From the sample studied it has been found that 38.5% people suffer from health issues due to their hectic schedules and stress associated with day to day life.

Do Anything to keep yourself fit

		Frequency	Percent
Valid	Yes	30	76.9
	No	9	23.1
	Total	39	100.0

Source: Primary Data

From the sample studied it has been found that 76.9% people perform various activities to keep themselves fit. They are aware of the benefits to stay fit.

Been recommended any health supplement * Tried any supplements Crosstabulation				
Count				
		Tried any supplements		Total
		Yes	No	
Been recommended any health supplement	Yes	13	3	16
	No	5	18	23
Total		18	21	39

Source: Primary Data

From the sample studied 39 people 18 have tried consuming health supplements out of which 13 were recommended to take supplements and 5 were not. This shows that people do consume supplements without recommendations which could be dangerous

Out of the rest 21 people which have not tried any supplement 3 were recommended and 18 were not. This shows that inspite of recommendation some people don't take any supplements which can have adverse effects on their health.

Symmetric Measures					
		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Interval by Interval	Pearson's R	.587	.129	4.412	.000 ^c
Ordinal by Ordinal	Spearman Correlation	.587	.129	4.412	.000 ^c
N of Valid Cases		39			
a. Not assuming the null hypothesis.					
b. Using the asymptotic standard error assuming the null hypothesis.					
c. Based on normal approximation.					

Source: Primary Data

Reason for taking supplement

		Frequency	Percent
Valid	Medical deficiency	3	7.7
	Inadequate diet	4	10.3
	Support immune system	4	10.3
	To provide energy	10	25.6
	To increase strength/power	8	20.5
	Total	29	74.4
Missing	System	10	25.6
Total		39	100.0

Source: Primary Data

7.7% people take supplements due to medical deficiency.

10.3% people take supplements due to inadequate diet and to support their immune system.

25.6% people take supplements for energy.

20.5% people take supplements to increase strength/power.

Read the instructions on label before consuming

		Frequency	Percent
Valid	Yes	18	46.2
	No	7	17.9
	Total	25	64.1
Missing	System	14	35.9
Total		39	100.0

Source: Primary Data

From the sample studied we come to know that 46.2% people do check the instructions on the label before consuming the health supplements while 17.9% people don't. This shows the awareness of people regarding the consumption of supplements. Labels provide information about the contents present in the supplements which when ignored can have harmful effects.

Decision on whether a supplement is safe to use

		Frequency	Percent
Valid	Check the label	6	15.4
	Consult a doctor	19	48.7
	Own research about the product	10	25.6
	Total	35	89.7
Missing	System	4	10.3
Total		39	100.0

Source: Primary Data

15.4% people check the label to decide whether a supplement is safe to use.

48.7% people consult a doctor regarding the safety of the supplements.

25.6% people conduct their own research to check on the safety of health supplements.

CONCLUSION

Large number of people are aware of importance of staying fit as they perform various activities to maintain their fitness.

A number of people use health supplements in order to maintain the nutrition which they miss through their normal diet or to boost their strength and power

Awareness on using the supplements is not present in everyone. There are very few people who use the supplements recommended by doctors or research well about the product before using it

People are not too careful when it comes to reading the labels of the supplements which can have negative side effects on them in future. They must be check the label to get the information about the components present inside so they know what they are consuming.

INFRASTRUCTURE STRUCTURE DEVELOPMENT AND ITS EFFECT ON SMALL BUSINESS IN THE AREA, A STUDY BASED IN MUMBAI

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ABSTRACT

Mumbai is one of the fast growing metropolitan regions in India. With infrastructure growth at its peak, the city faces its negative impacts during the process. Congestions, delays and diversion are some of the hurdles that the citizens of Mumbai face on a daily basis due to the metro construction. This results in an immense impact on the small business.

Keywords: Metro construction, immense impact, small business, hurdles

INTRODUCTION

In many developing countries like India, infrastructure has been experiencing continued growth and change. Enabling change is complex and has its ramifications which need optimization and balance for promoting sustainable growth. In order to facilitate rapid change and development, high quality infrastructure for transportation is required. It guarantees effective mobility of goods and people. The proposed objective seeks to achieve these goals, there are many challenges that slow it down, the most significant being the issues faced by people during the development of the infrastructure and the losses that occur due to this development..

