

A PARADIGM SHIFT IN BANKING, MARKETING AND HRM



PARADIGM
SHIFT

Editor
Dr.C.SUBATHRA

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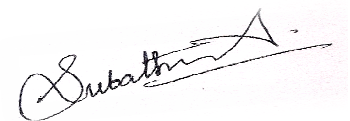
About the Editor



Dr.C.SUBATHRA, working as an Assistant professor of Commerce in Pioneer Kumaraswamy College, Since 2013, she has 17 years of Teaching and Administrative experience in schools, Colleges and NGO's in Kanyakumari District from 2002 to 2019. Her research started in 2006 and had awarded M.Phil in Commerce from M.K.University in 2007, and awarded Ph.D in Commerce from Manonmaniam Sundaranar University, Tirunelveli in 2015, now acting as a Research Supervisor under Manonmaniam Sundaranar University, Tirunelveli and Guiding M.Phil and Ph.D scholars. She had qualified for the award of JRF and NET in June 2011. She had participated in **95 National and International Seminars**, Workshops and Training programs and had published **47 Research Articles** in the National and International Journals/Books. A qualified NLP and Soft Skill trainer. Her interest over research on Social sciences made her to acquire knowledge on various other discipline thus completed **M.A.Sociology, PGDHRM and M.Sc.Psychology**. She acted as the resource person in 27 National and International seminars, Conferences and guest lectures and delivered her expertise. She had **received 2 Best paper and 2 Best Paper Presenter Award** in National and International Seminars/Conferences, **“Best NSS Program Officer Award”** for the Year 2016-17, from Manonmaniam Sundaranar university, Tirunelveli and **“Dr. Radhakrishna Shikshana Ratna National Award”** for remarkable achievements in the field of Teaching, Research & Publications on June 2018. She is the Founder President of Cape Research Forum, she had published **6 Books with ISBN** and A Journal with ISSN, and Organising Seminars, Conference and Workshop for researchers. She actively involves herself in social activities.

About the Book

This book entitled “**A PARADIGM SHIFT IN BANKING, MARKETING AND HRM**” is a conference Proceedings of the National Conference held on 3rd August 2019 at Vivekananda Kendra, Kanyakumari, organised by Cape Research Forum, Nagercoil. The conference theme is to through mile stones on three aspects viz., Banking, Marketing and HRM. Financial regulators in India have helped build one of the world’s strongest banking and financial systems that has sailed past international crises. It is time that banking leaders lived up to the challenges by adopting new technologies in operations and customer service, and also embracing appropriate business models. It is also time for microfinance institutions and non-banking financial companies (NBFCs) to adapt to the digitized economy. The impact of internationalization, information technology, diversity and ethics given detailed attention in the organization of enterprises and effective strategies will depend more on development and deployment of intellectual resources than on the management of physical assets. And these human and intellectual resources have moved into the new paradigm too. Marketing discipline is undergoing a change in its orientation from transactions to relationships. This change is the result of a dynamic focus of marketing that has shifted over the years. Beginning with the commodity and institutional schools, the marketing discipline has witnessed the rise and falls of functional, managerial, and exchange schools of thought over the years. The exchange view of marketing, that gained prominence in the 1970s and 80s, is currently under question as to its ability to offer a general paradigm for understanding marketing role in the organization. Paradigm shift is an important change that happens when the usual way of thinking about or doing something is replaced by a new and different way this discovery will bring about a paradigm shift in our understanding of evolution. This conference aims to find the Paradigm shift in Banking, Marketing and HRM. And published all the papers presented in the conference as a proceeding with ISBN. As an editor of this book, I am thankful to the Organising Secretaries of the Conference **Dr.J.Mahil Kamalam** and **Dr.S.Raja Priya** and Organising Members **Dr.Kanchana Vargheese, Dr.J.Shyla and Mr.S.Selvanathan** for their Contribution in Organising the Conference and edit this book.



Editor
(**Dr.C.SUBATHRA**)

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PROBLEMS AND CHALLENGES OF INTERNET BANKING IN THE DIGITALISED WORLD

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ABSTRACT

Online banking has many benefits. Two of the most important are *speed* and *convenience*. People who participate in online banking can access their accounts, view their statements, make transactions, pay bills, and more, all from their homes, or on the go. It illustrates the history, Major Issues, Customer reluctance and Concept of Internet Corporation of Internet Banking. In the beginning of Internet Technology pressurized many of the Indian Banks to undergo tremendous changes and offer technology based service to their customers. Especially innovative development in information and communication Technology resulted in the new dimensional Indian banks to offer banking services through Internet.

Key Words: Internet Banking, Internet Corporation, Guidelines , Issues

INTRODUCTION

There has been a major banking revolution in India in recent years. Till now, the introduction of ATMs , which facilitates only limited operations over the ATM, was regarded as the most technologically advanced development in banking. But , today , internet banking or net banking , which encompasses every banking activity a customer could do over a bank counter , from his home or office , is the most remarkable development in banking

In India ICICI Bank is the leader in the introduction of internet banking (i.e., the first Indian bank to offer internet banking services to its customers with Infosy's Software, 'Bank Away'). HDFC Bank is another Indian bank which is offering internet banking to its customers. Public sector banks like the State Bank of India, Punjab National Bank, Corporation Banks, etc. are also offering internet banking services, today. Eventually, all major commercial banks in India would be able to provide internet banking services. Today, many banks in India have their own websites. Some of them offer banking facilities, such as account enquiry, request for statement and check books. Internet banking exists only on the internet, but it has the same protections and regulatory approvals of a brick and mortar bank (i.e., an ordinary branch bank).

In internet banking, the bank provides customers with an ATM Card , a visa cheque and electronic bill payment facilities etc.

Internet Banking: Banking transaction that take place in a virtual ambience on the website of a banking company or a financial institution is termed as 'Internet banking'. The essence of internet banking lies in on-line access by customers of banking and financial services.

OBJECTIVES

- To know about internet banking
- To know about the major issues of Internet Banking
- To theoretical study of concept of Internet Corporation.

METHODOLOGY

The study is based on secondary data. The data collected from published sources like Books, Journals, internet, Reports etc.

E-BANKING IN INDIA

In India, since 1997, when the ICICI Bank first offered internet banking services, today, most new-generation banks offer the same to their customers. In fact, all major banks provide e-banking services to their customers.

Popular services under e-banking in India

- ATMs (Automated Teller Machines)
- Telephone Banking
- Electronic Clearing Cards
- Smart Cards
- EFT (Electronic Funds Transfer) System
- ECS (Electronic Clearing Services)
- Mobile Banking
- Internet Banking
- Telebanking
- Door-step Banking

FURTHER, UNDER INTERNET BANKING, THE FOLLOWING SERVICES ARE AVAILABLE IN INDIA:

1. **Bill payment** – Every bank has a tie-up with different utility companies, service providers, insurance companies, etc. across the country. The banks use these tie-ups to offer online payment of bills (electricity, telephone, mobile phone, etc.). Also, most banks charge a

nominal one-time registration fee for this service. Further, the customer can create a standing instruction to pay recurring bills automatically every month.

2. **Funds transfer** – A customer can transfer funds from his account to another with the same bank or even a different bank, anywhere in India. He needs to log in to his account, specify the payee's name, account number, his bank, and branch along with the transfer amount. The transfer is effected within a day or so.
3. **Investing** – Through electronic banking, a customer can open a fixed deposit with the bank online through funds transfer. Further, if a customer has a demat account and a linked bank account and trading account, he can buy or sell shares online too. Additionally, some banks allow customers to purchase and redeem mutual fund units from their online platforms as well.
4. **Shopping** – With an e-banking service, a customer can purchase goods or services online and also pay for them using his account. Shopping at his fingertips.

Internet Banking In India – Guidelines by Reserve Bank of India:

You may be aware that Reserve Bank of India had set up a 'Working Group on Internet Banking' to examine different aspects of Internet Banking (I-banking).

THE GROUP HAD FOCUSED ON THREE MAJOR AREAS OF I-BANKING, I.E.:

- (i) Technology and security issues,
- (ii) Legal issues, and
- (iii) Regulatory and supervisory issues.

RBI has accepted the recommendations of the Group to be implemented in a phased manner.

ACCORDINGLY, THE FOLLOWING GUIDELINES ARE ISSUED FOR IMPLEMENTATION BY BANKS:

I. TECHNOLOGY AND SECURITY STANDARDS:

- a. Banks should designate a network and database administrator with clearly defined roles.
- b. Banks should have a security policy duly approved by the Board of Directors. There should be a segregation of duty of Security Officer/Group dealing exclusively with information systems security and Information Technology Division which actually implements the computer systems.
- c. Banks should introduce logical access controls to data, systems, application software, utilities, telecommunication lines, libraries, system software, etc. Logical access control techniques may include user-ids, passwords, smart cards or other biometric technologies.

d. At the minimum, banks should use the proxy server type of firewall so that there is no direct connection between the Internet and the bank's system. It facilitates a high level of control and in-depth monitoring using logging and auditing tools.

For sensitive systems, a stateful inspection firewall is recommended which thoroughly inspects all packets of information, and past and present transactions are compared. These generally include a real time security alert.

e. All the systems supporting dial up services through modem on the same LAN as the application server should be isolated to prevent intrusions into the network as this may bypass the proxy server.

f. PKI (Public Key Infrastructure) is the most favoured technology for secure Internet banking services.

However, as it is not yet commonly available, banks should use the following alternative system during the transition, until the pki is put in place:

- Usage of SSL (secured socket layer), which ensures server authentication and use of client side certificates issued by the banks themselves using a certificate server.
- The use of at least 128-bit ssl for securing browser to web server communications and, in addition, encryption of sensitive data like passwords in transit within the enterprise itself.

g. It is also recommended that all unnecessary services on the application server such as FTP (File Transfer Protocol), telnet should be disabled. The application server should be isolated from the e-mail server.

h. All computer accesses, including messages received, should be logged. Security violations (suspected or attempted) should be reported and follow up action taken should be kept in mind while framing future policy. Banks should acquire tools for monitoring systems and the networks against intrusions and attacks. These tools should be used regularly to avoid security breaches. The banks should review their security infrastructure and security policies regularly and optimize them in the light of their own experiences and changing technologies. They should educate their security personnel and also the end-users on a continuous basis.

i. The information security officer and the information system auditor should undertake periodic penetration tests of the system, which should include;

- Attempting to guess passwords using password-cracking tools.
- Search for back door traps in the programs.
- Attempt to overload the system using DDoS (Distributed Denial of Service) & DoS (Denial of Service) attacks.

- Check if commonly known holes in the software, especially the browser and the e-mail software exist.
- The penetration testing may also be carried out by engaging outside experts (often called 'Ethical Hackers').

j. Physical access controls should be strictly enforced. Physical security should cover all the information systems and sites where they are housed, both against internal and external threats.

k. Banks should have proper infrastructure and schedules for backing up data. The backed-up data should be periodically tested to ensure recovery without loss of transactions in a time frame as given out in the bank's security policy. Business continuity should be ensured by setting up disaster recovery sites. These facilities should also be tested periodically.

l. All applications of banks should have proper record keeping facilities for legal purposes. It may be necessary to keep all received and sent messages both in encrypted and decrypted form.

m. Security infrastructure should be properly tested before using the systems and applications for normal operations. Banks should upgrade the systems by installing patches released by developers to remove bugs and loopholes, and upgrade to newer versions which give better security and control.

II. LEGAL ISSUES:

a. Considering the legal position prevalent, there is an obligation on the part of banks not only to establish the identity but also to make enquiries about integrity and reputation of the prospective customer. Therefore, even though request for opening account can be accepted over Internet, accounts should be opened only after proper introduction and physical verification of the identity of the customer.

b. From a legal perspective, security procedure adopted by banks for authenticating users needs to be recognized by law as a substitute for signature. In India, the Information Technology Act, 2000, in Section 3(2) provides for a particular technology (viz., the asymmetric crypto system and hash function) as a means of authenticating electronic record. Any other method used by banks for authentication should be recognized as a source of legal risk.

c. Under the present regime there is an obligation on banks to maintain secrecy and confidentiality of customers' accounts. In the Internet banking scenario, the risk of banks not meeting the above obligation is high on account of several factors.

Despite all reasonable precautions, banks may be exposed to enhanced risk of liability to customers on account of breach of secrecy, denial of service etc., because of hacking/other technological failures. The banks should, therefore, institute adequate risk control measures to manage such risks.

d. In Internet banking scenario there is very little scope for the banks to act on stop payment instructions from the customers. Hence, banks should clearly notify to the customers the timeframe and the circumstances in which any stop-payment instructions could be accepted.

e. The Consumer Protection Act, 1986 defines the rights of consumers in India and is applicable to banking services as well. Currently, the rights and liabilities of customers availing of Internet banking services are being determined by bilateral agreements between the banks and customers.

Considering the banking practice and rights enjoyed by customers in traditional banking, banks' liability to the customers on account of unauthorized transfer through hacking, denial of service on account of technological failure etc. needs to be assessed and banks providing Internet banking should insure themselves against such risks.

III. REGULATORY AND SUPERVISORY ISSUES:

As recommended by the Group, the existing regulatory framework over banks will be extended to Internet banking also.

In this regard, it is advised that:

- Only such banks which are licensed and supervised in India and have a physical presence in India will be permitted to offer Internet banking products to residents of India. Thus, both banks and virtual banks incorporated outside the country and having no physical presence in India will not, for the present, be permitted to offer Internet banking services to Indian residents.
- The products should be restricted to account holders only and should not be offered in other jurisdictions.
- The services should only include local currency products.
- The 'in-out' scenario where customers in cross border jurisdictions are offered banking services by Indian banks (or branches of foreign banks in India) and the 'out-in' scenario where Indian residents are offered banking services by banks operating in cross-border jurisdictions are generally not permitted and this approach will apply to Internet banking also.
- The existing exceptions for limited purposes under FEMA i.e. where resident Indians have been permitted to continue to maintain their accounts with overseas banks etc., will, however, be permitted.
- Overseas branches of Indian banks will be permitted to offer Internet banking services to their overseas customers subject to their satisfying, in addition to the host supervisor, the home supervisor.

Given the regulatory approach as above, banks are advised to follow the following instructions:

a. All banks, who propose to offer transactional services on the Internet should obtain prior approval from RBI. Bank's application for such permission should indicate its business plan, analysis of cost and benefit, operational arrangements like technology adopted, business partners,

third party service providers and systems and control procedures the bank proposes to adopt for managing risks.

The bank should also submit a security policy covering recommendations made in this circular and a certificate from an independent auditor that the minimum requirements prescribed have been met. After the initial approval the banks will be obliged to inform RBI any material changes in the services/products offered by them.

b. Banks will report to RBI every breach or failure of security systems and procedure and the latter, at its discretion, may decide to commission special audit / inspection of such banks.

c. The guidelines issued by RBI on 'Risks and Controls in Computers and Telecommunications' already issued will equally apply to Internet banking. The RBI as supervisor will cover the entire risks associated with electronic banking as a part of its regular inspections of banks.

d. Banks should develop outsourcing guidelines to manage risks arising out of third party service providers, such as, disruption in service, defective services and personnel of service providers gaining intimate knowledge of banks' systems and misutilizing the same, etc., effectively.

e. With the increasing popularity of e-commerce, it has become necessary to set up 'Inter- bank Payment Gateways' for settlement of such transactions. The protocol for transactions between the customer, the bank and the portal and the framework for setting up of payment gateways as recommended by the Group should be adopted.

f. Only institutions who are members of the cheque clearing system in the country will be permitted to participate in Inter-bank payment gateways for Internet payment. Each gateway must nominate a bank as the clearing bank to settle all transactions.

Payments effected using credit cards, payments arising out of cross border e-commerce transactions and all intra-bank payments (i.e., transactions involving only one bank) should be excluded for settlement through an inter-bank payment gateway.

g. Inter-bank payment gateways must have capabilities for both net and gross settlement. All settlement should be intra-day and as far as possible, in real time.

h. Connectivity between the gateway and the computer system of the member bank should be achieved using a leased line network (not through Internet) with appropriate data encryption standard. All transactions must be authenticated.

Once, the regulatory framework is in place, the transactions should be digitally certified by any licensed certifying agency. SSL/128 bit encryption must be used as minimum level of security.

Reserve Bank may get the security of the entire infrastructure both at the payment gateway's end and the participating institutions' end certified prior to making the facility available for customers use.

i. Bilateral contracts between the payee and payee's bank, the participating banks and service provider and the banks themselves will form the legal basis for such transactions. The rights and obligations of each party must be clearly defined and should be valid in a court of law.

j. Banks must make mandatory disclosures of risks, responsibilities and liabilities of the customers in doing business through Internet through a disclosure template. The banks should also provide their latest published financial results over the net.

k. Hyperlinks from banks' websites, often raise the issue of reputational risk. Such links should not mislead the customers into believing that banks sponsor any particular product or any business unrelated to banking. Hyperlinks from a banks' websites should be confined to only those portals with which they have a payment arrangement or sites of their subsidiaries or principals.

Hyperlinks to banks' websites from other portals are normally meant for passing on information relating to purchases made by banks' customers in the portal. Banks must follow the minimum recommended security precautions while dealing with request received from other websites, relating to customers' purchases.

INTERNET BANKING-MAJOR ISSUES

There is a fear that in banking and in any other industry, the internet may destroy basic business pricing models. At the same time, it also opens up abundant opportunities.

The major issues relating to the use of Internet in the realm of banking and financial services are discussed below:

- Sustainability
- The Internet banking creates perfect market conditions where customers have access to more readily compare rates and financial products offerings. This would pose considerable problems for banks as it would be difficult for them to differentiate quality of customer services , pricing , and reliability through internet channels . This would ultimately affect the banks ' sustainability as regards profit margins.
- No Entry Barriers
- Internet banking has no entry barriers. This encourages even new banks to establish a physical distribution channel to successfully compete with current banking majors. This

way , Internet banking makes possible new start –up players to launch retail banking services more economically.

- Cost Factor
- Many a time , Internet banking has resulted in pushing up the cost of bank operations . This may be due to fact that banks that start internet banking operations , although automate their front – end processes for the customers , still largely depend upon manual process at the backend. A case in point is that the internet customers receive their statement on – line but paper statements are also sent. Similarly , customers complete account – opening application on – line which is sent electronically to the bank. Many banks print the account application and enter the application data into another system, thereby increasing the operational overheads. Similarly, mail and distribution costs are still necessary as the statement, cheques, etc. are still mailed.
- One of the biggest advantage of Internet banking is that it greatly helps in cost reduction of the banking operations for both the banker and the customer . For instance , if one approaches a bank branch for a duplicate bank statement , one needs to shell out as much as Rs.100 while the same can be had at the half the price through internet banking. Similar such cost savings can be had by a customer in respect of a variety banking transactions by going on – line.
- Dominant Traditional Banking
- The development of internet banking allows for the efficient delivery of a wide variety of web based banking products, It simply adds to proliferation of technology based delivering channels such as ATMs, phone banking, on-line banking, etc.
- No Float Benefit
- For quite a long time, banks have traditionally taken benefits of income from floats, the Short-term use of funds during the period the funds are allowed to reach the destination. The revenue from these resources will reduce since electronic channel like Internet banking speedup settlement processes.
- Marketing Challenges
- The proliferation of internet banking throws a challenge to the banking sector in that it warrants banks to undertake changes in current structure and functional processes so as to allow for the provision of efficient banking service.
- Marketing Advantages
- Internet banking facilitates easy marketing of banking and financial products and services. For instance, it allow customers to easily compare all the products and sign-up for all the products irrespective of location.
- Advantages of New Players
- New players in the realm of internet banking would find the going advantageous to them. They command cost advantage over the order banks. This would prompt the new banks to indulge in undercutting of prices, thus paving the way for greater competition to old banks.

- Higher Ratings
- Generally, stock markets tend to form a conservative opinion about old banks because of their slow rate in adoption of technology. On the other hand, the internet advantage would enable the new entrants to secure higher ratings. This would help them raise money needed for business cheaply. This way, the new banks would attract the old banks either organically or through acquisitions.

INTERNET AND CUSTOMER RELUCTANCE

When the clicks-and-bricks euphoria hit in the late 1990s, many banks began to view web-based banking as a strategic imperative. Stanford Federal Credit Union was the first financial institution to offer online internet banking services to all of its members in October 1994. In 1996 OP Financial Group, also a cooperative bank, became the second online bank in the world and the first in Europe. The attraction of banks to online banking are fairly obvious: diminished transaction costs, easier integration of services, interactive marketing capabilities, and other benefits that boost customer lists and profit margins. Additionally, online banking services allow institutions to bundle more services into single packages, thereby luring customers and minimizing overhead.

A mergers-and-acquisitions wave swept the financial industries in the mid- and late 1990s, greatly expanding banks' customer bases. Following this, banks looked to the Web as a way of maintaining their customers and building loyalty. A number of different factors are causing bankers to shift more of their business to the virtual realm.

While financial institutions took steps to implement e-banking services in the mid-1990s, many consumers were hesitant to conduct monetary transactions over the internet. It took widespread adoption of electronic commerce, based on trailblazing companies such as America Online, Amazon.com and eBay, to make the idea of paying for items online widespread.

The early 2000s saw the rise of the branch-less banks as internet only institutions. These internet-based banks incur lower overhead costs than their brick-and-mortar counterparts. In the United States, deposits at most direct banks are FDIC-insured and offer the same level of insurance protection as traditional banks

CONCEPT OF INTERNET CORPORATION

A Internet corporation is a temporary network of independent company's suppliers, customers by information technology to share skills, costs, and access to one another's markets. This corporate model is fluid and flexible-a group of collaborators that quickly unite to exploit a specific opportunity. Once the opportunity is met, the venture will, more often than not, disband. In the concept's purest form, each company that links up with others to create a Internet corporation contributes only what it regards as its core competencies. Technology plays a central role in the

development of the Internet Corporation. Teams of people in different companies work together, concurrently rather than sequentially, via computer networks in real time." 16The Internet corporation to be a 'must have' road map for every corporation that will soon find itself, its members and most importantly, its customers, living, working and shopping in a Internet world.

CONCLUSION

Internet banking is expected to grow as the customers become more familiar and more comfortable with internet transactions. This would require banks to extend functionality and content on their website moving beyond the basic services to more personalized services and sales the future of internet banking lies in offering personalized Internet based services that are not only valued by their customers but are also unique to them this would help distinguish themselves from the crowd. This would also help them evolve continuously to meet customers' needs, capitalizing on new technology to build stronger customer relationship.

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A STUDY ON THE PREFERENCE OF DAIRY FARMING BY DAIRY FARMERS IN KANYAKUMARI DISTRICT

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ABSTRACT

The aim of this study is to know the preference of Dairy Farming by Dairy farmers using significant test and cluster analysis. The study is conducted among 300 dairy farmers in Kanyakumari District who were randomly selected from six taluks of Kanyakumari. The Significant test is carried through t test and shows that the statement livestock and crop production together is better and has the highest score. The cluster analysis is used to find the nature of the sample respondents. The Dairy farmers were categorised into Inheritors, Initiators, Investors and Innovators. To know about the sources of information of dairy farming from the Friends and Family and Farmers Association (260), with regard to milk yield, majority got the information was gathered from Farmers Association (188). The information about the quality of milk was gathered from all but main source is farmers association. They mainly depended on the Veterinary Doctor for the information regarding breeding, feeding and diseases.

Keywords: Dairy Farming, Preferences and Livestock

INTRODUCTION

Livestock sector plays a major role in the economy of the State. It provides livelihood and is the mainstay of small and marginal farmers. Other sectors, such as Farm cultivation is seasonal in nature. The low cropping intensity coupled with a large number of small and marginal farmers and landless labourers, subsistence farming does not fetch adequate returns from land. Thus Animal Husbandry sector plays a vital role in providing subsidiary employment to rural folk and guaranteed household income. Dairy development offers quick returns and near stable prices throughout the year. The combination of livestock rearing and crop production enables full utilisation of farm by-products and conserves soil fertility. Kanyakumari is deficit in milk production and the increased adoption of organic farming practices requires development of this sector in the district. About 97 percent of operational holdings are of less than one hectare.

Livestock production has been steadily growing faster than any other agricultural sub-sector and it is foreseen that livestock will account for more than half of total global agricultural output in economic terms by 2010. Further, to reach the growth rate of 4 percent in the agriculture sector as envisaged in the XI plan, the growth in livestock sector becomes more essential.

KANYAKUMARI DISTRICT COOPERATIVE MILK PRODUCERS SOCIETIES (KDCMPS)

The Dairy Development Department was established in 1958 in Tamilnadu. The administrative and statutory control over all the milk cooperatives in the State was transferred to the Dairy Development Department on 1.8.1965. The Commissioner for Milk Production and Dairy Development was made as the functional Registrar under the Tamilnadu Cooperative Societies Act. The Union “The Kanyakumari District Cooperative Milk Producers Union” with the adoption of 'Anand pattern' in the State of Tamilnadu, works under the control of Tamilnadu Co-operative Milk Producers' Federation Limited, Chennai. The Kanyakumari District Cooperative Milk Producers Union Number 2946 was first registered as Nanjil Nadu Milk Supply Society in the year 25th January 1949 and started its functioning from 7th February 1950. Later it was elevated as Nanjil Nadu Cooperative Milk Supply Union and then converted to Kanyakumari District Cooperative Milk Producers Union with effect from 16th February 1982.

PREFERENCE OF DAIRY FARMING

Dairy farming is an important way for farmers to increase their earnings and access to more nutritious food for their families. While subsistence dairy farming provides not only fresh milk and a source of basic income, value-added products, such as yogurt and cheese, provide a higher source of revenue. Because, green fodder helps the animal to produce more milk and helps the producer to reduce feeding costs. Along with nutritious foods, sufficient amount of clean and fresh water is also essential for dairy animals because dairy animals need more water than other animals. The preferences of dairy farming by the dairy farmers are many. A few reasons are given below and tested through suitable statistical tools.

Table.1.Reliability Statistics for the Preference of Dairy Farming

Item-Total Statistics				
Statements	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Profitable business	188.51	2836.425	.190	.821
Getting Continuous income	187.25	2794.671	.287	.817
Less investment coupled with immediate returns	183.73	2678.002	.495	.808
Good market demand	184.65	2720.343	.316	.816
Lack of knowledge on other activities	183.25	2665.660	.458	.809
Hereditary	183.57	2683.899	.378	.813
Peaceful and no tension	182.34	2639.290	.479	.808
Less risky	181.82	2623.256	.494	.807
Crop residues utilised for dairy	181.55	2617.165	.482	.808
Dairy is better than crop production and business	181.62	2619.380	.496	.807
Getting loans easily for dairy farming	181.02	2593.608	.558	.804
Milk used for domestic use	184.98	2735.147	.276	.818
Prevents migration	180.48	2581.602	.517	.805
Livestock and crop production together is better	179.36	2538.712	.646	.799
Experience of households in Milk	182.71	2657.402	.395	.812
Self Interest	185.78	2774.077	.210	.822
Availability of Infrastructure	181.90	2641.491	.351	.815
Low literacy level	181.46	2629.547	.350	.816
Self-employment	184.71	2741.118	.233	.822
To get additional income	185.73	2764.313	.247	.819
Cronbach's Alpha	.820			
No of Items	20			

Source: Primary Survey

There are twenty statements taken to elucidate the opinion of the sample respondents regarding the preference of dairy farming as their profession. The Cronbach's Alpha test for reliability shows that the value is 0.820 which is enough for further testing. Hence all the 20 statements are taken into consideration.

Table. 2. Test of significance for the Preference of Dairy Farming

Statements	T	Sig. (2-tailed)	Mean	Standard Deviation	95% Confidence Interval of the Difference	
					Lower	Upper
Livestock and crop production together is better	41.77	0.00	13.61	5.65	12.97	14.25
Getting loans easily for dairy farming	37.43	0.00	11.95	5.53	11.32	12.57
Prevents migration	35.59	0.00	12.49	6.08	11.8	13.18
Dairy is better than crop production and business	34.81	0.00	11.35	5.65	10.71	11.99
Less risky	34.48	0.00	11.15	5.6	10.51	11.78
Less investment coupled with immediate returns	34.40	0.00	9.24	4.65	8.71	9.77
Crop residues utilised for dairy	33.97	0.00	11.42	5.82	10.76	12.08
Peaceful and no tension	33.68	0.00	10.63	5.47	10.01	11.25
Lack of knowledge on other activities	32.41	0.00	9.72	5.19	9.13	10.31
Experience of households in dairy	29.57	0.00	10.26	6.01	9.57	10.94
Hereditary	28.70	0.00	9.4	5.68	8.76	10.05
Low literacy level	27.83	0.00	11.51	7.16	10.69	12.32
Availability of Infrastructure	27.81	0.00	11.07	6.9	10.29	11.86
Good market demand	25.56	0.00	8.32	5.64	7.68	8.96
Getting Continuous income	23.84	0.00	5.72	4.15	5.24	6.19
Milk used for domestic use	23.65	0.00	7.99	5.85	7.32	8.65
To get additional income	22.73	0.00	7.24	5.52	6.62	7.87
Self-employment	22.34	0.00	8.26	6.41	7.54	8.99
Self Interest	21.25	0.00	7.19	5.86	6.52	7.85
Profitable business	18.54	0.00	4.46	4.17	3.99	4.94

Source: Primary Survey

The significant test is carried out with the help of t test and the result shows that the statement Livestock and crop production together is better and has the highest score of (t: 41.77, sig: 0.00) which is followed by the statements Getting loans easily for dairy farming (t: 37.43, sig: 0.00), Prevents migration (t: 35.59, sig: 0.00), Dairy is better than crop production and business (t: 34.81, sig: 0.00), Less risky (t: 34.48, sig: 0.00), Less investment coupled with immediate returns (t: 34.40, sig: 0.00), Crop residues utilised for dairy (t: 33.97, sig: 0.00), Peaceful and no tension (t: 33.68, sig: 0.00), Lack of knowledge on other activities (t: 32.41, sig: 0.00), Experience of households in dairy (t: 29.57, sig: 0.00), Hereditary (t: 28.70, sig: 0.00), Low literacy level (t: 27.83, sig: 0.00), Availability of Infrastructure (t: 27.81, sig: 0.00), Good market demand (t: 25.56, sig: 0.00),

Getting Continuous income (t: 23.84, sig: 0.00), Milk used for domestic use t: 23.65, sig: 0.00), To get additional income (t: 22.73, sig: 0.00), Self-employment (t: 22.34, sig: 0.00), Self Interest (t: 21.25, sig: 0.00) and Profitable business (t: 18.54, sig: 0.00). Hence it is noted that the sample respondents prefer dairy mainly as they involve in agriculture rather than out of self interest and to earn income.

CLUSTER ANALYSIS

Cluster Analysis is an exploratory analysis that tries to identify structures within the data. Cluster analysis is also called as segmentation analysis or taxonomy analysis. More specifically, it tries to identify homogenous groups of cases if the grouping is not previously known. Because it is exploratory, it does not make any distinction between dependent and independent variables.

Table.3 Cluster Analysis for the Preference of Dairy farming

Final Cluster Centers							
Statements	Cluster				ANOVA		
	Initiators	Inheritors	Investors	Innovators	Cluster Mean Square	F	Sig.
Profitable business	1.00	6.16	5.90	2.78	349.66	24.93	.000
Getting Continuous income	1.00	7.52	4.81	5.84	326.46	23.13	.000
Less investment and immediate returns	1.00	9.98	11.16	9.38	715.53	49.01	.000
Good market demand	1.00	12.55	9.84	5.18	1466.76	84.91	.000
Lack of knowledge on other activities	1.00	8.17	14.84	10.01	1378.71	103.78	.000
Hereditary	1.00	9.74	8.84	11.64	820.64	33.89	.000
Peaceful and no tension	1.00	11.53	13.46	10.37	1050.00	53.77	.000
Less risky	1.00	13.92	11.94	10.61	1205.20	61.96	.000

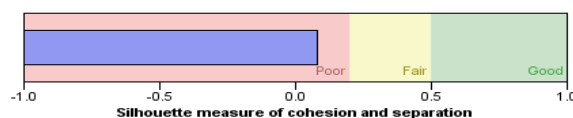
Crop residues utilised for dairy	1.00	11.24	10.20	15.12	1486.36	77.46	.000
Dairy is better than crop production	1.04	14.41	8.53	13.01	1548.28	93.73	.000
Getting loans easily for dairy farming	1.00	12.26	16.01	11.75	1469.16	91.91	.000
Milk used for domestic use	1.00	13.90	4.00	6.86	2008.04	141.19	.000
Prevents migration	1.00	14.37	17.21	10.49	1964.67	112.90	.000
Dairy along with crop production is better	1.00	15.56	16.39	13.17	1742.41	119.95	.000
Experience of households in dairy	1.00	14.40	9.69	9.10	1393.09	62.35	.000
Self Interest	1.41	8.90	8.44	6.21	467.14	15.61	.000
Availability of Infrastructure	1.00	7.67	11.21	16.84	2448.13	105.42	.000
Low literacy level	1.00	6.58	15.24	16.41	2956.24	135.37	.000
Self-employment	1.26	6.24	7.11	12.78	1313.94	46.69	.000
To get additional income	1.26	4.83	5.44	12.31	1479.52	93.76	.000
Number of Cases in each Cluster	27	99	70	104			
%	9	33	23	35			

Source: Primary Survey

The cluster analysis was used to find the nature of the sample dairy farmers. The cluster result reveals that the sample dairy farmers are categorized into Initiators, Inheritors, Investors and Innovators. Out of the total respondents 27 respondents (9 percent) categorized under Initiators, 99 respondents (33 percent) categorized under Inheritors, 70 respondents (23 percent) categorized under Investors and the rest 104 respondents (35 percent) categorized under Innovators. All the statements taken for analysis are statistically significant, but individual scores are different for F and mean score. The statement profitable business has (F: 24.93, Sig: .000),

Getting Continuous income (F: 23.13, Sig: .000), Less investment and immediate returns (F:49.01, Sig: .000), Good market demand (F: 84.91, Sig: .000), Lack of knowledge on other activities (F: 103.78, Sig: .000), Hereditary (F: 33.89, Sig: .000), Peaceful and no tension (F: 53.77, Sig: .000), Less risky (F: 61.96, Sig: .000), Crop residues utilised for dairy (F: 77.46, Sig: .000), Dairy is better than crop production (F: 93.73, Sig: .000), Getting loans easily for dairy farming (F: 91.91, Sig: .000), Milk used for domestic use (F: 141.19, Sig: .000), Prevents migration (F: 112.90, Sig: .000), Dairy along with crop production is better (F: 119.95, Sig: .000), Experience of households in dairy (F: 62.35, Sig: .000), Self Interest (F: 15.61, Sig: .000), Availability of Infrastructure (F: 105.42, Sig: .000), Low literacy level (F: 135.37, Sig: .000), Self-employment (F: 46.69, Sig: .000) and To get additional income (F: 93.76, Sig: .000). The mean score is high for the statement Low literacy level (2956.24) and is low for the statement Getting Continuous income (326.46). The cluster quality is poor as it is below 0. Hence it is observed that the sample respondents chose dairy farming mainly to use the milk for domestic use and due to low literacy level and earning is not their prime motive

Fig.1 Cluster Quality



SOURCES OF DAIRY FARMING INFORMATION

In developed countries, dairy farms typically consist of high producing dairy cows and other species used in commercial dairy farming include goats, sheep, and camels. Many dairy farmers were brought up on dairy farming while some others inherited it from their parents and branched out on their own. In business, knowledge is power and the application of knowledge is tremendous power. Information gathering is part of every successful activity and as such the sample respondents sources of information gathering is listed as below with regards to Milk Prices, Milk Yield, Milk Quality, Breeding, Feeding, Diseases and milk Storage.

Table. 5 Sources of Dairy Farming Information

Sources	prices	Yield	Quality	Breeding	Feeding	Diseases	Storage	Total	%
Friends and Family	105	20	38	27	18	-	10	218	10.38
Farmers Association	155	188	64	31	67	-	22	527	25.10
Newspapers	20	53	44	15	10	-	6	148	7.05
Cooperatives	-	13	22	35	34	-	5	109	5.19
Television	1	10	20	13	5	1	42	92	4.38
Milk Consumers	2	10	51	1	1	-	22	87	4.14
Veterinary Doctor	-	6	32	154	158	297	188	835	39.76
Government Institutions	17	-	27	23	7	2	5	81	3.86
Radio and other media	-	-	2	1	-	-	-	3	0.14
Total	300	300	300	300	300	300	300	2100	

Source: Primary Survey

Table shows that regarding milk prices, the sample respondents enquire from the Friends and Family and Farmers Association (260), with regard to milk yield, majority got the information from Farmers Association (188). To increase the quality of milk, information will be gathered from all but mainly from farmers association. For breeding, feeding and to know about the diseases, they mainly depend on the Veterinary Doctor.

Out of the sample respondents, 51 percent have the experience of less than 10 years in dairy farming, 20 percent with the experience of 10-20 years, 12 percent with the experience of 20-30 years, 13 percent with the experience of 30-40 years and 3 percent with the experience of above 40 years. Among them 75 percent have less than 5 cows, 18 percent have 5-10 cows, 5 percent have 10-15 cows and 2 percent have 15-20 cows. Majority (37 percent) have the milk yield of below 10 liters, 31 percent between 10 and 20 liters, 18 percent between 20 and 30 liters, 11 percent between 30 and 40 liters, 2 percent between 40 and 50 liters and just one percent have more than 50 liters of milk. With regard to the number of family members who involved in dairy farming, 25 percent have the support of 3 members at the maximum, 57 percent between 3-6 and 18 percent get the support of more than 6 members. While the appointment of other workers is considered 56 percent hire below 3 members, 41 percent between 3-6 and 3 percent hire more than 6 members. The expenditure on dairy varies from person to person, 41 percent of the sample

respondents spend the maximum of Rs. 5000, 47 percent between Rs. 5000 and Rs. 10000 and 12 percent above Rs. 10,000. Out of the sample group, 29 percent were in a position to earn an income of Rs. 5,000 as maximum, 53 percent between Rs. 5,000 and Rs. 10,000 and 18 percent above Rs. 10,000.

CONCLUSION

The dairy farming is a class of agriculture for long- term production of milk which is processed either on a farm or a dairy plant. Animals like cows, goats, sheep and camels are used for commercial dairy farming to produce a number of dairy products such as cheese, butter, ice cream, buttermilk, curd etc. Dairy farming is an important way for farmers to increase their earnings and access to more nutritious food for their families. While subsistence dairy farming provides not only fresh milk and a source of basic income, value-added products, such as yogurt and cheese, provide a higher source of revenue. One issue in the debate on dairy production is seasonal versus year-round milk production. Seasonal dairying compresses most of the management and work activities into short periods that allow little room for the management of dairy farming. Beyond regular farm practices, farmers are continuously making efforts towards sustainability. The use of renewable resources allows dairy operations to give energy back to the grid and may, in some cases, generate enough power for others to use.

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INFLUENCES OF INFORMATION SOURCES ON CONSUMER BUYING BEHAVIOUR TOWARDS GREEN PRODUCTS

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ABSTRACT

Today, marketers have to face unique pressure to deliver information regarding arrival of new products, offers, etc. There is increasing in more number of sources for transferring information marketers has to find out the sources of information will reach the customers soon due to heavy competition in markets. The main objective of this paper is to find out the sources of information reaches consumers quickly. A sample of 150 have selected on the basis of non-probability convenience sampling. Garrett Ranking Method is used to rank the sources of information.

Keywords: Marketers, Buying behaviour, source of information, consumers.

INTRODUCTION

Due to heavy competitions among marketers has to win customer loyalty, increasing sales, etc. So they have to convey their ideas, information regarding products, etc for their customers at right time and place with right source. Decision process of consumers for complex purchases with a special emphasis on how this process is influenced by possible use of information sources. Selecting source of information plays a vital and challenging role for marketers because conveying information at right time and person. There are two types of sources they are formal and informal sources. Formal sources means well planned and paid for example advertisement, demonstration, etc. it is more expensive. Informal sources means pre planned and non paid like reference groups, culture, etc, it is less expensive. In these sources marketers has to select the best one to attract and reach the customers. Without proper information consumers not have any knowledge about the products. Source of information is differs in rural and urban areas. Due to technology developments there are many sources so marketers have to concentrate in selecting the source/channels to convey their messages properly and quickly. This study examines the most influencing source of information on consumer.

REVIEW OF LITERATURE

Bearden and Etzel¹ (1982) explains that the reference group influence on product and brand decisions. The present study investigated reference group influence on product and brand

purchase decisions. Data was collected from 150 respondents and analyzed through paired t test. It concluded that there is difference in reference group influence between publicly and privately consumed products and luxuries and necessities.

Shahzad Khan² (2012) explains that there is two sources that influence consumers that is formal and informal source. Formal means well planned and paid. Informal means not pre planned and none paid. The main aim of the research is that how formal and informal sources affect the consumer behaviour. Data was collected from 200 students of three private universities from Peshawar region and analyzed through regression and paired t test. The study results that advertising in formal source and reference groups in informal groups influenced more consumer behaviour.

Michael Putter³ (2017) highlighted that the companies throughout the world are constantly seeking new ways to reach consumers. The increasing focus on social media shaped state of the art advertising and shifted the way companies interact with their target groups. The aim of this paper is to know the impact of social media on consumer buying intension. This paper is descriptive in nature. It results the effective use of social media has become an essential part of creating and maintaining a competitive advantage.

Duangruthai and Leslie⁴ (2018) describes that the role of social media in consumers decision-making process for complex purchases those characterized by significant brand differences, high consumer involvement and risk which are expensive and infrequent. The aim of this paper is to examine the impact of social media on consumer behaviour. Data was collected from 158 respondents and analyzed through correlation and regression. It concludes that social media plays a major role in influencing consumer to buy the products and for decision making.

STATEMENT OF PROBLEM

The main aim of the marketers is to improve the sales. Exchanging information in an effective way is extremely important for personal and professional success. Without passing proper information through proper source marketer cannot succeed. So they have to select the proper channels/sources of information for exchanging messages like availability of products, sales promotional activities, etc to consumers to increase their scales. Due to technology development, there are many sources like hoardings, social media, websites, telecom, etc. So, marketers have to identify the perfect source of information which reach consumers fast manner. Therefore, need arrives for marketers to identify the best source of information to attract and convey their ideas to their consumers due to many competition in markets.

RESEARCH METHODOLOGY

This study involves an examination of influences on information source. This study is purely based on primary data which were collected through interview schedule from consumer. The sample size is 150. Garrett Ranking Method is used to rank the data.

SOURCE OF INFORMATION

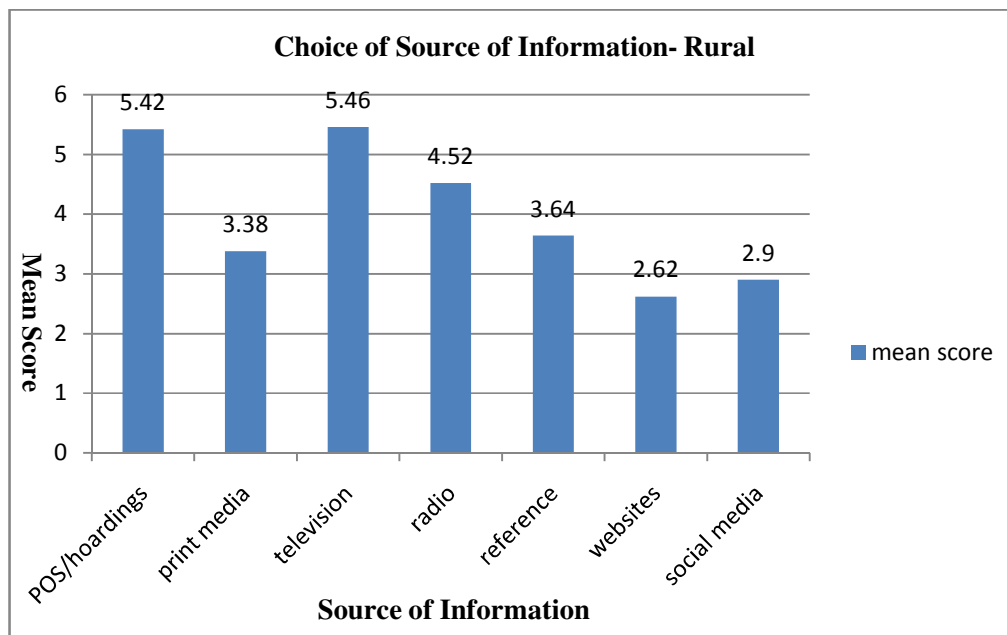
Media reach is inevitable for the information of products especially green products. Table 1 explains that the rural audiences are critical of glammers advertisement on television with the score of 5.46 was the first source of information, followed by hoarding (with score of 5.42) and, radio (with the score of 4.52) Whereas websites was given seventh rank by the consumers revealing that they are not familiar with internet usage. Hence, the manufacturers can reach the customers easily through television for promoting their products.

TABLE 1 OPINION TOWARDS SOURCE OF INFORMATION

Rate	1	2	3	4	5	6	7	Total Score	Mean Score	Rank
Score	82	70	63	58	52	48	42			
Point of Sales/ Hoardings (F)	3526 (43)	2940 (42)	2394 (38)	522 (9)	416 (8)	336 (7)	126 (3)	10260	5.42	2
Print media (F)	3198 (39)	2660 (38)	1512 (24)	1218 (21)	936 (18)	384 (8)	84 (2)	9992	3.38	5
Television (F)	6396 (78)	1610 (23)	1260 (20)	638 (11)	520 (10)	240 (5)	126 (3)	10790	5.46	1
Radio (F)	3690 (45)	2800 (40)	1701 (27)	638 (11)	676 (13)	432 (9)	210 (5)	10147	4.52	3
Reference (F)	3280 (40)	2520 (36)	1890 (30)	1276 (22)	468 (9)	384 (8)	210 (5)	10028	3.64	4
Websites (F)	2378 (29)	1960 (28)	1638 (26)	1160 (20)	988 (19)	816 (17)	462 (11)	9402	2.62	7
Social media (F)	2788 (34)	2240 (32)	1575 (25)	1044 (18)	832 (16)	720 (15)	420 (10)	9619	2.90	6

Source: Computed data

Note: Figures within parentheses indicate the number of respondents

CHART 1 SOURCE OF INFORMATION

CONCLUSION

Television is found to be the medium of information for respondents. It reveals that the audio visual is the right media to convey the message about the sales promotion tools to consumers. However, between these two sources of information, point of sales/ hoardings would be cost effective. However, advertisements through radio and print media may be providing an added benefit for marketers while targeting the consumers.

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A STUDY ON CONSUMER SATISFACTION WITH REGARD TO MARGIN FREE SUPERMARKET

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ABSTRACT

The success of every business is based on the satisfaction of the consumers, it is the duty of every businessman is to satisfy their customers by way of giving quality products at reasonable rate; otherwise he is not able to run their business for a long period. A consumer's decision to buy a product or service is the result of interplay of many forces or stimuli. Margin free market is a chain of specialty supermarket in south India. The concept of margin free market is to sell all commodities like provisions, consumer articles and other general items to all the common public at a reasonable prices. Now, this type of market is situated almost all cities and towns of our country and the majority of the people get the benefit of this supermarket. This paper concentrates about the consumer satisfaction with regard to margin free supermarket.

Keywords: Consumer, Satisfaction, Protection, Margin free super market, consumer articles

INTRODUCTION

A supermarket is a self service food store with grocery and produce departments. A supermarket is a novel form of retail organization specializing in necessities and convenience goods. Usually it concentrates on all food articles-groceries, meat, fruits, vegetables and tinned products. Non-food items sold by these stores should satisfy a few conditions. Firstly, it must be widely used and must appeal to general consumers. Secondly, a non food article must be a branded product i.e., pre-sold to consumers through intensive advertising. Thirdly, it should be a low-priced article. Consumer Protection Act 1986 is an Act of the Parliament of India enacted in 1986 to protect the interests of consumers in India. It makes provision for the establishment of consumer councils and other authorities for the settlement of consumer's disputes and for matter connected therewith also. Margin free market is the background of the formation of consumer protection and Guidance Society registered in the year 1993. It is the policy of the society to give full support to the Government, in controlling the price of essential commodities. Amongst other things, the society has given importance to open a venue where the consumers can get products at reasonable rates. The idea of "margin free" programme came up as a first step, based on these ends in view. The margin free market is a co-operative venture of the Consumer Protection and Guidance Society and the management, which came forward to take up the responsibility of launching it. The first margin free market has been started in the city of Trivananthapuram on 26th January 1994.

OBJECTIVES OF THE STUDY

1. To study whether the margin free market satisfy the ultimate consumers.
2. To analyze if there is any relation between the age group of consumers and their satisfaction towards margin free supermarket.
3. To analyze if there is any association between the marital status of the consumers and their satisfaction towards margin free supermarkets.
4. To make SWOT analysis about the consumer satisfaction towards margin free super market.
5. To make suggestions based on the findings.

STATEMENT OF THE PROBLEM

The margin free market gives a good service to the society by way of giving quality products at reasonable prices. This type of business has been started almost all cities and towns, to sell provisions, toiletries, gift articles, kitchenware, plastic goods, fans, mixers, pressure cooker etc are being sold at reduced rate less than the maximum retail price fixed by the companies, The scope and opportunities are very wide. By analyzing the consumer satisfaction of these margin free market, some drawbacks are found, some margin free market are not replacing the expiry date article and they are not maintaining their store in a clean manner, and the sales girls are not directing the customers in a proper direction, it restrict the growth and development of this margin free market, To rectify these drawbacks, and all people get the benefit of getting the quality products at reasonable prices, some modifications are done with the consent of our Government. I feel that it is a need of an hour to study about this margin free super market is very important.

MEANING AND DEFINITION OF SUPER MARKET

The first appearance of super market was in early 1930s during the period of the “Great Depression”. Through the use of mass merchandise displays and heavy advertising, the pioneer supers succeeded in transacting tremendous volume of business. Originally, the super markets restricted their operations to food and groceries only. But the modern super markets deal in variety of goods such as drugs, household utensils, electric goods, fancy items, textiles, stationery articles etc.

According to **W. Cundiff** and **R. Still**, “a super market is a large retailing business unit selling mainly food and grocery items on the basis of low margin appeal, wide variety and assortment, self service and heavy emphasis on merchandise appeal”.

Philips and **Duncan** define super market as “a departmentalized retail store usually handling a variety of merchandise and in which the sale of goods on a self service basis, plays a major role”

The super market is similar to a departmental store dealing in numerous varieties of food products and doing a maximum business. The most distinctive feature of the super market is the absence of salesmen and shop assistants to help the customers.

CONSUMER SATISFACTION REGARDING MARGIN FREE SUPERMARKET

Margin free market chain helps consumers buy products for prices discounted from maximum retail price (MRP). It is running with the idea of buying products at lowest prices, much below the usual MRP rates. Margin free market has been delivering grocery and consumer products at margin free rates since January 26, 1994. Margin free market today has more than 350 shops in India. Margin free brought before rural consumers a new shopping experience of delivering highest quality food products at lowest prices. They give a discount up to 40% on grocery and other household essentials. Individual stores also have attractive schemes for the consumers. The promotional offers can be variable at different stores. Customer survey will help to understand the customer's like and dislikes. Consumer satisfaction has been considered one of the most prominent factors in the measurement of marketing strategies and performances. The decision taken by the consumer is final. They can able to develop the sales of any product or they can able to neglect any product from the market. The supreme power is vested in the hands of the ultimate consumer.

ANALYSIS NO.1

Null Hypothesis: There is no significant relation between the Age limit and the Satisfaction of the consumer towards margin free supermarket.

A survey was conducted from 100 respondents about, if there is any relation between their age group and their satisfaction regarding margin free supermarket

Table No.1 Relation between the age limit and the satisfaction of the consumer towards margin free supermarket

Margin free Supermarket	Age Limit of the Consumer				Total
	15-25	25-35	35-45	Above 45	
Satisfied	15	22	23	15	75
Not Satisfied	5	4	6	10	25
Total	20	26	29	25	100

Source: Primary Data

Table No.2 Expected Frequencies

15	19.5	21.75	18.75
5	6.5	7.25	6.25

Table No.3 Calculation of Chi-square Test

O	E	(O-E)	(O-E) ²	(O-E) ² /E
15	15	0	0	0
22	19.5	2.5	6.25	0.3205
23	21.75	1.25	1.5625	0.0718
15	18.75	-3.75	14.0625	0.7500
5	5	0	0	0
4	6.5	-2.5	6.25	0.9615
6	7.25	-1.25	1.5625	0.2155
10	6.25	3.75	14.0625	2.2500
				(O-E)²/E = 4.5693

$$\chi^2 = \frac{\sum(O-E)^2}{E}$$

$$X^2 = \sum (O-E)^2 / E = 4.5693$$

$$v=(r-1)(c-1) = (2-1)(4-1) = 1 \times 3 = 3, \text{ For } v=3 \quad X^2_{0.05} = 7.81$$

Inference: The table value of X^2 is more than that of the calculated value, hence the null hypothesis is accepted at 5% level of significance and it is concluded that there is no significant relationship between the age group and the satisfaction regarding margin free supermarket

ANALYSIS NO.2

A survey was conducted among 100 respondents, that if there is any association between the marital status of the consumer and their satisfaction regarding margin free supermarket

Table No.4 Classification of respondents between the marital status and their Satisfaction towards margin free supermarket

Consumer of Margin free market	Marital Status		Total
	Married	Unmarried	
Satisfied	55	20	75
Not Satisfied	17	8	25
Total	72	28	100

Source: Primary Data

Yule's coefficient of Association was used to find out if there is any association between the attributes of marital status and their satisfaction regarding margin free super market.

Table No.5

	A	a	Total
B	55	20	75
β	17	8	25

Total	72	28	100
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Let A denote married persons, $\therefore \alpha$ would denote unmarried people,
 Let B denote consumer satisfied on the service of margin free market
 $\therefore \beta$ would denote consumer not satisfied on the service of margin free supermarket.
 AB denote married consumer satisfied on the service of margin free market
 αB denote unmarried consumer satisfied on the service of margin free market
 $A\beta$ denote married consumer not satisfied on the service of margin free supermarket
 $A\beta$ denote unmarried not satisfied on the service of margin free super market

$$Q = \frac{(AB)(\alpha\beta) - (A\beta)(\alpha B)}{(AB)(\alpha\beta) + (A\beta)(\alpha B)} = \frac{20 \times 17 - 8 \times 55}{20 \times 17 + 8 \times 55} = \frac{340 - 440}{340 + 440} = \frac{-100}{780} = -0.128$$

Inference: Here the attributes are negatively associated and hence it is concluded that there is a disassociation between the attributes of marital status and their satisfaction regarding margin free supermarket.

ANALYSIS NO.3

By observation, the researcher understand some facts about Margin free Supermarket, that facts are classified as its strength, weakness, opportunity and its threat.

A Study on Consumer Satisfaction with regard to Margin free Supermarket- A SWOT Analysis

Strength	Weakness
-get employability to the local people -easy for the consumers to get the household properties under one roof -save time -possibility to purchase the products below the MRP rates -better choice is possible for the consumers -Chance of purchasing fresh products with low price -both young and old age people prefer this type of shopping -small size carriage vehicles are used by the consumers to collect their products -sales girls are helped to identify the products which are needed by the consumers -	-both quality and low quality products are mixed together and customer feel inconvenience to select the product -there is no seating arrangement, it feel inconvenience for the old age people -over crowded feel inconvenience for the consumers -there is no bargaining facilities -long queue for billing -return of goods is not possible otherwise they are regular customers -rural people are not getting the benefit of margin free supermarket -decayed fruits and vegetables are found and sometimes stock products are not replaced frequently

	-more time is needed to search small type of products -consumers are tempted to purchase more goods than needed, it will reduce their savings
Opportunity	Threat
-employment opportunities are given both skilled and unskilled labours. - rural people also get the benefit of this margin free supermarket in future. -more opportunity to develop this type of market in almost all cities, towns and villages. -opportunity to get the products in a low prices. -stiff competition makes a possibility of selling quality products. -the scope of this business expanded all over the country.	-tinned food affect the health of children, they mostly sell fast food which contain preservatives. -not much care should be taken to remove expiry date products; there is a possibility of purchasing such products also by the people. -the expansion of such supermarket abolishes the small scale business and petty shop. -there is a chance of rich become rich and poor become poor.

FINDING OF THE STUDY

1. By applying X^2 test, there is no relation between the age limit of the respondents and their satisfaction towards margin free supermarket
2. By applying Yule's coefficient of association, the attributes marital status and their satisfaction towards the margin free supermarket are disassociated.
3. The super markets generally charge a lower price for the products sold because the operating costs are kept in the minimum.
4. Super markets stand for convenience in shopping because the customers can buy all their requirements at one place. Besides they also have a wide variety of items to select and they have a freedom to make their selection without the pressure from the salesman.
5. The people are benefited to purchase the fresh products below the marginal retail price rate and it saves the time of consumers, they are able to purchase all their needed goods under one roof.
6. There is a possibility to close their business by the small scale retailers, because they are not able to make competition with these large margin free supermarkets.
7. There is a danger of abolishing our small scale cottage industries, because this supermarket import many goods from foreign country and sell their products with low price.

8. The scope and opportunities of this type of supermarket is extended to all over India.

SUGGESTIONS

1. The satisfaction of the customer is mainly based on obtaining their needed quality articles with reasonable price without any difficulty compared with other shops; they feel better choice for choosing the product. So this will help the margin free super markets to create goodwill among the public.
2. Frequent checking should be conducted by the Government official in order to alert the margin free shop owners, for not keeping expiry date products.
3. Many margin free market they are not providing seating facility, it will irritating the old age customers. So it is a need of all margin free market provides seating facilities in all sections.
4. In some margin free market they maintain quality products only some selected products and all the other types of products they do not maintain a quality, it will dissatisfy the customers.
5. Other than food articles they are not maintain new articles, most of these articles are stock and they are not eligible for sale, it will affect the reputation of the super market and also dissatisfy the customers.
6. In many super markets they focus mainly the products which they get more margin and the branded items are kept inside the cupboard, it will lose the customer satisfaction.
7. Another major thing the customers are waiting for a long time for billing purpose, so it is very much need some more counters are open for billing purpose.
8. Lift facility helpful for the old age customer to search their needed articles.
9. The government should give permission for starting a margin free market by a ordinary businessman without any formalities, it will initiate the small scale businessman to start a margin free market.
10. One notice board should be kept by the owner directing the place or floor where the different types of products are situated. It will help the customer for choosing their product without any difficulty. This also becomes a customer satisfaction.

CONCLUSION

In this modern world people like to purchase their essential products under one roof. In their busy schedule, they are not able to travel long distance for shopping. In this occasion, they prefer super market to satisfy their needs. There are so many drawbacks found in this super market. The government takes some policy decisions and necessary remedial actions to rectify that drawbacks, it will help the consumers very much.

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MANAGING MILLENNIALS AT WORKPLACE***JEAN JOSEPH V**

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ABSTRACT

In organizations, millennial has a great chance to offer more with their confidence. They became trusting and optimistic generations for technical savvy too far from earlier generations. They can easily absorb enormous amount of data and can be band together with all others to achieve their goals or change by placing great value on social causes. Although they get impatient of times, they are highly educated and are eager to have contribution for some extend. Hence it is a challenge to the manager how to understand this generation of millennial and make a role that how to inspire them instead of managing them or just make a deal with them. So foe the better development of the organization managers must learn how to make truly inspiring the millennial to successfully contributing their own talents. In order to address a lot, challenges facing today to outperform with their competitors in organizations.

Keywords: Organization, millennials, technology, competitors, innovation, feedback

Introduction

A reality of millennial who offers a set of various skills and their mind-set that makes to fit better with today's challenges facing organizations. Millennial are very tech savvy, and are great desire to make the world in a better place and they wish to do their work in their own style or way. The millennial generation born from 1981-1995 is found to be 76 million strong from the study. By the time many managers seem to be tough for understanding and encouraging them involving their work in true heart. If so that makes a problem, because millennial comprises of just 36 percentage of today's workforce, In the year 2020, the percentage of workforce has grown to 46 percentage. So they are willing to do their work in team. Unfortunately, very few managers look at them as a self-focused, lazy entitled, impatient because of difficult to manage them.

RESEARCH OBJECTIVE

Today's world is very challenging than ever, hence most of the organizations needs people who are like millennial, can absorb of it. Complex challenges require team work to solve the problems. Millennial who have their own technological power which makes the valuable resources for the business? Normally the organizations do not make better use of technology. Organizations are socially responsible that they may have every changing nature will surely have fallen behind their competitors. Millennial were raised by the time of relative prosperity. Millennial have rights to do their work in their own style but not affecting the organization. Managers make sure of knowing their team working and make use of them for the better development of the organization. Millennial have a test for innovation and the ability to make use of information to generation innovation. In a way they tend to view their team workers and their manager as people with whom to collaborate. They treated as colleague those who have something to contribute. With this in mind, the following objectives were raised for this study:

1. To determine the factors inspiring millennial
2. To identify the different ways to manage millennial.

HOW MANAGER INSPIRE MILLENNIAL

Manager must know how to inspire people to use their ability, knowledge and internal motivations, by making survey to explore what they would say without any useful guided prompts. With the content analysis, the collected survey materials from about young employees their yield in item questionnaires with the use of point Linkert scale ranging. By collecting proper survey from various employees, millennials want to be more peaceful. The analysis shows how to encourage millennial to take part in developing organizations. Only by the use of this survey the managers know the response from various employees and they make use of these data to inspire millennial to show the ability to work with the team worker. Millennial must be treated as valued colleagues who use proper definitions of expectations, formal feedback and the respective ear by the managers about their fruitful ideas. They want to be feeling empowered and trusted worthy. Manager must give the opportunity to contribute their ideas for the development of an organization.

HOW TO EMPOWER MILLENNIAL

Millennial need proper management to make use of their knowledge and ability in their work. They want to believe that they have something to contribute in their work and expect more response from the manager acknowledge their belief. Mostly millennial are well educated in this generations and they have a large offer from the companies in the twenty-first century, specially the millennial who have technology and innovative thinking have lot of offers from various companion. So, they want to feel better comfort in their works as they are inspired by the Manager. In most of the studies Millennial want to contribute their own ideas and keeps the innovations by generating game changing innovations. They are motivated and provide to drive

company for their development. If they are inspired they must do their work more satisfactory. They set a high bar for Managers if they are inspired.

COLLECTING FEEDBACK FROM EVERYONE

Getting Feedback from Millennial is important so that the manager can easily understand everyone, their aim and scope of involving work. Taking time to give feedback for a job in improve the feel of people, valued by the manager and makes them to develop into a top-notch worker. Basically Millennial have strong desire to improve their own work, when it is deserved they offer positive feedback and they show more interest in learning a new task or offers lot of ideas for the benefit of the company. Millennials needs to contribute lacking the fear of criticism, as this leads to a decline in motivation(Brack, 2012). They are well advanced in knowing their own mistakes, but they are interested in knowing the fact of feedback as a person in respect who wants to grow or develop better than from the old. In most care Millennial wants to contribute their own ideas without any fear of criticism as they are motivated. The common difference between criticism is that which comes across negative thoughts, but in corrective feedback which comes across explaining or showing an employee how to develop or improve Millennial wants to feel engaged so they need coaching that helps them to grow. By providing regular feedback, they may open up their own possibility of obtaining extra ordinary result through various creativity and productivity with ethic work.

KNOWING MILLENNIALS FROM VARIOUS PLACE

To persist and exist as major business entities, on behalf of the major population of the labour force, millennials affect the employing outcomes and workforce planning of current and future employers aspiring. Leading to the minimization and inhibition of costs professional leaders must report issues associated with millennial employee high revenue rate, recruiting exertions, and on boarding. Correspondingly, in American history millennials are the most culturally and nationally varied generation (Espinoza et al., 2010; Pew Research Center, 2015; Zemke et al., 2013). Owing to the higher education standards, they are also high achievers; they trained during their primary and secondary education packages (Ferri-Reed, 2013). They are very confident, because their parents created an environment for which they could succeed (Ferri-Reed, 2013; Pew Research Center, 2015).

Regardless of traditions or gender, Members of the millennial cohort in America, have been designated as possessing assured distinct traits because of the way they were raised. The worlds in which they live millennials feel special, vigorous, and full of potential and hope regarding themselves (Ferri-Reed, 2013; Pew Research Center, 2015).

To determine the specific opportunities and practices, more intellectual research was required because there is existing literature on millennials in the workplace. To be retained long-term Millennials in the workplace desire and demand for a situation (Howe & Strauss, 2003; Kowske et al., 2010; Taylor, 2014).

Millennials are team-oriented because they were frequently raised in the midst of their peers; perhaps, most millennials played numerous sports, contributed on several teams, and learned collectively in group learning systems. In the success of the organization, Millennials want to play an important role where they work. Millennials want to have a friendly relationship with their supervisors which, to older generations, may seem a slight unexpected and discourteous. The millennial generation wants to perform quality work in the least amount of work hours versus spending copious hours at work and not accomplishing quality work.

When supervising a millennial employee managers are frequently overwhelmed. Since they have developed in the digital age and were absorbed in digital technology from birth millennials can practice and recognize digital information more rapidly in most cases than other generational co-workers.

TECHNOLOGICALLY SAVVY MILLENNIALS

For instance, workplace managers of millennials must realize how essential social media networking for mental well-being and their psyche. The millennial generation wishes regular feedback at work to make sure that they are on right track to finish the work for the expectation of their supervisors. They would like to work in a extremely relaxed working environment and need to be on a given name beginning with their supervisors and co-workers. Since millennials are consequently technologically savvy, they supposed to utilize computers, the Internet, and some other technological possessions as much as possible in the workplace. The ability to collaborate and Flexible work hours are of greatest importance to the millennial generation additionally, because personal time is one of their goals and having balanced lives of work.

Immediately after they are hired, Millennials wish for leadership that will devote in them and tolerate them to formulate a difference in the workplace nearly (Caraher, 2015; Taylor, 2014). The millennials do not desire to be judged by their ages but by the abilities and skill-sets they fetch to the workplace. In accordance with the research by Walsh (2015), to create optimistic distinctions in their workplace organizations, millennials expect more training, responsibility and opportunities. In order to allow them time for community service and social life, millennials also need very flexible workplace schedules. They are extremely talented and self-assured generation. Unexpectedly however, millennials also supposed to take delivery of feedback from co-workers and mentorship from supervisors. Sensitivity means a great deal in the workplace as well as in life. Millennials must work with the tone in which they communicate and on their body language in the workplace therefore they will not be supposed as superior or impolite to others.

MAINTAINING CLEAR GOALS AND EXPECTATIONS BY HOLDING FOR OUTCOMES

Millennials want workplace flexibility because they grew up in an entrepreneurial culture. They like to complete tasks at home or by teleworking, which allows them to be more innovative (Ferri-Reed, 2014). The key to success for millennials will be their ability to

communicate with their co-workers and supervisors. They want their supervisors and co-workers to make an attempt to connect with them on both personal and professional levels. Millennials are looking for guidance, but they may not realize their guarded behavior and social skills are building walls, preventing their predominately baby boomer generation supervisors from approaching them with opportunities for mentorship. Millennials want to attend training sessions to grow and develop their skill-sets for their organizations to use as needed for financial gains and success (O’Keefe, 2016). O’Keefe, P. (2016, February 11)Retaining millennial employees through leadership development.Message posted to connect.edgetrainingsystems.com/blog/maintain-millennial-employees-through-leadership-development.

Millennials want to work smarter, not harder and shorter, not longer. Millennials want workplace flexibility because they grew up in an entrepreneurial culture. They like to complete tasks at home or by teleworking, which allows them to be more innovative. This flexibility affords them the ability to collaborate with their social network of contacts (Caraher, 2015). Millennials want to be allowed to leverage new technologies at all times, and they want the latitude to accomplish their tasks outside of the normal way of doing business, as long as it is sensible and more efficient. Millennials are a valuable part of the American workforce. It is important that corporate America understands what millennials expect at the workplace and strives to provide it to them to ensure they are retained long-term by their current employers. Today’s workplace needs to embrace the millennial generation and discover ways to communicate, mentor, and learn from them as well. The millennial generation will soon be the senior leaders and managers in corporate America, so it is important that businesses not overlook opportunities to invest in them.

The millennial generation is concerned with several factors in the workplace in which they choose to work. The factors may be external factors, such as economic factors and technology, or internal factors, such as job satisfaction and career development opportunities. Millennials are making an impact in the workplace, and businesses should be aware of this generation’s particular skills and desires in order to successfully integrate them into their organizations. Millennials are the first generation completely raised in an advanced digital age.

CONCLUSION

People often misunderstand the motivations of millennials, but once we learn to take the good from the bad, we’ll find that millennials in the workplace will help take your business to the next level. They are hard-working, over-achievers who are passionate about their work. Lead them right and they will surely perform beyond your expectations.Consider millennial management training for employees to ensure that the organization can handle the surge of millennials in the coming years.

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BASIC SERVICE QUALITY IN E-BANKING EXPECTED BY THE CUSTOMERS

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ABSTRACT

The service quality provided by the financial institutions included basic service quality or core service quality value added service quality and critical service quality. The service quality in e-banking is examined by its critical factors which determine the success of the e-banking implemental at commercial banks.

Keywords: Service Quality, E- Banking, Public sector, Private Sector.

INTRODUCTION

Service quality is a measure of how well the service level delivered matches customer expectations. Delivering quality service means conforming to customers expectations on a consistent basis. India is the largest country in South Asia with a huge financial system characterized by many and varied financial institutions. At the top of the banking system in the RBI and the largest bank is the State Bank of India, Public sectors banks occupy a predominant position in the Indian financial system. The service quality provided by the financial institutions include basic service or core service quality, value added service quality and critical service quality.

The Present study is purely based on primary data collected from the customers of both public and private banks in kanyakumari district. The total numbers of banks in the district are 270 which consist of 78 and 192 branches in public and private sector banks respectively. 257 customer were selected from public sector banks and 391 customers were selected from private sector banks by using fundamental sampling for the purpose of this study. The data were collected through a well structured interview schedule.

OBJECTIVES

The main objective of this study is to measure the customer's expectation on the basic service quality in e-banking.

STATEMENT OF THE PROBLEM

In the banking industry, there is an increase in sophisticated value added services to their customers at par in the foreign banks. In addition, in proved technologies are resulting in customer service break through that significantly alter customer expectations. The banks are increasing the speed of services, handling customer complaints, service delivery in order to

retain their customer's base and also to attract the new customers. It is highly essential to measure the basic service quality in E-Banking and customer expectation.

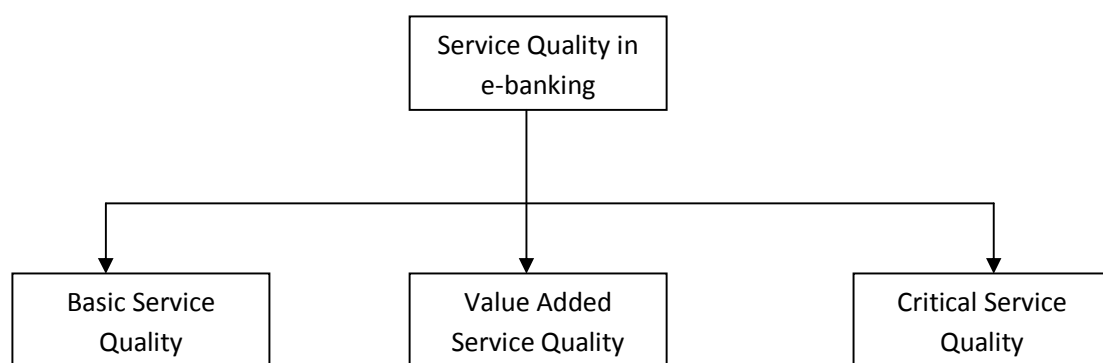
TOOLS

The 't' test has been administrated to find out the significant difference between the public sector banks and private sector banks regarding various aspects in service qualities and outcome of service quality in commercial banks.

SERVICE QUALITY IN E-BANKING

The service quality of banking represents the fundamental service quality factors mentioned by Parasuraman et al. (1988). These are reliability, responsiveness, assurance, empathy and tangibles. Because of the development of information technology, the tradition banking activities and services are rendered through the e-channels. There is a wide difference between these traditional and Modern e-banking. In the traditional banking, there is a personal contact between customers and service provider directly. In the case of e-banking, it is not so. Hence, the bankers should be very careful to provide the e-banking services to the customers. They have to keep up the service quality in e-banking according to the requirement of customers. The service quality in e-banking is classified into basic, value-added and critical service quality. It is shown in Figure.

Figure 1. Service Quality in e-banking



In the present study, discuss the basic service quality in E- Banking.

BASIC SERVICE QUALITY IN E-BANKING EXPECTED BY THE CUSTOMERS

The customers may expect some basic service quality from their commercial banks especially in e-banking. In the present study, there are 15 variables included to measure the customer's expectation on the basic service quality from e-banking. The customers are asked to rate these 16 variables at five point scale. The mean score on expectation of various service quality variables among the customers in private and public sector banks have been computed

separately. The 't' test has been executed to find out the significant difference among the two group of customers regarding their level of expectation. The results are given in Table 1.1

Table 1 Basic Services Quality expected by the Customers

Sl.No.	Variables in basic service quality	Mean scores among customers in		t – statistics
		PUSBs	PRSBs	
1	Navigation	2.9185	3.6869	-2.9188*
2	Personal information	3.0666	3.7673	-2.7562*
3	Prompt service	3.0214	3.8339	-3.2442*
4	Cost effective	2.9093	3.6678	-2.8308*
5	Reliability of service	3.9649	3.5444	1.1456
6	Banking transfers	3.9291	3.8183	0.3446
7	Willingness to help	3.2446	3.9968	-2.6773*
8	Fulfillment of promises	3.5088	3.8446	-0.9197
9	Privacy of statement	3.7732	3.6643	0.2263
10	Reasonable banking service	3.8669	3.8084	0.1409
11	Appropriate information	3.9891	3.5157	1.3342
12	Speed	3.9894	3.3044	2.3663*
13	Secured information	3.2145	3.9194	-2.6884*
14	Linkage	3.4773	3.7704	-0.6217
15	Quick information	3.9896	3.2445	2.7081*
16	Technical function	3.9903	3.3038	2.6145*

*Significant at five per cent level.

The highly expected basic service quality variables among the customers in PRSBs is willingness to help and secured information since their mean scores are 3.9968 and 3.9194 respectively. Among the customers in public sector banks these variables are technical function and quick information since their mean scores are 3.9903 and 3.9896 respectively. Regarding the perception on the variables in core service quality variables, the significant difference among the two group of customers have been noticed in the case of navigation, personal information, prompt service, cost effective, reliability of service, banking transfers, willingness to help, speed, secured information, quick information and technical function since their respective 't' statistics are significant at five per cent level.

IMPORTANT BASIC SERVICE QUALITY FACTORS IN E-BANKING

The score on basic service quality variables among the customers in private and public sector banks have been included for the Exploratory Factor Analysis (EFA) in order to narrate the variables into factors. Initially, the data validity for EFA has been tested with the help of KMO measure of sampling adequacy and Bartlett's test of sphericity. Since the KMO measure of

sampling adequacy is greater than 0.5 and the level of significance of chi-square value is at zero per cent level, the data validity for factor analysis have been confirmed. Out of sixteen core service quality variables, one variable namely personal banking services have been dropped by EFA since its factor loading is lesser than 0.4 in all five service quality factors. The resulted five important Basic Service Quality Factors (CSQFs) in e-banking are efficiency, privacy, responsiveness, reliability and fulfillment. The number of variables in each BSQF, its Eigen value and the per cent of variation explained by these factors are summarized in Table 1.2

TABLE. 2 Basic Service Quality Factors (BSQE) in e-banking

Sl.No.	Basic Service Quality Factors (CSQF)	Number of variables	Eigen value	Cronbach alpha	Per cent of variation explained	Cumulative per cent of variation explained
1	Efficiency	4	3.0196	0.8664	20.13	20.13
2	Privacy	3	2.6844	0.8041	17.89	38.02
3	Immediate response	3	2.4411	0.7708	16.27	54.29
4	Promptness	3	2.0844	0.7466	13.89	68.18
5	Fulfillment	3	1.9233	0.7845	12.82	81.00
KMO measure of sampling adequacy: 0.8089			Bartlett's test of sphericity: Chi-square value: 96.89*			

*Significant at five per cent level.

The most important BSQF is 'efficiency' which consists of four variables with the cronbach alpha of 0.8664. It infers that the included four variables in efficiency explain it to the extent of 86.64 per cent. The next two BSQFSs are privacy and responsiveness since its eigen values are 2.6844 and 2.4411 respectively. These two factors consists of three each variables with the reliability coefficient of 0.8041 and 0.7708. The per cent of variation explained by these two factors are 17.89 and 16.27 per cent respectively. The last two factors identified by EFA are reliability and assurance since its eigen value are 2.0844 and 1.9233 respectively. The per cent of variation explained by these two factors are 13.89 and 12.82 per cent respectively. In total, the narrated five core service quality factors explain all variables in it to an extent of 81.00 per cent. The analysis reveals that there are five BSFQE for further analysis.

CONCLUSION

The service quality of commercial banks are focussed for the purpose of better financial performance. The present study find out the highly expected basic service quality variables among the customers in PRSBs is willingness to help and secured information. . Among the customers in public sector banks these variables are technical function and quick information.

Core service Quality in E- Banking is determine the satisfaction of customers. Since, every bank should aware about the E- Banking service Qualities.

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MARKETERS PERSPECTIVE ABOUT THREATS IN RURAL MARKETING – AN EMPIRICAL ANALYSIS

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ABSTRACT

Rural marketing is one of the emerging concepts which have attracted the attention of marketers globally in the recent years. The concept incorporates the marketing threats in rural marketing in the perspective of marketers. The present study analyzed the significant variables of market threats regarding the view on 5 out of 20 in rural marketing. The important market threats in rural marketing narrated by the factor analysis are threat of entry, threat of substitute, bargaining power of buyers, bargaining power of suppliers, and competitive rivalry. The score of all 20 variables in rural marketing practices have been included for Confirmatory Factor Analysis (CFA) and narrated that scope for expansion, no license fees, bargaining power of buyers, low switching cost and low price sensitive are important strategic rural marketing practices for future.

Key Words: Market Threats -Rural Marketing-Marketers.

INTRODUCTION

The Rural market has changed drastically in the past one decade. A decade ago, the rural market was more unstructured and was not a prioritized target location for corporate. Very few companies, mainly the agro- based ones, were concentrating in these markets. There are no innovative strategies and promotional campaigns. A distribution system did exist, but was feeble. Illiteracy and lack of technology were the other realized factors leading to the poor reach of products and lower level of awareness amongst villagers. Gradually, corporate realized that there was saturation, stiff competition and clutter in the urban market, and a demand was building up in rural areas .The marketers in the rural marketing are able to face different competitive pressures that depends on the threats of the companies. The marketers view on the important market threats in rural marketing are threat of entry, threat of substitute, bargaining power of buyers, bargaining power of suppliers and competitive rivalry.

STATEMENT OF PROBLEM

People in rural India are spending more than those in urban areas, according to a study by Accenture, a multinational management consulting, technology services and oil company. Many corporations are recognizing this enormous opportunity and stepping up efforts to gain a strong foothold in India's rural markets. But they are meeting with mixed results. Dynamics of rural markets differ from other market types, and similarly rural marketing strategies are also significantly different from the marketing strategies aimed at an urban or industrial consumer.

So, different opportunities and challenges prevail in rural market which needed to be studied spontaneously so as to avoid failure and to face competition. So, in this context, the present study focuses on the present scenario of Indian rural market and its strategic rural marketing practices for future.

OBJECTIVE

The main objective of the study is threats in rural marketing in the perspective of marketers.

METHODOLOGY

This study focuses on the southern districts namely Kanniyakumari, Tirunelveli, Tuticorin and Viruthunagar. The determined sample size of farmers and Traders are equally distributed in all four districts. In total 596 farmers are equally distributed in all the districts and hence the sample size in each district in 149 farmers and 94 traders under judgment sampling method. The present study is merely based on the primary data. The primary data were collected through a well structured interview schedule. The data were collected from the farmers and Traders who are marketing the produce in the rural markets.

FRAMEWORK OF ANALYSIS

The collected data from farmers and traders were analyzed with the help of “t” statistics to find out the significant difference among the farmers and traders regarding their view on strategic rural marketing practices. (CFA) Confirmatory Factor Analysis was administered in order to identify important problems and tested with the help of KMO measure of sampling adequacy and Bartlett’s test of sphericity.

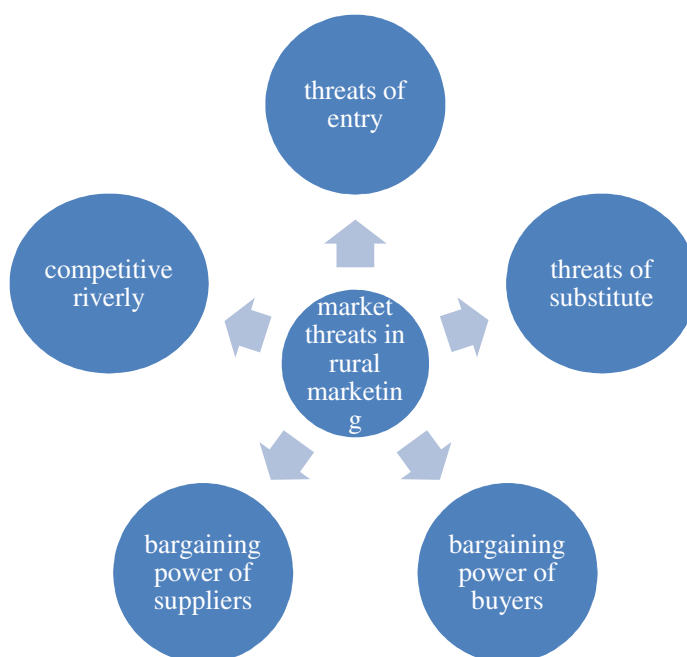
LIMITATIONS OF THE STUDY

The present study is subjected to the following limitations:

1. The applied sampling procedure is ‘purposive sampling’ which is non-probabilistic.
2. The scope of the study is confined to only southern part of Tamil Nadu.
3. The variables related to the various constructs developed in the present study are based on the review of previous studies.

MARKET THREATS IN RURAL MARKETING

The market threats in the rural marketing are playing an important role in the marketers’ view on problems and prospects in it. The market threats in the rural marketing have been examined under five important forces namely threat of entry, threat of substitutes, bargaining power of buyers, bargaining power of suppliers, and competitive rivalry. These are presented in the given figure



The level of importance given on the five market threats are measured with the help of 3,2,3,3 and 4 variables respectively. The marketers are asked to rate these variables at five point scale. The mean score of each variable in under five important forces among the farmers and traders have been computed separately along with its 't' statistics. The results are shown in table no 1.1

Table No 1. Marketers' View on Variables in Market Threats in Rural Marketing

S.no	Variables	Mean score among		't' statistics
		Farmers	Traders	
	Threat of entry			
1	No license fees	3.9192	2.8845	3.1886*
2	Minimum set up cost	3.8224	3.0446	3.0791*
3	Scope for expansion	3.9086	3.1173	3.1034*
	Threat of substitute			
1	Availability of substitute	2.6011	2.6673	-0.8186
2	Thinking of substitute	2.5961	2.7117	-0.4733

	Bargaining power of buyers			
1	Low switching cost	3.9244	3.1178	3.0686*
2	Low price sensitive	3.9173	3.2667	-2.9173*
3	Small portion of income is spent	3.8556	3.0886	2.9996*
	Bargaining power of suppliers			
1	Cut throat competition	3.6676	2.8866	3.1739*
2	Price leadership	3.7088	2.9969	3.0881*
3	Low involvement product	3.8138	2.7876	3.2996*
	Competitive rivalry			
1	Package	3.9086	2.7711	3.3881*
2	Purity platform	3.9244	2.8444	3.1179*
3	Health benefits	3.9171	2.8603	3.2676*
4	Branding	3.9739	2.8979	3.3884*

Significant at five percent level

The highly viewed variable in threat of entry by the traders and farmers are scope for expansion and no license fees since its mean scores are 3.1173 and 3.9192 respectively. The significant difference among the two groups of marketers has been noticed in all three variables in it whereas there is no significant difference in the case of threat of substitute. The highly viewed variables in it by farmers and traders are availability of substitute and thinking of substitutes since its mean scores are 2.6011 and 2.7117 respectively.

The highly viewed variables in bargaining power of buyers by farmers and traders are low switching cost and low price sensitive since its mean scores are 3.9244 and 3.2667 respectively. In the case of bargaining of suppliers, these variables are low involvement product and price leadership since its mean scores are 3.7088 and 2.9969 respectively. The significant difference among the two group of marketers have been noticed in the case of all variables in bargaining power of buyers and suppliers since their respective 't' statistics are significant at five percent level.

Regarding the view on variables in competitive rivalry, the significant difference among the two groups of marketers is noticed in the case of all variables in it. The highly viewed variable in it by farmers and traders are branding, since its mean scores are 3.9739 and 2.8979 respectively.

RELIABILITY AND VALIDITY OF VARIABLES IN IMPORTANT MARKET THREATS

The score of variables in each important market threats are included for confirmatory factor analysis (CFA) in order to examine the reliability and validity of variables in it. The CFA results are standardized factor loading of variables in each important market forces, its statistical significance, composite reliability and average variance extracted. The overall reliability of variance in each important market threats are estimated with the help of cronbach alpha. The results are shown in table no 1.2

Table No 2. Reliability and Validity of Variables in Important Market Threats

S.No	Important market threats	Range of standardized factor loading	Range of 't' statistics	Cronbach alpha	Composite reliability	Average variance extracted
1	Threat of entry	0.8544-0.6345	3.7081*-2.3842*	0.7411	0.7202	51.03
2	Threat of substitute	0.9172-0.6041	4.0886*-2.0144*	0.8042	0.8042	54.56
3	Bargaining power of buyers	0.8176-0.6338	3.2688*-2.2969*	0.7503	0.7503	51.96
4	Bargaining power of suppliers	0.8543-0.6549	3.6673*-2.5969*	0.7886	0.7886	53.02
5	Competitive rivalry	0.8672-0.6117	3.7386*-2.1488*	0.7702	0.7702	52.89

Significant at five percent level

The standardized factor loading of variance in each important market threats are greater than 0.60 which reveals its content validity. The significance of 't' statistics of the standardized factor loading of variables in it reveal its convergent validity. It is also supported by the composite reliability and average variance extracted since these are greater than its standard minimum of 0.50 and 50.00 percent respectively. The cronbach alpha of all important market forces are greater than 0.60 which reveals its internal consistency.

MARKETERS' VIEW ON THE IMPORTANT MARKET THREATS IN RURAL MARKETING

The marketers view on the important market threats in rural marketing have been measured by the mean score of the variables in each important market threats among the marketers. The mean score of each important market threats among the two groups of marketers

have been computed separately. The 't' test has been administered the significant difference among the two group of marketers regarding the view on important market threat. The results are given in table no 1.3

Table No 3. Marketers' View on the Important Market Threats in Rural Marketing

S.no	Important Market threats	Mean score among		't' statistics
		Farmers	Traders	
1	Threat of entry	3.8834	3.0154	3.0771*
2	Threat of substitute	2.5961	2.6895	-3.3224
3	Bargaining power of buyers	3.8991	3.1577	2.9172*
4	Bargaining power of suppliers	3.7301	2.8904	3.1204*
5	Competitive rivalry	3.9311	2.8434	3.2886*

The highly viewed important market threats in rural marketing among the farmers are competitive rivalry and threats of entry since its mean scores are 3.9311 and 3.8834 respectively. Among the traders it is bargaining power buyers and threat of entry since its mean score are 3.1577 and 3.0154 respectively. The significant difference among the two group of marketers have been noticed in their view on four out of five important market threats since their respective 't' statistics are significant at five percent level.

LEVEL OF MARKET THREATS AMONG THE MARKETERS

The level of view on important market threats among the marketers is measured by the mean score of the variables in each important market threats. The mean score of the important market forces among the farmers and traders have been computed separately. The distribution of products on the basis of their score on the view on market forces are shows in table no 1.4

Table No 4. Score on the view on Market Threats among the Marketers (SOMT)

S.No	SOMT	Number of Marketers In		Total
		Farmers	Traders	
1	Less than 2.00	105	61	166
2	2.00 - 3.00	103	176	279
3	3.01 – 4.00	196	103	299
4	Above 4.00	182	42	224
Total		586	382	968

The important SOMT among the marketers is 3.01 to 4.00 and 2.00 to 3.00 which constitute 30.89 and 28.82 percent to the total respectively. The important SOMT among the farmers are 3.01 to 4.00 which constitute 33.45 and 31.06 percent to its total respectively. Among the traders, it is 2.00 to 3.00 and 3.01 and 4.00 which constitute 46.07 and 26.96 percent to its total. The analysis reveals that the view on the importance given on market threats among the farmers is higher than that by the traders.