The development of infrastructure that is taking place in the city of Mumbai, has its own challenges. One of the largest project today in Mumbai is the Metro construction. This project aims to make commuting for people of Mumbai hassle free.

There are several problems that have made this project a bone for many. The biggest problem being that a lot of major roads are dug up which leads to problems like traffic jams and very high levels of pollution. The construction itself has created hassles of noise and dust pollution. Mumbai due to its geographical setup cannot have several ring roads like Delhi thus the congestion on the roads cannot be managed. Added to this is the delay of metro construction.

When we look at the transport planning and decision making strategies of cities of developing countries most of the times, planning decisions are made based on pure speculation and it is hard to explain how decisions are made that affect the road network plan. Due to this fact cities grow in uncontrolled manner and evolve into more and more inefficient transport networks. It is clear that these cities need a strategic plan that deals with the overall structural and capacity of the road network and with the transport land use interaction in urban areas

METHODOLOGY**Research problem**

Various challenges faced by small businesses in Mumbai in the process of Metro construction.

Objectives

1. To find out the sales of small businesses due to metro construction
2. To determine the effect on working class due to metro construction
3. To identify potential travel demand and current network.
4. To find out the rate in productivity with increase in time consumption on travelling

Sample selection**Area**

1. Shiv sena Bhavan to Portuguese church
2. Mahim (stmichel church)
3. Mumbai central
4. Grant road(w)till Girgaon

Hypothesis

H₀₁ Development of Metro may not affect the health (noise and pollution) on people

H_{A1} Development of Metro may affect the health (noise and pollution) on people

H₀₂ Time spent in travelling may not increase due to Metro construction

H_{A2} Time spent in travelling may increase due to Metro construction

H₀₃ Metro construction might not affect the levels of pollution

H_{A3} Metro construction might affect the levels of pollution

ANALYSIS

Age v/s Gender				
		Gender		Total
		male	Female	
Age	18-20	3	0	3
	21-30	9	1	10
	31-40	18	1	19
	41-50	14	1	15
	51-60	6	1	7
	<60	9	4	13
Total		59	8	67

Source: Primary Data

The sample consists of 59 males and 8 females out of the sample of 67 business individuals, where in the age group 18-20 are 3 males and nil females. Between ,21-30 there are 9 males and 1 female. 31-40 are 18 males and 1 female, 41-50 are 14 males and 1 female, 51-60 are 6 males and 1 female, above the age of 60 there are 9 males and 4 females.

People running small businesses travelling to work

		Frequency	Percent
Valid	Yes	36	53.7
	no	31	46.3
	Total	67	100.0

Source: Primary Data

53.7% people travel to work and remaining 46.3% live nearby in the locality and do not travel to work.

Mode of transport used by people to commute

		Frequency	Percent
Valid	Personal vehicle	12	17.9
	cabs	1	1.5
	bus	6	9.0
	Trains	17	25.4
	walking	31	46.3
	Total	67	100.0

Source: Primary Data

From the above sample selected those who travel to work have used the below mentioned mode

17.9% of people use their personal vehicle to travel to work, 25.4% travel by trains ,46.3% walk to their work place.

Traffic situations worsen in the area

		Frequency	Percent
Valid	Mornings(8:00-11:59)	19	28.4
	Afternoon(12:00-4:59)	4	6.0
	Evenings(5:00-8:00)	29	43.3
	Night(8:01-12:00)	2	3.0
	No effect	13	19.4
	Total	67	100.0

Source: Primary Data

A majority of people who stay around the project and travel to work feel that traffic has worsen

28.4% face traffic snarls in the morning, 43.3% face traffic congestion in the evenings, 19.4% people do not have any effect since the entire road is occupied for metro construction.