SUMMARY OF FINDINGS

The market threats in rural marketing are examined by threats of entry, threat of substitute, bargaining power of buyers, suppliers and competitive rivalry. The highly viewed variable in threat of entry among the farmers and traders are to license fees and scope for expansion respectively. The highly viewed variable in threat of substitute by the farmers and traders are availability of substitute and thinking of substitute respectively whereas in the case of bargaining power of buyers, these are low switching cost and low price sensitive respectively. In the case of bargaining power of suppliers, these two are low involvement product and price leadership respectively whereas in the case of competitive rivalry, there is branding. The significant difference among the farmers and traders are noticed in their view on all variables in the above said five factors except the threat of substitute.

The highly viewed market threats in rural marketing among the farmers and traders are competitive rivalry and bargaining power of buyers respectively. The significantly associating profile variables regarding the view on important threats are level of education, marital status, personal income, family income, and personality score. The important discriminant threats among the farmers and traders are competitive rivalry which is highly viewed by the farmers than that by the traders.

CONCLUSION

The present study concludes that the important market threats in rural marketing are threat of entry, threat of substitute, bargaining power of buyers, bargaining power of suppliers, and competitive rivalry. If the marketers be aware about the above said points they reap more and face the market threats in rural marketing.

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A STUDY ON STRESS FACTORS AMONG TEACHING FACULTIES WORKING IN THE SELF-FINANCING COLLEGES IN KANYAKUMARI DISTRICT

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ABSTRACT

A human being is a worker. If not, the person is nothing. Work is the law of our being. If a person has to enjoy life, he has to enjoy the work. Work is indeed an honour and glory. Stress is a part of daily life so as it is hard to avoid. Stress among college teachers has become a part of the life and has received substantial attention in recent years. Everybody wants teaching job. Normally, the people talk about teaching profession as a stress-free job. But, teaching is a job are affected with stress such as, mental stress, physical stress, emotional stress, social stress, spiritual stress, etc. A Teacher is a dynamic person. He plays many different and vital roles in the grooming and development of his student's personalities. He acts as a communicator, disciplinarian and conveyer of information, counsellor and surrogate parent. In spite of all this hard work, as far as reward is concerned, he neither gets the reasonable salary nor the prestige and social status which he rightly deserves. The main objectives of this study is to assess the job profile and personal traits, problems faced at job place, reasons for job stress, measure the outcome of stress and suggest the stress management techniques of teaching faculties. Two self-financing colleges were taken for the study namely, Engineering and Arts & Science Colleges. The Pilot study was conducted with forty eight teaching faculties in Kanyakumari District with the help of interview schedule. The study requires the data to be collected from Primary and Secondary Sources. The interview-schedule was used for data collection and simple percentage analysis, F-test and Garrett ranking of the tools were used for analysis. The findings of the study is majority of the respondents follow proper breathing activity and proper relaxation activity. The study suggested that the present generation should try to get adjusted with joint family system which may indirectly reduce stress among the individuals in the family. The study concluded that Educational Institutions realise that stress management is important and the pay-off comes when administrators are able to maintain high performance.

Keywords: Stress, Stress Management, Work, Teaching

INTRODUCTION

Every human being is a worker in some way on the others. Work is the law of our being. If a person has to enjoy one's life, one has to enjoy the work. Work is indeed an honour and glory. Without work or job nothing can be accomplished. But one cannot do the work all the time. One has a family to take care of. Besides, man is a social being. He/she has to deal with

neighbours, relatives, colleagues and others.. Everyone has experiences of stress, whether it is within the family, friends, work, study, business, organisation or any other social and economic activities. Every person is falling to stress either knowingly or unknowingly. Stress is a part of daily life so it is very inevitable. Normally, people talk about teaching profession as a stress-free job. But, teaching is a job where the teaching community is mere affected with stress such as, mental stress, physical stress, emotional stress, social stress and spiritual stress. Teaching faculty's stress is defined as an experience by a teaching faculty of unpleasant negative emotions such as anger, anxiety, depression, frustration and nervousness, resulting from some aspects of their work (Kyriacou 2001).

In challenging world, education is very essential for the growth and development of an individual as well as the society. A teacher is a person who delivers the knowledge to the students' community. In common, the teacher or professor plays their vital role in a place of giving formal education in schools, colleges and Universities. In this regard, the professor works in the Engineering and Arts & Science College is known as Engineering college professor and Arts & Science college professor respectively. Professor forms the crux of the educational system, preparing the young people to build their nation with purpose and responsibility to confront the challenges of tomorrow.

OBJECTIVES OF THE STUDY

1. To assess the job profile and personal traits of Self-financing Engineering and Arts and Science College Teaching faculty in the study area.
2. To find out the reasons for the job stress among Self-financing Engineering and Arts and Science College Teaching faculty.
3. To measure the outcome of stress and suggest more stress management techniques.

SCOPE OF THE STUDY

Stress is an adaptive response to situation that perceived as challenging or threatening to the person's well-being. Stress is the person's reaction to a situation itself. Stress is perceived to interfere with one's well-being, which is with need fulfillment. Stress has both physiological and psychological dimensions. Stress is a part of everyday life for educational institution such as teaching faculty, lecturers and professors. This study aims at providing an in-depth analysis and understanding of the stress factors among teaching faculties working in Self-financing Colleges in Kanyakumari District. This study examines the problems faced by the teaching faculty, reason for the job stress, outcome and how to overcome the stress.

REVIEW OF LITERATURE

M. Murugeswari, et. al., (2015) in their research article entitled "A Study on Job Satisfaction Level of Women Teachers Working in Arts and Science Colleges", assessed the job satisfaction level. The data is collected from 400 respondents the findings of the study is that majority of the

respondents are satisfied in their job. It has been determined that most of the respondents are moderately satisfied with the factors influencing their job satisfaction and also that their personal factors rarely influence their job satisfaction level. Teaching is an important profession than any other profession in the world. Hence, it is indispensable to keep them satisfied. It is recommended that the government should form a committee for the welfare of the college teaching faculty.

Dr. Kanagarathinam .M and Sukumar .A (2016) in their research article entitled “A study on occupational stress among college teachers in self-financing college in Coimbatore district”, find out that different techniques are applied by the College faculty to manage stress. The study concluded that Excessive Additional duty given to staff is having greater influence on the stress. Stress is an occupational hazard in education profession and need to be addressed without delay. Stress can make an individual productive and constructive when it is identified and well managed. At times of great stress, it is always best to keep busy, to plow anger and energy into something positive. Positive attitude and meditation will be helpful for coping the stress. Having broader perspective of life will definitely change the perception of stress. It will be successful in making distress into stress for our healthy lifestyle as well as organisational well-being.

Kavita Dua and Veena Sangwan (2017) in their study titled “Study on Stress among Female High School Teachers of Haryana”, reveals that female high school teacher is usually burdened with multiple roles and responsibilities. Female teachers are more vulnerable to stress since it is caused by many factors including poor working conditions, scarcity of resources, heavy workloads and lack of administrative and family support system. As a result of these stressful aspects of teaching, stress have negative effects on teachers’ physical, emotional, behavioral and mental well-being. The main objective of this study is to work out stress among female high school teachers of Haryana. Researcher has made all attempts to critically examine the studies conducted in the field of stress. Teachers have an emotional response to unwanted stress. The most common feelings of emotion that occurs are anger, depression, anxiety and self-blame (Blasé, 1986). Teachers may also show high signs of depersonalisation, emotional exhaustion, lack of personal accomplishments and a decrease in self-efficacy (Hastings & Brown, 2001).

Jay W. Marks (2018) in his articles titled “Health & Balanced: 15 ways to happy easier” explained most of our life is filled with stress. Stress comes in all forms and affects people of all stages and all walks of life. The degree of stress in our lives is highly dependent upon individual factors such as our physical health, the quality of interpersonal relationship, commitment etc. The researcher concluded that meditation and yoga are the main sources to overcome stress.

Uma .T and Senthil Kumari .C (2019) in their article titled “A study on stress among School Teachers in Nagercoil Educational District”, the investigators selected 225 high and higher secondary school teachers. The study found the difference in the stress among the teachers of male and female, single and married and age below 35 and above 35. The major findings is there is no significant difference between male and female teachers. This study concluded that celebrate student birthdays, share laughter with joke, close eyes and visualise a

relaxing scene, plane time every week/day, learn something new and continue to grow profession and grow personality too.

LIMITATIONS OF THE STUDY

1. The study is purely based on problems related with stress and stress management measures experienced by the college teaching faculty to enhance their performance in institutional environment.
2. Nevertheless, the limitations are insignificant to affect the result of the present study.

HYPOTHESIS OF THE STUDY

1. There is no significant difference in the level of perception towards the reasons for job place stress among different personal profile variables of teaching faculties in Kanyakumari District.
2. There is no significant difference in the nature of stress faced by teaching faculties in general among different personal profile variables of teaching faculties in Kanyakumari District.
3. There is no significant difference between the personal profile of the teaching faculties and outcome of stress in Kanyakumari District.

RESEARCH METHODOLOGY

Research Design	Descriptive and Explanatory Study
Sampling study	480 samples of Respondents
Period of Study	One Year
Tools of Data Collection	Primary and Secondary Data
Primary Data	The data collected from 12 Engineering Colleges and 12 Arts and Science Colleges of four Taluks in Kanyakumari District wise, Vilavancode, Kalkulam, Agasteeswaram and Thovalai
Secondary Data	Magazines, Journals, Books, District Calendars, College hand books, Various reports, Unpublished sources, etc.
Sampling Techniques	Multi-stage Random Sampling
Statistical Tools	Simple Percentage Analysis, Chi-square Test, Garrett Ranking Analysis, ANOVA, T-test, Mann-Whitney U Test Kruskal Wallis Test

ANALYSIS AND INTERPRETATION

Table No. 1 .Classification based on demographic factors

PROFILE	CATEGORIES	No. of	Percentage
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		Respondents	
Age	Less than 25	34	7.10
	25-35	249	51.87
	36-45	142	29.57
	Above 45	55	11.46
	Total	480	100
Gender	Male	156	32.5
	Female	324	67.5
	Total	480	100
Educational Qualification	PG with M. Phil	140	29.16
	PG with M. Phil and Ph. D	104	21.67
	PG with M. Phil, SET and NET	84	17.5
	BE	6	1.25
	ME	146	30.42
	Total	480	100
Marital Status	Married	384	80
	Unmarried	96	20
	Total	480	100
Family	Joint	96	20
	Nuclear	384	80
	Total	480	100
Monthly salary	Less than Rs. 10, 000	111	23.12
	Rs. 10, 000-20, 000	141	29.37
	Rs. 20, 001-30, 000	94	19.60
	Rs. 30, 001-40, 000	90	18.75
	Rs. 40, 001-50, 001	16	3.33
	Above Rs. 50, 000	28	5.83
	Total	480	100

Sources: Primary data

The above Table highlights that personal traits and job profile of the respondents. The personal information shows that, more than half of the respondents belong to the age group of between 25-35 years, majority of the respondents are female, a predominant proposition of the respondents are married, three fifth out of 384 married respondents, predominant proportion of the respondents lead nuclear family setup and half of the respondents earn the monthly salary between Rs. 10, 000-Rs. 30, 000.

Table No. 2. Outcome of Stress and Personal Profile Variables of Teaching Faculties-ANOVA

Outcome of Stress	Personal Profile Variables (F Statistics)			
	Age	Educational qualification	Marital status	Type of family
Psychological stress	38.026*	64.254*	14.715*	24.907*
Biological stress	57.990*	66.827*	13.302*	17.430*
Physiological stress	64.837*	63.819*	13.315*	17.031*

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

From the Table ('ANOVA' test), it depicts that the outcome of stress and personal profile of the respondents. Among the outcome stress, the education qualification is higher mean score of other personal variables. There is a significant relationship between psychological and biological stress and educational qualification of teaching faculties of their mean scores are as 64.254 and 66.254 respectively. The age is affected to the higher mean score of physiological stress and the value as 64.837.

Table No. 3. Activities followed by teaching faculties

Activities	No. of Respondents	Percentage
Proper breathing	184	38.3
Proper relaxation	175	36.5
Proper exercises including sports and games	12	2.5
Proper mental state	89	18.5
Proper diet	20	4.2
Total	480	100

Source: Primary data**FINDINGS**

It is found that psychological stress is a significant variable determining the personal profile relating to the age, gender, educational qualification, marital status and type of family.

- The study found that biological stress is a significant variable determining the personal profile relating to the age, gender, educational qualification, marital status and type of family.
- It is found that physiological stress is a significant variable determining the personal profile relating to the age, gender, educational qualification, marital status and type of family.

- The study found that two thirds of the respondents follow proper breathing activity and proper relaxation activity and 2.5 per cent of respondents in the study area follow proper exercises.

SUGGESTIONS

- Transport facility should be arranged by management to the staff and ensure timely arrival and thereby reduce the stress.
- The present generation should try to get adjusted with joint family system which may indirectly reduce stress among the individuals in the family. The presence of elders in the family is very conducive to strengthen the family relationship, good care and affection and all these factors will reduce the stress.
- Management can permit the teaching faculties to form staff association or committee to address the issues related to dissatisfaction and stress.
- It is suggested that control of “physiological”, “psychological” and “behavioural” stress-effects in faculty members is essential. Hence short courses and programmes on stress management can be provided to improve the quality of life of teaching professionals.

CONCLUSION

In this fashionable world, the role of teaching professionals are ever changing and evolving. The new teaching learning environment puts heavy pressure on teaching professionals. This work pressure has an impact on their personal life and lead to stress in their work. Hence, teaching specialists' work life balance is the most significant aspect in the success and development of educational institutions. It is vital for institutions to provide facilities to their staff members to get relieved from stress for balancing their work and personal life.

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INFLUENCE OF SOCIAL MEDIA USAGES IN ACADEMIC PERFORMANCE OF COLLEGE STUDENTS IN THANJAVUR DISTRICT - A STUDY

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ABSTRACT

Social media are interactive web internet based applications user-generated content such as text posts or comments digital photos videos and data generated through all online interaction is the lifeblood of social media sharing information. Academic Performance is a Multidimensional construct consisting of three dimensions students' characteristics teachers lecturer's competencies and academic environment. The students characteristics dimensions of the academic performance concerns how students dealt with their studies and how they cope with or accomplish different tasks given to them by their teacher help defined the extent of performance, The researcher in Thanjavur District. The general aim of the study is to analyse the Influence of social media usages in Academic performance of college students the research design of this study is descriptive design. The research adopted simple random sampling method. The main aim for having used this design was to always the problem more precisely as well as to increase about the magnitude of the problem.

Keywords: Social Media, Education Performance, Academic Performance

INTRODUCTION

Social Network is a social structure made up of individuals or organizations called "nodes", which are tied one or more specific types of interdependency, such as friendship, kinship, common interest, financial exchange, dislike, sexual relationships or relationships of beliefs, knowledge or prestige as friendship, between the nodes begin studied. The nodes, to which an individual is thus connected, are the social contacts of that individual; the network can also be used to measure social capital -the value that an individual gets from the social network. Social networking sites include; Yahoo Messenger, Facebook Messenger, Blackberry Messenger, Google talk, Google + Messenger, iPhone, Androids and so on. These networking sites are used by most people to interact with old and new friends, physical or internet friends.

The expansion in technology has also affected internet software, thus leading to chatting sites known by the name "social media". With social networking sites, one can send and receive

messages almost immediately. However, lack of regulation of the internet has led to its excessive use. Avers that internet penetrates more homes.

REVIEW OF RELATED LITERATURE

Different researchers have conducted research to ascertain the influence of social media on users; for example, Moon (2011) in a study on “impact of facebook on undergraduate academic performances”, averred that social media have negative impact on students.

Oye (2012) notes that most of the younger students use social networking sites mainly for socializing activities, rather than for academic purpose. Further observed that most of the students do feel that social networking sites have more positive impact on their academic performance.

In another study conducted by Shana (2013), it was revealed that students use social network mainly for making friends and chatting. The result showed that only 26 percent of the students (respondents) indicated that they use social media for academic purpose.

Yoon (2000) observed that the type of social media or network subscribed to by a teenager exerts influence on him or her to visit the internet. Jeong (2005) noted that internet addiction is significantly and negatively related to students academic performance, as well as emotional attributes.

STATEMENT OF THE PROBLEM

It is a common sight to see a youth chatting in sensitive and highly organized places like church, mosque and lecture venues. Some are so carried away that even as they are walking along the high way, they keep chatting. The manufacturing and distribution of equally sophisticated cellular phones has complicated the situation, as youths no longer need to visit a cybercafé before they send and receive messages. Attention has been shifted from visible to invisible friends, while important ventures like study and writing are affected in the process. This phenomenon has become a source of worry to many who believe in knowledge and skill acquisition.

The emergence of social media as a result of advancement in technology and expansion in internet software has raised eye brows among academics on its (social media) impacts on studies. Students at all levels of learning now have divided attention to studies, as a result of available opportunities to be harnessed from social media. Whether these opportunities promote studies is a question that needs to be answered. Thus, the problem this study investigates is the effect of social media networks on the academic performance of the college students.

AREA OF THE STUDY

The researcher conducted the study Influence of social media usages in academic performance of college students in Thanjavur district.

AIM

The general aim of the study is to analyse the Influence of social media usages in Academic performance of college students in Thanjavur district.

OBJECTIVES

- ❖ To find out the social demographic characteristic of the respondents.
- ❖ To ascertain the influence of the exposure on their academic performance
- ❖ To determine the frequency of exposure to social media
- ❖ To determine the social media network that the students are more exposed.

HYPOTHESIS

There is a significant association between sex and improvement academic used social media.

METHODS AND PARTICIPATES**RESEARCH DESIGN**

The search design of this study is descriptive research design. Descriptive research design is a scientific methods which involves observing and describing the behavior of a subject without influencing it in any way.

UNIVERSE

The universe of the present study in those who are inmates there researchers likes to select two colleges the second years students will be universe Male and Female.

SAMPLING

In this study the researcher adopted simple random sampling method.

SOURCE OF DATA**PRIMARY DATA**

This research work most of the information was obtained through primary data with the help of questionnaire designed for college students. The questionnaire areas also administered to collect the personal socio- economic data.

SECONDARY DATA

The secondary data and information pertaining to the study was collected from the journals articles records and books available in the libraries.

ANALYSIS AND INTERPRETATION OF DATA

Table 1: Distribution of the respondents by their mother Tongue.

S.No.	Mother Tongue	No. of Respondents	Percentage
1	Tamil	28	56%
2	English	22	44%

The above the table shows that (56%) of the respondents were speaking Tamil and (44%) of the respondents were speaking others languages like English.

Table -2 Distribution of the respondents by their family

S.No.	Family	No. of Respondents	Percentage
1	Joint Family	30	60 %
2	Nuclear Family	20	40 %

The above table shows that 60% of the respondents are joint family (44%) of the respondents are nuclear family.

Table -3 Distribution of the respondents by their students use social media.

S.No.	Use of Social Media	No. of Respondents	Percentage
1	Chatting	20	40 %
2	Dowdloading Music and Video	16	32 %
3	Academic Work	14	28 %

The above the table shows that 40% of the respondents said they use the social media to chat with friend(32%) of the respondents use it to download music and video and 28 % of the respondents use it for academic work.

Table -4 Distribution of the respondent by their improvement in academic work by social media.

S.No.	Improvement in Academic work by social media	No. of Respondents	Percentage
1	Yes	35	70 %
2	No	15	30%

The above table shows that 70% were improvement academic work by social media 30% were of the respondents academic work by social media.

Table No.5 Distribution of the respondents Exposure to college students social media.

S.No.	Exposure to College students social media	No. of Respondents	Percentage
1	Yes	45	90 %

2	No	5	10 %
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The above the tables shows that (90%) of the respondents were exposure to college students social media (10%) of the respondents were exposure to college students in social media.

Hypothesis -1

There is a significant association improvement between sex and improvement academic work by used social media.

Null Hypothesis

There is no significant association between sex and improvement academic work by used social media.

In order to find the association between sex and improvement use social media.

S.No.	Sex of the respondents	Use Social Media		Percentage	Inference
		Yes	No		
1	Male	23	5	28 %	x=14.642 df-1 P<0.05 Significant
2	Female	12	10	22 %	

According to table -1 in known that there is significant association between sex of the respondents and improvement academic work by used by social media.

Hence the research by hypothesis is accepted.

MAJOR FINDINGS

- ❖ Majority of the respondents 56% were mother tongue.
- ❖ Majority of the respondents 60% were joint family.
- ❖ Vast majority of the respondents 80% were time spent social media per day.
- ❖ Vast majority of the respondents (40%) are improvement academic work.
- ❖ Vast majority of the respondents (80%) are students use of social media.
- ❖ Vast Majority of the respondents (90 %) were Exposure to college students social media.

CONCLUSION

From the collected and analysed, it can be concluded that the exposure to social media by undergraduate students of this has negative effect on their performance. Students should reduce their exposure to social media and pay more attention to their studies. Students, especially those willing to record huge academic success should guide themselves against the use of social media.

The government should consider the possibility of evolving a policy on teenagers exposure to social media.

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**A STUDY ON FINANCIAL LITERACY OF SME (SMALL AND MEDIUM
ENTERPRISE) MANAGERS AND ITS IMPACT ON PROFITABILITY OF SMEs
- IN BANGALORE**

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ABSTRACT

The topic of research focuses on financial literacy of SME managers. The research has at most relevance in today's business scenario. Financial literacy refers to an individual's ability to obtain, understand and evaluate the relevant information necessary to make decision with an awareness of the likely financial consequences. Such decisions made by the SME managers largely impact the performance of a business in terms of its profitability.

Profitability is the profit earning capability of a firm which is a major contributor to its survival. The perpetual existence of any firm depends on its ability to earn profits. Such profitability of SME may depend on its managers' financial literacy. Hence, the study is very relevant in today's dynamic business scenario.

Financial literacy deals with the ability of individuals to make right choices amongst the various available alternatives. Financial literacy of Small and Medium Enterprise Managers represents the ability of SME managers to confidently take correct decisions and actions through possessing the knowledge and skills on financial matters. Financial literacy is an understanding of several financial areas concerned with investing and finance. The research paper focuses on analysing the financial literacy of SME managers in the city of Bangalore, India. Simple random sampling technique of sampling was used to collect data for the purpose of research. The research also explores the objective analysis by focusing on analysing financial knowledge, financial attitude and financial behaviour of the respondents. Financial literacy is a matter of study in today's dynamic environment with the presence of high levels of competition amongst the SMEs. Hence, there is a need to study the financial literacy of SME managers to analyse how their literacy levels impact the profitability of such firms. The research paper has focused on the same.

Keywords: Financial Literacy, SME, Managers, Impact

INTRODUCTION

Financial literacy is the education and understanding of various financial areas including topics related to managing personal finance, money and investing. This topic focuses on the ability to manage personal finance matters in an efficient manner and it includes the knowledge of making appropriate decisions about personal finance such as investing, insurance, real estate, paying for college, budgeting, retirement and tax planning.¹

The financial literacy definition developed by the National Financial Educators Council: Possessing the skills and knowledge on financial matters to confidently take effective action that best fulfils an individual's personal, family and global community goals.²

TRENDS MAKING FINANCIAL LITERACY MORE IMPORTANT

Compounding the problems associated with financial illiteracy, it appears financial decision-making is also getting more onerous for consumers. Five trends are converging that demonstrates the importance of making thoughtful and informed decisions about finances:

1. **Consumers are shouldering more of the financial decisions:** Retirement planning is one example of this shift. Past generations depended on pension plans to fund the bulk of their retirement lives. Pension funds, managed by professionals put the financial burden on the companies or governments that sponsored them. Consumers were not involved with the decision-making, typically did not even contribute their own funds, and were rarely made aware of the funding status or investments held by the pension.
2. **Complex options:** Consumers are also being asked to choose among various investment and savings products. These products are more sophisticated than in the past, asking consumers to choose among different options offering varying interest rates and maturities, decisions they are not adequately educated to make.
3. **Lack of government aid:** A major source of retirement income for past generations was Social Security but the amount paid by Social Security is not enough, and it may not be available at all in the future. The Social Security Board of Trustees reported that by 2033 the Social Security trust fund may be depleted, a scary prospect for many. So now, Social Security acts more like a safety net that barely provides enough for basic survival.
4. **Longer life spans:** We are living longer. This means we need more money for retirement than prior generations did.
5. **Changing environment:** The financial landscape is very dynamic. Now in a global marketplace, there are many more participants in the market and many more factors that can influence it. The quickly changing environment created by technological advances such as electronic trading make the financial markets even swifter and more volatile. Taken together, these factors can cause conflicting views and difficulty in creating, implementing and following a financial roadmap.
6. **Too many choices:** Banks, credit unions, brokerage firms, insurance firms, credit card companies, mortgage companies, financial planners and other financial service companies are all vying for assets creating confusion for the consumer.³

STATEMENT OF THE PROBLEM

The problem relates to understanding what financial literacy is and what are its variables to judge the managers of SME as financially literate. Profitability is an important element in running a

business successfully. Hence, understanding how key personnel of SME are able to earn such profits through financial literacy is very important.

OBJECTIVES

1. To understand the term ‘financial literacy’.
2. To analyze the financial literacy level amongst SME managers.
3. To understand how financial literacy of SME managers impact their business’ profitability.

METHODOLOGY

- An empirical study was conducted. Data was collected from both primary and secondary sources.
- Primary data was collected through questionnaires, personal and telephonic interview.
- Secondary data was collected from internet web page, books, journals, newspapers, etc.

SAMPLE DESIGN

Simple random sampling method was used to select samples who are managers of SMEs within the city of Bangalore.

SAMPLE SIZE

The sample size is restricted to 100 and samples belong to different areas of Bangalore.

SAMPLE DESCRIPTION

The sample consists of managers of small and medium enterprises within the city of Bangalore.

DATA COLLECTION

The sources of data are both primary and secondary data.

- Primary Data: The primary data was collected through a structured questionnaire.
- Secondary Data: Secondary data was collected by:
 - Various websites and online data
 - Referring various articles, reports, journals, magazines on SME profitability and financial literacy.
 - Annual reports of SME
- Referring different books and previous project reports in college library.

STATISTICAL TECHNIQUES

The obtained data was analysed by performing simple analysis techniques like bar diagrams and charts. Complex analysis techniques like frequency analysis, correlation and regression analysis was performed to analyse and explore the area of research.

LIMITATIONS OF THE STUDY

- An underlying assumption for the entire project is that the details and the feedback received from the population is true.
- Sample of only 100 respondents is selected from the population
- Time constraint- This project had to be taken in specific time duration which does not permit extensive research report

FINDINGS OF THE STUDY

TABLE 1 – The SME managers' age of business

	Frequency	Percent
Valid 0-5	17	16.7
6-10	46	45.1
11-15	27	26.5
16-20	8	7.8
21 and above	4	3.9
Total	102	100.0

- Of the total respondents, majority of them were male respondents constituting 62.7% of the sample size.
- Majority of the respondents posses financial knowledge.
- 23.5% of respondents set financial objectives prior to achieve them in future.
- 49% of respondents follow a weekly or monthly plan for expenses.
- 47.1% of respondents prepare budgets to monitor them in their performance.
- 46.1% of respondents participate in training programs to acquire financial skills.

TABLE 2 – Annaul_net_profits * predict_profits Crosstabulation

Annaul_net_profits Yes No

less than Rs.1,00,000	1	1	2
Rs.1,00,000 -	46	6	52
Rs.5,00,000	23	8	31
Rs.5,00,000 -			
Rs.10,00,000	15	1	16
Rs.10,00,000 -			
Rs.50,00,000			
more than			
Rs.50,00,000	1	0	1
Total	86	16	102

SUGGESTIONS

- Managers of SMEs must focus on analyzing any situation before decision making.
- Managers must attend the training sessions regularly to acquire good financial skills and make better decisions.
- Managers of SMEs must understand the impact of decisions on profitability to analyze and improve performance.

CONCLUSION

SMEs in India are exposed to high levels of competition from several industries. The managers of these SMEs must focus on analysing their financial literacy levels and should undergo required training sessions to acquire the skills and make better decisions in critical situations. Analysing the impact of financial literacy on profitability is important to know the areas of improvement and to improve their performance.

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A STUDY ON GROWTH RATE OF MULTI LEVEL MARKETING IN INDIA

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ABSTRACT

MLM indicates to multi-level marketing, it is also known as pyramid selling scheme, network marketing, and referral marketing. It is a marketing strategy used commonly by pyramid-structured companies for selling products and services, where workers act as both salespeople and buyers and the revenue of an MLM company in India or any other place is then derived from this non-salaried workforce. This is done by **MLM companies in India** or in the world maintains a steady number of sales, while the burden of having to sell & distribute the product/services is not put on the workforce alone. Some of the splendid MLM company in India include Amway, Avon, MaryKay, Forever Living, and the likes, which floated the Indian market with a bid to increase direct sales and provided employment opportunities that aimed at housewives, retired persons, and unemployed people.

Keywords: Pyramid Scheme, Products And Services, Employment Opportunities.

INTRODUCTION

Multi Level Marketing also referred as Network marketing, Pyramid selling and Referral marketing strategy for the sale of products or services where the revenue of the MLM Company is come from non salaried workforce selling the company's products/services, while the earnings of the workforce are derived from a pyramid-shaped or binary compensation commission system. Despite each MLM company dictates its own definite financial compensation plan for the payout of any earnings to their respective participants, the ordinary feature which is found across all MLMs is that the compensation schemes theoretically pay out to participants only from the two potential revenue streams. The first and foremost stream of compensation can be paid out from commissions of sales made by the workers directly to their own retail customers. The second stream of compensation scheme can be paid out from commissions based on the sales made by other distributors below the participant who had recruited those other participants into the MLM; in the organizational hierarchy of MLMs, these participants are referred to as one's down line distributors.

Multi Level Marketing salespeople are, therefore, anticipated to sell products directly to end-user retail consumers by means of relationship referrals and word of mouth marketing. But most importantly they are incentivized to recruit others to join the company as fellow salespeople so that these can become their down line distributors.

MEANING OF MLM

Multi level marketing means distribution of goods to the end consumers by developing dealer networks. This is also referred as 'Network Marketing' or 'Structure Marketing.' This concept of Multi level marketing was firstly introduced in USA. Multi level marketing is a form of direct marketing. Here, the goods do not pass through the layers of intermediaries but reach directly to the end-users. The traditional method of selling through retailers is not adopted here; rather the sales take place through a network of independent dealers.

HISTORY OF DIRECT SELLING AND NETWORK MARKETING

The evolution of direct selling or network marketing industry can be traced back to 1880's with the establishment of Avon. This model directly interaction with the customers was hugely successful. An entirely new chapter of origin was induced with the introduction of the multi-level marketing compensation plans (MLM plans) by Nutrilite in 1945. In this compensation scheme, the individual representatives got the opportunity to building their own business by refereeing new distributors into the business and earning revenue from their own sales and the sales of distributors they enroll.

With its success, most of the companies adopted the MLM plan, including global players like Avon, Tupperware and Amway. The beginning 1990's saw a growth in the global direct selling market with major players expanding globally and entering newer, promising markets like Brazil, China and India.

GLOBAL INDUSTRY SIZE

As per the analysis conducted by FICCI and KPMG, Direct selling is a USD167 billion industry globally. Even though the industry grew at a low rate of 5.5% in 2012, due to global economic slowdown, as compared to the over growth rate of 19.8% in 2011, the long-term growth projection of the industry remain robust.

INDUSTRY SIZE IN INDIA

As per KPMG – FICCI analyzed that the Indian market for direct selling or network marketing industry was estimated at Rs.7, 500 crores in 2013-14. It forms around 0.4% of the total retail sales in the country. This figure is still far lower than other comparable economies (one-half of direct selling market size of China and one-tenth of Malaysia). As per the reports from FICCI – KPMG Direct selling is likely to attain Rs.64,500 crores billion in India by 2025.

MLM company in India as per DSN report includes:

Rank	Company	Revenue
1.	Amway	\$8.60B
2.	Avon Products Inc.	\$5.70B
3.	Herbalife	\$4.40B
4.	Vorwerk	\$4.19B
5.	Infinitus	\$3.92B

6.	Mary Kay	\$3.25B
7.	Natura	\$3.09B
8.	Perfect	\$2.96B
9.	Nu Skin	\$2.28B
10.	Tupperware	\$2.26B

The scheme of earning commission-based remuneration and perks depending on the performance of network marketer was seen as a cost-effective method of earning from home and has provided for opportunities under the **MLM business in India**. The MLM business works on the direct selling model where the buyer purchases a product directly from the company, instead of involving a middleman.

DIFFERENCES BETWEEN MULTI LEVEL MARKETING AND TRADITIONAL MARKETING

Multi level marketing totally differs from traditional marketing in many ways:

The way of goods is distributed. The way that the distributor network is developed. And the way these distributors are paid.

Apart traditional marketing, the goods are sold to the final consumers without the involvement of intermediaries. In traditional marketing, the sales force is recruited by the company but in multi level marketing the dealer's further recruit members and enhance the company's network. The sales force in Multi level marketing are not the employees of the company, rather than they are self-employed with no pre-decided sales targets to meet. They are not liable to promote company's products. The sales force in traditional marketing is paid commission on units sold by them, but in multi level marketing(MLM) the dealers are paid commission not only on the units sold by them but also on the sales made by the members recruited by them.

THE PROS AND CONS OF MULTI-LEVEL MARKETING

While multi-level marketing (MLM) has been compared to pyramid schemes, there are number of big and successful multi-level marketing companies that assist independent consultants creating a career and path to income. Companies with popular customer bases like Avon, Young Living, and Amway are all are the examples of multi-level marketing companies that work with a network that of independent distributors to sell their products to end consumers.

While successful multi-level marketing organizations exist and many people have successfully implemented their own branch of distribution, there are some pros and cons to the multi-level marketing business model. Here's what to consider before committing to becoming an independent business consultant for an MLM.

PROS:

- **Financial independence:** Most of the people invest in becoming consultants for multi-level marketing businesses. Because it offers them an opportunity to create extra income. Whether it maybe a fulltime job or part time job to help make ends meet, working as an independent retailer for an MLM company can help make end meet, provide retirement savings, or allow for greater overall financial flexibility.
- **Adaptability:** MLM companies provide their business consultants the kind of flexibility that more and more people want the ability to set their own work hours and grow their earning potential in direct proportion to the time and effort they are willing to put into their work. This type of flexible scheduling opportunity, paired with several ways to generate income including sales and recruitments, are a perfect fit for entrepreneur-minded individuals.
- **Growth opportunities:** Most MLM companies have some kind of growth hierarchy in place to aid consultants understand what they need to accomplish or achieve to earn higher commissions or grow their network. Because consultants can make a percentage of the profits of each person they recruit, they have an opportunity to grow their income and investment in the company in a clear way something not ever other company can offer.

CONS:

- **Upfront financial investment:** Most MLM companies require you to purchase your own inventory to then turn around and sell it through Facebook groups or distribution parties and events. This can increase the risk for sellers, as they are taking on a significant financial burden in order to potentially sell product and they must recoup their investment before they can officially make a profit.
- **Limited benefits:** Working as an MLM consultant is like working as a contractor or freelancer there are usually no traditional perks such as health insurance or paid vacations. While there is a greater degree of autonomy and flexibility in the MLM structure, some of that does come with a cost and would be considered a negative if people enjoy the stability and traditional benefits of employment.
- **Limited support:** While many retailers can believe on the expertise and experience of the consultant who recruited them, they are essentially their own boss and must learn a lot on the go, sometimes without much guidance beyond an official on boarding.

The impact of the pros and cons of MLM will vary. Some people thrive on the challenge and enjoy making connections, while others crave more stability and guidance. As an independent business consultant for a multi-level marketing group can assist individuals to create a flexible career path, but it doesn't come without some features that might be considered deterrents by some. For those who own and operate MLM organizations, it's important to make sure that the benefits to potential business consultants are clear and support is provided throughout the process.

CONCLUSION

Over a period, the Multilevel Marketing have been evolving and growing at a fast pace with the numerous of companies, their number of sales and sales promoters, wide range of products and services, execution plan, great earning opportunity etc. Hence, the concept of MLMs is gradually becoming most powerful and popular, attracting more and more people into it. The future of MLM will definitely have a lot to offer with much greater opportunities and scope.

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SHIFTING THE PARADIGM IN HUMAN RESOURCE MANAGEMENT

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ABSTRACT

The HRM scenarios that are dynamically evolving every day, many shifts are taking place which essentially requires attention of every HR professional. Therefore, our main objective in this conceptual paper is to study and identify the paradigm shifts in the human resource practices. In this paper, we addressed several shifts which would demand drastic changes in the traditional HR practices followed by the organizations and would also help in shaping the performance of the businesses and optimum utilization of employee efficiency in the organizations. Human resource management (HRM) is at the forefront of many organizations, HR teams want to play a more strategic role in their organizations and they're pressuring the HR function so it can better meet business needs. And many organizations are acquiring integrated Human Resource Information Systems (HRIS) as well. The latter introduce greater automation, and cloud computing enables greater accessibility to the information. What's happening then is a major paradigm shift where HRM is now becoming everybody's business.

Keywords: HRM, Organizations, Professional, Paradigm, Business.

INTRODUCTION

Human Resource Management these days possesses the centre stage in enterprises. An organization can have every single profitable resource in its hands yet without human resources it can't take appropriate shape. As we know HR function is "all managerial activity carried at any level with respect to the organization of work and the entry, development and exit of individuals in the organization so that their capabilities are utilized. Individuals have a central part and are the most influential and dependable assets for proficiency and adequacy of an organization". Consequently HRM today goes for developing individuals and their potential for growth.

HR professionals go act as genuine change agents in their organization and are in charge of shaping the state of mind of the human asset to concentrate on the business objective. The traditional HR mainly focuses on recruitment, performance appraisals, payroll administration etc., which is mostly employee centric and has development initiatives such as training and development, motivation initiatives and others to increase employee productivity and efficiency within the organization. Business organizations are subjected to constant change due to globalization and rapid information technology developments.

OBJECTIVES

The present paper mainly aims to know the Changing Paradigms in Human Resource Management; to examine the role of human resource management in Organization; to explore these changing paradigms in human resource management; to analyze of major aspect of HR in an organization.

METHODOLOGY

This paper is a review paper. Resources have been gathered from secondary sources.

PARADIGM

The term paradigm originates from the Greek "paradeigma" which means "show example or case". Initially presented years back by the philosophy of science historian Thomas Kuhn, the term paradigm is currently used to mean an expansive model, a structure, and a state of mind or a plan for understanding reality. The expression "paradigm" is another word for 'pattern'. Design framing is almost we endeavour to make importance from our encounters. We utilize these patterns to comprehend circumstances, bring up issues, fabricate interfaces and create forecasts. The human mind is intended to create, observe and perceive designs in our general surroundings. We oppose the thought that no example exists. At the point when an outlook change happens, we understand things from with a better point of view as we concentrate on various types of the occurrences in our lives.

HRM

A human resource department is an important, if not basic, segment of any business despite of the organization's size. It is principally centred on magnifying worker efficiency and shielding the organization from any issues that may emerge from the workforce. HR duties incorporate remuneration and advantages, enrolment, terminating and staying up with the latest with any laws that may influence the organization and its employees.

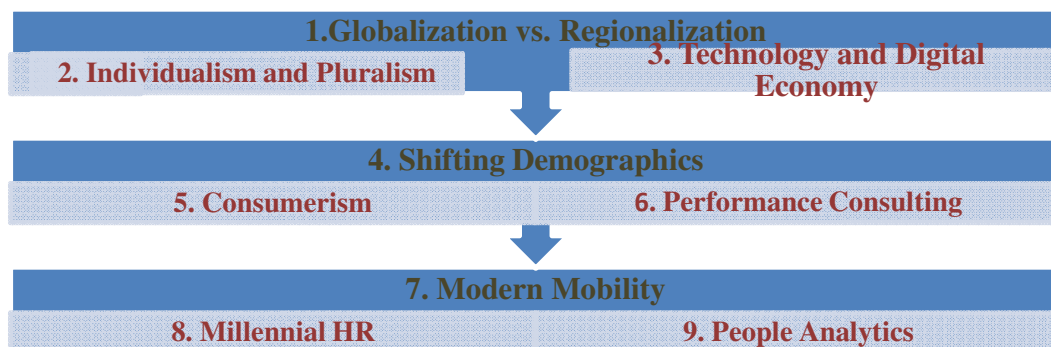
ROLE OF HUMAN RESOURCE MANAGEMENT IN ORGANIZATION:

HRM decreases the expenses related with employee turnover and contracting new workers to fill work positions. The objective of HRM is not exclusively to guarantee that employees get reasonable remuneration for their work, additionally to assemble a solid employer-employee relationship and increment the level of employee fulfillment inside the organization. HRM is additionally used to shield an organization from any allegations or lawful move that might be made against it by an employee. Successful HRM can distinguish work issues before they intensify and resolve internal issues identified with favoritism or other exploitative treatment revealed by employees. HRM ensures that the organization confirms to commonplace and government laws with respect to essential employee paperwork, governmental policy regarding minorities in society arranges and divergent effect investigations. A proficiently

run HR division can give your organization structure and the capacity to address business issues through dealing with your organization's most significant assets - its employees.

CHANGING PARADIGMS IN HUMAN RESOURCE MANAGEMENT

In the field of HR, through our study we identified ten different changes which are required to be addressed by a HR professional to ensure a smooth flow of his responsibilities in the future and they are globalization vs. Regionalization, individualism and pluralism, technology and digital economy, shifting demographics (diversity), consumerism (employee as consumer), performance consulting, organizational learning, modern mobility, people analytics.



GLOBALIZATION VS. REGIONALIZATION

The expanding pervasiveness of globalization is driven by various components, incorporating lack of ability in created nations, accessibility of ease work and developing consumers in developing nations, and technological advance. HR divisions of worldwide organizations must collect information on variables, for example, employees, attrition and procuring, pay and advantages, ethnic, gender, social, and nationality disseminations, and load into information distribution centres furthermore, data shops. By applying progressed logical strategies on the information, HR expert will get business knowledge, anticipate changes, and settle on educated choices at operational and vital levels

INDIVIDUALISM AND PLURALISM

A lot of research on societal culture has been guided by the thought of "cultural disorders." cultural disorders are intellectual structures that help one sort out and translate the world by concentrating consideration on specific examples or subjects in the subjective components of nature, for example, values, standards, convictions, and suppositions. Of various social disorders that have been recognized, individualism and collectivism have gotten impressive consideration, and has been the concentration of especially rich hypothetical portrayal.

TECHNOLOGY AND DIGITAL ECONOMY

Information and innovation has created a transformation in the each circle of human attempt. Today it is utilized widely in the organisations to perform various functions, for example, enrolment, maintenance, development etc. It and its extensive variety of uses have affected their operations as well as have made their nearness significantly felt in each circle of administration. Indeed, even in the field of HRM, innovation has contributed towards the outlook change, as well as has gotten different difficulties and opportunities alongside it. The greatest test confronted by the organizations is the selection and acknowledgment of these innovations, as the re-planning and re-building of the HR capacities is extremely basic for the systematic and compelling working of the different functions.

SHIFTING DEMOGRAPHICS

Demographic factor is among the most common and most decisive predictors in the turnover. A number of studies found age, education, job level, gender and tenure with the organization to be significant predictors of turnover. Many studies show that though age and tenure are usual dependent, time related variables which differ with one another, they are separate variables leading to different diverse results. The important component in human resource management practices is the need to effectively motivate and hold high capacity employees who survive organisational rebuilding, downsizing, rearrangement or re-building activities.

CONSUMERISM (EMPLOYEE AS CONSUMER)

Employees must be included in HR practices keeping in mind the end goal to give them a chance to have their impact on employee execution and commitment. Simply the nearness of well-designed HR practices does not imply that they will act as they should, simply like a well-designed training program does not help an employee that does not take part in it. By "implementing" HR practices a firm makes its hr practices to satisfy its purpose. However, other than the individuals who create HR practices, the employees themselves assume a vital part in the execution of HR practices. Research has once in a while considered employees as dynamic implementers of human resource management (HRM).

PERFORMANCE CONSULTING

Performance consulting is a procedure in which inner or outside customers employ advisors to give an orderly and all holistic way to deal to enhance the working environment performance to accomplish business objectives. However, in organizations HR essential function is to check whether the job descriptions are in place, and must be prepared to characterize, motivate, assess, and enhance the execution of your employees through proper performance management.

ORGANIZATIONAL LEARNING

Organizational learning has turned into a field with quick development and gets increasing attention of researchers now. Organizational learning resembles an organisation which does well in creating, getting and shifting learning and in action correction of staff keeping in mind the end goal to have response on new data, views, techniques, thoughts and news through any routes with a more large scale viewpoint.

MODERN MOBILITY

Workers from rising economies have truly set a high incentive on education, experience and abilities earned in the west. Yet, not for any longer – by 2020, domestic multinationals in china, India and other developing markets will match and even surpass western multinationals in terms of compensation and career development. This implies skilled workers from rising economies will return home to exploit their recently discovered aptitudes in the lucrative residential markets.

MILLENNIAL HR

The millennial era (likewise normally known as gen-y and incorporates births from 1982-2000) is developed in the workforce and the baby boomers resigned, so supervisors and HR experts should grow new models considering the generational contrasts between children of baby boomers and millennial.

PEOPLE ANALYTICS

People analytics, also known as talent analytics or hr analytics, refers to the method of analytics that can help managers and executives make decisions about their employees or workforce. People analytics treats people in an organization like other asset, as something that can be analyzed, checked and reconfigured. Its goal is to expel gut instinct and behavioral inclinations from talent determination, maintenance, performance management and training & development.

MAJOR ASPECTS OF HRM

ACQUISITION OF TALENT

An organization stands tall only on support of its team members and that is why it is always required to make the organization's image in such a way that it can attract the talented people and not just a bunch of job seekers searching a place for earning bread and butter. HRM plays a vital role in making a service organization like Banks a hot cake among the job seekers. In this present age of globalization there are lots of opportunities among the young generations and among all the career options through best HRM practices Banking Industry can bring some value for itself.

TRAINING AND DEVELOPMENT

Banks are taking some efforts to train their employees so that they can use these in their actual banking environment. So on the job training is the basis of training culture of almost every Banks however sometimes employees are being provided some institutional trainings at their learning centers also. We are also going to face major challenges on the Talent Management front. In coming times, the work force will get complex and there will be a need to juggle a wide variety of people with varied needs and preferences, resulting in an array of relationships between the organization and those who work for it. More than a decade ago, Peter Drucker expressed the need for what he called —non-traditionall work relations: flexible schedules, contract arrangements, virtual teams, etc.

JOB SATISFACTION/EMPLOYEE SATISFACTION

Employees satisfaction leads to employee's commitment and only committed people delivers the desired results. If an organization does not understand its employees it can never understand its customer.

PERFORMANCE MANAGEMENT

Performance management is the process through which managers ensure that employee activities and outputs are congruent with the organization's goals. In this bank uses a number of measures and tools for the implementation of performance management system. A longstanding question that most institutions including banks face is the issue of equitable distribution of rewards.

RETENTION OF EMPLOYEES

An organization may be able to get the most suited people for our work but then the challenge is to retain these people and to develop them. There are several dimensions to this issue such as training/ re-skilling of employees, performance measurement, promotion policy, transfer policy, talent management, communication, etc.

THE ROLES AND REQUIREMENTS OF THE HR MANAGER

The human resource manager plays a number of roles in addition to carrying out or managing the aforementioned activities. For instance, the HR manager operates as a key advisor to the managers in other functional areas of the organization.

The support offered in this regard is invaluable, as all the other areas virtually depend, for all their activities and operations, on the people the HR manager is responsible for bringing into the system. More critically, the HR manager becomes a coach and facilitator for the development of people-management skills in the line managers - who are increasingly finding themselves involved in the management of people, and whose productivity they are being held responsible

for. Another major role played by the HR manager is that of facilitating ethical behavior on the part of employees. Here, the manager constantly creates opportunities using the various channels available to ensure that the organization's core ethical values, principles and expectations are adequately communicated and inculcated to its members.

The HR manager is also responsible for facilitating the creation of high performance work systems in which the organizational structure, technology, work processes and people function together to deliver some competitive advantage for the organization in the market place. To be effective in playing these roles, the HR manager often needs to be equipped with the requisite technical, human relations, leadership and decision-making skills. These skills are especially essential in building and sustaining quality workforce, constructing attractive incentive schemes, and facilitating cooperation between management and union.

CONCLUSION

In practice, the traditional HR processes followed are needed to be tailored according to the changing global context. Organizations try to change their HR activities according to the problems faced by them. They require considering the various shifts that are taking place in HRM which shapes the future of the entire HRM and mainly helps HR professionals to adopt to the dynamic shifts happening in business environment that affects the efficiency, productivity, performance and effectiveness of employees and organizations. Therefore this study helps you in understanding the various paradigm shifts that are occurring and would shape the future of HRM.

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RURAL MARKETING IN INDIA-OPPORTUNITIES AND CHALLENGES***PRAVEEN B. PATIL**Co-ordinator, S.S.S.Samiti's M.P.Mirji College of Commerce, M.Com Department
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ABSTRACT

Management Guru Mr.C.K Pralhad's thought – fortune lies at the bottom of the pyramid is very true when it comes to exploring the rural markets and grabbing an opportunity to expand the market. In recent years, rural markets have acquired importance, as the overall growth of the economy has resulted into considerable increase in the purchasing power of the rural people and preferences of rural people are also getting changed. So, every marketing player is keen to invest in rural markets. . Rural marketing has become the latest mantra of most corporate even MNCs are eyeing rural markets to capture the large Indian market. The rural market consist 70 percent population, twice as entire market of USA and would become bigger than total consumer market in countries like South Korea, and Canada in another 20 years This present paper tries to know the what rural markets are, their characteristics, opportunities and challenges in the rural market in India, the identification of different rural marketing strategies, to highlight the opportunities and challenges of rural marketing in India.

Keywords: Rural Market, Marketing strategies, Challenges, opportunities

INTRODUCTION

Rural market is the key to survival in India. Most consumer markets are getting cluttered, hereby slowing down the growth rates of consumer products. While overall volumes continue to grow reasonably well, there are too many players eating into each other's market share. Reducing prices and investing heavily in sales promotion becomes inevitable in the urban markets. Consequently, operating margins come under pressure and new growth markets need to be explored. It is here that the rural markets provide an opportunity, a ray of hope for a marketer. The rural market has been growing steadily over the past few years and is now even bigger than the urban market. More than 800 million people live in villages of India. 'Go rural' is the marketer's new slogan. Indian marketers as well as multinationals, such as Colgate-Palmolive, Godrej and Hindustan Lever have focused on rural markets. Thus, looking at the opportunities, which rural markets offer to the marketers, it can be said that the future is very promising for those who can understand the dynamics of rural markets and exploit them to their best advantage.

Since ancient times, Indian villages had the concept of village markets popularly known as the village haats. The haats are basically a gathering of the local buyers and sellers. The barter system was quite prevalent, which still continues in a number of places even today. Haats are basically a weekly event, and are central to the village economy.

The corporates are looking for new prospects and possibilities, as they are witnessing a decline in their growth rates in urban markets due to market saturation and they have a large, untapped rural Indian market. The motivating force for this is young people who are educated, have access to technology and have willingness to change. The overall growth of economy has resulted into substantial rise in the purchasing power of the rural customers. A survey done by India's best economic research entity, National Council for Applied Economic Research (NCAER) shows that rise in rural incomes is keeping pace with urban incomes. The rural middle class is growing at 12% as compared to 13% in Urban area.

REVIEW OF LITERATURE:

Many studies have been carried out in Indian context in connection with rural marketing which has also revealed a major setback of temperamental attitude of underrating potential source like rural marketing. Various studies have thrown light on rural marketing pros and cons and also its dimensions in different manner. Some of the major ones are highlighted below

Rana J. (2012) studied that, Rural Indian market is quite challenging and attractive. Even though marketers are taking essential and necessary steps to capture this market the scope is still wide and companies have tremendous opportunities. Premium FMCG brands are concerned, only few consumers are there from this market. Companies should also decide in advance their target market for premium brands and also approach them. Rural youths certainly can be of great help in this direction. Also marketers can also come up with innovative proposals through which target market for premium brands can be convinced.

Venukumar G. (2012) through his studies concluded that it is very much certain that FMCG companies will have to gain inroads in rural markets in order to achieve double digit growth targets in future. He opines that definitely there is lot of money and huge potential in rural India. Also companies entering rural market must go for strategic reasons and not for tactical reasons as rural consumer is considered as closed book and it is also through unwavering commitment that companies can make inroads into rural market. Ultimately a company will win in the rural market which has innovative ideas to tap the market and also with required resources.

Rahman M et.al, (2012) through his study found out that in India the market share of hair care segment contributes about 9% to FMCG sector which is continuously increasing from 6230.8 crores of rupees to 8417.79 crores of rupees between commercial years 2008-09 to 2010-11. In India shampoo market is dominated by HUL with market share of 46% followed by P&G with 24%. Some of the major top shampoo brands are Pantene, Sunsilk, Clinic Plus and Head & Shoulders which are placed in 'Stars' cell of BCG Matrix of Shampoo brands in India.

Dr. Singh P. et.al (2012) opined through his findings that issue of rural product generation through industrialization needs to be viewed from a new angle and perspective far more on scientific lines. Understanding the market opportunities for rural products along with country's development priorities is the core of scientific approach keeping in mind country's development

priorities and also chalks out a strategy where rural industries have a major role to play. Rural products need to adapt themselves not only according to changing tastes of national market, but also according to changes in tastes in international market as rural products are forced to increasingly become part of global supply chains.

Kavitha T (2012) through her studies suggested that new phase of rural consumption appears to provide great opportunity for FMCG sectors. To connect and communicate with consumer who is more aware and unreserved than ever before the study found that rural marketers need to evolve new strategies. Product and brand development cycles need to undergo a dramatic change as today's rural consumer is not just indulgent but "smart" too as he wants those products which carry the best of traditional wisdom and modern science providing individualism and convenience in one go. Those products and brand strategies that which respond to these demands are more likely to succeed in market.

Dixit D (2011) through his studies found out that bottom line or top line growth should not be the primary objective of getting into rural markets. One can't make fortunes out of these markets as yet because these markets offer future opportunity. Investment in these markets is being made both in turns of effort and capital which certainly might take time before showing desired results. Rural marketing however is all about seeding the markets, creating awareness regarding brands and also promoting a culture for consumption purpose.

Badagu D and Chauhan S (2011) concluded in their study that looking at the major challenges and opportunities which rural markets offer to marketers it can be said that future is very promising for those who can understand the dynamics of rural markets and exploit them to their best advantage. Further he also stated that a radical change in attitude of marketers towards vibrant and burgeoning rural markets is called for, so that they can successfully impress on 230 million rural consumers who are spread over approximately near six hundred thousand villages in rural India.

Paninchukunnath, (2010) said that if we look at the projected annual size of the rural market it would tell us the true potential of this untouched market. The growth statistics exhibit large potentials for FMCG and Consumer Durables for the Indian Rural markets.

Goswami, (2009) revealed that the immense potential of the rural customers can be realized if the managers understand this market. The vast untapped needs of the rural consumers, the developing rural economy and the increased penetration of media and brand awareness makes this market extremely attractive to marketers.

OBJECTIVES OF THE STUDY

1. To know the characteristics of rural market.
2. To study the status of Rural Marketing in India.
3. To know the major strategies used for rural market in India.

4. To study the various opportunities and challenges of rural marketing.

CHARACTERISTICS OF RURAL MARKET

1. Large and scattered population:

Nearly 70 per cent of India's population live in rural areas. The rate of increase in rural population is also greater than that of urban population. The rural population is scattered in over 6 lakhs villages. The rural population is highly scattered, but holds a big promise for the marketers.

2. Higher purchasing capacity:

Purchasing power of the rural people is on rise. Marketers have realized the potential of rural markets, and thus are expanding their operations in rural India. In recent years, rural markets have acquired significance in countries like China and India, as the overall growth of the economy has resulted into substantial increase in purchasing power of rural communities.

3. Market growth:

The rural market is growing steadily over the years. Demand for traditional products such as bicycles, mopeds and agricultural inputs; branded products such as toothpaste, tea, soaps and other FMCGs; and consumer durables such as refrigerators, TV and washing machines have also grown over the years.

4. Development of infrastructure:

There is development of infrastructure facilities such as construction of roads and transportation, communication network, rural electrification and public service projects in rural India, which has increased the scope of rural marketing.

5. Low standard of living:

The standard of living of rural areas is low and rural consumers have diverse socio-economic backwardness. This is different in different parts of the country. A consumer in a village area has a low standard of living because of low literacy, low per capita income, social backwardness and low savings.

6. Traditional outlook:

The rural consumer values old customs and traditions. They do not prefer changes. Gradually, the rural population is changing its demand pattern, and there is demand for branded products in villages.

7. Marketing mix:

The urban products cannot be dumped on rural population; separate sets of products are designed for rural consumers to suit the rural demands. The marketing mix elements are to be adjusted according to the requirements of the rural consumer.

Present status of rural marketing in india

The concept of rural marketing environment is quite complex in India which has been changing continuously since last few years. Hence marketing organizations who want to target the rural market should foresee and adapt such strategies to make some necessary changes in market. An adaptive organization can always have modest growth and can stand competition by making

effective marketing plans and also creating own strategies in a more creative way and also creating opportunities in the market with change in the dynamic environment as it might prove profitable for them. Hence in India there are various factors which affect consumer behaviour, some of the major ones are discussed below:

- a. The environment in which consumer dwells: In India, environment or the surrounding in which the consumer lives or dwells certainly has a strong influence on buyer behaviour. Various such factors like electrification, water supply do effect demand for durables
- b. Influence of consumer's occupation: Occupation as such is the main source of income for any individual living in a society and the same applies to rural areas also wherein owners of land buy more consumer durables than agricultural labourers.
- c. Brand Preference and Loyalty: People in rural areas will not give much preference to branded products but certainly give importance to loyalty for a product. Hence more than 80% of sales in rural areas come from branded items in 16 various product categories
- d. Place of purchase: Company needs to access those products to rural consumers which mostly influences purchase decision of rural consumer. Hence and organization having its presence in rural area should develop various shops and outlets where retailers can avail better services.
- e. Geographic influence: The geographic location wherein the consumer is located also affects the taught process of consumer buying behavior. To cite and example most of the rural villages in South India accept technology quicker compared to other parts of India. Hence HMT sells more winding machines in north while they sell more quartz watches in south.

Opportunities in Indian rural market

1. More than 750 million people
2. Estimated annual size of the rural market

FMCG	Rs. 70,000 Crore
Durables	Rs. 5,500 Crore
Agricultural-Inputs (including tractors)	Rs. 48,000 Crore
2 / 4 Wheelers	Rs. 8,400 Crore

3. In financial year 2001-02, LIC sold more than 50% of its policies in rural market.
4. 42 million rural households are availing banking services in comparison to 27 million urban households.
5. Investment in formal savings instruments is 6.6 million households in rural and 6.7 million households in urban.
6. In last 50 years, 45% villages have been connected by road.
7. More than 90% villages are electrified, though only 44% rural homes have electric connections.

8. Government is providing subsidies to the villagers to use other source of energy like Solar System and is now being used in large amount.
9. Number of "pucca" (pakka) houses increasing day by day.
10. Rural literacy level improved from 36% to 59%.
11. Percentage of BPL families declined from 46% to 25%.
12. Out of two million BSNL mobile connections, 50% are in small towns / villages.
13. 41 million Kisan Credit Cards have been issued (against 22 million credit-plus-debit cards in urban), with cumulative credit of Rs. 977 billion resulting in tremendous liquidity.

CHALLENGES IN INDIAN RURAL MARKET

Rural markets, as part of any economy, have untouched potential. There are several difficulties confronting the effort to fully explore rural markets. The concept of rural markets in India is still in evolving shape, and the sector poses a variety of challenges. Distribution costs and non-availability of retail outlets are major problems faced by the marketers. The success of a brand in the Indian rural market is as unpredictable as rain. Many brands, which should have been successful, have failed miserably. This is because most firms try to extend marketing plans that they use in urban areas to the rural markets. The unique consumption patterns, tastes, and needs of the rural consumers should be analyzed at the product planning stage so that they match the needs of the rural people.

Therefore, marketers need to understand the social dynamics and attitude variations within each village though nationally it follows a consistent pattern. The main problems in rural marketing are: -

1. Understanding the Rural Consumer
2. Poor Infrastructure
3. Physical Distribution
4. Channel Management
5. Promotion and Marketing Communication

Dynamics of rural markets differ from other market types, and similarly, rural marketing strategies are also significantly different from the marketing strategies aimed at an urban or industrial consumer.

STRATEGIES TO BE FOLLOWED IN INDIAN RURAL MARKET

a) Marketing Strategy

Marketers need to understand the psychology of the rural consumers and then act consequently. Rural marketing involves more exhaustive personal selling efforts compared to urban marketing. Firms should abstain from designing goods for the urban markets and subsequently pushing them in the rural areas. To effectively tap the rural market, a brand must associate it with the same things the rural folks do. This can be done by utilizing the various rural folk media to reach them in their own language and in large numbers so that the brand can be associated with the myriad

rituals, celebrations, festivals, "melas", and other activities where they assemble.

b) Distribution Strategy

One of the ways could be using company delivery van which can serve two purposes - it can take the products to the customers in every nook and corner of the market, and it also enables the firm to establish direct contact with them, and thereby facilitate sales promotion.

However, only the companies having excellent Infrastructure can adopt this channel. The companies with relatively fewer resources can go in for syndicated distribution where a tie-up between non-competitive marketers can be established to facilitate distribution. Annual "melas" organized are quite popular and provide a very good platform for distribution because people visit them to make several purchases.

According to the Indian Market Research Bureau, around 8000 such melas are held in rural India every year. Rural markets have the practice of fixing specific days in a week as Market Days called 'Haats' when exchange of goods and services are carried out. This is another potential low cost distribution channel available to the marketers. Also, every region consisting of several villages is generally served by one satellite town termed as "Mandis" where people prefer to go to buy their durable commodities. If marketing managers use these feeder towns, they will easily be able to cover a large section of the rural population.

c) Promotional Strategy

Marketers must be very careful while choosing the mediums to be used for communication. Only 16% of the rural population has access to a vernacular newspaper. So, the audio visuals must be planned to convey a right message to the rural folk. The rich, traditional media forms like folk dances, puppet shows, etc., with which the rural consumers are familiar and comfortable, can be used for high impact product campaigns. Radio is also very popular source of information and Entertainment, Adds on radio can also be a helpful tool for marketers.

CONCLUSION

Thus, looking at the challenges and the opportunities, which rural markets offer to the marketers and the manufacturers, it can be said that the future is very promising for those who can understand the dynamics of rural markets and make use of them to their best advantage. A radical change in attitudes of marketers towards the cheerful and budding rural markets is called for, so they can successfully impress on the 750 million rural consumers spread over approximately six hundred thousand villages in rural India.

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EFFECT OF DIGITAL BANKING ON FINANCIAL INCLUSION- AN OVERVIEW

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ABSTRACT

Banks have undergone a paradigm transformation from being provider of ordinary financial services to that of wide varieties of services, resulting in revolutionary changes in service, support and competencies. Banking is one of the industries which involve both high information content of the product and high information intensity of process. Financial inclusion has become one of the most critical aspects in the context of inclusive growth and sustainable development in the developing countries like India. In 2016, the World Bank stated that around 2 billion people worldwide don't use formal financial services and more than 50% of adults in the poorest households are unbanked.

Key words: Financial inclusion, Fin tech, Transformation

INTRODUCTION

Now-a-days, Information Technology has an impact on almost all the field. Banking industry too has been influenced by the emergence of information technology. For more than 200 years, banks were using branch-based operations but the advent of multiple technologies and applications changed the nature of financial services delivered to customers. For instance, Automated Teller Machines (ATMs) displaced cashier tellers, telephones represented by call centers replaced the bank's branch, the internet replaced mail, credit cards and electronic cash replaced bank transactions.

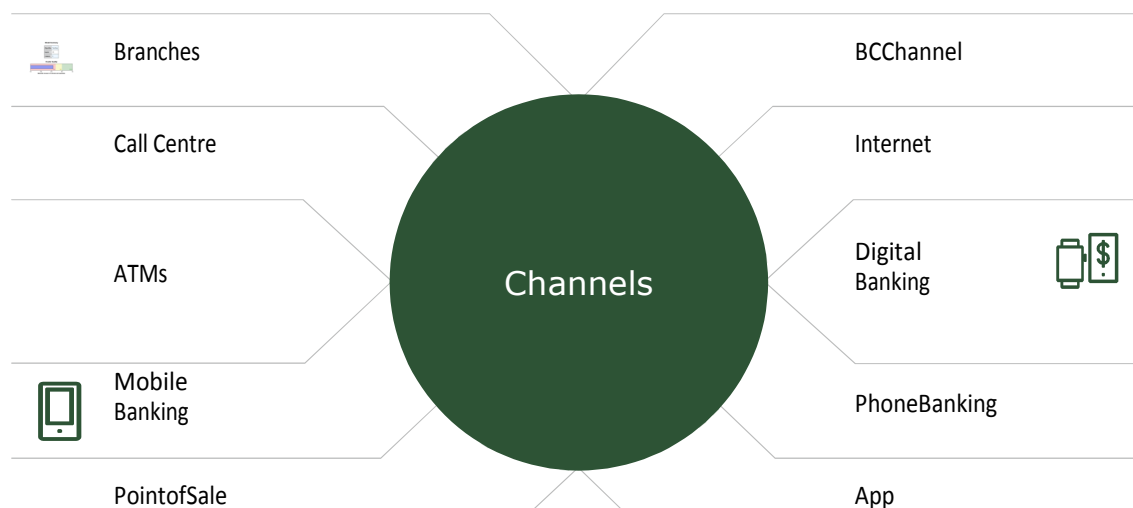
Financial Inclusion is delivery of banking services at an affordable cost to the vast sections of disadvantaged and low income groups. There is a significant disparity among the people of rural and urban area in availing the services of the financial system. One of the major reasons for the aforesaid observation could be attributed to the financial illiteracy of the rural people. So the Govt. needs to provide financial services at the affordable cost to the unserved and underprivileged people of the country along with educating and motivating them towards these services.

REASONS FOR APPLICATION OF IT IN BANKING

The reason is being the numerous key advantages that banks could gain by providing electronic banking services. In this way they had lower transaction costs, 24 hours trading, more extended business territory and also increased efficiency in daily banking processes. Banks face stiff competition and in order to survive and progress they offer a wide array of products and

services which make use of the latest available technology. The increasing need for IT has necessitated variety and quickness, therefore to meet this; the banks provide a wide variety of delivery channels like ATM, Phone Banking, Internet Banking, Mobile Banking etc.

Figure 1. Multi Channel presence - Electronic Channels are accounting for a greater share of Bank's transactions



During the last decade, almost all the sectors have gone in for a massive investment in information technology. Application of information technology has changed the face of banking industry from a highly protected government agency only for lending and borrowing purposes to an independent industry.

FINANCIAL INCLUSION

Financial inclusion has emerged as a key global priority. Financial inclusion is access to financial services for all in a fair, transparent and equitable manner at an affordable cost. The primary purpose of financial Inclusion is to deliver and spread awareness regarding banking and financial services at affordable costs to the unbanked sections of disadvantage and low income sections of society so as to unlock their savings and investment potential. It is also called inclusive financing.

One of the main reasons of less use of services by the lower group is not having sufficient income itself. The problem can be tackled by providing sufficient income opportunities and financial inclusion can become the source of it but only if it is seen as a business model and not as an obligation to be fulfilled.

EFFECT OF IT ON FINANCIAL INCLUSION

- Greater digital finance when applied to the lives of low-income and poor people can improve their access to basic services, thereby leading to greater financial inclusion in rural areas.
- Two, greater digital financial services channeled to rural and poor communities can improve access to finance for bank customers in rural and poor communities who cannot conveniently access banks located in the formal sector due to poor transportation networks and long queuing hours in banking halls, and will reduce bank customers' presence in bank branches and reduce cost because bank would cost efficiently maintain fewer branches, and the lower costs would have positive effects for bank profitability and financial inclusion in rural and poor communities.
- Three, easy-to-use digital finance can provide a more convenient platform for individuals to carry out basic financial transactions including payments for electricity, water supply, money transfer to family and friends etc.

If digital finance platforms are easy-to use, users of digital financial services can help inform and persuade their peers in the formal and informal (rural) sector to take advantage of digital financial services, leading to greater number of individuals using digital finance thereby leading to greater financial inclusion. One caveat worth-noting here is that while there may be a positive relationship between easy-to-use digital finance and financial inclusion, it is needful to stress that the implied positive relationship is stronger for high-and-middle income users of digital finance.

The increase in the use of technology in the financial industry (fin tech) seems to have filled the void of inaccessibility to financial services. The advent of fintech has created a way for all entities to have access to all financial tools and services at reasonable costs.

(A) NEGATIVE IMPACT

On the other hand, digital finance can have negative effects for financial inclusion. Providers of digital finance services are profit-seeking corporations that use digital finance to maximise their profitability or to maximise the profitable opportunities of businesses affiliated with digital finance providers namely banks, financial and non-financial institutions. Corporate providers of digital finance services can discriminately use a more aggressive marketing tactic to persuade high-and-middle income customers to use a new or existing digital finance platform or infrastructure and use a less-aggressive marketing tactic to persuade low-income and poor customers to use new or existing digital platforms or infrastructure if they believe the latter cannot afford the associated fees, thereby leading to lower financial inclusion for poor and low-income customers since the net monetary pay-off to digital finance providers is higher with high-and middle income customers than with low-income and poor customers.

While the relationship may be non-linear or negative for low-income and poor users of digital finance because digital finance users in indigenous and poor communities despite persuasion can refuse to use digital finance services due to (i) superstitious and religious beliefs they have about technological advancements and innovation, or (ii) unaffordable fees charged by digital financial services providers, or (iii) financial illiteracy and (iv) other reasons.

Two, bias in the provision of digital finance can be geographical because digital finance providers, based on their own internal risk assessment which may change from time to time, can choose to withdraw or discontinue the provision of specific digital finance services to high-risk rural areas or communities that do not have the supporting infrastructure to sustain specific digital finance services, thereby leading to lower financial inclusion. Some supporting infrastructure needed to make DFS work efficiently may include mobile phones that have modern (and up-to-date) operating software systems and applications that support digital finance services.

Three, educational bias can be introduced in the provision of digital financial services. If the net monetary value of providing digital finance to poor communities is very low, digital finance providers, based on their profitability assessment, can choose to focus less on the delivery of digital finance to poor and uneducated communities that do not have the basic financial literacy to use and understand digital finance.

(B)TWO-WAY CAUSALITY

Moreover, there is a two-way causality between financial inclusion and digital finance. In other words, does increase in digital finance lead to greater (or lower) financial inclusion? Or, does greater financial inclusion lead to greater digital finance? On one hand, greater digital finance can lead to greater financial inclusion if high, middle and low-income users of digital financial services are able to persuade their family and friends in poor communities (and in the informal sector) to open a bank account and to use digital finance for their convenience.

Individuals in the informal sector and in poor communities often do not trust bankers or bank marketers who come to their homes to persuade them to use digital finance services, rather they are more likely to trust the recommendation they receive from friends and family members who are already users of digital finance platforms. Upon persuasion, such excluded individuals will open a formal bank account to take advantage of digital financial services. When this is the case, greater digital finance will lead to greater financial inclusion.

On the other hand, financial inclusion can lead to greater digital finance usage, because greater financial inclusion would increase a bank account holder's awareness of new and existing digital finance platforms which they can use for their own convenience. Greater financial inclusion can lead to greater digital finance if increasing the number of poor or low-income individuals that have a saving or checking account at a formal banking institution makes it easier for banks to inform or persuade new and existing accountholders about available digital finance

products and services which they can use for their own convenience. When this is the case, greater financial inclusion (proxy by increase in number of bank account holders) will lead to greater usage of digital finance.

OPPORTUNITIES AND CHALLENGES

India has a huge potential for viable infrastructure investments with banks emerging as the primary debt providers to this sector. This opportunity will continue to be significant over the next few years, subject to an appropriate policy framework that facilitates timely execution of projects and stability of operations thereafter. Several initiatives taken in recent years in rural road development, supply chain management, communication technology and financial services have redefined the business needs of the rural economy. Another important challenge for the Indian banking sector is the large requirement of skilled employees. Given the expected growth and sophistication of banking business, there would be a continuous need for specialized and skilled workers in the banking space.

(A) HURDLES FOR THE USE OF IT IN FINANCIAL INCLUSION

There are two main hurdles in the path of financial inclusion, one is from the side of financial excluded section and the other is from financial service provider. The excluded section of the society suffers from lack of financial literacy and basic education; as a result leading to limited access to financial services. They find informal system of credit more convenient and user friendly in comparison to formal financial system which they find very complex in nature. Moreover, banks are struggling with the cost of services and provision of account at reasonable maintenance cost due to remote location.

The banks can overcome the aforementioned barriers with the usage of information technology, which gives as a viable option to reduce our transaction cost significantly and create a platform which is user friendly and more convenient to use.

Financial literacy becomes an important part for promoting financial inclusion and ultimately financial stability. RBI has adopted an integrated approach for achieving financial inclusion through financial literacy. RBI has introduced the project 'Project financial literacy' with an objective of disseminating the information regarding banking concept to the different target group's especially rural and urban poor. RBI also launched the financial education website for teaching basics of finance and banking to the people. Different banks with govt. organization like NABARD initiated various measures for creating awareness among the people.

(B) CRITICISM

The World Bank holds the view that greater use of digital finance contributes to greater financial inclusion. However, in practice, greater use of digital finance may not lead to greater financial inclusion but rather can lead to greater financial data inclusion. Financial inclusion on

the other hand involves increasing the number of (mostly poor) individuals that have access to formal financial services mainly via having formal bank accounts. Govt., RBI and banking sectors are making tremendous effort to bring every section of the country into the mainstream financial system. Still there exists a significant gap between the growth expectations and the ground realities in context of ‘mobilization and utilization of funds’ that support inclusive growth of the country. There is also a significant disparity among the people of rural and urban area in availing the services of the financial system. There is a need of effective tools to bridge the gap and bring in every section of people from all parts whether rural or urban to take part in the mainstream financial activities. Modern Information and communication technology (ICT) can act as a tool to develop a platform which helps us to extend the financial services in remote areas. Technology intervention helps banks to reduce their cost, to increase customer reachability and in better management of business risk.

(C) REMEDIES

An initiative by the World Bank Group called Universal Financial Access 2020 is taking measures to ensure that the unbanked community has access to traditional platforms like checking accounts by 2020. People who have basic transaction accounts are classified as the under banked, which refers to adults who have secured the traditional tools for conducting transactions (such as a bank account), but who are not privy to the digital incorporation of these transactions (such as digital payments).

The Govt. should ensure an efficient financial system for the underprivileged people to mobilize their household saving and allocating them effectively to the growing credit need of the country. The Govt. should develop the platform for catering rural people which is economical; have wide reachability and ease of access. Financial inclusion is not only about extending financial services to excluded people, but involves providing wide range of financial services, including credit facility, insurance, and remittance products. India’s under-privileged people mainly working as agricultural and non-agriculture wage labourers and micro-entrepreneurs are largely excluded from the formal financial system.

With little access to banks, especially in rural areas, underbanked users mostly carry out transactions in cash or checks, making them vulnerable to theft and street frauds. Even access to bank locations for conducting transactions like cash deposit, check cashing, money order, and funds transfer may come at high costs in terms of banking fees.

Fintech, telecommunication, and banking institutions are working hand-in-hand to create mobile payment and micro-lending facilities for financially under banked users.

CONCLUSION

Mobile banking and ATM are two promising options for achieving financial inclusion. From the study it can be concluded that efforts have been made to achieve the goal but for a diversified country like India it is necessary to bring the basics first, and customize the models as per the need. Financial inclusion in true sense would mean not only to make people aware but encourage them to buy the financial products and services. The institutions must foresee the challenges lying ahead and take necessary steps to support the policies of inclusive growth.

With the rise and rise of fintech, financial inclusion seeks to promote the betterment of the world's population through the use of financial services and tools available in an increasingly digital-based economy.

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ONLINE BANKING A PARADIGM SHIFT IN BANKING SERVICES IN COMMERCIAL BANK WITH SPECIAL TO KANYAKUMARI DISTRICT

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ABSTRACT

The advent of the Internet and the increasing popularity of personal computers are presenting a new picture of banking system. Those days are gone when we had to wait in a long queue to withdraw money from our accounts. Online banking utilizes technology to bypass time consuming aspects of traditional banking. This article witnesses the paradigm shift of banking phenomena from time consuming, paper-based traditional banking to remote banking. The study mainly based on both primary data and secondary data. The primary data were collected through well structured interview schedule. The sample unit was online banking users in Kanyakumari district. The sample size was fixed at 600 online banking users.

Keywords: Online Banking, Paradigm Shift, Commercial Bank

INTRODUCTION

Online banking is an activity that is not new to the banks or its customers in India. Banks have been providing their services to customers electronically for years through internet programs. These internet programs allowed users personal computer to dial up the bank directly. In the past, however, banks have been very reluctant to provide their customers with banking via the Internet due to security concerns. Today, the scenario in India has changed. The banks now seem to be jumping the bandwagon of Internet banking. Online banking has changed the face of the entire banking system. Internet banking helps the customers to carry out their financial transactions using a secure website or Web portal. It serves as single point of contact for the customers and offers them with a wide range of facilities right from allowing them to access their bank accounts to advanced value added services like paying bills, buying and selling goods and services, etc. Online banking is a powerful value-added tool to the banking system which is used to attract new customers and retain the existing ones. It helps them acquire more business from

the existing customers. In other words, online banking opens a new channel for banks to reach their customers and serve them better.

INTERNET BANKING IN INDIA

In India internet banking is of fairly recent origin. The traditional model for banking has been through branch banking. Only in the early 1990s there has been start of non-branch banking services. The good old manual systems on which Indian Banking depended upon for centuries seem to have no place today. The credit of launching internet banking in India goes to ICICI Bank. Citibank and HDFC Bank followed with internet banking services in 1999. Several initiatives have been taken by the Government of India as well as the RBI to facilitate the development of internet banking in India. The Government of India enacted the IT Act, 2000 with effect from October 17, 2000 which provided legal recognition to internet transactions and other means of e-commerce. The RBI is monitoring and reviewing the legal and other requirements of e-banking on a continuous basis to ensure that e-banking would develop on sound lines and e-banking related challenges would not pose a threat to financial stability. To cope with the pressure of growing competition, Indian commercial banks have adopted several initiatives and internet banking is one of them. The competition has been especially tough for the public sector banks, as the newly established private sector and foreign banks are leaders in the adoption of internet banking.

OBJECTIVES

The important objectives are,

1. To analyze the practical uses of internet banking users in Kanyakumari district.
2. To analyze the advantages of traditional banking Vs online banking.
3. To find out products and services provided by the banks.

METHODOLOGY

The study mainly faced on both primary and secondary data. The primary data is collected from the sample respondents in Kanyakumari district. The secondary data is collected from published and unpublished sources, the published sources like journals, magazines, books, Internet etc. The stratified random sampling technique is used to select the customers in Internet banking users. The total sample size was fixed at random basis. The total sample size is 600.

DATA ANALYSIS

PRACTICAL USES OF INTERNET BANKING OUR LIFE:

Indian banks are trying to make your life easier. Not just bill payment, you can make investments, buy tickets, purchase of goods, fund transfer and plan a holiday at your fingertips. Now a day around 78 percent of the bank's customer base is registered for Internet banking. The internet banking provides facilities like payment of electricity and telephone bills, mobile phone, credit card and insurance premium bills. You can transfer any amount from one account to another of the same or any another bank. Credit card users have a lot in store. With Internet

banking, customers cannot only pay their credit card bills online but also get a loan on their cards. Indian Railways has tied up with ICICI bank and you can now make your railway pass for local trains online. Online banking can also be a great friend for lazy investors. Now investors with interlinked demat account and bank account can easily trade in the stock market and the amount will be automatically debited from their respective bank accounts and the shares will be credited in their demat account. Just top-up your prepaid mobile cards by logging in to Internet banking. Leading banks have tie ups with various shopping websites. With a range of all kind of products, you can shop online and the payment is also made conveniently through your account. Customers should never share personal information like PIN numbers, passwords etc with anyone, including employees of the bank. It is important that documents that contain confidential information are safeguarded.

Table.1 Use of internet banking our life

Sl.No	Uses	Mean Score	Standard Deviation	Ranking
1	Bill Payment Service	72.2	1.42	IV
2	Easy Fund Transfer	84.4	1.16	I
3	Credit Card Customers	69.1	1.69	V
4	E-ticket- Railway, Flight and Bus	79.9	0.42	II
5	Investing through Internet Banking	60.1	1.65	VIII
6	Recharging Phone	65.4	1.32	VII
7	Easy Shopping	77.5	1.00	III
8	Security Protection	68.6	1.47	VI

Source: Primary data

The table.1 shows that use of internet banking our life, easy fund transfer with mean score of 84.4 contributed 1st rank, reservation e-ticket like railway, Flight and bus with mean score of 79.9 contributed 2nd rank, easy shopping with mean score of 77.5 contributed 3rd rank, bill payment service with mean score of 72.2 contributed 4th rank, credit card customers with mean score of 69.1 contributed 5th rank, security protection with mean score of 68.6 contributed 6th rank, recharging phone contributed 7th rank and investing through internet banking with mean score of 60.1 contributed least rank.

COMPARISON OF TRADITIONAL BANKING AND ONLINE BANKING:

Table.2 Distribution of respondents according to advantages from traditional banking and online banking (n=600)

Sl. No	Particulars	Mean	SD	SE
1	Advantages of Traditional Banking	45.12	43.59	2.01
2	Advantages of Online Banking	87.89	69.17	4.98
3	Mean difference	42.77	25.58	2.97
	t- value = 14.58			

Source: Primary data

It is understood from the table.2 that the mean value of advantages from traditional banking sector was 45.12 while online banking it was 87.89 and difference between the mean values of advantages from traditional banking and online banking was found to be significantly high. Thus the advantages of online banking have high. The probable reason the bank has motivated the respondents by making them aware of the facilities available to them. Online banking has several advantages when compared to the traditional banking system.

PRODUCTS AND SERVICES PROVIDED BY THE ONLINE BANKS:

Table.3 Product and services product by the online banks

Indian banks offer to their customers following online banking products and services

Sl.No	Products and Services	Weighted Score	Rank
1	ATMs	4950	I
2	Mobile Banking	1300	VI
3	Phone Banking	4250	II
4	Tele banking	1320	VII
5	Electronic Clearing Services	1080	IX
6	Electronic Clearing Cards	2140	V
7	Smart Cards	2950	IV
8	Door Step Banking	1310	VIII
9	Electronic Fund Transfer	4100	III

Sources: Primary data

The table.3 shows that products and services provided by the online banking, ATMs with weighted score of 4950 contributed 1st place, phone banking with weighted score of 4250 contributed 2nd place, electronic fund transfer with weighted score of 4100 contributed 3rd place, smart card with weighted score of 2950 contributed 4th place, electronic clearing cards with weighted score of 2140 contributed 5th place, mobile banking with weighted score of 1300 contributed 6th place, tele-banking with weighted score of 1320 contributed 7th place, door step banking with weighted score of 1310 contributed 8th place and electronic clearing services with weighted score of 1080 contributed 9th place.

FINDINGS

The important findings are,

- ❖ The study reveals that use of internet banking our life, easy fund transfer with mean score of 84.4 contributed 1st rank, reservation e-ticket like railway, Flight and bus with mean score of 79.9 contributed 2nd rank and investing through internet banking with mean score of 60.1 contributed least rank.
- ❖ The study shows that the mean value of advantages from traditional banking sector was 45.12 while online banking it was 87.89 and difference between the mean values of advantages from traditional banking and online banking was found to be significantly high. Thus the advantages of online banking have high.

- ❖ The study insisted that products and services provided by the online banking, ATMs with weighted score of 4950 contributed 1st place, phone banking with weighted score of 4250 contributed 2nd place and electronic clearing services with weighted score of 1080 contributed 9th place.

CONCLUSION

The study concluded that now a day all the banks are shifting to E-banking services because this is the only way to be a focus for new customers towards banks. The study also shows that number of customers is the users of smart phones whether they are town and village areas. The percentages of village area rural users of mobile internet are growing day by day. It has increased from 46% to 66 % from 2015 to 2018. The IMRB survey-2018 shows that about 52% customers use net banking, 39% debit card, 62% credit card and 10% others modes of payment for their purchase. This reveals that customers are shifting towards advance technologies so to fulfill their demands banks are also shifting towards these technologies like E-banking, EFT, ATM, Paytm etc. to provide convenience and hazard free payment facilities.

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WELL-ORGANIZED BANKING AND ONLINE TRADE WITH SPECIAL REFERENCES TO KANYAKUMARI DISTRICT

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ABSTRACT

The banking industry's efforts to shift to digital channels have been halting, at best a business unit here, an upstart department there. But given the industry's financial pressures and global economic uncertainties, there is increased urgency and opportunity to adopt a holistic approach to going digital and integrating that strategy across the banking ecosystem. Embracing a fully digital strategy requires end-to-end modernization of a bank's often outdated infrastructure. Equally important, it requires a transition from an account-based view of banking customers to one that knows them as individuals and enhances the customer experience with relevant, convenient and personalized products and services.

Keywords: Well-Organized Banking, Online Trade, Kanyakumari District

INTRODUCTION

Banks play a crucial role in promoting online businesses. Even though e-shoppers have the option of cash-on-delivery, which seems to be secure and trustworthy, still there is an urge for the e-payment schemes, which can only be provided through banks. Banks act as strong and trustworthy intermediaries in the online transactions and they provide a bold opening in the online business. At present, banks have repayment systems like Internet banking, electronic fund transfers, plastic money and mobile banking. These systems provides payment to online transactions like online purchases of products, mobile recharges, hotel booking, ticket booking, etc. by considering all types of security measures. For the real working of these e-services, the need of apt infrastructures is an inevitable feature. With the significant and growing penetration of mobile phones, linked to the potential public call office system, and the low cost of mobile telephony in India, one can only hope that M-banking will be allowed to play a significant role in the push for financial inclusion.

OBJECTIVES

The important objectives are given below,

1. To analyze awareness and usage about online banking by the bank customers
2. To analyze competency of online banking by the bank customers
3. To study level of utilization of online banking by the bank customers.

HYPOTHESIS

The important hypotheses are,

1. There is no significant difference in opinion about the awareness of online banking between town and village customers.
2. There is no significant difference in opinion about the competency of online banking between town and village customers.
3. There is no significant difference between the town and village customers regarding the level of utilization of online banking in recognized e-settlements.

METHODOLOGY

The study mainly based on primary and secondary data. The data are collected from public sector bank customers in Kanyakumari district. The customers are classified into two group, like town area customers and village area customers. The secondary data is collected from various journals, magazines, books, Internet etc. The stratified random sampling technique is used to select the customers in online banking users. The total sample size was fixed at random basis. The total sample size is 250

DATA ANALYSIS

AWARENESS AND USAGE ABOUT ONLINE BANKING

Attempt was made to examine the awareness level of the online banking services among the sample customers. A four point scale was used, giving a score of four highly aware, awareness, low aware and unaware.

The usage level of online banking among the bank customers was evaluated using a seven-point scale. The levels were as follows: 1day with 6 points, 1 day < with 7 points, 1week with 4 points, < 1 week with 5 points, 1 month with 2 points, < 1 month with 3 points and never used with 1point.

Table.1 Awareness and Usage about Online banking

Location	Mena Value	Standard Deviation
Awareness		
Town	42.32	0.81
Village	39.71	0.75
F-Value	5.2399	
Significant Level	0.062	
Usage		
Town	11.42	2.42
Village	9.96	2.42
F-Value	0.068	
Significant Level	0.937	

Sources: Primary data

The table.1 reveals that, the awareness level of customers was above average with 42.32 and 39.71 for town area and village area, respectively. The significance value between town area and village was below 0.05, which showed a significant difference in opinion about online banking awareness. The table further reveals that a significant difference between the opinion of town area and village area customers and also an above average awareness level among them.

The table further reveals that town and village area customers used an online banking between once a month and more than once a month, as the values are between three and two. The significant value is above 0.05, which revealed that there is no significant difference in usage about online banking between town and village area customers.

COMPETENCY OF ONLINE BANKING

The competency of online banking among the bank customers was evaluated using a five-point scale.

Table.2 Competency of Online banking

Location	Mena Value	Standard Deviation
Town	3.88	0.92
Village	3.85	0.98
F-Value	0.077	
Significant Level	0.781	

Sources: Primary data

Table.2 expressed that, the average opinion on the competency of online banking services, as the mean scores are 3.88 and 3.85 for town and village area customers. The significant value is 0.05, which showed that there is no significant difference in opinion about the competency of online banking between town and village customers.

LEVEL OF UTILIZATION OF ONLINE BANKING

A challenge was made to determine the online banking use by the customers. A five point scale was used to identify the highest usage online banking e-settlements and least usage of e-settlements.