Pollutions affected the people running small businesses

		Frequency	Percent
Valid	Highly affected	40	59.7
	affected	20	29.9
	Neutral;	5	7.5
	disaffected	2	3.0
	Total	67	100.0

Source: Primary Data

People have been affected with the increase in pollution due to the metro construction in their locality. 59.7% are highly affected with the levels of pollutions, 29.9% are affected with the levels of pollutions.

Noise pollution increased in the area

		Frequency	Percent
Valid	Highly increased	36	53.7
	Increased	25	37.3
	Neutral	3	4.5
	No effect	3	4.5
	Total	67	100.0

Source: Primary Data

Because of Metro construction happening in the business locality, a majority of people have been affected by noise pollution. 53.7% have face a high increase in the levels of noise pollution, 37.3% people have face increased in the levels of noise.

Other polluting factors than noise

		Frequency	Percent
Valid	Air pollution	15	22.4
	Dust pollution	48	71.6
	Water pollution	2	3.0
	No effect	2	3.0
	Total	67	100.0

Source: Primary Data

Other than noise pollution, small businesses have been affected by Air and dust pollution in their locality because of the Metro Project coming up. 22.4% people are facing problems because of air pollution, 71.6% people are suffering from dust pollution.

Does Infrastructure growth helps business grow

		Frequency	Percent
Valid	yes	46	68.7
	no	21	31.3
	Total	67	100.0

Source: Primary Data

From the above sample: 68.7% people agree that infrastructure growth helps business grow

31.3% people disagree that infrastructure growth helps business grow

Are Customers facing difficulty in reaching the business

		Frequency	Percent
Valid	yes	64	95.5
	no	3	4.5
	Total	67	100.0

Source: Primary Data

95.5% businesses have faced issues in customers reaching them

4.5% business have not faced issues in customers reaching them

Change in Income due to metro construction in the locality

		Frequency	Percent
Valid	yes	57	85.1
	no	10	14.9
	Total	67	100.0

Source: Primary Data

From the above sample, small businesses income has been changed with the metro construction coming up in their locality. 85.1% peoples income have been affected due to Metro construction. 14.9% peoples income have not been affected due to Metro construction

LITERATURE REVIEW

Feasibility Study Of Metro Transport: by S.M.Subash K.Chandrabose--U.Umamaheshwari--T.Maharajan . The growing demand for public transport in cities has serious effects on urban ecosystems, especially due to the increased atmospheric pollution and changes in land use patterns. An ecologically sustainable urban transport system could be obtained by an appropriate mix of alternative modes of transport resulting in the use of environmentally friendly fuels and land use patterns. Transport, because of its pervasive nature, occupies a central position in the fabric of modern urbanized society. (2013)

Impact of Metro Rail Construction Work Zone on Traffic Environment Ravi Bhutania ,Dr.Sewa Rama, Dr.Kayitha Ravinder . Long term work zones on urban roads lead to many problems such as reduction in capacity , increase the travel time delays, queue length, fuel consumption, number of forced merges, and roadway accidents which lead to unaccounted economic losses.(2014)

Metro Rails in Indian Cities--Rahul Goel—Geetam Tiwari . The main negative externalities include: injuries during construction, the displacement of households due to land requirements for the construction of the Delhi Metro, as well as the related emissions and impact on the environment during the construction, operation, maintenance of metro operations and production of the attributed electricity. (2014)

As Metro work progresses in Mumbai, businesses take a hit--Benita Chacko, Sailee Dhayalkar . Mumbai is witnessing wide-ranging impact of the unprecedented digging and construction activity on everyday lives, from pollution to real estate markets. a two-part It has been that seen at least a 10 per cent dip in sales since the construction. Not only has the barricade reduced the width of the footpath by more than half, it has also created a dead end at shops. Customers do not want to walk through the whole mess to access the shop. (2018)

Mumbai Metro work hits vendors hard-Urvashi Valecha . Barricades in green and blue cover the front of shops along the roads in Mumbai. The construction of Metro Line 3 which will connect Colaba-Bandra – Seepz has left one side of the moderately wide lane blocked, not only congesting the road but also hampering local businesses. A small crowd of vendors discuss their problems while struggling to make themselves audible against the loud drilling noise coming from the site Many vendors have been forced to move out. My business volume has come down by half. With metro barricades masking an array of shops complain about the lack of visibility of their shops.