Table.3 Level of Utilization of Online Banking

Particulars	Town		Village		T-Value	Sig.
	Mean	SD	Mean	SD		
Money Transfer	32.4	1.37	18.5	1.31	0.454	>0.5
Consumer durables purchase	25.2	1.32	16.1	1.18	0.671	>0.5
Room booking	18.9	1.00	11.6	1.36	0.355	>0.5
Mobile re-charge	20.5	1.31	15.1	1.32	0.437	>0.5
E-ticket	22.6	1.56	11.8	1.64	0.219	0.42
Gold purchase	15.3	0.98	12.2	1.43	0.938	0.49

Dresses purchase	13.3	1.94	13.1	1.91	0.907	0.45
Bill payment	18.1	1.69	12.8	1.61	0.943	0.48
Tax payment	12.8	1.85	9.5	1.88	0.438	>0.5
Book purchase	13.6	1.00	10.9	1.28	0.896	0.46

Sources: Primary data

The table.3 reveals that the level of utilization of online banking was for money transfer by the town area people and village area customers. There was no significant difference between the town and village customers regarding the level of utilization of online banking in recognized e-settlements, as the significance value between all the e-settlements listed was above 0.05 per cent. The level of usage of online banking in village area was comparatively lesser than town area of Kanyakumari district for all the settlements. This may be caused by the absence of usage of smart phones, which supports online banking software among village area customers.

FINDINGS

- ❖ The study express that, the awareness level of customers was above average with 42.32 and 39.71 for town area and village area, respectively. The significance value between town area and village was below 0.05, which showed a significant difference in opinion about online banking awareness.
- ❖ There is no significant difference in usage about online banking between town and village area customers.
- ❖ The study indicated that, the average opinion on the competency of online banking services, as the mean scores are 3.88 and 3.85 for town and village area customers. There is no significant difference in opinion about the competency of online banking between town and village customers.
- ❖ The study reveals that the level of utilization of online banking was for money transfer by the town area people and village area customers. There was no significant difference between the town and village customers regarding the level of utilization of online banking in recognized e-settlements. The level of usage of online banking in village area was comparatively lesser than town area of Kanyakumari district for all the settlements.

SUGGESTIONS

- ❖ The online banks need to elaborate their internal security mechanism from a customer view point to emphasize their strong security procedures. This will result in positive perception of online banking customers regarding security measures.
- ❖ This study recommended providing training to customers regarding safe use of online banking. This will enhance the confidence level and trust perceptions of customers on internet bankers.
- ❖ Give proper training to customers for using online banking.
- ❖ The ATM facilities are provided by the bank in each and every rural and urban area.

CONCLUSION

The rapid advancing global information communications allow the growth of E-commerce at an international level. The nearly worldwide connectivity, which the Internet offers, has made it a very useful business instrument. These growths have formed a new type of economy, which we may call the 'digital economy'. As a direct effect of the emergence of the 'digital economy', the balance of power seems to be shifting to the customers. The change of economy from a traditional way to the recently demanded form needs a huge technological support and efficiency in implementation. To support the working of online trade, all the banks are designing various products. One of the medium through which the customers can be accessible is through mobile. As the device mobile is emerging in its importance in a wide range among the people around the world, it will be better to tap that opportunity and use that as a medium in banking and online trade.

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PARADIGM SHIFT IN HUMAN RESOURCES MANAGEMENT

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ABSTRACT

In the HR scenarios that are dynamically evolving every day, many shifts are taking place which essentially requires attention of every HR professional. Therefore, our main objective in this conceptual paper is to study and identify the paradigm shifts in the human resource practices. In this paper, we addressed several shifts which would demand drastic changes in the traditional HR practices followed by the organizations and would also help in shaping the performance of the businesses and optimum utilization of employee efficiency in the organizations. In the 21st century where a man has become a resource, there is a paradigm shift in the trends in Human Resource Management. A look at the trends in managing people in this dynamic industry reflects that Attracting, Managing, Nurturing talent and Retaining people has emerged to be the single most critical issue in lieu of the enormous opportunities spun off by the market. New paradigms emerge as a result and new rules of the game have to be re-invented. Humankind then becomes the subjective and the objective force for all progress. The traditional HR only developed the policies of the organization. The present HR had to focus on employee growth, and had to be responsive to his needs and act as a bridge between the employers and the employee. The role of the HR has become very challenging, in this present scenario. They have to play a role in talent engagement, talent enhancement and talent retention. In fact, HR is no longer a function. It is a strategic partner in adding value; in several ways. The present paper tries to explore the emerging trends in HR field in the present scenario.

Keywords: HR Practices, Managing People, Human Resource Management, Paradigm Employee efficiency, Globalization vs. Regionalization, Technology, Consumerism

INTRODUCTION

"Man alone, of all the resources available to man, can grow and develop. The resources capable of enlargement can only be human resources". Peter. F. Drucker

Human Resource Management these days possesses the centre stage in enterprises. An organization can have every single profitable resource in its hands yet without human resources it can't take appropriate shape. As we know HR function is "all managerial activity carried at any level with respect to the organization of work and the entry, development and exit

of individuals in the organization so that their capabilities are utilized. Individuals have a central part and are the most influential and dependable assets for proficiency and adequacy of an organization". Consequently HRM today goes for developing individuals and their potential for growth. HR professionals go act as genuine change agents in their organization and are in charge of shaping the state of mind of the human asset to concentrate on the business objective. The traditional HR mainly focuses on recruitment, performance appraisals, payroll administration etc., which is mostly employee centric and has development initiatives such as training and development, motivation initiatives and others to increase employee productivity and efficiency within the organization. Business organizations are subjected to constant change due to globalization and rapid information technology developments. The concept of “global village” by the business opened up the world full of opportunities. More and more employees are working in different parts of the world. The problem posed to HR due to this is gauging the knowledge and skill of foreign employees and providing training accordingly and managing them. The advancement of technology over the past decades has changed the human resource (HR) roles. Internet and e-commerce and global thinking have opened up new opportunities for the function and responsibilities of HR roles.

OBJECTIVES OF THE STUDY

- TO Know the meaning and need of the paradigm shifts in HRM
- To Know the paradigm shifts in HRM functions.
- To know the differences in HRM before and after paradigm shifts
- To offer useful suggestion in the light of findings.

RESEARCH METHODOLOGY

This paper is basically descriptive and analytical in nature. In this paper an attempt has been taken to analyze the various level of paradigm shifts takes place in HRM. The data used in it is purely from secondary sources according to the need of this study.

NEED OF PARADIGM SHIFT IN HRM

- In 1920-40 HRM considered to be a clerical function.
- In 1940-60 it was considered to be administrative function.
- 1960-80 it was moved to managerial function.
- 1980-2000 firms began to realise the importance of hr and considered as a strategic partner.
- From 2000 well realised that human talent that contributes to productivity, profitability and growth.. HR is not only treated as a resources and also the asset of the organizations

there is a necessary to adopt new methods, creativity, innovative for HR talents. Tremendous growth and reforms in HR, operational functions gets paradigm shifts in order to attain the organizational goal through maximum utilization of the employees potential, ability and skill.

PARADIGM SHIFT IN HRM FUNCTIONS

OPERATIONAL FUNCTIONS LIKE

RECRUITMENT

In Traditional method only approach the local medias like news papers, local employment office, through postal service etc.

In modern method employer can recruit their employees around the world through international media ,e-add, through outsourcing etc

SELECTION

In earlier the candidates were selected according to their qualification and experience. Now the paradigm shift in selection takes so many test for testing the psychological, physical, mental fitness, situation adoption mind of the candidates.

TRAINING

Previously, only work related and needed training would be given by the management, but now not only the job related training and also orientation programme, mind storming training, and etc will be given.

PERFORMANCE APPRAISAL

Olden days performance of the workers measured only piece based , hours based only nowadays so many methods to measure the performance of the workers .

COMPENSATION

Rewards , promotions , transfer and other benefits are depend upon the seniority, but currently which are based on individuals skill, knowledge, ability, efficiency and etc. In over all view paradigm shift in HRM, operational functions completely focused the organizational goal through individuals maximum utilization of potential

BEFORE AND AFTER PARADIGM SHIFT IN HRM

BEFORE

- Job design is based on division of labour
- Routine function
- Treat workers as a tools
- Promotion based on seniority
- Decisions are taken by the top level management
- Pay is based on job evaluation

AFTER

- strategic function
- based on team work
- treat as a asset
- ased on skills,talents
- taken by mutual dicussion
- pay is based on performance appraisal

SUGGESTION

- HR should have a vision for the organization and people handling the HR department must have that integrated approach for business development along with the organizational development. HR should recognize
- There is inadequacies within the organization which can be corrected by better HRM, it is necessary to find -out the professional and competent people within the organization.
- To plan and execute the organizational development activities with proper placement of employees.

CONCLUSION

- Progressive organization can never afford to ignore its human assets in this age of competition.
- Without human resources, no organization can achieve its goals.
- Paradigm shifts not only in words of theory it must be followed in a perfect way it leads to tremendous and positive changes in HRM views and objectives.

In short, an effective application of paradigm shifts leads to positive result while recruiting, selecting, training, appraising the performance of an employee.

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A STUDY ON PARADIGM SHIFT IN SOCIAL MEDIA MARKETING

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ABSTRACT

The Present paper proposes an explorative research study on an emerging horizon of management of Social Media Marketing. As this new trend and tool of marketing is developing itself at a rapid pace today and looks into future with a good prospect so it is very much pertinent to present a study in the global business context. Social Media Marketing is a concept in vogue and is capable to affect all aspects of business with significant result. Social Media Marketing is not tomorrow, it is now and it affects all aspects of your business. Social Media Marketing is an integral part of all aspects of marketing from printed material to web presence to search marketing. It involves the online advertising, selling, public relations, direct marketing and sales promotion of an organization. The internet provides a set of tools that allow you to build social and business connections, share information and collaborate on projects online. Without a social media strategy, you won't be able to attract attention and encourages readers to share content in their social networks. It is intertwined with the concepts of management, Information Technology, Telecommunications and other emerging technologies. Success of Social Marketing demands planning, time, persistence and control. The strategy is to touch the right prospect with the right message at the right time or simply put Target Marketing. In order to manage social media in-house or in case of it being outsourced, effective social marketing will require time, resources and professional skills. Talking or Communicating to customers or consumers is not a new thing, but the popularity of websites like Facebook, Twitter and dozens of others just makes it easier. The focus is not so much on seller-buyer dialogue because the value is synergized through the sharing of the experience, sentiments and comments of hundreds of people who view the comments and the sentiment online related to respective business. To measure and maximize the return on social marketing investment one need to put value on employee time that is spent on creating, managing and engaging with consumers online. The return on investment in social touch marketing can be significant, but it will not be quick to produce tangible results on sales revenue or even group sales leads. These will come with time and with the right initiatives. Success comes in marketing from how an optimized and intelligent blend of diverse marketing tools, concepts and with social media touch is engaged.

Key Words: Marketing, Social Media Marketing, Marketing Mix, Target Marketing

INTRODUCTION

Signifying a new version of Worldwide Web after the dot-com bubble burst in 2001, Web 2.0 brought an unprecedented change in the online users' behavior (Chan & Guillet, 2011). Twenty

first century websites are collaborative, interactive, vibrant and dynamic, construct on web 2.0, according the needs and demands of users. This customization called social media in which as per user perspective compels companies globally to use the web contents and sites as a new tool to communication tool. Without time and space barriers in the virtual world, social media can offer consumers instant and insightful content (Chung & Austria, 2010). Businesses are increasingly using the Internet for commercial activities (Ghouri & Khan, 2012; Teo, 2005; As'ad & Ahmad, 2012). The importance of social media as platforms of social interaction, communication and marketing is growing (Constantinides & Stagnoa, 2011). Social media marketing is now integrated to organizations' marketing communications plans. Integrated marketing communications is a practice organizations follow to connect with their target markets. According to Vargas (2005) promotional elements like, advertising, personal selling, public relations, publicity, direct marketing and sales promotion are parts of integrated marketing communications. Social media defined by Garnyte & Pérez (2009) as "the democratization of content and the shift in the role people play in the process of reading and disseminating information (and thus creating and sharing content)". Gunelius (2011) defined social media marketing as any form of direct or indirect marketing that is used to build awareness, recognition, recall, and action for a brand, business, product, person, or other entity and is carried out using the tools of the social Web, such as blogging, micro-blogging, social networking, social bookmarking, and content sharing. Kotler et al. (2008) describes social media marketing as "a social and managerial process by which individuals and groups obtain what they need and want through". Social networking and social media specifically, have been painted as the new marketing landscape for businesses to engage with their communities of customers wherever they congregate (Solis, 2009). The evolution of social networks allows for personalized interactions between advertisers and consumers (Mabry, 2010). By using social media as a marketing tool business can integrate community marketing and learning from online user behaviors to engage, share and drive conversations with customers and partners online (Brown, 2010). Social media is a complementary extension of all marketing efforts. Social media is more of a mindset than a true channel (Evans, 2010). Social networks and social media are permeating society more and more every day. In fact, recent research has revealed that the scope of social networks spans much of the globe and is comprised of more than just Facebook, Twitter (Twitter.com, 2010), blogs, YouTube and Flickr (Solis, 2010) (as cited in Dickey & Lewis 2010).

OBJECTIVES OF THE STUDY

1. To know the concept of social media marketing.
2. To know about the social media websites useful for marketing.
3. To understand the importance of social websites used for marketing.
4. To understand how social media marketing help meet marketing goals.

RESEARCH METHODOLOGY

The study is primarily based upon the secondary data. The research for this paper was conducted through literature review, without any empirical work being conducted. The Secondary data is collected from related journals, articles, official websites, and government reports in order to analyze the context.

SOCIAL MEDIA MARKETING

Social media marketing refers to the process of gaining traffic or attention through social media sites. Social media itself is a catch-all term for sites that may provide radically different social actions. For instance, Twitter is a social site designed to let people share short messages or “updates” with others. Facebook, in contrast is a full-blown social networking site that allows for sharing updates, photos, joining events and a variety of other activities.

SOCIAL MEDIA MARKETING FOR BUSINESSES

Social media marketing is a powerful way for businesses of all sizes to reach prospects and customers. The customers are already interacting with brands through social media, and if you're not speaking directly to your audience through social platforms like Facebook, Twitter, Instagram, and Pinterest, you're missing out! Great marketing on social media can bring remarkable success to your business, creating devoted brand advocates and even driving leads and sales.

HOW SOCIAL MEDIA MARKETING CAN HELP YOU MEET YOUR MARKETING GOALS

Social media marketing can help with a number of goals, such as:

1. Increasing website traffic
2. Building conversions
3. Raising brand awareness
4. Creating a brand identity and positive brand association
5. Improving communication and interaction with key audiences

The bigger and more engaged your audience is on social media networks, the easier it will be for you to achieve every other marketing goal on your list.

SOCIAL NETWORK

Zarella (2010) describes social networks as a websites where people connect with friends, both those they know offline and those who are online-only buddies. Boyd & Ellison (2007)

illustrates as “Web based services that allow individuals to (1) construct a public or semi public profile within a bounded system (2) articulate a list of other users with whom they share a connection and (3) view and traverse their list of connections and those made by others within the system. Some famous social networks are:

THE KEY SOCIAL MEDIA CATEGORIES ARE DEFINED BELOW

1. Blogs
2. Instagram
3. My space
4. Facebook
5. Twitter
6. LinkedIn
7. Flickr
8. Media sharing (YouTube)
9. Youtube
10. Wikis
11. Social Bookmarking etc

1. Blogs: Zarella (2010) defines a blog is a website that contains an online personal journal with reflections, comments and often hyperlinks provided by the writer. Blogs provide a variety of social features, including comments, blog rolls, tracbacks and subscriptions that make it perfect for marketing purposes. In addition, Weber (2009) explains blogs in a similar manner and states that they are online journals that can be personal or corporate, where people can post ideas, images and links to other websites.

2. Instagram: Instagram is a photo and video-sharing social networking service owned by Facebook, Inc. It was created by Kevin Systrom and Mike Krieger, and launched in October 2010 exclusively on iOS.

3. MySpace: One of the first widely accepted social networks, MySpace brands itself as “A Place for Friends” Users create personalized profiles with pictures, interests, and favourite songs, and invite others to join their personal network. MySpace users access the site to search for music, old classmates, or new friends, creating a personal online community. Myspace has more than 100 million users worldwide. Myspace is localized in 30 countries and translated into 16 languages (www.myspace.com).

4. Facebook: Facebook is one of the most popular social networks. Facebook currently reaches over 500 million active users. About 50% of the active users log on to Facebook in any given day and spend over 700 billion minutes per month on Facebook. Entrepreneurs and developers from more than 190 countries have built their business Platform with Facebook. Operating with a similar structure as MySpace, Facebook users create a personalized profile with pictures. Facebook also created numerous applications that users can add to their profile (www.facebook.com).

5. Twitter: Twitter is a real-time information network that connects you to the latest information about what you find interesting. Simply find the public streams you find most compelling and follow the conversations. Acting as a live news feed, Twitter allows users to continuously update their profile with a new line of text. Twitter is a real time short-messaging system. Twitter connects businesses to customers in real-time. Businesses use Twitter to quickly share information with people interested in their products and services, gather real-time market intelligence and feedback, and build relationships with customers, partners and influential people. From brand lift, to CRM, to direct sales, Twitter offers businesses a chance to reach an engaged audience (www.twitter.com).

6. LinkedIn: LinkedIn operates the world's largest professional network on the Internet with more than 100 million members in over 200 countries and territories. More than one million companies have LinkedIn Pages. This network allows you to connect with colleagues, clients, and potential employers to accomplish professional goals. Users create a public profile, can send and receive professional recommendations, and join groups with those of similar interests (www.linkedin.com).

7. Flickr: This online photo management program allows users to store and share content while also organizing mass amounts of photos and videos. Flickr users can upload, edit, organize, and share photos. Through the creation of a profile, users can keep in touch with family and friends through their digital photos. In addition, many use this service as a web-hosting database for pictures for their website or personal blog (www.flickr.com).

8. Media Sharing: Media-sharing sites such as YouTube allow users to create and upload multimedia content. Media-sharing sites have become extremely popular as users and marketers can create videos with very little expertise and upload them to YouTube or other video-sharing sites to reach millions of users. Even though these sites include social features for members, most of the users of media-sharing sites are not members but are viewing the content (Zarella, 2010). On social photo and video sharing platforms users can upload their own videos and photos and share them with other users. Everyone or only a selected audience can see these videos/photos (Safko, 2010).

9. Youtube: founded in February 2005, YouTube allows billions of people to discover, watch and share originally-created videos. YouTube provides a forum for people to connect, inform,

and inspire others across the globe and acts as a distribution platform for original content creators and advertisers large and small. More than 13 million hours of video uploaded and 35 hours of video are uploaded every minute. YouTube is localized in 25 countries across 43 languages (www.youtube.com).

10. Wikis: Wikis are websites, which provide a database or a public document, where people can add or change content found on the website. Wikipedia the online encyclopedia, which is probably the best known wiki, provides users with definitions and explanations in a wide variety of languages on almost every topic. Each user can share new information on the wiki or change already existing content on the page (Frey & Rudloff, 2010).

11. Social Bookmarking: Lomas (2005) defines social bookmarking is the practice of saving bookmarks to a public website and tagging them with keywords. Bookmarking, on the other hand, is the practice of saving address of a web site you wish to visit in the future on your computer.

SOCIAL MEDIA MARKETING TOOLS

Besides research tools, there are many companies providing specialized platforms/tools for social media marketing, such as tools for:

- * Social Media Monitoring
- * Social Aggregation
- * Social Book Marking and Tagging
- * Social Analytics and Reporting
- * Automation
- * Social Media
- * Blog Marketing
- * Validation

CONCLUSION

This study concludes that social media marketing is vital in twenty first century and how websites can generate more revenue; attracts more customers and escalate retention rate by engaging their customers to their websites. Results show that customers perceive that ‘mnemonic branding’ (having website URL as firm’s name) are the best tool to attract customers. Customers feel that ‘promotion’ activities can pull customers, ‘adequate bandwidth’ and ‘piggyback advertising’ of website are also the effective tools to attract customers. The other perceived engage tool for particular firm are ‘informative and useful contents’ of website, ‘creative

programming’ which make website interesting and unique and ‘transaction capabilities’ which allows customers to give orders or buy/ book product or services perceived important by customers to get engage to particular business website.

Social platforms each have an ecosystem of their own. Creating a basic social media presence is easy enough, getting your community to actually do something is more difficult. Make sure your site is included in local business directories in order to help ensure that consumers find you when they need you. Customizing messages across sites help the message spread but it keeps users from receiving multiple identical communications. By giving exclusive coupons to your social community, you’re rewarding and reminding them that you are not only a brand to engage with, but also to buy from. Taking advantage of these strategies can help you build your community, make your marketing more effective, and incentivize buying

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A STUDY ON EMPLOYEES' JOB SATISFICATION WITH SPECIAL REFERENCE TO SUPER MARKET IN THOOTHUKUDI DISTRICT

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ABSTRACT

The study examines the employees' job satisfaction. It aims to study on employees' job satisfaction with special reference to super market in Thoothukudi district. The data was collected from 300 respondents in Thoothukudi District. Percentage analysis, ANOVA and Garette Ranking method have been used for arriving at conclusions. The finding of the study is the quality of organic food is incrementally drawing closer with that of conventional food.

Keywords: Job Satisfaction, Work Life Balance, Super Market and Safety Measures

INTRODUCTION

A super market is relatively large, low cost, low-margin, high volume, self service operation 'designed to serve the consumers total needs for food laundry and household maintenance products. A super market is a large retailing business unit selling mainly food and grocery items on the basis of the low margin appeal, wide variety and assortment, self service and heavy emphasis on merchants appeal. It is a departmentalised retail store usually handling a variety of merchandise and in which the sale of goods much of which is on a self-service basis, plays a major role.

Today, market channels for organic food are quite different. The traditional natural food store has been joined by organic food supermarkets and conventional retails chains as the most popular channels for selling organic goods. Even more recently, box schemes, direct sales and internet sales have grown in popularity as market channels. Channels have largely diversified, the consumer base is broadening and the supply of goods is becoming better managed. In sum, the retail chains, whether conventional or organic, are becoming a very significant channel for the marketing of organic foods. In the context of such a rapid change in the marketing of organic foods, the Research Institute of Organic Agriculture (FIBL) conducted a study about the role of

retail chains in the marketing of organic foods. The study involved a review of the major retail chains in all major European countries and the USA. This includes the major conventional retail chains as well as organic supermarkets. The principal focus was on capturing their experiences with organic foods and identifying any innovative strategies they have used.

OBJECTIVES OF THE STUDY

- To analyse the demographic profile of the respondents.
- To increase the working attitude of employees by providing better facilities.
- To identify the weak areas this may cause job dissatisfaction.
- To offer suggestions to the company to enhance the job satisfaction.

METHODOLOGY

The primary data have been collected directly from the employees in super market through on questionnaire. Secondary data have been collected from standard books, articles, magazines, encyclopedia and internet.

PRIMARY DATA

The study mainly based upon the primary data. Interview schedule method is employees to collect the data from the respondents. Sample sizes of 300 respondents have been appended in this paper.

SECONDARY DATA

To substantiate and to support the primary data required particulars have been gathered by referring the reputed journals, magazines, standard newspaper and book. Some of the information has been gathered from authorized web source.

REVIEW OF LITERATURE

Schneider (1987) studied that the satisfaction in different perspectives such as: customer satisfaction, job satisfaction, employee satisfaction and many more. Employees are considered to be one of the most important pillars on which the building of organization stand. Organizations hold many resources that might be divided in physical and human resources. Utilization of non-human resources is not possible without efforts of the human resource. So, human resource is the asset that enables organizations to reap benefits from other sources. Every activity is directly or indirectly backed by human efforts therefore organizations should hold best employees and while selecting such employees the concentration really moves towards the satisfied employees. Satisfied employees offer huge returns to organizations. The construct of employee satisfaction is important as satisfied employees can do more for organization in shape of better performance and productivity.

Daniel E. Hallock, Ronald J. Salazar & Sandy Venneman, (2004) in their paper entitled “Demographic and Attitudinal Correlates of Employee Satisfaction with an ESOP” The

literature review investigate that prior ESOP related studies and management theory suggests that an ESOP may be associated with numerous favourable individual-level (e.g. job satisfaction, absenteeism, turnover) and firm-level (e.g. productivity, profitability, stock performance) outcomes to the sponsoring organization. The results of this study suggest that various employee perceptions and to a lesser extent, specified employee demographics, help to explain employee satisfaction with the ESOP. The potential impact that an ESOP may have on employee attitudes and behaviors should also be of interest to managers. In today's highly competitive marketplace it is necessary for managers to examine any and all techniques that may improve employee attitudes, and therefore, overall corporate performance.

Shun-Hsing Chen,(2006) in his study entitled “The development of an employee satisfaction model for higher education”, the study explains that Most studies on higher education focus on students as customers, and evaluate student levels of satisfaction/dissatisfaction with their programs, while generally neglecting teacher work satisfaction. This study used the academic literature to establish a satisfaction model for higher education employees. The model is divided into six dimensions: organization vision, respect, result feedback and motivation, management system, pay and benefits, and work environment. The analytical results showed that higher education employees focus on high salaries and fair promotion systems. Investigations of the job satisfaction of college teachers in Europe and America have produced similar results.

ANALYSIS AND INTERPRETATION OF DATA

Modern supermarkets provide all kinds of goods and services, that it is deals in A to Z items. Supermarkets first appeared in the U.S.A. during inter- war period. They appeared on account of the scarcity of high cost of human labour. It is a depression created phenomenon self-service shops were first established in the United States in the early part of the 20th century.

Table 1: Demographic Profiles of the Respondents

Age:	No of Respondents	Percentage
Below 20 Years	68	22.7
21- 30 Years	103	34.3
31 Years – 40 Years	88	29.3
Above 40 Years	41	13.7
Educational Qualification:	No of Respondents	Percentage
High School	27	9.0
Higher Secondary	78	26.0
Under Graduates	112	37.3
Post Graduates	19	6.3
Diploma	43	14.3
Illiterates	21	7.1
Occupation:	No of Respondents	Percentage
Sweeper	49	16.3

Accountants	128	42.7
Labour	68	22.6
Technicians	14	4.7
Supervisor	32	10.7
Manager	9	3.0
Monthly Income:	No of Respondents	Percentage
Below Rs. 5000	33	11.0
Rs. 5000 – Rs.10000	176	58.7
Rs. 10001 – Rs. 15000	64	21.3
Above Rs.15000	27	9.0
Work Experience:	No of Respondents	Percentage
Below 6 months	11	3.7
6 Months – 1 Year	26	8.7
1 Year – 2 Years	69	23.0
2 Years – 3 Years	78	26.0
3 Years – 4 Years	51	17.0
Above 4 Years	65	21.6
Marital Status:	No of Respondents	Percentage
Married	266	88.7
Unmarried	34	11.3
Family Size:	No of Respondents	Percentage
Less than 4	21	7.0
4 – 6	118	39.3
Above 6	161	53.7

Source: Primary Data

Table 1 evident that 34.3 percent of the respondents are in the age group of 21 -30 years, 29.3 percent of the respondents are in the age group of 31 -40 years, 22.7 percent of the respondents are in the age group of below 20 years and 13.7 percent of the respondents are in the age group of above 40 years. About 37.3 percent of the respondents are completed in under graduates, 26 percent of the respondents are completed in higher secondary school, 14.3 percent of the respondents are completed in diploma courses, 9 percent of the respondents are completed in high school level, 7.1 percent of the respondents are illiterates and 6.3 percent of the respondents are completed in post graduates. While 42.7 percent of the respondents are working in accountants in super market, 22.6 percent of the respondents are working in labourers in super market, 16.3 percent of the respondents are working in sweeper in super market, 10.7 percent of the respondents are working in supervisor in super market and 3 percent of the respondents are working in manager in super market. About 58.7 percent of the respondents are belongs to the monthly income of Rs. 5000 – Rs. 10000, 21.3 percent of the respondents are belongs to the monthly income of Rs. 10000 – Rs. 15000, 11 percent of the respondents are belongs to the monthly income of below Rs. 5000 and 9 percent of the respondents are belongs to the monthly

income of above Rs. 15000. While 26 percent of the respondents have been working in super market 2 years – 3 years, 23 percent of the respondents have been working 1 year – 2 years in super market, 21.6 percent of the respondents have been working above 4 years in super market, 17 percent of the respondents have been working 3 years – 4 years in super market, 8.7 percent of the respondents have been working 6 months – 1 year in super market and 3.7 percent of the respondents have been working below 6 months in super market, 88.7 percent of the respondents are married and 11.3 percent of the respondents are unmarried, 53.7 percent of the respondents are having above 6 children in their family, 39.3 percent of the respondents are having 4 - 6 children in their family and 7 percent of the respondents are having less than 4 children in their family

Table 2: Work Life Balance

Work Life Balance	No of Respondents	Percentage
Learn the Employees Policies	25	8.3
Communicate	88	29.3
Use Technology	61	20.4
Learn to say no	68	22.7
Fight the Guilt	19	6.3
Rethink the Idea of Clean	26	8.7
Protect the Private Time	13	4.3
Total	300	100

Source: Primary Data

Table 2 depicts that the respondents of select service sectors of the study are able to balance their work life. It is clear from the table that out of 300 respondents, 29.3 percent of the respondents say they are balancing their work is communicate, 22.7 percent of the respondents are learn to say no work life balance, 20.4 percent of the respondents are use technology, 8.7 percent of the respondents are rethink the idea of clean, 8.3 percent of the respondents are to learn the employees policies, 6.3 percent of the respondents are fight the guilt and 4.3 percent of the respondents are protect the private time.

Table 3: ANOVA

Particulars	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	24.621	3	7.466	1.870	0.31
Within Groups	1023.158	267	1.766		
Total	1047.779	270			

Source: Computed Data

Table 3 shows that the results of ANOVA. It is observed from the table that F value is 1.870 which is significant at 5% level. So the null hypothesis is accepted. Hence it can be concluded that there is a significant difference between the respondents opinion about welfare measures in super markets.

Table 4: Mode of Transport

Mode of transport	No of Respondents	Percentage
Highly Satisfied	62	20.6
Satisfied	183	61.0
Neutral	38	12.7
Dissatisfied	11	3.7
Highly Dissatisfied	6	2.0
Total	300	100

Source: Primary data

From the above table out of 300 respondents, 61 percent of the respondents are satisfied with the mode of transport, 20.6 percent of the respondents are highly satisfied with the mode of transport, 12.7 percent of the respondents responded neutral, 3.7 percent of the respondents are dissatisfied with the mode of transport and remaining 3 percent of the respondents are highly dissatisfied with the mode of transport.

CONCLUSION

The present study is an earnest attempt to determine employee's satisfaction in super market. It is indeed necessary for any supermarket to understand the need of their employees and fulfill them. The survey of leading organic and conventional retail chains involved in the marketing of organic products. Despite some common perceptions to the contrary from the organic responsible people in some retail chains, there may be a supply deficit in organic goods in the medium term. In general the marketing of organic foods is attaining the professionalism that has characterised the marketing of conventional foods for a long time. Further, the quality of organic food is incrementally drawing closer with that of conventional food. Reflecting cost reductions at the production level, the sale price of organic foods is falling. Striking a healthy work-life balance is imperative for all the employees irrespective of the industry to which they belong. It is the joint responsibility of the employer and the employees to ensure strong work-life balance that can bring in fruitful results to organization as well as employees also.

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CHANGE MANAGEMENT – BARRIERS/RESISTANCE TO CHANGE AND TECHNIQUES TO OVERCOME IT

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ABSTRACT

The business environment of the 21st century is characterized by rapid change brought about due to technological, economic, political and social changes. There is a saying that “he who rejects change is the architect of decay and the only human institution that rejects progress is the cemetery.” With this axiom in mind, it is critical to understand that unless change is actively employed, organizations in the 21st century risk obsolescence. Due to the innovation and growth of technology, modern organizational change is largely motivated by exterior innovations rather than internal factors. In this context, the organizations that adapt changes quickest create a competitive advantage for themselves, while the companies that refuse to change get left behind. In the present scenario it is vital to have a look into the topic ‘Change Management’. The present study is about change management, especially its barriers and how to overcome.

Keywords: Change management, Barriers, Globalization, Technology

INTRODUCTION

In the era of globalization, organizations function across the cultural boundaries with large investments in human capital as well as physical resources, give utmost importance to technological change and innovative practices for a leadership advantage. Business alliances like mergers, acquisitions, diversifications, takeovers and various other collaborative ventures have become the most preferred strategic best practices for the organizations to survive the fierce forces of competition, through transfer of people, technology, processes and leadership. For successfully handling this transition the ability to manage and adapt to organizational change is an essential ability required in the workplace today. But, major and rapid organizational change is profoundly difficult because the structure, culture, and routines of organizations often reflect a persistent and difficult-to-remove "imprint" of past periods, which are resistant to radical change even as the current environment of the organization changes rapidly.

CHANGE MANAGEMENT

It is a collective term for all approaches to prepare and support individuals, teams, and organizations in making organizational change. The most common change drivers include: technological evolution, process reviews, crisis, and consumer habit changes;

pressure from new business entrants, acquisitions, mergers, and organizational restructuring. It includes methods that redirect or redefine the use of resources, business process, budget allocations, or other modes of operation that significantly change a company or organization. It deals with many different disciplines, from behavioral and social sciences to information technology and business solutions. Change management is a complex process and requires serious attention as well as involvement from the management and people from all levels, in order to achieve a meaningful or a progressive transformation across various levels.

CHANGE MANAGEMENT PRINCIPLES

1. At all times involve and agree support from people within system (system = environment, processes, culture, relationships, behaviors, etc., whether personal or organizational).
2. Understand where you/the organization is at the moment.
3. Understand where you want to be, when, why, and what the measures will be for having got there.

REVIEW OF LITERATURE

According to Recardo (1995), an employee who is faced with the fear of unknown may require special efforts in communication from the change agent for managing that fear. Atkinson (2005), a change specialist is of the view that various change programs fail to meet the intended objectives due to the lack of efforts devoted to effective internal public relations. de Jager, 2001; Atkinson, 2005 explain that the Justified Resistance is believed to have a positive effect on the organization. According to Dent and Goldberg (as cited in Oreg, 2006 p. 73), the members of the organization resist adverse outcomes of the change and not the change itself. According to de Jager, 2001, Rational or Irrational Resistance to Change can be defined as merely a perceptual process.

STATEMENT OF THE PROBLEM

The pace of change is so rapid that, if organizations resist change, the degree of obsolescence is so brutal that the only way out for many firms is to change or perish. Nowadays, it becomes critical that organizations develop the capabilities to adapt and steer change in their advantage. However, in many organizations, management as well as employees actively resists change. It might result in increase in the overall costs, decline in productivity as well as employee motivation and increase in the absenteeism level and employee attrition. A well-structured change management process can help in mitigating risks related with the people side. So the present study is important about Change Management, Barriers to change and the steps to overcome it.

NEED AND IMPORTANCE OF THE STUDY

For any organization, people play a very vital role in driving business organizations as they are the most valuable assets. How organizations manage both change and resistance to change to the business transitions largely depend upon the adaptability of people or readiness of the people in understanding the changes in the process and method of handling a job. Change management process may directly affect the human resource strategies of an organization depending upon the goals or strategies of an organization. An attempt is made to give reasons for the questions:

1. What is Change Management?
2. What are the important barriers/resistances to change management?
3. What are the steps to overcome?

OBJECTIVES

1. To have a knowledge about the change management.
2. To identify the barriers/resistances to change.
3. To identify the methods to overcome the resistance to change.

RESEARCH METHODOLOGY

Secondary data's from those collected by others. The data was collected from sources like websites, books and journals. These are the existing information's that may be useful for the purpose of specific study.

LIMITATIONS OF THE STUDY

The study depends entirely on the secondary data collected from different sources. So the credibility of the study exists in the facts available with the secondary sources.

REASONS FOR RESISTANCE TOWARDS CHANGE:**(a) Individual Factors**

- **Habits:** We individuals are influenced by our habits in our ways of working and accept or reject a change depending upon the effect which a change may have on the existing habits of the individuals.
- **Lack of Acceptability or Tolerance for the Change:** Some individuals endorse change and welcome a change initiative happily while few individuals fear the impact of change. Over a period of time change fatigue also builds up.
- **Fear of a Negative Impact economically or on the Income:** Fear of possible loss of a job as a result of change or a change in their income structure or may be a change in their work hours could be one amongst the possible reasons.
- **Fear of the Unseen and Unknown Future:** Individuals develop inertia towards the change due to the fear of unknown or uncertainties in the future.
- **Fear of Losing Something Really Valuable:** Any form of threat to personal security or financial security or threat to the health of the individuals may lead to fear of losing something precious as a result of the implementation of change.
- **Selective Processing of Information:** If an individual maintains a negative attitude towards any kind of change, then they are having a usual tendency of looking at the negativities associated with the change and involve all the positive aspects of it.
- A Rigid Belief that change cannot bring about any facilitating change in the organization and it only involves the pain and threats to the individuals.

(b) Organizational factors.

- **Resistance Due to the Structural Rigidities or Limitations:** Structural resistance is a characteristic feature of bureaucracies, which focus more on stability, control, set methodologies or routine.
- Ignoring all the interconnected factors which require change or lack of clarity in understanding the ground realities.
- **Inertia from the Groups:** Groups may resist change because just like individuals, groups equally follow set behavioral patterns, norms or culture and as a result of change the groups might have to change their existing ways of conduct or behavior.
- Possible threats to Power, Resources or Expertise can also result in resistance towards an organization level change.

TECHNIQUES TO OVERCOME RESISTANCE TO CHANGE.

According to **Kotter and Schlesinger (1979)** proposed six crucial techniques for overcoming the resistance to change. These are given below:

1. **Education and Effective Communication:** By explaining the need for change and the objectives of change, the management can gain the much-needed support from the team members and facilitate its smoother implementation.
2. **Facilitating Participation and Involvement:** This technique gives a lot of importance to involving the resistors in the change process by setting up a collaborative environment and implementing the change in consultation with the staff.
3. **Support and Facilitation:** The employees look for complete emotional support and facilitation for being able to cope up with the challenges resulting from the change and should be allowed to express their fear, resentment or anger in connection with the change and the challenges of change.
4. **Agreement & Negotiation:** This technique involves negotiating or bargaining with the resistors on various aspects related to the change and making tradeoffs so that the concerns of the resistors and the management are both being given due consideration and importance.
5. **Co-optation & Manipulation:** This technique involves getting the support, persuading or influencing the employees in favor of the change.
6. **Coercion:** Implicit and Explicit: Coercion involves exercising force or threat for making the change accepted and followed by the employees.

SUGGESTIONS

Successful change management is possible if the following are included:

- Implement effective communication that informs various stakeholders of the reasons for the change, the benefits of successful implementation as well as the details of the change.
- Devise an effective education, training and/or skills upgrading scheme for the organization
- Provide personal counseling (if required) to alleviate any change-related fears
- Monitoring implementation and fine-tuning as and when required

CONCLUSION

Change is the only constant in business and the organizations must and should embrace change. To conclude it may be vital to mention that change management is a planned and an integrated approach involving the support of the key stakeholders in terms of the willingness as well as the preparedness to move from the existing state of affairs to a reformed state by accepting the transition and wholeheartedly participating in the entire process.

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PARADIGM SHIFT IN INDIAN RAILWAY CATERING TOURISM CORPORATION – A SPECIAL REFERENCE TO CATERING SERVICES

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ABSTRACT

Indian Railway Catering and Tourism Corporation as a public sector undertaking under the Ministry of Railways was setup in 1999 with the objective of professionalizing catering services and promoting domestic and international tourism. It has since then grown manifold and diversified its objectives beyond catering and tourism services. IRCTC has launched various tourism products and services for promotion of tourism industry in India. It is best known for changing the face of railway ticketing in India. Indian Railway Catering and Tourism Corporation Ltd. (IRCTC) is a Public Sector Enterprise under Ministry of Railways. IRCTC was incorporated on 27th September, 1999 as an extended arm of the Indian Railways to upgrade, professionalize and manage the catering and hospitality services at stations, on trains and other locations and to promote domestic and international tourism through development of budget hotels, special tour packages, information & commercial publicity and global reservation systems.

Keywords: Licensee Catering, Departmental Catering, E-Catering

INTRODUCTION

Indian Railway Catering and Tourism Corporation as a public sector undertaking under the Ministry of Railways was setup in 1999 with the objective of professionalizing catering services and promoting domestic and international tourism. It has since then grown manifold and diversified its objectives beyond catering and tourism services. IRCTC has launched various tourism products and services for promotion of tourism industry in India. It is best known for changing the face of railway ticketing in India. Indian Railway Catering and Tourism Corporation Ltd. (IRCTC) is a Public Sector Enterprise under Ministry of Railways. IRCTC was incorporated on 27th September, 1999 as an extended arm of the Indian Railways to upgrade, professionalize and manage the catering and hospitality services at stations, on trains and other locations and to promote domestic and international tourism through development of budget hotels, special tour packages, information & commercial publicity and global reservation systems.

IRCTC introduced e-catering in 2014, under which food is served to passengers on their seats or berths. Initially, it was based on call centre and was called 'tele catering'. IRCTC also takes order online through website (www.ecatering.irctc.co.in) and mobile app "Food on Track". Ministry of Railway also gives contract to IRCTC to make executive lounges on railway stations to provide better sitting facilities to passengers. Ministry of Railway gave contract of 49 executive lounges on 49 stations in which Agra cantt and Jaipur had already constructed and commissioned by IRCTC. E bed rolls facility was started in February 2016, to provide hygienic and clean bedrolls to passengers. Retiring Room Complex is also operated by IRCTC. At present 554 stations are operated with 2000 rooms.

OBJECTIVE

The objective of this article is to conduct research study on the existing policy and practices in the catering services and suggest measures that can improve the facilities if the same.

CATERING AND TOURISM SECTOR

RAILWAY CATERING

I. MOBILE CATERING

As on 31.03.2018, IRCTC managed on-board catering services in 8 Rajdhani, 1 Tejas & Gatiman each, 7 Shatabdis, 14 Durontos, 12 Humsafars, 3 Jan Shatabdis and 97 Mail/Express trains through award of temporary licenses. IRCTC also managed 1 each of Rajdhani/Shatabdi/Jan Shatabdi and 3 Mail/Express trains through departmental operations. During 2017-18, Ministry of Railways introduced 1 Tejas, Rajdhani & Shatabdi each, 7 Humsafars and 10 Mail/express trains and IRCTC managed the onboard catering services in these trains.

As per Catering Policy-2017, IRCTC would begin to manage catering services in phased manner and would unbundle catering services by creating a distinction primarily between food preparation and food distribution.

IRCTC has been mandated to upgrade the quality of food preparation and shall be setting up new kitchens and upgrade existing ones. IRCTC has also been mandated to manage mobile units and static units namely, Base Kitchens, Jan Ahars, Cell Kitchens & Refreshment Rooms (Category – A & A1 stations). Accordingly, the takeover process was initiated in April' 2017, followed by submission of Business Plan to Railway Board as per the Policy. Subsequently, detailed policy guidelines were issued and Zones were directed to initiate the takeover of units from Indian Railways. The mobile units' takeover was completed in Oct' 2017 barring a few trains due to ongoing litigation. In total, 186 mobile contracts including 8 Rajdhani, 16 Shatabdi, 5 Duronto, 146 Mail/Express & 11 Jan Shatabdi contracts have been taken over from Railways through reassignment of contracts.

Mobile catering continues to be a challenging task over Indian Railways (IR). The unbundling strategy contemplated envisages that food production will form the foundation on which quality of meals offerings will depend. The massive size and spread of the business is a potential opportunity to “create capacity” on catering for IR and attract private investment through PPP. Further, food service companies are likely to participate to deliver quality in onboard services with improved onboard infrastructure, planned to be executed by IR As on 31.03.2018, IRCTC managed 335 mobile units including 1 Tejas & Gatiman each, 17 Rajdhani, 24 Shatabdis, 19 Durontos, 12 Humsafars, 15 Jan Shatabdis & 246 Mail/Express trains.

STATIC CATERING

Static unit takeover from IR viz. Jan Ahars, Cell Kitchens and Refreshment Rooms (category – A & A1 stations) were also executed. In all, 44 Jan Ahars, 165 Refreshment Rooms and 25 Cell Kitchens were taken over from IR by Dec’ 2017, except few units which were under litigation then. As on 31.03.2018, IRCTC managed 247 Static Units including 167 Refreshment Rooms, 53 Jan Ahars and 27 Cell Kitchens.

BASE KITCHENS

As in the case of mobile and static units, 10 base kitchens were also taken over from IR. As on 31st March, 2018, IRCTC managed Base Kitchens at New Delhi, Howrah, Ahmedabad, Patna, Mumbai Central, Mumbai CST, Balharshah, Nagpur, Beelashore, Sealdah and Kharagpur Jn. The Base Kitchens at New Delhi and Howrah are being managed departmentally. At other locations, service providers have been engaged for operations. The base kitchens at New Delhi, Howrah and Patna are ISO 22000:2005 certified. Regular inspections are conducted for monitoring the food quality and also for ensuring the standards of meals prepared at such kitchens. IRCTC’s Central Kitchen at Noida sets the benchmark for base kitchen infrastructure. Up-gradation of strategically identified base kitchens on trunk and other routes will induce private investment to foster a “visible change” in catering services in future. In the year 2017-18, 16 Kitchen units, including kitchens of Refreshment Rooms, Cell Kitchens & Base Kitchens, were identified for up-gradations by installation of core kitchen equipments namely, tilting boiling kettle, tilting braising pan, vegetable processor & chapatti making machine. Up-gradation was taken up and completed in 2017-18 at these units.

FOOD PLAZAS/FAST FOOD UNITS/FOOD COURTS

During the year, the Company commissioned 25 Food Plazas and 29 Fast Food Units, thereby managing 254 operational units in all. The company also awarded 53 (11 FPs & 42 FFUs) units during 2017-18. The total earnings from FPs/FFUs for FY 2017-18 stood at

approximately Rs. 53.36 crore. Since October 2016, all tenders of FPs/FFUs are being done through e-tenders. A strategy of attracting well-known brands into this business has been initiated. The emphasis is to hasten project implementation at Railway stations and engender brand acceptability through enhanced customer experience.

E-CATERING

E-Catering is a steadily expanding business and covers all 409 A and A-1 class stations, as advised by Ministry of Railways. Around 250 stations have already been made live and Self Help Groups from 10 stations are also serving meals through E-Catering. The services of E-catering are now available for passengers through www.ecatering.irctc.co.in along with telephone calls and SMSs. Further, a mobile application christened “Food on Track” has been developed for facilitating online ordering for passengers on the move. The average meals booked per day has now increased to more than 8500 meals per day (July 2018).

MONITORING SYSTEM

(I) STRUCTURING QUALITY INITIATIVES

The prime initiative in FY-18 has been the initiation of a Comprehensive Quality Assurance Programme (CQAP) across the catering vertical in setting up of a unified data base across all such sub verticals for regulating contracts covering various licensee and departmental catering and railneer. A requisite quality monitoring module for management of catering complaints recorded from multiple sources over IR is also being developed by IRCTC. This system envisages online data collection exercise through dashboards for catering units w.r.t inspections, complaints, passenger feedback etc. and real time redressal and correction mechanisms. It also covers contract management for all other static and railneer business. This scheme is to be consolidated in its operational aspects in FY-19 with an enterprise wide orientation exercise for users.

(II) COLLABORATIVE EFFORTS WITH FSSAI

Food Safety Standards Authority (FSSAI) is mandated to oversee a host of issues covering food related standards and safety initiatives. One among them is the dissemination of educative material across the spectrum of consumers, manufacturers, retailer etc. in the food industry. IRCTC has collaborated with FSSAI to proliferate this educative mandate on IR in a big way with display of promo material especially in vernacular at stations and on trains.

SOME RECENT INITIATIVES INCLUDE

One liner ‘quote’ to be inscribed on paper cups, tray mats, napkin on food safety, personal hygiene, etc.

Posters in vernacular languages related to food hygiene, personal hygiene & food safety to be displayed in pantry area and customer areas at Food Plaza/FFU, Pantry Cars, Base kitchens, Jan Ahaar, Water Vending Machines, etc. in different states.

IRCTC will exchange its Social Media URL with FSSAI so that any campaign done by FSSAI may be directly visible on the social media handle of IRCTC.

(III) CUSTOMER SATISFACTION SURVEY

In IRCTC, quality of Food and Service is gauged by conducting Customer Satisfaction Surveys through third party professional agencies. IRCTC has empanelled 7 (Seven) such agencies for a period of 3 years.

FOOD SAFETY AUDITS

Keeping in view the impact of food safety on public health, food safety audits are conducted by IRCTC through third party agencies accredited by National Board for Certification Bodies (NABCB). During 2017-18, M/s Vexil (P) Ltd. has conducted Food Safety Audit of Food Plazas/FFUs and M/s TQ Cert. (P) Ltd. Has conducted audit for mobile Units. The details are as under:-

Type of Unit Number of units audited Overall score achieved

Type of Unit	Number of units audited	Overall score achieved
Trains	117	68.54%
Food Plazas/FFUs)	138	71.26%

ISO CERTIFICATION

IRCTC takes consistent steps to improve the quality of catering services through ISO certification. During 2017-18, 30 Food Plazas/Fast Food Units were certified with ISO 22000:2005 certification, taking the total number to 191 out of 262 licensee- operated units, as on 31st March, 2018.

(VI) COMPLAINT MONITORING AND REDRESSAL

IRCTC has taken over 341 contracts of Durgam, Rajdhani, Shatabdi and other Mail Express trains from Indian Railways during the year 2017-18. A total of 6584 number of complaints (including twitter complaints) were received from train passengers during the year.

In view of the quantum of complaints emanating from multiple sources, IRCTC has developed Catering Complaint Management System (CCMS), which enables online redressal of complaints (approx.80-90%) on trains and at stations by the zones and corporate office. Onboard Supervisors are being mapped train-wise thereby improving through online means, our response time with customers.

The takeover of major mobile units was completed in October 2017. In total, 186 mobile contracts been taken over from Railways through reassignment of contracts. The Company also commissioned 25 Food Plazas and 29 Fast Food Units, thereby managing 254 operational units in all throughout Indian Railways.

The food industry in India is one of the largest in terms of production, consumption and growth prospects. By 2015, according to an assessment the Indian Food Industry is expected to reach \$258 billion from the current level of \$180 billion. The growth in the size of the middle to upper classes which is projected to increase at more than 300 per cent between 2005 and 2015, and youth population that is expected to grow annually by 11 per cent which will lead to increase in demand for convenient travel option and demand for variety of hygienic & healthy food. An increase in Per Capita Disposable Income by 8 per cent over the last 5 years has lead to an increase in Per Capita Consumption Expenditure on food by over 20 per cent but this is still much below the international norms. Catering services business is a rewarding option with huge potential of growth. Considering the importance of social celebrations and events, corporate cultures and social lifestyle, the catering industry is expected to expand its status and profitable nature further. The restaurant industry came up with good figures even when other industries were struggling during the period of recession. The consumers in the India middle & upper class spend about 30 percent of their total food budget in the restaurants. This clearly indicates how the establishments like restaurants, cafes and other types of eateries are growing their profits year after year.

The Indian hospitality industry is projected to grow at a rate of 8.8 per cent during 2007-16, placing India as the second-fastest growing market in the world. The Indian hotel room market for 10 metros is estimated to expand at 17 per cent per annum. According to a study by Knight Frank India, in terms of the number of rooms sought per day, the hospitality sector is estimated to grow at 10.3 per cent per annum. IRCTC having experience in managing Budget Hotels/Rail Yatri Niwases has already approached State Tourism Boards and State Industrial Corporations such as Punjab, Haryana, Chhattisgarh, West Bengal, Bihar, Tamil Nadu, Kerala etc. to provide space for setting up of Budget Hotels. Proposals from Kerala and West Bengal Governments are in advance stages and likely to be finalized in 2012-13. Apart from this, Ministry of Railways has also been approached to reconsider its decision of setting up of Budget

Hotels at Railway premises. Railway Board is also considering transfer of management of Multi Functional Complexes (MFC), Retiring Rooms, Pre-arrival and Post-Departure facilities etc. IRCTC has taken up setting up and management of Executive Lounge at New Delhi station as a pilot project. Ministry has also approved 50 locations on Indian Railways to provide such lounges. India's tourism industry is experiencing a strong period of growth, driven by the burgeoning Indian middle class, growth in high spending foreign tourists, and coordinated government campaigns to promote 'Incredible India'. The tourism industry in India is substantial and vibrant, and the country is fast becoming a major global destination. India's travel and tourism industry is one of them most profitable industries in the country, and also credited with a substantial amount of foreign exchange earnings. Disposable income in India has been growing rapidly and the share being spent on travel is increasing. The Tourism Ministry has played an important role in the development of the industry, initiating advertising campaigns such as the 'Incredible India' campaign, which promoted India's culture and tourist attractions in a fresh and memorable way.

ON BOARD CATERING SERVICES AND STATIC CATERING UNITS ON THE INDIAN RAILWAY NETWORK

Hospitality Services covers on board catering services in the trains, catering services at stations through stalls, food plazas/fast food units & Automatic Vending Machines commissioned at A, B & C class of Railway stations. IRCTC is managing currently 19 Rajdhani, 13 Shatabdi, 16 JanShatabdi, 6 Duronto Express, 9 Garib Raths, 205 Mail/Express trains and 118 trains have train side vending facility. IRCTC has currently 53 Food Plazas, 13 Fast Food units and 1 Quick Service Food Kiosks, 677 Automated Vending Machine, 2950 Stalls, 3291 Trolleys & Khomchas, 698 Book Stalls, 249 Milk Stall & 7918 Static units spread over 1008 no. of Special A, A, B & C Category of Stations over Indian Railways network.

DEPARTMENTAL CATERING

Four Rajdhani trains and four mail/express trains were made operational in 2009. Patna Rajdhani train was taken over under departmental operation from August 2008. Total 518 stalls and 419 trolleys were under departmental operation during the year.

QUALITY CONTROL AND COMPLAINT REDRESSAL SYSTEM

In order to maintain quality of services onboard trains, IRCTC has set up control rooms at New Delhi, Mumbai, Kolkata, Chennai and Secunderabad. These Zonal Controls have been strengthened and equipped with phone, fax & PC with broadband connectivity, and are operational around the clock, seven days a week. Central Control office at New Delhi regularly coordinates with all the five zonal offices for effective monitoring of the complaints & catering activities. A toll free no. 1800-111-139 has been launched for swift redressal of complaints & suggestions conveyed by passengers on phone. Passengers can call this no. from train as well without any charges & register their grievance/suggestion. In order to facilitate another option of

lodging complaint/suggestion by passenger, facility of receipt of complaint through SMS on phone number 9971-111-139 has been started. This will enable the traveling passengers to have easy access to the complaints redressal system without any other charges. Quality Control Professionals having Diploma/Degree holders in hospitality with 2 or more years of field experience were inducted/ engaged in August, 2008 & posted in Zonal & Regional offices. Specific trains have been allotted to them for achieving overall improvements in on board services.

SEGMENT-WISE PERFORMANCE OF IRCTC

IRCTC operates in two major business areas i.e. Catering & Hospitality and Travel & Tourism. The Catering division has three segments namely; Licensee Catering, Departmental Catering and packaged drinking water 'Railneer'.

LICENSEE CATERING BUSINESS CATERING AND HOSPITALITY

Catering and hospitality operations is contributing major share in IRCTC business. IRCTC catering business deals in both railway and non railway catering. IRCTC is operating nearly 200 food plazas on railway platforms besides it janahars, executive lounges, base kitchen and other minor units are also handled by IRCTC.

CATERING SERVICES

The Indian food industry is poised for huge growth, increasing its contribution to world food trade every year. In India, the food sector has emerged as a high-growth and high-profit sector due to its immense potential for value addition, particularly within the food processing industry.

The food industry, which is currently valued at US\$ 39.71 billion is expected to grow at a Compounded Annual Growth Rate (CAGR) of 11 per cent to US\$65.4 billion by 2018. Food and grocery account for around 31 per cent of India's consumption basket.

Accounting for about 32 per cent of the country's total food market, The Government of India has been instrumental in the growth and development of the food processing industry. The government through the Ministry of Food Processing Industries (MoFPI) is making all efforts to encourage investments in the business. It has approved proposals for joint ventures (JV), foreign collaborations, industrial licenses and 100 per cent export oriented units.

An increase in Per Capita Disposable Income by 8 per cent over the last 5 years has lead to an increase in Per Capita Consumption Expenditure on food by over 20 per cent but this is still much below the international norms. Catering services business is a rewarding option with huge

potential of growth. Considering the importance of social celebrations and events, corporate cultures and social lifestyle, the catering industry is expected to expand its status and profitable nature further.

Indian Railway Catering and Tourism Corporation (IRCTC) launched the pilot project on E-catering as a part of E-services in the second half of the year 2015, allowing rail users to order meals as per their choice which will be delivered at the specified stations from popular private caterers. Rail users can book their meals through various channels by mentioning the details of the PNR, seat number along with the mobile number. The rail users have the option of placing the order through the E-catering app, E-catering portal, toll free number or simply by sending a SMS to a designated number. The Indian railways offer to the esteemed rail users to make the payment online while placing the order or through cash on delivery. 'Now a days passengers prefer to place the meal orders through the E-catering app' said an official working with E-catering services. E-catering services since the time it was launched has witnessed phenomenal growth.

Customers are the backbone of every company. Without them, there would be no success. Catering industry is booming sector nowadays that has established itself as brand. Railways shall gradually take over management of all mobile catering services including base kitchens and mobile catering through departmental catering in a phased manner Railway Board shall determine the menu and tariff for the standard meals, breakfast, tea, coffee and catering charges for meals, etc., which are included in the fare.

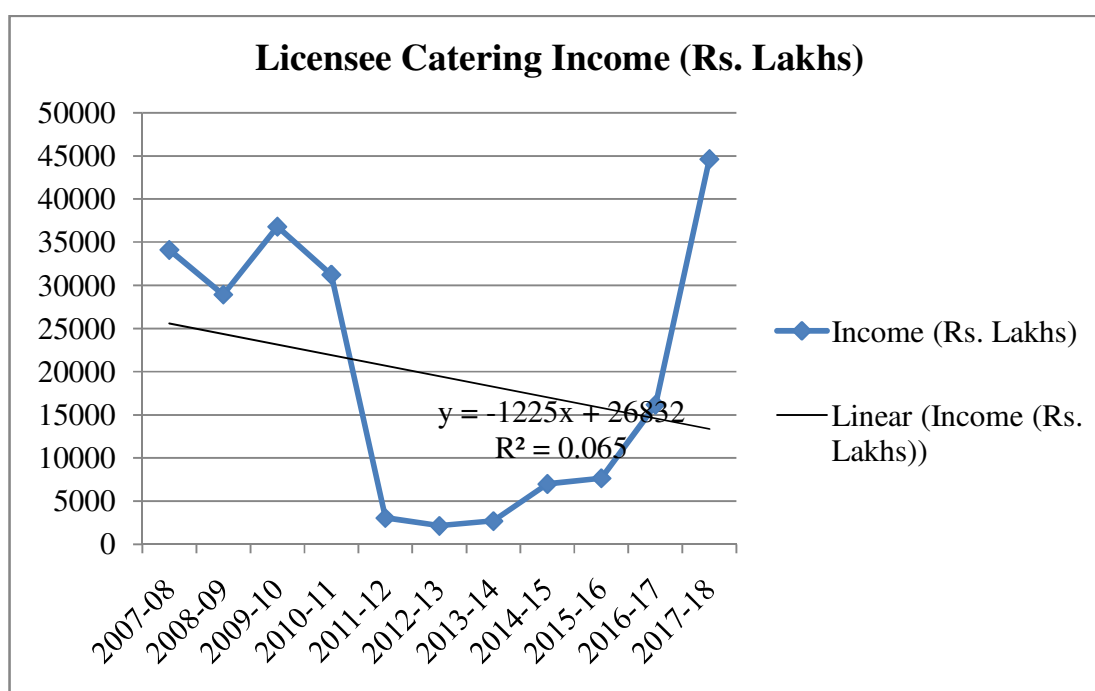
The on-board catering services remain one of the major challenges of the Railways. There are many instances where it was found that the food is unhygienic and in others or found to be stale or sub-standard. Many passengers claim that the complaints regarding sub –standard food quality, delivery of food without any proper receipts or bills goes unattended.

During the year 2007-2008 to 2017-18, the Licensee catering business registered an income of Rs. 1,70,103.53 lakhs. The Segment result (profit) achieved was Rs. 666.36 Crore during the year 2007-2008 to 2017-18 The decline in the income of the segment was due to transfer of Licensee catering business to the Railways on implementation of Catering Policy, 2010.

Table: 1 Licensee Railway Catering

Year	Income (Rs. Lakhs)	Profit (in Crores)	Income (Rs. Lakhs) %	Profit (in Crores) %
2007-08	34102.00	48.22	15.91	7.24
2008-09	28920.00	69.21	13.49	10.39
2009-10	36791.00	64.26	17.17	9.64
2010-11	31223.00	78.74	14.57	11.82
2011-12	3038.48	9.75	1.42	1.46

2012-13	2143.52	9.41	1.00	1.41
2013-14	2688.52	3.97	1.25	0.60
2014-15	6979.35	8.22	3.26	1.23
2015-16	7649.00	76.09	3.57	11.42
2016-17	16162.91	161.63	7.54	24.26
2017-18	44611.41	136.86	20.82	20.54
CAGR	2.47%			

Fig. 1 Licensee Catering Income

The trends of licensee catering income figure not shown very good growth over a period of time.. The value of R2 is 0.065 which is quite good; depicting 6.5 per cent. Trend line for Licensee Catering Income = $y = -1225x + 26832$.

License Catering of IRCTC are shown in Table 3. There has been fluctuating trend in License Catering of IRCTC except in the year 2007-08 and 2017-18 as the year witnessed a decline and increase in Licensee Catering income and profit. The highest License Catering income of IRCTC was reported Rs. 44,611.41 lakhs (20.82 per cent) during the year 2017-18 while profit was recorded Rs. 136.86 crores (20.54 per cent) in the corresponding year. The Compound Growth Annual Rate shows that 2.47 per cent.

DEPARTMENTAL CATERING BUSINESS

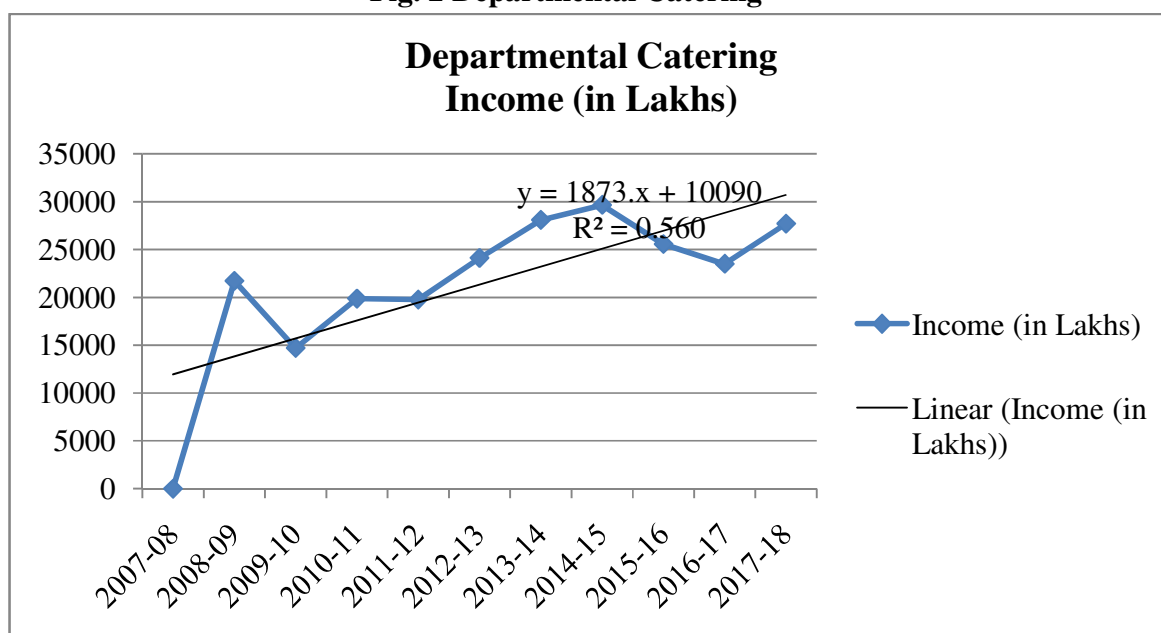
Departmental catering services provide foods to passengers while journey in the train. It provides high quality food to the passenger. Mostly the departmental catering services are available in the long journey train.

Table: 2 Departmental Catering Income

Year	Income (in Lakhs)	Loss (in Crores)	Income (in Lakhs) %
2007-08	0	38.98	0.00
2008-09	21711.00	54.98	9.25
2009-10	14706.00	74.75	6.27
2010-11	19858.00	55.47	8.46
2011-12	19763.62	53.59	8.42
2012-13	24114.98	59.83	10.28
2013-14	28082.55	68.23	11.97
2014-15	29642.14	57.32	12.63
2015-16	25556.30	66.09	10.89
2016-17	23498.16	54.18	10.02
2017-18	27695.28	14.86	11.80
CAGR	2.46%		

The above table relates to the Departmental Catering Income. It can be seen that the funds shows both increasing and decreasing trends from 2008-09 to 2017-18. Over the eleven years of time frame, the Departmental Catering Income was increased at compound annual growth rate of 2.46 per cent.

To study the performance of Departmental Catering income from 2007-08 to 2017-18 have been analyzed. As it could be easily inferred that average hits per year is showing an increasing trend. The equation trend line is $y = 1873.x + 10090$ to estimate the future average hit per year. The value of R^2 is 0.560 which is quite good.

Fig. 2 Departmental Catering

FINDINGS AND SUGGESTIONS

- Frequently changing policies should be avoided and clearly demarcated and effective steps should be taken to bridge that gap happening due to transfer of change of policy.
- Indian Railway and IRCTC should take strict disciplined actions against hawkers and unauthorized vendors.
- Only licensed contractors' packaged food and beverage items should be allowed to load into the trains.
- Indian railway must introduce and strictly follow some catering waste disposal program. Dustbins should be placed on platforms and inside the trains. There may be a provision to collect fine from the passengers throwing garbage outside dustbins.
- IRCTC must ensure regular checks and inspections to prevent unfair practices such as selling non authorized food and beverage items, selling food and beverage items above MRP, service less quantity of food than prescribed etc.

CONCLUSION

If there is a sector in India that connects and comprises of people from all the sectors of the country, it is the railways. Indian Railway will continue to play a crucial role in the economy of the country in the many years to come. The need of the hour is to have an exclusive catering policy and system in place that would fulfill the requirements of the whole spectrum of passengers.

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A STUDY ON WOMEN SELF GROUP IN VILANCODE TALUK

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ABSTRACT

In India, women constitute a sizable section of rural work force. The realization of women's full potential is crucial to the overall socio-economic development and growth of a society. However this realization will require a revolution in people's attitude and behaviour. It will be a revolution that will place gender at the heart of policy making and planning in all areas of development and that will awakes as the full awareness among the people with regard to the multi- dimensional responsibilities. It is required to strengthen the status of rural women economically to enable them to stand in society on their own with confidence. The objectives of the study are socio economic conditions of SHG in vilavancode taluk to analyses the functional performance of the SHG. The area of the study is has selected vilavancode, it covers five fising villages including Thoothoor, Chinnathurai, Poothurai, Eraumanthurai and Colachal. The 120 samples from this area have taken. This study covers both primary and secondary data. The tools of the study help of simple statistical percentage, chi-square, and garret ranking. The findings of the analysis the age group of 31-40 and the respondents are from the joint family. The study concluded that the SHG have the power to create a socio economic revolution in the rural areas of our country. The micro credit generation of the SHG through savings and credit utilization will lead to an improvement in the economic status of women.

Key words: SHG, Women

INTRODUCTION

Women empowerment is a concept and a construct which is used by everyone in the world in all areas and in all dimensions to indicate the increased activities for women's advancement. There by it has come to the center stage of the political administrative system of the society. Movement from above and below has actively engaged women and others in pursuing the problems of women for decision and implementation. As a result not only the issue of women being brought to the forefront but the women themselves have come to that apace for redressing their problems on their own with the help of the available support structure. As a result the conditions of women are improving as the empowerment process has to cross through a series of challenges and obstacles.

STATEMENT OF THE PROBLEM

Women SHG improve empowerment of women, one of the major economic development programme is highly dependent on accountability and participation. Non-

government factors are becoming more and more involved in the process of economic development programmes. Developments of practitioners have been debating over for finding the best way by which the empowerment level of women.

REVIEW OF LITERATURE

Standly Davis Mani.T and Selvaraj.V.M (2007) the rural communities are unique and therefore have unique needs when it comes to the upliftment of group development.

The Hindu (08-03-2008) Minister of Rural development and local administration M.K. Stalin has said “Group that promptly repaid loans should be rewarded with more financial assistance and other measures”.

Mutram (2005) is supported by the subscriptions from SHG’s contributors from UNICEF,NABARD,Tamil Nadu Aids Control Society (TANACS) and the state government. Government mutram has played a vital role in communicating experiences shared by various successful self-help groups. It has also helped in disseminating Government policy information in Mahalir thittam messages to both field workers SHG’s and project staff.

OBJECTIVES

1. To know the source and usage of financial assistance received by the self-help groups.
2. To offer suitable suggestions to improve the women self help group in the study area.

SCOPE OF THE STUDY

The scope of the study examines the women self-help groups. This study Is limited to Vilavancode Taluk only.an attempt to made to analysis the benefits received by the self-help group members. This study also includes the opinion of self help group members on the group. The findings will emulate need changes that can be brought in the functioning of the self-help group.

RESEARCH METHODOLOGY

The investigator has selected vilavancode area for her study, vilavancode area five fishing villages from these area an investigator has taken 120 women self-help groups as sample. This study is undertaken is vilavancode area for a period ranging from 2017-2018. Date required for the study is primary in nature. Primary data were collected from the sample respondents with the help of interview, questionnaire and schedule. Secondary data were collected through various journals, magazines, reports and website.

The required primary data for the study was collected through the pre-structured questionnaire. The questionnaire were administered directly by the investigator herself herself

these sample selected. Relevant secondary data was collected from the books, journals, magazines, reports and websites.

SAMPLING AND TOOLS OF ANALYSIS

The investigator selected a sample of 120 members from 120 self- help groups for this study. A simple random sampling was adopted in choosing the self- help group members and the respondents were chosen on the basis of the convenience sampling.

The main objective of the study is to comprehend then growth of self -help groups in the study area and various schemes of self -help groups on then utility and borrowings and role of books. NGO's in promoting and organizing. These were assessed with the help of simple statistical percentage, Chi-square and Garret ranking.

DATA ANALYSIS AND INTERPRETATION:

Table. 1. DISTRIBUTION OF RESPONDENTS BY AGE

Age Group	No. of Respondents	Percentage
Below 30	35	29
30 to 40	40	33
41 to 50	29	24
Above 50	16	14
	120	100

29 percentages of the respondents belong to the age group of below 30. 33 percentages of the respondents belong to the age group of 30 to 40. 24 percentage of the respondents belong to the age group of 41 to 50 and 14 percentage of the respondents belong to the age group of 50 and above.

Table. 2. TYPES OF FAMILY OF THE RESPONDENTS

Type of Family	No of Respondents	Percentage
Joint	79	65
Nuclear	41	35
	120	100

One can understand that 65 percentage of the sample respondents are from joint family and 35 percentages from nuclear family. It is observed from the table that majority of the respondents are from joint family.

Table. 3. CLASSIFICATION OF RESPONDENTS ON THE BASIS OF INTRODUCERS

Particulars	No of Respondents	Percentage
Friends	35	29
Relative	28	23
NGO's	31	26
Others	26	22
	120	100

It reveals that 29 percentage of the respondents involved in SHG's by their friends, 23 percentage of respondents by Relatives, 26 percentages of respondents are by NGO's and 22 percentage of respondents by others. It is indicated from that majority of the respondents involved in SHG through friends.

FINDINGS

It reveals that majority of the respondents belong to the age group of 31-40

1. It reveals that majority of the respondents are from the joint family.
2. The study highlights that majority of the respondents known about SHG through Friends.
3. The study shows the majority of the respondents feel the problem in self-help group is "Lack of participation of members"

SUGGESTIONS

1. More voluntary organizations and NGO's should come forward to help in organizing in self -help group in the village
2. Government and NGO's should concentrate more on the self-help group and encourage them to start the business.
3. The self- help group members interested in rural development should monitor the workings of self -help group very closely and suggest improvement.

CONCLUSION

The self-help groups have the power to create a socio economic revolution in the rural areas of our country. The micro credit generation of the self -help group through savings and credit utilization will lead to an improvement in the economic status of the women. The decision making power, participation in social and political empowerment is skill lacking among majority of the respondents in their villages. This can be improved through training.

Thus, the assessment for credit supply to the poor through self -help groups is emerging fast as a promising tool for promoting income generation and economic empowerment for women in rural area. Their participation in the economic activities and decision making at a house hold and social level is increasing and is making the progress of rural development.

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FINANCIAL MANAGEMENT PRACTICES IN MUTHOOT FINANCE LIMITED***G. SREEKANTH**Assistant Professor in Commerce, Malankara Catholic College, Mariagiri, Kaliakkavilai,
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ABSTRACT

The present study entitled “Financial management practices in muthoot finance limited”. In the business world, no service organization can justify its existence without showing a reasonable degree of efficiency in the management of its finance. That is to say, an efficient management of finance is necessary for strengthening the financial position of an organization. The success of any organization rests on the level of implementation of various financial management practices in the business. The industry may apply the practices as per their needs. There are nine financial management practices, namely Business Analysis & Control Practices, Investment Analysis, Capital Acquisition practices, Profitability analysis, Debt Management Practices, Cash management practices, Working capital management, Fixed Assets Management Practices, Dividend Management Practices

Keywords: Financial Management Practices, Muthoot Finance

INTRODUCTION

Muthoot Finance Limited is an Indian financial corporation. It is known as the largest gold financing company in the world. In addition to financing gold transactions, the company offers foreign exchange services, money transfers, wealth management services, and travel and tourism services and sells gold coins at Muthoot Finance Branches. The company's headquarters are located in Kerala, India, and it operates over 4,400 branches throughout the country. Outside India, While the company falls under the brand umbrella of the Muthoot Group. The target market of Muthoot Finance includes small businesses, vendors, farmers, traders, SME business owners and salaried individuals.

STATEMENT OF PROBLEM

The Muthoot Finance Limited was setup as a private limited company in 1997. From 1997 onwards, the company has been extending their financial services to their customers at the various states in India. The major strength of the company is its customers' base and branch networks in India. It has its own strong brand name and track record. The financial activities and the performance of the company has been increasing year by year from the beginning. However, after the entry of so many private finance companies and the foreign banks into India, in all the banking and non-banking financial companies are facing severe competition. Because of that severe competition, the Muthoot Finance Limited has a decline in its rate of growth of financial performance. Even though, the financial performance is good, its rate of growth is not at an

appreciable level like in the past. Hence, there is a need for thorough analysis on the Financial Management Practices of Muthoot Finance Limited for the sake of its policy implications.

OBJECTIVES OF THE STUDY

The main objective of this study is to measure the rate of implementation of financial management practices at the Muthoot Finance Limited

METHODOLOGY

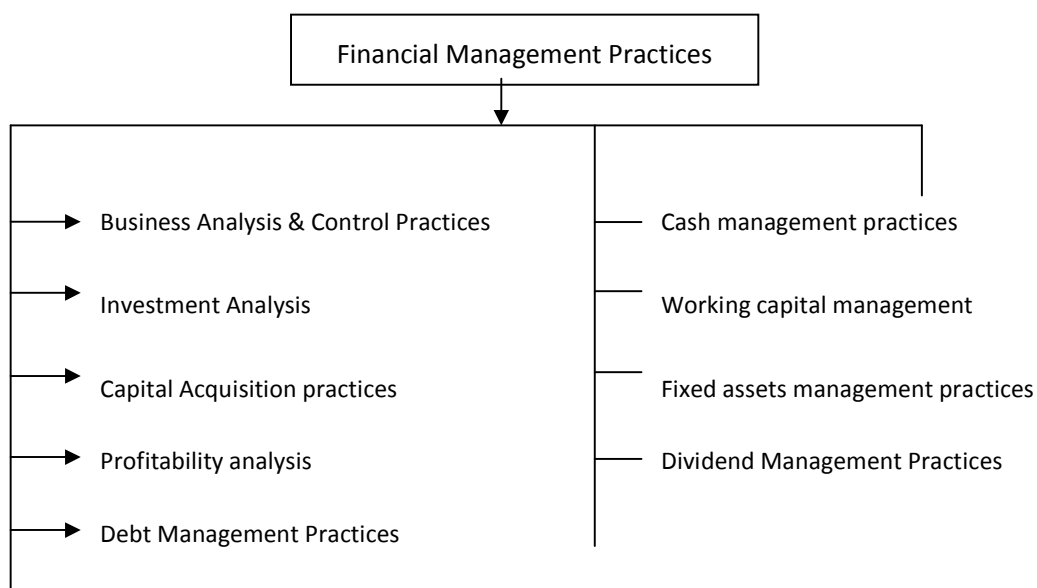
The present study is based on both primary and secondary data. The primary data were collected with the help of structured questionnaire. The secondary data on the financial facts related to Muthoot Finance Limited have been drawn from the various annual reports of Muthoot Finance Limited from 2008-09 to 2017-18.

DATA COLLECTION AND ANALYSIS

The questionnaire covers the various financial management practices implemented at the Muthoot Finance Limited. The data were collected from twenty eight (28) managers, thirty two (32) Assistant managers and forty three (43) Officers for the purpose of analysis. In this present study, the mean, standard deviation and co-efficient of variation were used to analyse relevant Financial Management Practices.

FINANCIAL MANAGEMENT PRACTICES

The included financial management practices in Muthoot Finance Limited taken for this study are shown in the given below.



The relevant variables in the abovesaid 9 Financial Management practices are drawn from the reviews. The staff are asked to rate the variables in all Nine (9) Financial Management practices at five point scale according to the order of implementation. The mean score of the variables in each Financial Management practices at the Muthoot Finance Limited is used to exhibit the level of implementation of Financial Management practices at Muthoot Finance Limited.

LEVEL OF IMPLEMENTATION OF FINANCIAL MANAGEMENT PRACTICES IN MUTHOOT FINANCE LIMITED

The financial management practices have been examined with the help of implementation of business analysis/control, investment analysis, capital acquisition, profitability analysis, debt management, capital management, investment management, cash management, working capital management, fixed assets management and the dividend management practices. The mean of the score on the view of the above said nine practices in Muthoot Finance Limited have been summated in order to exhibit the rate of implementation of Financial Management Practices at the Muthoot Finance Limited. The included financial management practices are shown in Table 1.1

Table 1. Level of Implementation of Financial Management Practices (FMP) in Muthoot Finance Limited

Sl.No.	FMPs	Mean	Standard deviation	Co-efficient of variation (in %)
1.	Business Analysis & Control Practices (BACP)	3.8969	0.3919	10.05
2.	Investment Analysis (IA)	3.7419	0.5643	15.08
3.	Capital Acquisition Practices (CAP)	3.8916	0.2918	7.49
4.	Profitability Analysis (PA)	3.8471	0.3041	7.91
5.	Debt Management Practices (DMP)	3.8751	0.2044	5.27
6.	Cash Management Practices (CMP)	3.8609	0.2773	7.18
7.	Working Capital Management Practices (WCMP)	3.8666	0.3249	8.40
8.	Fixed Assets Management Practices (FAMP)	3.6832	0.4173	11.36
9.	Dividend Management Practices (DVMP)	3.7924	0.4979	13.05

The highly implemented Financial Management Practices in the Muthoot Finance Limited are ‘capital acquisition practices’ and ‘business analysis and control practices’ since their mean scores are 3.8916 and 3.8969 respectively. The higher consistency in the view on the implementation of Financial Management Practices at Muthoot Finance Limited are noticed in the case of ‘implementation of debt management practices’ and ‘cash management practices’ since their respective co-efficient of variation are 5.27 and 7.18 per cent respectively. The analysis reveals that there is a better implementation of financial management practices at Muthoot Finance Limited.

SUMMARY OF FINDING AND SUGGESTION

The implementation of Financial Management practices at Muthoot Finance Limited is studied, for which of nine important practices were considered. The highly viewed variables in Business analysis and control practices at Muthoot Finance Limited are ‘implementation of financial control system to ensure solvency’ and ‘identify they measures of business performance’. The eight variables included in the business analysis and control practices explain it to a reliable extent.

The highly viewed variables in the implementation of investment analysis are ‘obtain relevant information on opportunities’ and ‘make cash flow projection for capital investment’. The seven variables included invest analysis explain it to a reliable extent. The highly viewed variables in the implementation of capital acquisition practices at Muthoot Finance Limited are ‘assessment of impact of credit on leverage’ and ‘evaluation of various sources of capital’. The eight variables included in capital acquisition practices explain it to a reliable extent.

Regarding the implementation of profitability analysis, the highly viewed variables are ‘estimation of return on investment’ and ‘consideration of operating expenditure’. The seven variables included in profitability analysis explain it to a reliable extent. The highly viewed variable in the implementation of debt management practices at Muthoot Finance Limited are ‘collection period’ and ‘try to minimize the bad debts’. The seven variables included in debt management practices explain it to a reliable extent.

Regarding the implementation of cash management practices at Muthoot Finance Limited, the highly viewed variables are ‘keeping enough cash balance at banks’ and ‘maintenance of quick assets to meet cash deficiencies’. The six variables included in cash management practices explain it to a reliable extent. The highly viewed variables in the implementation of working capital management practices at Muthoot Finance Limited are ‘avoidance of excess and inadequate working capital’ and ‘minimization of operating cycle length’. The seven variables included in working capital management practices explain it to a reliable extent.

The highly viewed variables in the implementation of fixed assets management practices in Muthoot Finance Limited are ‘evaluation of proposals by capital budgeting’ and ‘selection of

appropriate capital budgeting method'. The nine variables included in fixed assets management practice explain it to a reliable extent. The highly viewed variables regarding the implementation of dividend management practices are 'periodical revision of dividend' and 'always skip the dividend'. The seven variables included in dividend management practices explain it to a reliable extent.

The highly implemented financial management practices in Muthoot Finance Limited are 'capital acquisition practices' and 'business analysis and control practices'. The higher consistency in the view on the implementation of financial management practices are noticed in the case of implementation of debt management practices and cash management practices. In total, there is a better implementation of financial management practices at Muthoot Finance Limited.

Even though, the level of implementation on various Financial Management practices are higher in Muthoot Finance Limited, there is a need for effective implementation of Financial Management practices in order to enrich the performance.

The financial experts may be invited by the Muthoot Finance Limited in order to conduct a regular programme on the application of Financial Management practices in their business.

Since the working capital management practices are playing more important role in the determination of financial performance of the company, the company may arrange some programmes to know the optimum utilization of working capital at their units and also the appropriate matching of needs and sources of working capital.

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ABSTRACT

Banking industry is the fast growing with the use of technology in the form of ATMs, on-line banking, telephone banking, mobile banking etc. E-channels provide alternatives for faster delivery of banking services to a wider range of customers. This paper aims to collect nationalized bank employees attitude with electronic banking in Kanyakumari district, Tamilnadu. The outcomes may help the management of banks develop effective strategic planning for the future of e-banking in Tamilnadu. Primary sources were used to collect the data and were analyzed by mean score analysis. The result suggest that banker's in kanyakumari district perceive e-banking as tool for reducing job burden, reducing overall cost of operations and saving time. Similarly they believe that e-banking usage is high risk, lack of congenial working climate and lack of information security. Bank personnel profiles were further analyzed in relation to their attitude to identify different segments among the target respondents. The results show that bank employees who have experience above 15 years consider reduction in overall cost of operations and lack of job satisfaction as the most and the least important benefits of e-banking respectively and less than 10 years experience attitude, time saving and reducing job burden as the major benefits of e-banking. Interestingly banker's in all segments considered chance of fraud as the biggest risk associated in e-banking.

Keywords: Kanyakumari District, Tamilnadu, E-banking in nationalized banks

INTRODUCTION

In the current transformation era, contours of banking services dynamically altering the face of banking services and the banks are stepping towards-banking from traditional banking. Technology is the most dominating factor which helps the banks to have a mix of knowledge with innovative products/ services to win the competitive market. From various studies it is observed that efficiency of e-banks has been improved due to the use of technology. An employee is an asset for every organization that contributes maximum in the efficiency and

productivity of the organization. Efficiency can be best judged from the employee's point of view because only employees can narrate the true picture of the efficiency as they are actually engaged in serving customers through e-channels. The employee's attitudes are important to study their behavior towards their work experience, because the psychological process that allows an individual to adjust his behavior. Improved behavior has better performance and rewards which provide more satisfaction to the employees.

REVIEW OF RELATED STUDIES

1. Uppal.R.K “Banking Services and Information Technology”, He gave that, ‘E-banking utilizes technology to allow a bank's customers and other stake holders to interact and transact with the bank seamlessly through a variety of channels such as the internet, wireless devices, ATM,s and physical branches. Internet banking is one component of a comprehensive e-banking offering.

2. kamesam, Vepa “Technology in Banks –Sea- change in services”, He quotes technology has opened up new vistas for the banking industry and has redefined its nature, scope and extent of operations. Post-nationalization, banking reach and volumes increased tremendously, creating difficulties in managing the same. One solution that looked attractive was computer technology. The real impetus came in the Eighties with the recommendations of the Rangarjan committee which led to implement Automated Ledger Posting Machines (ALPM) and this was the first step towards computerization. Another momentous happening in the Nineties was the entry of the Automated Teller Machine (ATM). The success of ATMs in taking the load off branches and reducing costs propelled other banks to adopt this new delivery channels like mobile banking and internet banking.

3.Rosy, Chawla and Uppal.R.K, conducted an empirical study on “E-Delivery Channel Based Banking Services”. This study highlights customer perception regarding e-banking services. A survey of 1200 respondents was conducted in the year 2008 in Ludhiana District, Punjab. The respondents were equally divided among three bank group namely public sector, private sector and foreign banks. The study investigates the perceptions of the bank customers regarding necessity of e-banking services, quality of e-banking services, bank frauds,

future of e-banking, preference of bank customers regarding banks, comparative study of banking services in various bank groups, preference regarding use of e-channels and problems faced by e-bank customers. The major finding of this study is that customers of all bank groups are instructed in e-banking services but at the same time facing problems like inadequate knowledge, poor network, lack of infrastructure, unsuitable location, misuse of ATM Cards and difficulty to open an account. On the basis of the above analysis the researcher suggested some strategies to eradicate these problems like customer education, conducting seminars and customer meetings, proper network and infrastructure facilities, proper working and installation of ATM machines, staff of the bank should be friendly, polite and trained to guide the customer effectively, procedure to open an account should be single and easy. They conclude that all banks whether public sector, private sector or foreign banks provide e-banking services. Customers have also become more demanding with the passage of time. Hence future of e-banking services is quite bright.

4.Chandrika. K.G, her study on “Evolution of Banking Technology: A study of public sector Banks”. She focuses on the role of technology in banking environment especially PSBs, which are offering services large clientele of this country. The study status that PSBs are leveraging technology to offer service like ATMs, which has shown a remarkable growth in the recent years. Several Nationalized banks like the SBI and its associate banks and other scheduled banks are today offering a variety of banking services through the use of technology. SBI adopted a core banking solutions approach to link all its head office using very small Aperture Terminals [VSAT]. SBI has 8500 ATMs throughout the country and it has started floater ATMs in Kerala. Number of online services like online account statements, ordering of DD, renewal of RD, into funds transfer etc. are also offered by SBI. The author concluded as PSBs operate in a highly competitive environment, where the survival is only for the fittest.

5.Subbiah. A and Praveena.R. their study, “Risk Management in E-banking”. They present the various types of risks associated with e-banking Transaction/Operation is one of the major risk arises from traced, processing errors, system disruptions or other institution inability and they suggest for this risk by adopting effective policies, procedures, and controls to meet the new risk exposures introduced by e-banking. The other risk as credit risk, liquidity, interest rate risk, compliance or legal risk, strategic risk and reputation risk. To avoid these risk many suggestions

given by the researcher i.e., by verify the customer identity, monitoring and controlling the pricing, potential increase in volatility of funds, country's law govern a specific e-banking transaction. This paper was concluded by saying the ease with which capital can potentially be moved between banks and across borders in an electronic environment creates a greater sensitivity to economic policy management. To understand the impact of e-banking on the conduct of economic policy, policy makers need a solid analytical foundation. Without one, the markets will provide the answer, possibly at a high economic cost.

SCOPE OF THE STUDY

An organization grows with the developed employees. Attitude is therefore an important and initial step for developing an organizational behavior especially in service organizations like banks because the customer satisfaction depends really on employee satisfaction, though attitude may not be a real world presentation it is imaginary understanding of the situation. People's attitude differently as per their learning and personality because social, demographic and psychological factors, situation and so forth influence the attitude of an individual. Therefore it is equally important to know about the employee's attitude for the development of an organization. This paper justifies the need of the research and analyzes the employee's attitude regarding e-banking system whether they have adapted happily or there is any problem to be solve for further improvement.