CONCLUSION

The study clearly shows that infrastructural projects inconvenience the small businessmen of the area because of the large scale disruptions in the area. They also lead to a lot of problems in traveling due to the breakdown of the existing roads and diversions created. In a city like Mumbai where traffic jams are a big problem projects like the metro construction has added to the situation and make the life of commuters very tough. In spite of all the hardships faced by the people of Mumbai they are optimistic that when the metro services start it will benefit them and therefore they are ready to undergo the difficulties that they face in the mean time.

MANUSCRIPT SUBMISSION

GUIDELINES FOR CONTRIBUTORS

1. Manuscripts should be submitted preferably through email and the research article / paper should preferably not exceed 8 – 10 pages in all.
2. Book review must contain the name of the author and the book reviewed, the place of publication and publisher, date of publication, number of pages and price.
3. Manuscripts should be typed in 12 font-size, Times New Roman, single spaced with 1" margin on a standard A4 size paper. Manuscripts should be organized in the following order: title, name(s) of author(s) and his/her (their) complete affiliation(s) including zip code(s), Abstract (not exceeding 350 words), Introduction, Main body of paper, Conclusion and References.
4. The title of the paper should be in capital letters, bold, size 16" and centered at the top of the first page. The author(s) and affiliations(s) should be centered, bold, size 14" and single-spaced, beginning from the second line below the title.

First Author Name1, Second Author Name2, Third Author Name3

1 Author Designation, Department, Organization, City, email id

2 Author Designation, Department, Organization, City, email id

3 Author Designation, Department, Organization, City, email id

5. The abstract should summarize the context, content and conclusions of the paper in less than 350 words in 12 points italic Times New Roman. The abstract should have about five key words in alphabetical order separated by comma of 12 points italic Times New Roman.
6. Figures and tables should be centered, separately numbered, self explained. Please note that table titles must be above the table and sources of data should be mentioned below the table. The authors should ensure that tables and figures are referred to from the main text.

EXAMPLES OF REFERENCES

All references must be arranged first alphabetically and then it may be further sorted chronologically also.

• Single author journal article:

Fox, S. (1984). Empowerment as a catalyst for change: an example for the food industry. *Supply Chain Management*, 2(3), 29–33.

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- **Edited book having one editor:**

Raine, A. (Ed.). (2006). *Crime and schizophrenia: Causes and cures*. New York: Nova Science.

- **Edited book having more than one editor:**

Greenspan, E. L., & Rosenberg, M. (Eds.). (2009). *Martin's annual criminal code: Student edition 2010*. Aurora, ON: Canada Law Book.

- **Chapter in edited book having one editor:**

Bessley, M., & Wilson, P. (1984). Public policy and small firms in Britain. In Levicki, C. (Ed.), *Small Business Theory and Policy* (pp. 111–126). London: Croom Helm.

- **Chapter in edited book having more than one editor:**

Young, M. E., & Wasserman, E. A. (2005). Theories of learning. In K. Lamberts, & R. L. Goldstone (Eds.), *Handbook of cognition* (pp. 161-182). Thousand Oaks, CA: Sage.

- **Electronic sources should include the URL of the website at which they may be found, as shown:**

Sillick, T. J., & Schutte, N. S. (2006). Emotional intelligence and self-esteem mediate between perceived early parental love and adult happiness. *E-Journal of Applied Psychology*, 2(2), 38-48. Retrieved from <http://ojs.lib.swin.edu.au/index.php/ejap>

- **Unpublished dissertation/ paper:**

Uddin, K. (2000). A Study of Corporate Governance in a Developing Country: A Case of Bangladesh (Unpublished Dissertation). Lingnan University, Hong Kong.

- **Article in newspaper:**

Yunus, M. (2005, March 23). Micro Credit and Poverty Alleviation in Bangladesh. *The Bangladesh Observer*, p. 9.

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Central Bank of India (2005). *Income Recognition Norms Definition of NPA*. Retrieved August 10, 2005, from <http://www.centralbankofindia.co.in/home/index1.htm>, viewed on

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