OBJECTIVES

1. To explore whether banker's attitude are linked with their work experience, their position and their educational qualification.
2. To find the benefits that banker's enjoyed when using e-banking.
3. To examine banker's attitude of the risk associated in e-banking

METHODOLOGY

The study was conducted in Kanyakumari district, Tamilnadu. Only nationalized banks were selected for the study. The study was based on primary as well as secondary data. A specifically designed questionnaire was used as a tool to collect the data. Presently there were 147 branches

in Kanyakumari district. The survey selected every tenth branch at random basis. In each branch at least three branch employees were requested to fill in the questionnaire, at least one at each of the positions of officer, manager and executive. Few of the employees refused to take part in the research. Similarly some incomplete questionnaires were rejected. Overall 205 questionnaires were selected for the purpose of analysis.

A five point Likert scale was used to measure all the statements (1= strongly agree to 5= strongly dis agree). Finally data was analyzed by mean score analysis.

RESULTS & DISCUSSIONS

Table 1. Profile of the respondents

		N=205	%
Working experience	Upto 5 yrs	98	47.80
	5-10 yrs	30	14.64
	10-15 yrs	51	24.88
	Above 15 yrs	26	12.68
Position	Manger	70	34.15
	Executive	42	20.49
	Clerical officers	93	45.37
Qualification	Under graduates	34	16.59
	Post graduates	104	50.73
	Professional courses	67	32.68

The personal characteristics of the bankers are outlined in table: 1. The data shows 47.80 % and 24.88% of the respondents hold work experience up to 5 yrs and between 10-15 yrs respectively. The position based classification bankers includes executive (20.49%), manager (34.15%) and officer (45.31%). 104 bankers held post graduates, 34 held undergraduates while another 67 were professional degree holders.

Table 2. Banker's attitude of the benefits of e-banking

Statements	Mean	Score
E-banking reduced Job burden	4.44	1
E-banking reduce overall cost of operations	4.42	2

E-banking increases efficiency	4.32	6
E-banking improves service quality	4.33	5
E-banking saves time	4.41	3
E-banking facilitates speedy delivery	4.34	4
E-banking increase interpersonal relationship with supervisors & subordinates	4.23	8
E-banking provides up to date information	4.26	7

Table 2 shows the mean scores of banker's attitude of the benefits of electronic banking. It shows that the statements E-banking reduced job burden, E-banking reduce overall cost of operation and E-banking saves time appear with highest mean score of 4.44, 4.42, and 4.41 respectively.

The statements E-banking provides up-to-date information (4.26) and E-banking increases interpersonal relationship with supervisors and subordinates (4.23) had the lowest mean scores.

Table 3. Banker's attitude of the risks associated with E-banking

S.no	Statements	Mean	Rank
1.	E-banking has the chance of data loss	1.95	6
2.	E-banking lacks information security	2.17	3
3.	E-banking needs training	1.98	4
4.	E-banking lacks in social support	1.95	5
5.	E-banking makes too much responsibility	1.79	9
6.	E-banking have risk	3.83	1
7.	E-banking lacks job satisfaction	1.94	7
8.	E-banking have more strain compared to manual banking	1.93	8

9.	E-banking lacks congenial working climate	2.48	2
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Table 3 shows the banker's attitude of the risks associated with e-banking. The results shows that the banker's agreed with the statement "E-banking has the chance of heavy risk" which appears highest mean score of 3.83 followed by the statements "E-banking lacks congenial working climate (2.48) and E-banking lacks information security (2.17).

CONCLUSION

From the survey results, it is observed from the attributes identified in the literature review and covering the benefits and risks associated with e-banking. Using these attributes the study investigated bank employee's attitude of e-banking. The study also examines whether these attributes vary in relation to the personal characteristics of the respondents.

In the first process of analysis, mean scores of benefits and risks associated with e-banking were computed and ranked. Banker's consider reduce job burden, minimize overall cost of operation and time saving to be important benefits and chance of heavy risk, lack of congenial working climate and lack of information security to be vital risks associated with e-banking. At a further level of analysis, personal characteristics of the respondents were used as parameters to identify different segments of the employees according to their attitude relating to the importance of each attribute.

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HUMAN RESOURCE MANAGEMENT: PARADIGM SHIFT IN THE PUBLIC SECTOR BANKS IN INDIA

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ABSTRACT

Human Resources are the wealth of an organisation which can help it in achieving its goals. In modern days Human Resource Management has become the most important component of managing the employees of any organisations like, Banking Industry, Garment Industry, Trading Industry Import and Export Industry has boosted up in recent time but they are not maintaining good human resource department except Banking Industry and few of them. It is clearly acknowledged by the modern days professionals that without having skilled human resource in variable in education. The concept of paradigm shift offers are means of making such connections. The paper highlights the significance of human resource management in Indian Banking Industry. An attempt has been made to understand the HRM practices adopted by major banks in India. This paper also proposes the potential role of HRM is capable of playing in the banking industry.

Keywords: Human Resource Management, Paradigm Shift, Public Sector Banks

INTRODUCTION

Human Resource Management is of paramount importance for the success of any organisation whether it is operating in a manufacturing industry or a service sector industry. Human Resource is the total knowledge, abilities, skills, talents and aptitudes of an organisations workforce. It has been rightly said that among all the assets like, financial assets, fixed assets, current assets, movable assets, immovable assets, tangible assets etc. Human resources are the most valuable and unique assets of organisation. In the present complex environment no business or organisation can exist and grow without appropriate human resources. So human resource has become the focus of attention of every progressive organisation.

Human Resource Management is concerned with many peoples in the organisation. Organisations are established by the people and for the people. Organisations are created to achieve different goals. An organisation is nothing without any resources. If we remove the employees from the organisation, there is no meaning or importance of raw materials, machines, tools and physical commodities in the organisations. Organisation having different resources, among which human resource is precious or more importance.

When people are managing in an organisation is called human resource management. Since every organisation is made up of people and get their services, develop their skills, motivating

them according to their level of performance and ensuring that they continue to maintain their commitment to the organisation are essential to achieving organisational goals. The organisational effectiveness largely depends on the performance of the people working in organisations. Management's concern to increase the performance of human resources is human resource management. It aims at achieving organisational goals through improvements in the productive contribution of people. It is concerned with philosophy, principles and practices related to human aspects of management. It keeps balance between the goals of organisation and the goals of the individual.

IMPORTANCE OF HUMAN RESOURCE MANAGEMENT IN BANKING SECTOR

Banking Industry is witnessing a huge change all over the world particularly in India and for a developing country like India Banking Industry has a crucial role to play for financial stability and growth of the country. In this era of globalization a country's strength is its financial strength not its military strength.

Human Resource Management is important for banks because banking is a service industry. Management of people and management of risk are two key challenges which are being faced by the banks. How you manage the people and how you manage the risks determines your success in the banking business. Efficient and skilled manpower can manage the financial risks that the banks need to take on regular basis. Efficient risk management may not be possible without efficient and skilled manpower. The human resource department is responsible for finding such talented manpower and placing in right positions in the banks. The entire spectrum of human resource practice requires revolutionary changes if the banks have to survive.

For banking, the importance of the resource management has grown manifold because the nature of banking industry, which is mainly service based. The management of people in the organisation along with handling the financial and economic risks at the wider level is the most potent challenges in front of the banking industry in any given time frame. Efficient and skilled manpower in the sector can only manage the financial risks that the banks need to take on regular basis. The human resource department is responsible for finding such talented manpower and placing them in right jobs in the bank.

A part from the risks in the banking sectors, the people handling the day by day affairs in the banks need to keep the customer satisfaction in mind. The people working at the front office become the face of the bank and thus it is the responsibility of the HR to make sure there are eligible people working up front. They need to make sure that the candidates selected in the banks go through necessary training before they begin their work, so that they are aware of the nuances of the core banking industry and customer relationship better. The HR management needs to think both about the quantity and quality requirement in the banking sector and deal with the shortage in the skilled manpower supply in the sector efficiently.

FOLLOWING ARE SOME OF THE IMPORTANCE OF HUMAN RESOURCE MANAGEMENT IN BANKING SECTOR

PLAN AHEAD FOR RECRUITMENT

The ever changing banking industry, with a steady growth in the past decade, has resulted in many vacancies and overall growth in the sector. The number of branches of public sector has risen significantly and accordingly the recruitment for skilled manpower has grown as well. The HR management team is responsible in any particular banks to analyse future recruitments of their organization and steadily calibrate recruitment process.

MAINTAINING A BALANCE OF EXPERIENCE AND YOUTH IN THE WORK-FORCE

The changing scenario of the banking sector with emergence of online banking and core banking services, there is a need to incorporate youth energy and exuberance in work. But there should be a fine balance between the youth energy and experienced professional, to make it a successful and fruitful combination just like in any other sector. Hence, the HR Management is responsible for maintaining this balance and undergo some cultural and management adjustment to fit in the people working.

TRAINING OF THE MANPOWER

The technology along with the method of working in banking sector is changing rapidly. Not only the machines, but approaches to various schemes, policies and banking facilities are changing with time. The new recruit and the older ones as well, need to undergo necessary training and grasp the same from time to time. The human resource management makes sure that the people working in the banking organization are not suffering from only such discrepancy. Empowering the employees with training and measuring their performance afterwards is what the human resource department needs to look after.

PERFORMANCE MANAGEMENT AND TALENT SPOTTING

The HR management remains responsible for measuring the overall performance of the employees working in different departments. They focus more on the people who are lacking the spirit of working in the organization and try to help them improve their performance for the betterment of the bank. To give importance to the hard work and dedication of employees, the HR department provides the adequate praise and promotion to them.

KEEPING A TAB ON THE PERSONAL REQUIREMENTS OF THE EMPLOYEES

The employee in any organization gets for his/ her value in the company. They tend to work even harder once they feel they are important source for the company and the company

thinks for them in return. Providing pay perks for good works keeping some personal information and wishing them at occasion, allowing leave and keeping a tab on the promotional and transfer requirements are some of the things that the HR department needs to look into.

KEEPING A TAB ON RETIREMENTS AND RESIGNATIONS

Talent retention is also the responsibility of HR department. The HR team is also responsible to make arrangements to stop the resignations that the employees are giving to a particular organization. They need to assess and analyse the reasons behind the decision of leaving the organization by the employees and work upon it to better the situation. The HR team is also needs to have a record of the retirements planned in few years and make sure that they have recruitment notifications ready to fill the vacant shoes.

The banking sector is a wide financial and economical industry which depends majorly on the workforce. Thus managing and maintaining this workforce becomes the priority for the HR management team to have a look at the prevent and possible future requirements of the banks and work accordingly will the same.

MAJOR ASPECTS OF HUMAN RESOURCE MANAGEMENT

- **Acquisition of Talent :**

An organisation can recognized only on its team of employees and that is why it is always required to make the organization's image in such a way that it can attract the talented people and not just a job seekers searching a place for earning bread and butter. The human resource management plays an important role in making a service organization like banks a hot cake among the job seekers. In the present global days there are many job opportunities are available to the talented young job seekers in the find and Banking Industry.

- **Training & development:**

Training is now the important tool of Human Resource Management to control the attrition rate because it helps in motivating employees achieving their professional and personal goals, increasing the level of job satisfaction etc. As a result training is given on a variety of skill development and covers a multitude of courses. Banks are making some efforts to train their employees so that they can use these employees in their actual banking environment. Today banks are providing some institutional training to their employees at their learning centres also. In coming days the work force will get complex and there will be a need to juggle a wide variety of people with varied needs and performances, resulting in an array of relationship between the organization and those who work for it.

- **Jobs Satisfactions:**

Job satisfaction is favourableness or unfavourableness with which employees view their work. Job satisfaction is impacted by job design. Jobs that are rich in positive behavioural elements such as autonomy, variety, task identity, task significance and feedback contribute to employees' satisfaction. Employees' job satisfaction leads to employees' commitment and only committed people deliver the desired results.

- **Performance Management :**

Performance Management is the process through which managers ensure that employees' activities and outputs are in agreement with the organizational goals. In banking sector a number of measures and tools are used for the implementation of performance management system.

- **Retention of Employees:**

Employees' retention involves taking measures to encourage employees to remain in the organization for the maximum period of time. An organization may be able to get the most suited people for the work but then the challenge is to retain these people and to develop them.

FACTORS LEADING TO DISSATISFACTION AMONG BANK EMPLOYEE'S

SALARY STRUCTURE

The employee's salary structure of Indian Public Sector Banks is now not at par with Central Government Employees or with State Government Employees and also with other Public Sector Undertakings. We will find that in last one decade banking sector has not been able to pay their employees at par with the other sector. If this issue is not addressed properly then the banking sector will not be a preferred restoration for the best talent of the country and in this way it will also stop innovative thinking. So it may damage this sector in two ways one that banking job will be less preferred job and other is higher attrition rate.

CHANGES IN EMPLOYEES VALUES

In the present scenario new work force has led to introduction of new values new ideas more expectation from the employer and when these are not perceived by the organization in right perspective it leads to dissatisfaction and affect commitment of the employees.

WORK LOAD

Banking industry is operating in a service sector so as a whole it looks like that it is not a labour intensive sector, But with a keen observation it is quite visible that to serve the banking financial needs of a huge population of India is not easy. Banking has different segment like

Retail, International, General Operational Banking etc and among all these operational banking and retail banking is much more labour intensive job because through this banks officer offer services to a number of people.

LACK OF ENABLER TRAINING SYSTEM

Banks are providing training to its employees, which employees find very useful. But on a large scale it has been found that individual focus should be given which can make them more efficient and productive. On the job training is the general trend which almost every bank follows but it has no value when your job is actually not properly defined and then it becomes a mess.

UNEVEN DISTRIBUTION OF WORK AT SOME LEVEL:

In public sector banks generally job seekers enter at two stages, one is clerical cadre and other is officer cadre as a probationary officer. They are trained on same platform during their probation but when they get work as a confirmed officer they have to deal with different kind of assignments and some time it happens that same set of officers have to deal with tough assignments always. So HR manager should take care of all these issues and should actively practice Job Rotation theory to encourage all staff and to ensure that distribution of work is proper.

STIFF ORGANIZATIONAL HIERARCHICAL SYSTEM

Banks are functioning on its fixed own system and its own internal bureaucratic style of functioning. Employees are the internal customer of any organization and so they should be given proper space. Now a days management expects every thing to be turned upside down but they do not strategies things with actual drivers or potential of that result. The best development of people is through empowerment.

Wide gap between HR Policies & HR Practices

In almost public sector banks there is a separate HR department and HR Policies are framed to cater the needs of their employees but when it comes to delivery part they fail because line managers take the desire to implement HRM, they do not have capacity to implement HRM, since they have other meaningful short term operational responsibilities and limited skills and completion in HRM due to lack of training. Banking industry needs to give a serious thought to this and they should introduce HR audit system not just on paper but at ground level also. The clerical and up to middle management grade level of supervisory employees of any bank is the main work force on which operational responsibilities lies and their opinion must be taken for better prospect of employees.

IV. INTRA AND INTER INDUSTRIAL COMPARISON

INTRA INDUSTRIAL COMPARISONS OF PUBLIC SECTOR BANKS AND PRIVATE SECTOR BANKS

During the 2010 to 2020 decade, Nationalized Banks are at the cusp of a unique opportunity with people retiring in large numbers making it a 'retirement decade'. It is the best time to transform the HR processes and implement some new age concepts. This kind of opportunity to transform HR processes is once-in-a-lifetime window which, if properly utilized, could help our banks take giant strides. On the other hand, those who miss the bus lag behind. The kinds of HR changes required are a tremendous challenge and opportunity at the same time. Banking industry needs some fresh ideas to make the banks 'future - ready'

Public Sector Banks are no longer the major employment provider in the financial market and also that their per employee expenses have gone above that of Private Sector Banks. The staff strength of Public Sector Banks has gone down between 1998-99 and 2010-11 but that of Private Sector Banks have gone up significantly. The per employee expenses of Public Sector Banks have gone above that of Private Sector Banks and today, it is much higher than that of Private Sector Banks. This is despite the fact that pension expenses of PSU Banks are not fully reflected in their staff expenses. One thing is, thus, loud and clear the competitive advantage in terms of staff costs that we always thought the Public Sector Banks had is no longer there. The absence of the cost advantage coupled with the problem of lower productivity underscore the critical need for urgent HR transformation in Public Sector Banks. Hence, time has come for Public sector banks to pay attention to this critical aspect on which their ability to compete finally hinges on.

INTER INDUSTRIAL COMPARISONS PUBLIC SECTOR BANKS AND OTHER PS US

In today's trans-cultural organization any progressive organization need to follow the trend as quickly and swiftly as it can. Public sector banks need to compare itself with other public sector undertakings in India to address the reasons of attrition among new entrants. For this Banks need to consider some major issues raising resentment among Bank employees viz salary structure, working hours, employee benefit scheme etc. If any organization is offering five days working cultural and that is becoming a new attraction for the present age group of employees then banking organization should also give sincere thought to such types of demand which is emanating from its own people. Employees or 'Human resources' have some common expectation from their employer and to full-fill their expectation and organization must compare its HR Policies not only with its own sector but with the best of any sector. If any organization overlooks criticism within the organization from its own employees then it is quite obvious that organization will stuck in the present situation for a long time which will dent its prospect. The

management of Public sector banks needs to compare itself with other PSUs like ONGC, NTPC, SAIL, IOCL, HPCL, GAIL, BPCL, BHEL etc. They should also compare their Balance sheet size, profit, ROI, operational expenses, per employee profit etc with that of other PSUs to have a better picture of man management and formulate better policies.

BANKS NEED TO PARADIGM SHIFT IN THEIR HUMAN RESOURCE PRACTICES

Many large banks in the country have declared huge vacancies. Several have a recruitment process on. Fortunately for them, the slow down in India will ensure that eligible youth apply in good numbers. However, will the banks be able to retain this talent and extract benefits? Almost every one I speak with is sceptical. Banks need a paradigm shift in their human resources practices.

THEY NEED SIX NEW PARADIGMS

- 1) One more “Image make over”
- 2) “Held till maturity careers v/s Marked to Market Jobs”
- 3) Promotion, Posting and discipline to HRD.
- 4) Filling in for “one missing generation”
- 5) Not generalist, but not a “specialist” either
- 6) “Accountability” for performance.

1) One More “Image make over”

2) Held till maturity careers v/s “Marked to Market” Jobs:

A friend in a public sector bank recently resigned after 30 years of service and joined in a private investment bank. He told me how his young colleagues felt embarrassed about presenting him to customers, as some one with more than three decades experience. The paradigm has changed. Life long careers are out. Jobs that enhance “Market Value” are in. Willingness to stay till retirement cannot be taken for granted. Career paths, have to be defined in various streams, to allow developing new skills every few years. This will need new placement and training processes.

3) Promotion, Posting and discipline to HRD:

Recently another friend was promoted from assistant general manager to deputy general manager. Apart from designation, perks and a dislocation, nothing, changed for him. He did not know what new to expect and what new was expected of him. HR departments have long confined themselves to “Promotion posting and discipline”. The young today place a high premium on personal growth and learning. It requires a development focus in HR. This is a tough task. It might be better to create a new department and try to get the existing HR department to

change. Technology has to be deployed to create a talent inventory of staff, their training needs their deployment after training and their personal growth.

4) Filling in for “one missing generation”:

People join due to a company's reputation. People leave because of their direct boss. This was not true when people did not think of leaving come what may. Today it is. It gets accentuated in PSU banks by the multi year hiring freeze that has resulted in a “missing generation” a layer of immediate bosses not too much older in age. The older bosses grew up in an environment where you earned your stripes before claiming recognition. The new generation wants to feel valued before giving its best. Current middle management has to fill this gap. Extensive leadership training can help sensitize on how to connect with inspire and motivate their young staff.

5) Not generalist, but not a “Specialist” either:

Organizations are becoming complex. They need to nurture specialist expertise in different business units or functions without becoming silo driven. Corporate and retail bankers are different. Financial IT, HR, operations and making need expertise. In PSU banks being generalist officer is a matter of prestige, almost as if inspired by the Indian Administrative Service. This paradigm has to change. But the word specialisation is loaded. It conjures images of the handful of specialist officers who face difficulty in promotion so a new paradigm is required. Cadre of officer can be created based on experience aptitude and potential. Training & posting need to be aligned to it, this is tough when the HR department has to post over 5000 officers manually. Technology should be used to optimise posting under multiple constraints.

6) Accountability” for performance:

The word accountability has meaning in PSU banks. It is accountability for making mistakes. This is the only credible disincentive system that exists. The new generation gets reorganization for performance. It values differentiated rewards between individuals. Accountability for performance is a big paradigm shift from accountability for mistakes in vigilance. But then, performance has to be measured. No measurement means no recognition, no accountability, no incentive. It is time that the industry adopted modern concepts of performance management. Training people on how to face their subordinates will be crucial. How to give an honest feedback will be even more crucial. Incentive has to follow measurement. Ministry guidelines on cash incentive are welcome, but flawed. They make incentives a race rather than a predictable benefit to work for.

SUGGESTION TO IMPROVE HR MANAGEMENT IN BANKS

Ignorance of HRM results in to low productivity, high operational cost, demotivation and spreads negativity in the organizations. Therefore to avoid any of these situations and organization needs to adopt a dynamic a well as long term approach for its own people.

Suggestions to improve HRM in Banks:

Screening of Participants:

A through and scientific screening of the participants should be done before selecting employees for training so that the right type of personnel are selected for right type of training.

Recruitment & Selection:

In the recruitment and selection process of employees, the bank should give priority to the candidates who has Post Graduate Degree in Accounts, Management and Economics etc. It is also suggested that institutional training should provide to improve the effective skills of employees. Employees should be motivated to utilise the information technology and e-libraries so that capability gap would be reduced.

Training & Development:

Continuing education and training programmes are essential consideration to enrich their careers and excel their development. Banking activities and knowledge is every changing. In order to cope up with these changes and to develop employees careers all banks must establish their own training institute. Those institutes organised different types of training programmes like, Seminars, workshops, Conferences, different short courses on financial matters, current issues, software up gradation on regular basis that would definitely helps to develop knowledgeable manpower, create awareness and change mental attitude among the professionals. All banks should allocate sufficient budget and sends brilliant /competent employees to aboard on fellowship / scholarship for training and learn new technology in order to get competence at global level.

Employee Suggestion Schemes:

Employees suggestion schemes need to be expanded to make it more anticipative and effective practical and useful suggestions should be encouraged. Public sector banks should frequently invite staff or suggestions and their active participation in meetings in order to encourage staff satisfaction and remove the gap between employee and higher level management.

Reward and Punishment:

The system of reward and punishment should be made more clear and transparent while there should be an institutionalised system for calling periodical information's. Good work done by staff for prompt appreciations of their deeds and punishment to erring employees should be quick and proper to serve as a deterrent to others.

Welfare measures for staff:

Welfare measures particularly relating to hospitalization scheme, canteen facilities at branches, scholarships for children of staff, holding homes and library facilities at branches need re-examination and whenever feasible, these and other such welfare measures may be suitably modified for the benefit of staff.

Monthly HR review with performance review meetings :

Banks have a large network of operational units and it has a huge strength of workforce so it may not be feasible to organise monthly HR review meeting with all staff simultaneously. Therefore at operational unit level monthly HR review meetings should be called by the line managers to understand the HR related issues of the employees and to develop a feeling of participative management.

Invest in HRM for employees delight:

HRM is not fixed in nature because it deals with different set of people, people of different background, generalist, specialist, so in this age of globalisation work force diversity has become more important to take care of. An organization tries to bring innovative products to attract new customers increase customers loyalty through customers delight in the same fashion our HR department should also bring new ideas for its employees to bring "Employees Delight." In any industry especially service industry we sue to preach to our employees for "Customer delight" one step head of customer satisfaction. It is said that 'one' satisfied customer will bring to new customers and 'one' dissatisfied customer may repel 1000 customers. In the same way banking industry needs to devise ways for attracting talent to its fold and propel talent for bringing new heights for this industry.

Focus on quality of work life and work life balance:

Quality of work life efforts are systematic efforts by organization to provide workers a greater opportunity to affect the way they do their job and the contribution they make to the organizations overall effectiveness. This concept has now become the core concept of HRM but for Indian banking industry it is still a distant dream. For this banks need to take several factors in to consideration like average working hours of an officer bank and remuneration, number of holidays available to bank employees and employees of other sectors employee welfare scheme in banks and other PUS etc., Major players of Indian banking industry needs to focus on quality work life aspect as it leads employee satisfaction and improved morale.

Managing Human capital is core concept in the knowledge era :

The Indian banks especially those in the public sector will be facing severe crunch of manpower. To visualise that 60 to 80% of senior executives, 50 % of middle managers and 60 % of other staff around 1.5 Lacks personnel will be retiring in the next 5 years is indeed a daunting challenge. While it is comforting to note that initiatives are being taken to recruit manpower in large numbers therefore, we need to ponder over the requirements of Banks in a changed scenario where both technology and soft skills hold the key to ensuring the achievements of the goals set up by the management. Banks would therefore need to reorient their strategies with specific reference to HR management so that change to the new environment which has already taken strong roots is not only smooth but also well sustained. In days to come, banks that deal optimally with HR issues such as appropriate talent acquisition and management, career planning rewards and succession planning, compensation, learning & development attrition and retention calibrating skill gaps will outperform the laggards.

CONCLUSION

Progressive organization can never afford to ignore its human assets in this age of competition. Without human resources. no organization can achieve its goals. Among all the resources in organization, human re-source is the most important. It is necessary to bring better processes and policies which make the human re-source satisfied and motivated to their works. Line managers are responsible for HRM implementation in Banks since they have to execute the HRM practices on the work floor. However, line managers find implementing HRM practices difficult because line managers lack the desire to implement HRM, they do not have capacity to implement HRM, since they have other meaningful short term operational responsibilities and limited skills and competencies in HRM due to a lack of training. HRM practices can be developed properly, but if line managers fail to implement them successfully on the work floor they are still not effective. The more HR competencies the line managers have and the better they get supported by HR professionals, the more effectively they implement HRM practices. Training of the line mangers for better implementation of HRM practices must be conducted on a regular basis.

Banking industry is nerves and control of any economy and to maintain the proper heart beat of the economy it is necessary to take care of its drivers. Banking industry is one of the few industries which directly impacts the every other drivers of economy for example steel industry, Gas industry, oil refinery, Agricultural industry etc. Any entrepreneurial voyage starts with some human capital and capital and the banking industry has the major role to play to give them proper boost. To make Indian banking system stronger efficient and low cost, the industry must lay down some specific standards with regard to operations, strategies and processes, strengthen the prudential norms adopt international benchmarks, manage organisational change and consolidation within financial system and to make it successful HRM functions as the catalyst of transformation. The major concerns of the firm should not be of keeping the immediate operating

cost down but to invest for the future. Hence, HRM can work as a glue stick for team build ups and can bring the desired results for the Banks and it can also play a crucial role in nation building process.

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WORK-LIFE BALANCE AMONG IT SECTOR EMPLOYEES AT COIMBATORE: A STUDY

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ABSTRACT

Excessive pressure leads to stress. Many of the stressful life events are related to the workplace. Employees who start to feel the pressure to perform are likely to get caught in a downward spiral of increasing effort in order to meet rising expectations but no increase in job satisfaction. Many organizations in Coimbatore are trying to promote Work Life Balance (WLB) through initiatives which include flex times, part time work, provision of child care facilities etc. Yet, the respondents of this study have expressed their inability to balance professional and personal life. Gender aspect has also been considered the variables of the study. Primary survey was conducted with a sample size of 150 IT employees of Coimbatore. The paper concludes by pointing out that WLB policies need to be implemented as much as possible in all industries, and on a wider basis in organizations that are currently using them in order to sustain the business performance.

Keywords : Work, Work-Life Balance, Coimbatore, IT sector.

INTRODUCTION

The straight wisdom indicates that a happy worker is a improved worker. But it seems that the employers find it difficult to understand this fact. We all experience pressure on a daily basis. We need it to motivate us and enable us to perform at our best. However, when the pressure becomes excessive, it leads to stress. Many of the stressful life events are related to the workplace, e.g. lack of job security, changes in working hours, changes in working conditions, layoffs, downsizing, organizational readjustments, etc. IT industry in India has long been exempted from labor regulations in order to facilitate its rapid growth and competency in the global market. Although this is a sound argument in the wake of our developing economy struggling to sustain and expand economic growth, yet it needs to be checked whether the burden is not being borne by the industry's labor force. The nearby past is a witness to changes in work schedules. A larger part of the IT sector is hence moving from a standard eight-hour a day regime to operating twenty four hours a day for seven days of the week. Many employees need to work on Saturdays and Sundays too. similarly, there is a changing pattern in the working hours which is quite different from the average one, which normally operates from 9 am to 5 pm.

While some employees work in the standard time some others need to be available for work that normally starts untimely in the evening and continues well through the night. Sometimes they need to even work beyond the normal eight hours. Increasing workloads have pressurized employees to demonstrate their commitment to work in more obvious ways. Consequently, a larger part of them have tended to be present at their work place for longer periods of time, thereby reducing the time for which they are available at home. Employees who start to feel the pressure to perform are likely to get caught in a downward spiral of increasing effort in order to meet rising expectations but no increase in job satisfaction. The internet and mobile phones have made it possible for the organizations to keep in stable touch with the workers both during the day and at night. To a large extent in the IT sector, the employee is expected to be engaged on the job almost at all times. Consequently, there are growing reports of stress and work imbalance. The constant requirement to work at optimum performance takes its toll in job dissatisfaction, employee turnover, reduced efficiency, illness and even death in some cases. Absenteeism, alcoholism, bad or snap decisions, indifference and apathy, lack of motivation or creativity are all by-products of an over stressed workplace. So the distinctions between work-life and family-life have vanished. The extended family, even in India, is slowly disappearing. In addition, there are an increasing number of single parent households due to increase in divorces. Although this problem is not as serious in Delhi as in the West, yet, it could become a serious issue sometime in the future. In spite of more women going out to work, there has been little change in patterns of household responsibilities. Women undertake the majority share of domestic chores, and child rearing. It has been suggested that the observed gender segregation at work may be voluntary as women seek no pecuniary benefits, such as flexible hours due to family responsibilities. Jenkins (2000) observes that issues like child nurture, the need to balance multiple roles etc. have consequences on health and family relationships. Securely attached individuals experienced positive spill-over in both work and family.

Work based support to women is positively associated with job satisfaction, organizational commitment and career accomplishment. The work from home concept can lead to greater flexibility and independence, but it can make people work for longer periods of time, including weekends and evenings. Home working could be stressful, if young children have to be managed. Men feel more satisfied when they realize more on the job even at the cost of ignoring the family. On the other hand, women emphasize that work and family are both equally important and both are the sources of their satisfaction. For them the former is more important. When work does not permit women to take care of their family, they feel unhappy, disappointed and frustrated. They draw tight limitations between work and family and they do not like one trip the other. Valcour and Hunter (2005), say that new trends like teleworking attempt to address work-family issues. In India too there is a rising trend towards tele-working. The WLB problem is fairly similar across countries.

REVIEWS

Sakthivel Rania, Kamalanabhanb & Selvarania (2011) in their research titled “Work/life balance reflections on Employee Satisfaction” found that there exist relationship between employee satisfaction and work/life balance. The sample size of 210 respondents working in IT was selected for this study. Employee satisfaction act as a key driver to drive the organization in an efficient way. Human resources realized the existence of relationship between employee satisfaction and business results. This awareness has exaggerated the organization to concentrate more on Work life balance corporate policies and programs.

Vanitha & Meenakumari (2011) in their research titled “Family Vs work conflict among working women in India with special reference to IT, Education and Banking Sector” proposed that the working women in India play multiple tasks at different levels both at work place as well as at family. Every working woman want to face the work conflict and it is inevitable human depression. The conflict will cause both negative as well as positive impacts.

Narayanan & Lakshmi Narayanan (2012) in their research paper titled “An Empirical study on factors affecting Work life balance of IT professionals” studied that Work life imbalance act as a major issue among the information technology employees. Workplace rigidity, family circumstances, personal commitments, job content, situational issues and time management are the major factors associated with Work life balance issues among the IT professionals. The factor analysis showed the Cronbach alpha of reliability ranging from 0.92 to 0.97. Around 42 variables act as a protuberant among the software professionals for Work life balance issues.

Vanitha and Meenakumari (2012) in their research work titled “A study on identification of factors influencing Work life balance among employees in service sector with special reference to IT” revealed that the monetary packages act as major work-related factors among 37% of the employees. About 34% of the employees revealed that economic condition of the family related factors act as a major source in Work life balance. The interaction of the employees with society acts as source of influencing factor among the 42%. The life style of employee’s personal factor acts as an influencing among 46% of the working people. The psychological factor attitude acts as a major source of factor among 23.5% of the working human capital.

Mihir Dash, Vivek Anand & Ashwini Gangadharan (2012) in their article “Perceptions of Work life Balance among IT Professionals” highlighted that Work life balance as a worrying concept both in terms of employee as well as employer. The entire focus of the study is towards the issue of balancing work and personal life among the IT professionals. The outcome of the study reveals that the perception of Work life balance drastically does not vary on the basis of demographic variables.

SCOPE OF THE STUDY

This paper brings out some of the issues related to WLB in the context of IT employees working in Coimbatore. Such a study for Coimbatore IT employees has not been done earlier. While most countries in the developed world have put in place family friendly work practices like WLB family friendly work arrangements (FFWA), alternative work arrangements (AWA), V-Time, Zero hours contract, E-working, Tele-working, the same is yet to be seen in good measure in Coimbatore. Methodology and Database a non-random and purposive sample of 150 IT employees has been collected on the basis of questionnaire regarding the issues related to WLB. The study is conducted during the year 2019. The respondents belong to Coimbatore and NCR. Variables in the questionnaire were selected based on the studies published by Hyman et al. The questionnaire was distributed at work places and the responses of employees were collected. Sample data has been classified into various socio-demographic categories such as gender, marital status, age-group and academic-professional categories such as- maximum attained qualifications and size of the IT Company. Five factors which contribute to WLB are assessed. Even as three of work related, two are family related factors. Work based factors are, flex time, option to work part time and freedom to work from home. The family related factors consider in this survey are, child care facility and flexibility to take care of emergencies at home. Three factors (ex) health, sleep and exhaustion were identified and analyzed in order to understand the adverse impact of work. Four factors (Reduced time with the family, No clear leisure time, Recurring thoughts of work, decreased quality of family life) were identified and analyzed to understand the spill-over of work into family life. Chi-square test is undertaken in order to indicate the association between the variables and gender. A major problem that occurs in collecting data related to WLB is the reluctance of the respondents.

METHODOLOGY

Researcher adopted mail survey questionnaire, used Hyman et al (2010) as a tool for WLB. Researcher applied simple random sampling & lottery method to select respondents. This study is a Descriptive research design. Total employees in NCR 162, out of that taken 150 of the respondents, thus the research sample size is 150. The main aim of the present study is to understand the WLB of employees in IT sector.

OBJECTIVES

To describe the socio-demographic characteristic of employees

To measure the WLB of the employees

To find out the significant relationship between gender & WLB of the employees.

ANALYSIS AND INTERPRETATION

Women, more than men see options such as part time work, availability of child care facility and flexibility to meet emergencies at home, will get better their work life balance. The Chi square test indicates that there is a significant association between these variables and gender. Adverse impact of Work: The respondents were given a list of work performance areas that might be affected by stress and were asked to identify whether stress increased, decreased, or had no change on their work performance. Only respondents who indicated stress negatively affected an area, were considered in these findings (refer Fig.1). Six such areas were identified (accuracy, productivity, alertness, creativity, job satisfaction and decision-making abilities). Harold and Wayland established that increasing stress and anxiety are having a negative influence on an individual's organizational efficiency and productivity.

TABLE 1.DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Variable		Men	Women	X ²	Sig.
Flexible time	Yes	96	48	2.74	ns
	No	2	4		
Option to work part Time	Yes	81	49	3.93	p < 0.05*
	No	17	3		
Option to work from Home	Yes	85	44	0.125	ns
	No	13	8		
Availability of child Care facility	Yes	74	48	6.29	p < 0.05*
	No	24	4		
Flexibility to meet Emergencies at home	Yes	73	46	4.05	p < 0.05*
	No	25	6		

Effects of Work-place Stress About 54% of men and 43% of women felt that the work affected their health. About 33% of men and 42% of women felt that the work affected their sleep. About 54% of men and 32% of women reported exhaustion due to work.

TABLE .2 PRECEIVED ADVERSE IMPACT OF WORK

Variable		Men	Women	X ²	Sig.
Health	Yes	53	23	1.36	ns
	No	45	29		
Sleep	Yes	33	42	1.59	ns
	No	66	29		
Exhaustion	Yes	54	17	3.88	ns
	No	47	32		

Notes: ns- not significant

The Chi square test indicates that there is no significant association between these variables and gender.

Spill-over of work into family life: About 71% of men and 55% of women admit that they are not able to spend enough time with their families due to work related activities (refer Table 3). About 55% of men and 46% of women believe that they have no clear leisure time since work overlaps into this period. Moreover, 37% of men and 51% of women have recurring thoughts of work, even after they leave their place of work. Surprisingly, 55% of men and only 50% of women feel that work pressures have affected the quality of family life. Recurring thoughts of work, even after they leave their work place. Surprisingly, 55% of men and only 50% of women feel that work pressures have affected the quality of family life.

TABLE 3. SPILL-OVER OF WORK INTO FAMILY LIFE

Variables		Men	Women	X2	Sig
Reduced time with the family	Yes	71	28	4.85	ns
	No	26	24		
No clear leisure time	Yes	53	24	0.84	ns
	No	45	28		
Recurring thoughts of Work	Yes	38	26	2.08	ns
	No	61	26		
Decreased quality of family Life	Yes	55	26	5.53	ns
	No	46	26		

Note: ns – not significant

It can be observed from Table 4 that there is no significant association between the genders and the perceived adverse impact of work. It can be concluded that both genders perceived that their health and their physical well being is affected because of their work. The Chi square results indicate that these perceptions are independent of gender.

CONCLUSION

The findings suggest that both men and women have a strong belief that flexible working hours will enhance the WLB. Home working was also another factor which was preferred by both men and women and it was believed that it would enhance WLB. Women felt that child care facilities should be available in working places to ensure WLB. The spill-over of work into family life showed that both men and women did not have enough time to spend with their families and moreover work pressures affected quality the of family life. Both genders opined that a hopeful work location is helpful in achieving work life balance. This survey brings out some of the issues related to WLB in the context of Coimbatore. The study indicates that WLB issues here are quite similar to those in the West. While most countries in the residential world have put in place

family friendly work practices the same is yet to be seen in good measure in India. With the increase in number of dual career couples, it is but natural that such practices must be adopted here too, as they would go a long way towards improving productivity and enhancing quality of work and family life. Flex time, home working, child care facilities and the option to work part time are facilities that need to be introduced. Building a supportive work environment is yet another important initiative to be addressed. The study relies on the responses of the sample employees. The results of the study are expensive by these responses and are subject to varying in a bigger or different sample. These limitations need to be addressed in future studies. Future research must focus on a wider sample in order to get more generalized results. Moreover, it must be directed at understanding individual differences so that employee specific initiatives to improve WLB could be initiated by organizations. Social and following debates despite, the problem of stress in the workplace requires real responses from employers and policy makers. The paper concludes by pointing out that WLB policies need to be implemented as much as possible in all industries, and on a wider basis in organizations that are currently using them in order to sustain the business performance.

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A PARADIGM SHIFT IN BANKING

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ABSTRACT

There are always big unsustainable forces that drive the paradigm. They go on long enough for people to believe that they will never end even though they obviously must end. The tremendous advances in technology and the aggressive infusion of information technology had brought in a paradigm shift in banking operations. Internet banking that has revolutionized the banking industry worldwide has turned out to be the nucleus issue of various studies all over the world. However there has constantly been a literature gap on the issue in India. The purpose of this paper is to help fill significant gaps in knowledge about the Paradigm Shift in banking.

Keywords: Paradigm Shift, Banking

INTRODUCTION

The paradigm shift in the Indian Banking Sector, brought out by deregulation, liberalization and globalization of the Indian economy, has compelled banks to shift focus from corporate banking to retail banking by offering well reached tech savvy, borrower friendly, value added and the most modern delivery channels viz. ATM, Internet and Tele-banking. It investigates the profile of commercial banks that offer Internet banking, using univariate statistical analysis, relative to other commercial banks with respect to profitability, cost efficiency, and other characteristics.

The Indian Banking stage is set by the introduction of Goods and Services Tax (GST), emerging futuristic Digital Banks and revisions to Risk Management approaches. While the Non-Performing Asset (NPA) problem is the great fault line of our banking system, signs of moving away are emerging with resolution mechanisms such as the Insolvency and Bankruptcy Code (IBC). Our point of view hereafter captures the unique intricacies of these emerging trends and mechanisms in the Indian Banking space in 2018.

OBJECTIVES OF THE STUDY

- To highlight the major transformational points in the Indian Banking Industry.
- To analyze the current level of banking in India.

LITERATURE REVIEW

N. Bharathi (2007) in her article Indian Banking and Finance - A Paradigm Shift- wrote that the banking industry is currently in a transition phase.

Agarwal (2008) in his book entitled “Modern Banking of India” has discussed in detail about Priority Sector Financing *i.e.* to primary sector, secondary sector and tertiary sector.

ICRA (2011) Indian Banking Sector: Challenges Unlikely to Derail the Progress Made- Analysis's the various challenges & opportunities that stand in front of the Indian Banking Industry.

HISTORY AND DEVELOPMENT OF BANK IN INDIA

Banking in India originated in the last part of the 18th century. The first banks were The General Bank of India, which was started in 1786, and Bank of Hindustan, which started functioning in 1790; both are now defunct. The oldest bank in existence in India is the State Bank of India, which originated from the Bank of Calcutta in June 1806, which almost immediately became the Bank of Bengal. This was one of the three presidency banks, the other two being the Bank of Bombay and the Bank of Madras, all three of which were established under charters from the British East India Company. For many years, the Presidency banks acted as quasi-central banks, as did their successors. The three banks merged in 1921 to form the Imperial Bank of India, which, of India's independence, became the State Bank of India.

DEVELOPMENT AFTER FREEDOM

The second significant milestone in the history of Indian banking was India becoming a sovereign republic. The Government of India initiated measures to play an active role in the economic life of the nation, and the Industrial Policy Resolution adopted by the government in 1948 envisaged a mixed economy.

The Industrial Credit and Investment Corporation of India Limited (ICICI) was incorporated at the initiative of World Bank, the Government of India and representatives of Indian industry, with the objective of creating a development of financial institution for providing medium-term and long-term finance to Indian businesses.

Seven banks forming subsidiary of State Bank of India was nationalized in 1960. On 19th July, 1969, major process of nationalization was carried out. At the same time 14 major Indian commercial banks of the country were nationalized. In 1980, another six banks were nationalized, and thus raising the number of nationalized banks to 20. Seven more banks were nationalized with deposits over 200 Crores. Till the year 1980 approximately 80% of the banking segment in India was under government's ownership. In 1993, Banking Regulation Act opens the gates for the new private sector banks. The following are the major steps taken by the Government of India to Regulate Banking institutions in the country:-

- 1949 : Enactment of Banking Regulation Act
- 1955 : Nationalization of State Bank of India
- 1959 : Nationalization of SBI subsidiaries
- 1961 : Insurance cover extended to deposits
- 1969 : Nationalization of 14 major Banks
- 1971 : Creation of Credit Guarantee Corporation
- 1975 : Creation of Regional Rural Banks
- 1980 : Nationalization of seven banks with deposits over 200 Crores.

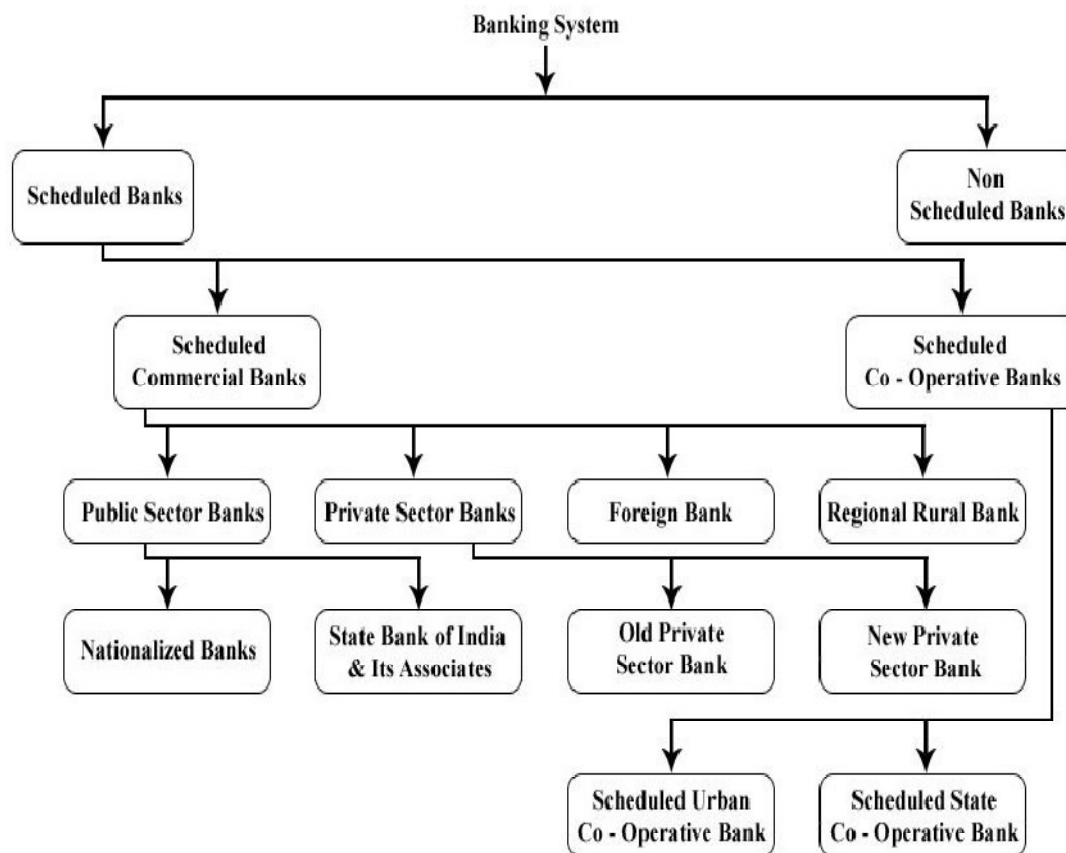
CLASSIFICATION OF BANKING INDUSTRY IN INDIA

Indian banking industry has been divided into two parts, organized and unorganized sectors. The organized sector consists of Reserve Bank of India, Commercial Banks and Co-operative Banks, and Specialized Financial Institutions (IDBI, ICICI, IFC etc). The 28 unorganized sectors, which are not homogeneous, are largely made up of money lenders and indigenous bankers.

An outline of the Indian Banking structure may be presented as follows:-

1. Reserve banks of India.
2. Indian Scheduled Commercial Banks.
 - a) State Bank of India and its associate banks.
 - b) Twenty nationalized banks.
 - c) Regional rural banks.
 - d) Other scheduled commercial banks.
3. Foreign Banks
4. Non-scheduled banks.
5. Co-operative banks.

Figure – 1. Banking System



BANKING IN THE MODERN ERA

In the modern era, the process of globalization has mainly its huge influence on the Indian banking industry. In the post liberalization period, there was an ardent need to bring about structural changes in the Indian banking system so as to make it economically viable and competitively strong.

Therefore, the Government of India set up a High Level Committee with Mr.M.Narasimham, a former Governor of RBI, as chairman to examine all respects relating to the structure, organization, functions and procedures of the financial system. Based on the recommendations of the Narasimham Committee, the first phase of Financial Sector Reforms was initiated in 1991. The second phase of Banking Sector Reforms was initiated in 1998. The major reform measures are given below:

- Progressive reduction in Cash Reserve Ratio and Statutory Liquidity Ratio.
- Phasing out concessional rate of interest to priority sectors and Deregulation of interest rates.
- Introduction of prudential norms relating to capital adequacy, asset qualification, provisioning and income recognition.
- Setting up of new private sector banks with a view to inducing greater competition and for improving operational efficiency of the banking system.
- Entry of foreign banks to open offices in India either as branches or as subsidiaries.
- Setting up of Lok Adalats, Debt Recovery Tribunals, Asset Reconstruction Companies, Settlement Advisory Committee, Corporate Debt Restructuring Mechanism etc. for quicker recovery / restructuring. Promulgation of Securitization and Reconstruction of Financial Assets and Enforcement of Securities Interest (SARFAESI) Act and its subsequent amendment to ensure creditor rights.
- Establishment of the Board for Financial Supervision as the apex supervising authority for commercial banks, financial institutions and non-banking financial companies.
- Introduction of CAMELS supervisory rating system, move towards risk-based supervision, consolidated supervision of financial conglomerates, strengthening of off-site surveillance through control returns.
- Setting up of INFINET as the communication backbone for the financial sector, introduction of Negotiated Dealing System (NDS) for screen-based trading in government securities and Real Time Gross Settlement (RTGS) System etc.
- A high level Committee under chairmanship of Dr. K.C. Chakraborty and members from IIT, IIM, IDRB, Banks and the Reserve Bank prepared the “IT Vision Document- 2011-17”, for the Reserve Bank and banks which provides an indicative road map for enhanced usage of IT in the banking sector.

SERVICES RENDERED BY THE COMMERCIAL BANKS

AUTOMATIC TELLER MACHINES (ATM):

ATMs can be online offsite or offline onsite. ATMs provide the customer 24 x 7 Hour access to money in his/her savings and/or current accounts. This channel offers simplicity of usage and visibility. They help banks to reduce the transaction costs.

Tele-Banking:

This is another delivery channel through which a customer can interact with his or her account. In addition for calling account statements, for making balance enquiries and for requesting cheque books, customers are offered by the facility of ordering cash and demand draft through this channel.

Internet Banking:

This delivery channel allows customers to conduct banking transactions 24 x 7 Hours which implies anytime, anywhere from his desktop at home or office. Except for withdrawal of cash, the customers can conduct almost any routine banking transaction through Internet.

Mail Transfer

The facility of mail transfer is also available to customers for remitting funds from one branch of a bank to another branch of the same bank. The funds can be remitted for the credit of the remitter's account or another beneficiary's account.

Telegraphic/Telex Transfer

When a customer wishes to remit the funds quickly, he requests his banker to send the funds by telegram or telex. In the case of mail transfer, the signature of the authorised official appears on the mail transfer, which is verified by the receiving branch. In case of telegraphic/telex transfers, there is no such signature verification and authentication of the message. A code number is affixed or suffixed to the message. After verifying the code, the receiving branch satisfies itself about the genuineness of the message and makes the payment to the beneficiary. The remitting branch also sends a confirmation notice to the receiving branch. The remitting bank as well as the receiving bank has to take proper precautions while handling Telegraphic / Telex messages.

Swift Messages

Now-a-days, remittances of funds can also be made by Society for Worldwide Inter-Bank Financial Telecommunication (SWIFT) messages. The transfer of funds from one country to another is especially affected by SWIFT messages, which are prompt as well as cost-effective to a customer. Generally, remittances of funds for imports and exports are made by the banks on behalf of the customers through SWIFT messages.

Issue of Credit Cards

A credit card is an instrument, which provides instantaneous credit facilities to its holder to avail a variety of goods and services at merchant outlets.

Issue of Gift Cheques

Banks are issuing gift cheques for the last 15 to 20 years. At weddings, birthdays, anniversaries, farewells, etc., instead of giving cash to the beneficiaries, the gift cheque is an elegant mode of presentation. The gift cheques are issued in predetermined amount of Rs.

101.00, Rs.501.00, Rs. 1,001.00 so on. Gift cheques are like bankers' pay orders. Banks do not charge any commission from the customers for issue of gift cheques as the money remains with the bank without liability of any interest for some time till they are encashed. Gift cheques are issued only to individual applicants.

Miscellaneous Services

Sometimes, a banker provides other services to customers, like giving advice on filing of tax returns or sale and purchase of shares/securities and also on portfolio service. Sometimes, a customer appoints his banker as executor and trustee to execute his will. It is evident that a modern banker provides a wide variety of services to his customer, besides accepting deposits and lending money. In fact, he is rendering Yeomen service to customers as well as to the society at large.

GST and Its Impact on Banking Services

Barring loans, deposits, and advances where consideration is represented by Way of Interest or discount, all other fee based activities are liable to levy of GST at 18%. Further, sale of purchase of foreign currency amongst banks or authorized dealers of foreign exchange or amongst banks and such dealers is also exempt from levy of GST. This exemption is similar to the erstwhile exemption under the service tax regime.

The biggest impact of GST on the banking sector is the shift to decentralized registration. Large banks having branches across all states are now required to take registration in each state where their branches are present. This has resulted in a multifold increase in compliance and administration activities for the banks. This has also resulted in the possibility of levy of GST on transactions between different branches across states where a customer having a bank account in one state does a transaction with a branch situated in another state.

CONCLUSION

Indian banking industry has to face challenges like financial inclusion, deregulation of interest rates on saving deposits, slow industrial growth, management of asset quality, increased stress on some sectors, transition to the International Financial Reporting System, implementation of Basel II & so on. Banks that have created a distinctive online offering could attract more number of customers when compared to those banks which are using almost similar products and services. This reflects the fact that customers are looking for better approach in terms of security as well as products and services also.

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A MAJOR PARADIGM SHIFT IN CONCEPTUALIZATION OF INCLUSIVE DEVELOPMENT THROUGH TRANS-DISCIPLINARY MEASURES

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ABSTRACT

The present paper attempts to do a synthesis of review papers collected on 'Inclusive development' (ID). It however concludes on the note that a). ID must move towards new collective imaginary, discursively discovered b). Paper also argues that Social inclusiveness must be less paternalistic and also much more focused on various rights-based approaches to ensure various equitable access to and allocation of rights, risks and responsibilities with respect to socio-economic resources (e.g., Insurance, financial, education) c) Relational inclusiveness calls for revisiting the content for development, calling for good and accountable governments and also the promotion of procedural instruments to promote emancipatory politics d). Ecological inclusiveness calls mainly for maintaining biodiversity and ecosystem services of nature and continued access to fair sharing of various ecological resources. Digital India program also calls for inclusive development. As part of inclusive development digital India programme is focused on fulfilling three vision areas through 9 pillars or focus areas, which lay down objectives in areas such as e-governance, skill development, mobile/ broadband connectivity etc. As such these 9 pillars are supplemented by initiatives that are generally operating at various levels. All the initiatives have been launched

Keywords: Inclusive development, relational inclusiveness, ecological inclusiveness, digital India, Social inclusiveness, emancipator politics

INTRODUCTION

The present paper tries to highlight the major issues on Inclusive development as a multidisciplinary approach and tries to investigate the parallel conceptions of inclusive development mentioned in the UN's 2030 agenda for sustainable development and growth with its major 17 goals (SDG's) in various other disciplines and thematic areas. Inclusive

development includes ecological, social and other relational components assessing access for allocation of rights, certain responsibilities and risks with respect to social (services and infrastructures) and ecological (biodiversity and ecosystem services of nature) resources. The present paper reviews and discusses what different articles say about development, also followed by how they do treat ecological, social, and other relational inclusiveness.

IS DEVELOPMENT INITIATIVE PROBLEMATIC?

Development and also right to developmental initiatives if quite often equated with growth/GDP as majority of see and perceive growth as essential for inclusiveness(8). Many would certainly object if the possibility of growth were denied to them. This also leads many scholars in southern countries to adopt inclusive growth like green economy (eg. China) or neo-extractivism (eg. In Latin America). Growth variants which are inclusive focus on proactive ex-ante efforts at quick, broad based and long term sustenance growth and ex-post redistribution.

Development scholars and critical anthropologists reject growth because of latter's narrow GDP focus, its general exclusion of unpaid and many such informal activities (the feminist approach) and Marxist critique; its externalization of many such ESS impacts while converting other ESS into commodities (the ecological critique); internal logic of capitalism on its reliance to keep increasing average income by using market instruments while minimizing the role of the state in public goods provision and also its preoccupation with racing forward options and economic rankings which are socially and economically destructive as well. Anthropologists also reject 'development' with its inherent linear, evolutionary as well as simplistic progress from low to high development through transfer of Eurocentric ideas, science, technologies and also approaches from North to South in big development or intentional, interventionist approaches, used by applied anthropologists and developmental workers and institutionalized by international law as it might lead to only some incremental changes within the currently existing neo-colonial, neo-liberal power politics.

Critical political economists did recommend certain alternatives focusing more on wellbeing. However the European de-growth discourse goes beyond steady state economics to downscale production and consumption levels while not reducing welfare and also deinstitutionalizes western male domination of women, the environment and the south. Post extractivist discourse combats neo-colonial resource extraction, which generally fragments landscapes and relationships and externalizes certain negative impacts by focusing instead on good living (*buen vivir*, in Ecuadorian Quechua *sumak kawsay*, in Bolivian *aymara suma qamana*). Other southern discourses focus on *ubuntu* in Southern Africa and happiness in Bhutan. The question is whether ID is locked into big-D development logic? We prefer development to, and differentiate it, from growth and linear approaches by taking ownership of this politically accepted concept and exploring its meaning. We incorporate the developing countries' right to development as adopted by the UN General Assembly and reformulated as the right to sustainable development by the Climate Convention. This might mean that while under

the ‘right to development’ people in a developing country can claim to use its fossil fuels, under the ‘right to sustainable development’ this claim would require developing countries to avoid the mistakes made by the North and adopt more sustainable approaches. At the same time, this would also put a responsibility on the developed world to reduce their ecological footprint. This could imply that ID has two variants: one trapped within the neo-liberal fast growth paradigm and one that continuously and discursively uses both little-d and big-D approaches to make a transformative shift towards an alternative ‘slow’ country-specific unique development strategy

SOCIAL INCLUSIVENESS:

Inclusive development (ID) implies social inclusiveness (SI) which generally goes first beyond the pro-poor literature to enhance and make human wellbeing according to people’s own priorities that which empowers people with rights-based approach. Legal literature argues that inalienable and universal human rights are either integral to a prerequisite of or the end result of developmental aspects. Since mal-development often manifests in marginalization, poverty and inequality along the production to consumption chain, human rights can counter these. Furthermore, substantive and procedural human rights are indivisible and interdependent and need to be treated as a complex whole. In fact, the ‘leave no one behind’ idea generally implies ‘the furthest behind first’. While some argue that human rights are a western imposition there are similar systems of rights in almost all other world cultures. These rights aim to guarantee not only basic political rights but also access to water, food, health services, housing, justice, and so on supported also through the extensive literature on sustainable livelihoods.

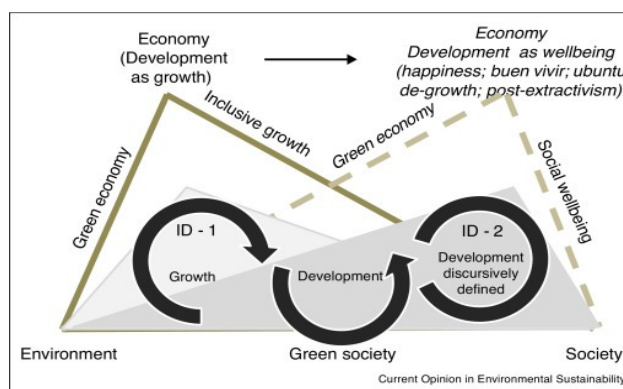


Figure to show two versions of inclusive development

Second one is beyond issues of access; social inclusion is all about allocation of responsibilities, resources and risks of socio-economic resources in a non-discriminatory manner. While legally binding human rights and humanitarian law certainly provides minimum protection, however gender studies show how the unpaid work of primarily women is excluded, women’s needs are under prioritized or simply that even the paid work of 57 million women is quite invisible as in the fishing sector. Similarly the perspectives of indigenous and minorities

peoples are often marginalized. Inequality studies do show as to how inequality becomes institutionalized in societies

Third, neo-liberal approaches call for lean states that are unable to responsibly provide public and merit goods to society . Such lean states often enter into public private partnerships and lose their right and ability to independently regulate the private sector. Inclusive development would thus require a strong and accountable state capable of independent regulation and the provision of public goods. Fourth, SI is also about access to finance, insurance, and markets calling for fair, and not, adverse inclusion. Since 40% of the world's poor have no bank account with women less privileged than men, their low credit rating and/or lack of formal address/house reduces their access to public goods, social services and jobs. Inclusive finance analyses access to finance (banking (debit card, account, cheques) and credit (loans, mortgages)) for the poorest as such access increases wellbeing, innovation, productivity and resilience to shocks. Inclusive business literature analyses the difficulties of the poor in accessing markets, and tries to integrate business and philanthropy through values such as corporate social responsibility to engage the poor as producers, distributors, suppliers and consumers in a durable, equitable, effective, adaptable, credible, contextually relevant and viable manner. While many businesses are developing inclusive business options, there are few market incentives for solving structural and multi-causal poverty problems and this may result in adverse inclusion of the poor as cheap raw material suppliers and distributors. Inclusive insurance attempts to share the burden of reducing risks in society, but developed countries are increasingly transforming collective flood risks into individual risks in adverse inclusion. Furthermore, increasingly international management literature is examining how business can cater to the bottom of the pyramid and engage them in entrepreneurship.

Fifth, while capital intensive, large-scale, engineered systems have traditionally externalized and even exacerbated socio-ecological issues, socio-technical studies are beginning to examine inclusive innovation at micro level and inclusive wealth at macro level. Inclusive design and inclusive engineering cater for the (rich) handicapped and even the poor through grassroots innovation (which builds on bottom-up ideas), redirecting innovation (which focuses on the poor—e.g. the Sakshat USD 35 web notebook), and frugal innovation (which focuses on reducing resources in products—e.g. the Tata Nano car). Macro inclusive wealth emphasizes including social (e.g. institutions), knowledge (e. g. modern and traditional knowledge), human (e. g. health and education) and natural capital.

Sixth, the education literature emphasizes the tension between idealistic and critical approaches to education for sustainable development (ESD). Traditional education is being complemented by 'adjectival educations' focusing on education for the environment, climate change, peace, and gender, now being integrated in ESD. If ESD is mainstreamed into existing education in a holistic rather than an instrumental manner it could create the awareness, skills, innovation and behavioral change needed. However, ESD's focus on individual agency as a change factor is naive, if it does not discuss the (ir) reconcilable tensions and trade-offs in

development and may in a neo-liberal context lead to incremental top down approaches relying on behavioral changes to address common pool problems. But some progress is being made on labour and environmental issues in inclusive business and management eco-justice pedagogy and education of sustainability citizenship.

THE CASE FOR ECOLOGICAL INCLUSIVENESS:

ID also encompasses ecological inclusiveness (EI), which includes, first, the maintenance of biodiversity and ESS by reducing resource extraction and pollution in the Anthropocene. Sociologists critique the Anthropocene as a non-contextual, faceless, depoliticized concept based on averages and trends and a vocabulary like ‘humanity’ and ‘global responsibility’ which although seemingly inclusive, glosses over who has rights and responsibilities and who bears the risks of global change. Such terminology can also justify the securitization of the issue, which may not serve the interests of the poor or the environment. Other social scientists claim ownership of this concept and give it a contextual face and emphasize access and the allocation of rights, responsibilities and risks. This is because we are crossing planetary boundaries and this damages the ESS of nature on which all people including the most marginalized depend. ESS include provisioning services like food and minerals, supporting services like circulating nutrients, regulating services like maintaining the climate and cleaning water, and cultural services. Second, some authors argue that protecting such ecosystems requires a new metrics for a green economy. This could spur greater attention for the need to incorporate the value of ecosystems and natural wealth in projects and programmes. They argue that ecosystem and natural capital restoration can be undertaken in a cost-effective manner. Business management scholars are also looking at how industry can take more responsibility in the field of energy and water management. However, management studies have focused less on how health issues, infrastructure issues, challenges in cities and inequality can be dealt with. While management studies do not focus on the macro impacts on development and growth, they do focus on the adaptation of firms to new circumstances.

Third, since countries and peoples treat ESS/public goods as a commons there is glocal (global to local) free-riding. Hence, in the Anthropocene, addressing socio-ecological issues requires multi-level governance strategies, continuous exchange between top-down and bottom-up approaches, and intensive debate between northern and southern perspectives in order to discursively find the ‘collective imaginary’ to solve common problems. Fourth, the environmental literature extensively covers environmental rights, principles, responsibilities and instruments. These include the human right to water and sanitation services, principles included in the 1992 UN Rio Declaration on Environment and Development and related analysis in the vast scholarly literature, and a wide range of instruments such as regulatory instruments (e.g. standards including technology forcing standards, environment impact assessment, strategic environment assessment, targets and timetables), economic instruments (e.g. green subsidies, carbon taxes, emissions trading), suasive instruments (e.g. education, public awareness campaigns, monitoring,

labelling), management instruments (e.g. corporate social responsibility, integrated water resource management) and the promotion of research and technology development.

Fifth, however, instruments do not have neutral effects on society. For example efforts to address marine eco-logical issues by increasing Marine Protected Areas from 118 in 1970 to 12 in 2000 often exacerbate socio- territorial inequalities especially in the South. Land-based ecosystem protection under the sustainable biodiversity stewardship literature calls on states and others to agree with landowners that the latter sustainably manage their land in biodiversity priority areas. Smart cities are hoping to use digitalized data to become more ecologically and socially inclusive. But such approaches may reinforce socio-territorial inequalities especially if there are limited fiscal incentives to compensate for losses. Furthermore, fiscal incentives may themselves also further commodity nature. Such socio- territorial inequalities are often reinforced through the politics of spatial policy which exempts mining companies and cities from serious responsibilities while local rural communities are pressurized. In contrast to top-down spatial policies, voluntary strategies are encouraged in the industrial context through the green economy, ecological modernization approaches, and green innovation which use lean manufacturing and engineering, reduce material flows and assess the life cycle of products to reduce their ecological impacts.

Sixth, EI implies ensuring the continued access to and allocation of resources by and for the poorest respectively. However, with the increasing commodification of resources and liberalization of the markets, there is large-scale land and water grabbing or restrictions on land, water and fish use especially where it affects the poorest and their livelihoods. Finally, EI implies ensuring that affected ESS does not exacerbate the vulnerability of the poorest. The continued pollution of water bodies affects the quality of water accessed by the poorest; the continued global dependence on fossil fuels exacerbates climate change with repercussions for the poorest including the farmers of the world.

SEGMENTATION ISSUES IN HIGH TECHNOLOGY MARKETS

Research by Parasuraman and Colby (2001) shows that technology readiness (TR) is a key factor in the adoption of innovative products and services. TR refers to the propensity to adopt and embrace technology in home life or work. It reflects a set of beliefs about technology. Although explained primarily in the context of high technology consumer products, the concepts of TR can be highly predictive of the speed of technology adoption and level of usage of technology in all kinds of high technology markets.

TR IS MULTI-FACETED WITH SOME FACTORS BEING CONTRIBUTORS AND OTHERS BEING INHIBITORS. THE CONTRIBUTORS INCLUDE

- *Optimism*: The degree to which one believes in the inherent benefits of cutting-edge technology such as offering convenience, time flexibility, mobility, and stimulation.

- *Innovativeness*: The tendency to experiment with new technology including gathering information and influencing others.
-

THE INHIBITORS INCLUDE

- *Discomfort*: A perceived lack of control over technology including a desire for assistance and a preference for simplicity.
- *Insecurity*: Concern about the safety, security, and privacy of technology as well as a need for assurance that it is working properly.

Trade-offs and relational inclusiveness:

Relational inclusiveness questions the underlying structural power politics that influence problem solving. RI calls for, first, revisiting the content of development through discursive politics, as discussed above.

Second, the space for discursive politics comes from state institutions which allow for the rule of law and the constitutional protections of citizens. The fact that some states are ‘failed’/or ‘problematic’ states or ‘states in the making’ that use ‘pre-emptive development’ to control people through ‘state-based biopolitical practices’ does not imply that the state as an institution is unnecessary. There needs to be a stable institutional actor to provide public and merit goods to all as neither NGOs nor markets can sustainably provide these. Communities may be able to address local problems, but as local socio-ecological problems are nested at multiple levels, there needs to be a formal, legitimate, actor that can represent these communities at the different levels. Further, since in the neo-liberal era, the state centralizes bureaucratic control while allowing economic liberalism, and rich actors operate in a border free electronic world while the poor face physical and geographical borders, there need to be global efforts to support nation building as opposed to current pluralistic ‘governance’ trends that focus on nation branding and salesmanship (e. g. ‘make in India’) where people are clients, customers and consumers. Instead there should be statesmanship where people are citizens with rights.

Third, planetary boundaries, hunger and despair should not be used to securitize issues—for example environmental security, food security, water security, which leads to an awkward polygamous relationship between development, diplomacy and defense – the 3D policy – where the former calls for transparency and accountability but the latter two for secrecy. Fourth, the status quo is often maintained through single top-down pro-poor or pro-environment instruments. But, instruments are never politically neutral and socio-ecological inclusiveness can only be addressed through multiple instruments within a comprehensive re-distributive RI approach. Few fields combine socio-ecological inclusiveness better than pro-poor access to water, sanitation and hygiene (WASH) studies. While this literature shows the more or less successful operationalization of access, it is done within a paternalistic frame of the poor as passive recipients and there is little attempt to address the structural reasons why the poor cannot access

WASH services. As a consequence, for example people without legal residence rights are often excluded from service provision and the policy emphasis on water as opposed to sanitation externalizes the socio-ecological impacts of poor sanitation. While WASH is better able to reconcile socio-ecological tensions, issues like climate change are more problematic. Here we see trade-offs in favour of short-term economic growth through capitalism which thrives on externalizing socio-ecological issues or using symbolic pacification strategies. This calls for combining rights-based approaches with other policy instruments to ensure that we ‘put the last first’.

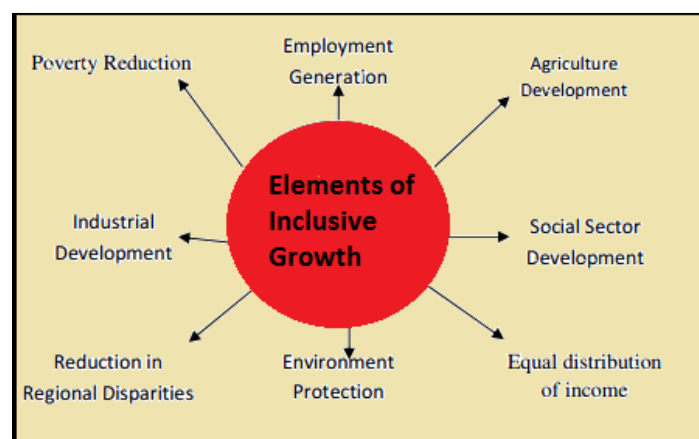
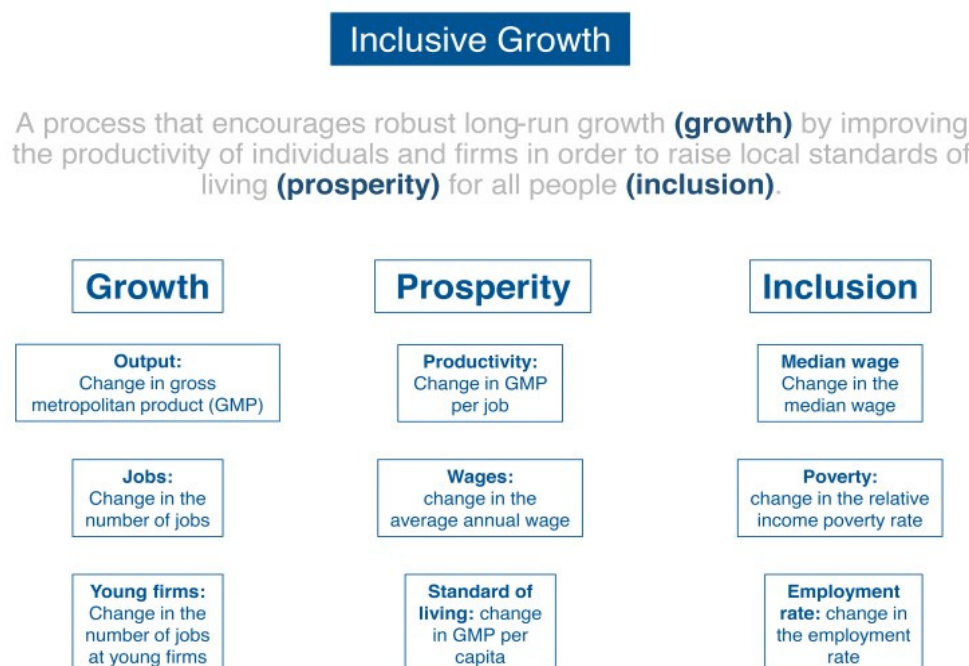


Figure to show major elements of Inclusive growth

Figure 20. Measuring inclusive growth



Above image showing various parameters for measuring inclusive growth

Finally, the status quo can only be challenged through both procedural instruments that allow for genuine education, empowerment, and participation in invited and uninvited spaces within which agents of change ranging from single leaders, policy entrepreneurs, epistemic communities and social movements can come together to confront diverse views, overcome conflict and address issues. Clearly, one has to ensure that existing concentrations of power in the rich or the state do not hijack ideas like corporate social responsibility, participation or other agendas to suit their interests. Without an active citizenry and upward and downward accountable states, there will be no progress.

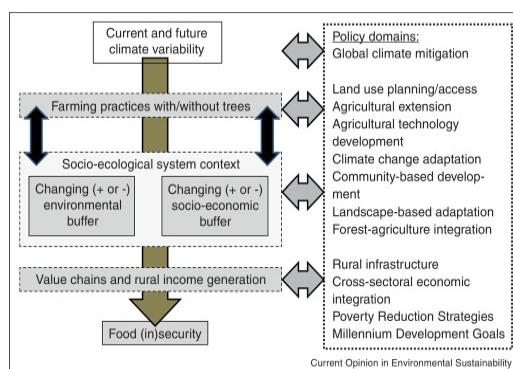


Figure to show current opinion in Environmental Sustainability

DEVELOPMENT AND DEPLOYMENT OF SERVICES UNDER DIGITAL INDIA

After infrastructure, digital services are the second most critical component for the success of the Digital India program. The government has undertaken a number of steps to develop applications and digitized services for citizens. While few of these applications (e.g., DigiLocker, MyGov) have witnessed high adoption, several others are lagging behind as they are perceived to be fewer users friendly and difficult to use. This section provides an overview on the existing services landscape, key initiatives taken by the government, role of the private sector and the way forward with respect to the challenges faced. In addition, case studies demonstrating the impact of Digital services in Healthcare, Education and Agriculture have been showcased.

The progress made in these projects and across the three vision areas of Digital India has started to show an impact on the lives of citizens and on businesses. Several applications and services that have been developed have seen significant adoption. The cloud storage service, DigiLocker, is now being used by four million users. The MyGov application which provides a platform for citizens to interact with the government is used by over one million users to interact with the government. While infrastructure build-out under the BharatNet program has progressed at a moderate-to-slow pace, the last 12 months have witnessed an explosive growth in data services on the back 4G services that have been launched across the country by telecom service operators. With around 350 million users, India now

represents the second largest internet user base in the world. This provides a significant opportunity to transform the lives of the citizens through digital technologies.



Above image showing Sustainable development goals of Digital India Mission

CONCLUSION

What becomes apparent here is that many of these approaches have been designed within the growth paradigm (e.g. inclusive finance/business/insurance/innovation; green economy; ecological modernization). This makes the cautionary advice of the critical social science scholars that ID should pre-empt attempts to think within the Big- D and growth paradigms all the more relevant. But in all this the need to discursively come to a collective imaginary of a slow sustainable future is necessary and requires effective state building and renegotiation of global social contracts. As Leonard Cohen says in his song ‘Slow’: “With me, it’s got to last”. The Digital India program is likely to benefit citizens over the next few years by generating employment opportunities, increasing speed and quality of service delivery and enhancing social and financial conclusion. Businesses will benefit by realizing higher productivity, an improved ease of doing business and a boost in innovation and investments. The adoption of next generation technologies under Digital India such as telepresence will help reduce costs and also have a positive impact on the environment.

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**A STUDY ON CONSUMER AWARENESS AND CONSUMPTION PATTERN OF
MAGGI NOODLES IN KANYA KUMARI DISTRICT WITH SPECIAL REFERENCE
IN AGASTEESWARAM TALUK**

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ABSTRACT:

Recently, the market is becoming more and more consumer oriented and competitive in quality and availability of products and services. In an increasing and competitive world of raising purchasing power, compulsion of dual income in families becomes important. There by in most of the families in India both the spouses go to work place in order to uplift their family and to have a smooth running of family. In the present study an attempt is made to study the degree of consumer awareness and consumption pattern of Maggi noodles among people belonging to the Agasteeswaram Taluk. For this purpose of 80 respondents have been undertaken and collected required information from the respondents.

Keywords: Consumer awareness, Consumption pattern

INTRODUCTION

Instant noodle, also known as instant ramen has create a renaissance in the world food factory. Emerging from being just a quick and delicious alternative to pasta or rice to be consumed only on heady days, instant ramen has become a modern life style trend symbolic of convenience, quality and health. Many taste food items have floods the market but noodles remained as the most popular item of due to them, as it is cheaper, very easy to make and nutritious Nestle India Ltd (NIL) offers a variety of culinary products such as instant noodles, soups, sauces and ketchups, cooking aids (seasoning) etc., under the Maggi brand. Of these instant noodles has been Nestles' main product category in the culinary segment since the launch of Maggi 2 Minutes Noodles (Maggi Noodles) in 1992. In fact, the word "Maggi" has become a synonymous term for brand of instant noodles in India. In this report we take a look at how evolution of Maggi Noodles took place, it's positioning in the market its issues and sustenance against global competitors draw inferences and make recommendations.

The company originally started in Switzerland in 1885, when Julius Maggi took over his father's mall. He quickly became a pioneer of industrial food production, aiming to improve the nutritional intake of worker families. Maggi was the first to bring protein-rich legume meals to the market, and followed up with a ready-made soup based on legume meals in 1886. In 1897, Julius Maggi founded the company Maggi GmbH IN Singen, Germany where it is still based today.

STATEMENT OF THE PROBLEM

There are many companies in the market supplying Noodles to the public. Some companies see noodles of inferior qualities with low competitive price without considering the health of the consumers. Some companies charge heavy prices for their noodles. So there is a possibility of exploitation of consumer in terms of price and quality. To secure in the consumer oriented market, the manufacturers should produce noodles suiting to the taste and preference of the consumers. In the context the researcher has undertaken “A Study on Consumer Awareness and Consumption Pattern of Maggi Noodles in KanyaKumari District with Special Reference in AgasteeswaramTaluk”.

OBJECTIVES OF THE STUDY

The study covers the following objectives.

1. To analyse consumption pattern of Maggi Noodles of consumer.
2. To analyse the level of consumer awareness towards Maggi Noodles.
3. To study the problem faced by the consumers while using Maggi Noodles.

SCOPE OF THE STUDY

The present study aims at assessing the consumption pattern of Maggi Noodles in AgasteeswaramTaluk. It also tries to identify the factors influencing the choice of different attributes of Maggi Noodles.

METHODOLOGY AND DATA COLLECTION

Both primary and secondary data are used for the study. Primary data are to be collected from users of Maggi Noodles with the help of a well-structured schedule. The secondary data are to be collected through Books, Magazines and Internet.

SAMPLING DESIGN

The study is concerned with the users of Maggi Noodles in AgasteeswaramTaluk. Hence the respondents on Agasteeswaram are considered as the population. For the purpose of the study 80 respondents are selected through convenient sampling method.

TOOLS FOR ANALYSIS

The collected data were tabulated for analysis and interpretation. Statistical tools such as simple percentage analysis and *t-test* were used for the study.

ANALYSIS AND INTERPRETATION

Economic status of Maggi Noodles consumer:-

Table 1. Age

Sl.No	Age	Frequency	Percentage
1	Below 25	20	25.00

2	25-35	43	53.73
3	35-45	10	12.5
4	Above 45	7	8.75
	Total	80	100

Table 2. Gender

Sl.No	Gender	Frequency	Percentage
1	Male	23	28.75
2	Female	57	71.25
		80	100

Table 3. Educational Qualification

Sl.No	Education	Frequency	Percentage
1	School	19	23.75
2	Graduate	28	35.00
3	Post graduate	20	25.00
4	Any other	13	16.25
	Total	80	100

Table 4. Monthly Salary

Sl. No	Income	Frequency	Percentage
1	Below ₹ 10,000	14	17.50
2	₹ 10,000 - ₹ 20,000	20	25.00
3	₹ 20,000 - ₹ 30,000	21	26.25
4	Above ₹ 30,000	25	31.25
	Total	80	100

Table 5. Marital Status

Sl.No	Marital Status	Frequency	Percentage
1	Married	60	75.00
2	Unmarried	20	25.00
	Total	80	100.00

Table 6. Monthly Savings

Sl. No	Monthly Savings	Frequency	Percentage
1	Below ₹ 2,000	21	26.25
3	₹ 2,000 - ₹ 4,000	34	42.5
3	Above ₹ 4,000	25	31.25
	Total	80	100.00

Table 7. Amount to be spend

Sl.No	Amount Spend	Frequency	Percentage
1	Below ₹ 100	48	60.00
2	₹ 100 - ₹ 200	23	28.75

3	Above ₹ 200	9	11.25
	Total	80	100.00

Table 1 shows that 53.73 percent Maggi Noodles consumers belongs to the age group of 25-35 years, 25 percent consumers belongs to below 25 years, 12.5 percent are belongs to 35-45 and 8.75 percent belongs to above 45 years. The study reveals that majority of the respondents from 25-35 years.

Table 2 observed that 71.25 percent of the respondents are coming under category of female and 28.75 percent are male. The study report that majority of the Maggi noodles consumers are female in the study area.

Table 3 observed that 35 percent of the Maggi Noodles consumers have been done graduate, 25 percent are post graduate, 23.75 percent are school level and 16.25 percent are any other educational qualification. The study report that majority of the Maggi Noodles consumers have been completed graduate.

Table 4 inferred that 31.25 percent of the respondents have eared above to ₹ 30,000, 26.25 percent are between ₹ 20,000 - ₹ 30,000, 25 percent are between ₹ 10,000 - ₹ 20,000 and 17.50 percent are below ₹ 10,000. The study clearly indicates majority of the Maggi Noodles consumers has been above ₹ 30,000.

Table 5 noted that 75 percent are married and 25.73 percent are unmarried. The study indicates majority of the Maggi Noodles consumers are married in the study area.

Table 6 observed that 42.5 percent of the respondent have saved between ₹ 2,000 - ₹ 4,000, 31.25 percent are above ₹ 4,000 and 26.25 percent are below ₹ 2,000. The study report that majority of Maggi Noodles consumers have saved between ₹ 2,000 - ₹ 4,000 as monthly savings.

Table 7 observed that 60 percent of the respondent are spent below ₹ 100, 28.75 percent of the respondent are spent ₹ 100 - ₹ 200 and 11.25 percent of the respondents are spent above ₹ 200. The study report that majority of the Maggi Noodles consumers have spent below ₹ 100.

LEVEL OF AWARENESS TOWARDS MAGGI NOODLES

The level of awareness towards Maggi noodles are identified and analyzed with the help of t-statistics. Regarding level of awareness towards Maggi noodles, the scores obtained from each respondent and then summed. 6 variables selected by the researcher himself. The mean score obtained and respective t-value are presented in table 8

Table 8. Level of awareness towards Maggi noodles

Sl.No	Factors	Mean		t-test
		Male	Female	
1	TV advertisement	3.6153	3.1211	*2.321
2	Radio advertisement	3.3077	3.3607	-0.182
3	Newspaper advertisement	3.1795	3.0000	0.773
4	Magazine advertisement	4.0769	3.1475	1.340
5	Retailer suggestion	3.6010	3.0623	1.441

6	Friends &Relative	4.6154	4.5473	*2.384
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***Significant at five percent level**

The level of awareness about Maggi noodles between two groups of respondent are analyzed from table 8. Among Males the highest level awareness is identified in 'Friends & relatives advice', 'magazine advertisement' and 'TV advertisement' since the respective mean score is 4.6154, 4.0769, and 3.6153 respectively. Among Females' these are 'Friendly & relative advice', 'Radio advertisement' and 'Magazine advertisement', since the respective mean score is 4.5473, 3.3607 and 3.1475 respectively. The significant difference between the two groups of respondents is identified regarding the level of awareness on the 'TV advertisement', 'Friends & Relative advice' basis. Hence the respective - statistics are significant at five percent level. Thus the analysis infers that these three variables are significantly impact the level of awareness consumers in the study area.

PROBLEMS FACED BY USING MAGGI NOODLES

Problem faced by respondents while using Maggi noodles are identified and analyzed with the help of t-statistics. Regarding problem faced by respondents while using Maggi noodles of respondents, 6 variables selected by the researcher himself. The score obtained from each variable on the basis of opinion of respondents. The mean scores obtained and respective t-value is presented in Table 9

Table 9 . PROBLEMS FACED BY USING MAGGI NOODLES

Sl. No	Problem	Mean		t-test
		Male	Female	
1	Low taste	3.8421	3.6471	*3.052
2	High salt	3.8126	4.2314	*-1.986
3	Fact	3.8621	2.0791	*2.086
4	Addicted	3.9744	3.8524	0.444
5	Low nutritional	3.1795	3.8614	0.642
6	Affect health	3.5128	3.1148	*2.581

***Significant at five percent level**

The problem faced by respondents while using Maggi noodles of two groups of respondents are analyzed from table 9. Among males the highest ratio of problems is 'Addicted', 'fact' and 'low taste' since the respondents mean score is 3.9744, 3.8621 and 3.8421 respectively. Among Females these are 'High salt', 'low nutritional value' and 'Addicted' since the respective mean score 4.2314, 3.8614 and 3.8524 respectively. The significant difference between two groups of respondents is identified 'low taste', high salt', 'fact' and affect health' since the respective t-statistics are significant at five percent level. Thus the analysis infers that these four variables are significantly impact the consumption pattern of Maggi noodles in the study area.

SUGGESTIONS

- ❖ The study reports that mostly middle age group people use the Maggi noodles. Hence to attract consumers in all age group people, awareness could be created through all the media.
- ❖ The Government should fix the minimum requirement of Maggi noodles, in order to increase the safety of consumers.
- ❖ The study reports that ‘Taste’, Color’ and ‘Nutritional value’ is an important factor impact the use of Maggi noodles. Hence the company should concentrate more on these aspects.
- ❖ The company should take necessary step to reduce fear in the minds of consumer about the use of Maggi noodles.

CONCLUSION

The Maggi noodles could significantly increase their market share by extending attention to rural areas. Now it is the right time for manufacturer and marketers to analyze and assess the changes in the consumption pattern of Maggi noodles and on that basis to give a new shape to their strategies of production and marketing.

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ROLE OF SOCIAL MEDIA AND ENTREPRENEURSHIP GROWTH WITH SPECIAL REFERENCES TO KANYAKUMARI DISTRICT- A NEW BUSINESS STATEMENT PARADIGM AMONG SSI

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ABSTRACT

Social media is a new phenomenon that has changed how the business environment operates. Businesses are able to gain access to resources that were otherwise not available to them. It has also helped businesses to increase their worthiness, cultivate strategic partnerships and increase their contact with customers and suppliers. It has become important for business owners and marketers to understand how social media work as a communication and marketing tool and how they can significantly grow their businesses. The study mainly based on both primary and secondary data. The total sample size was fixed at 600 small scale industries owners.

Keywords: Social Media, Entrepreneurship , Growth, SSI

INTRODUCTION

The past two decades have witnessed the emergence of two main strands of interpretations pertaining to the role of Indian entrepreneurship and business networks in the Asia-Pacific, with respective emphases upon the Culturalist paradigm and Structuralist imperatives. The 1997 Asian economic crisis, however, serves as a timely reminder on the fragility of India mixed economy and the need to revisit the established paradigms on the “economic success” of Indian business. This self-reflection has been consciously and critically carried out in a number of recent collections dealing with Indian entrepreneurship and business networks in modern Asia. While some of their arguments have been elucidated in the earlier debates, they do collectively herald a new trend, or what I call “a revisionist turn,” which is characterized by a deconstruction of the old myths and constructive efforts in formulating new paradigms.

PROBLEM FOCUS

The use of social media by small businesses is an important but under-researched area. With the development and availability of Web 2.0 tools the capacity of small businesses to grow significantly has become a very real possibility. Social Networking, incorporating Web 2.0 technologies has been credited with the ability to increase social contacts, hasten business operations, the betterment of customer relations, facilitation of innovation and favourable pricing, and advantageous recruitment of highly competent staff. The Internet provides leverage for SSIs because it has created mechanisms for attaining sustainable competitive advantage.

Social media is one of these mechanisms and there is need for research to understand the effect that it has on the growth of SSIs. The power of social networking cannot be ignored and there is need to research on how its business characteristics impact on SSIs. With the global outpouring of social media usage, many businesses are experiencing tremendous pressure to extend to where their customers are paying attention. In the present day, the heart of customer activity is progressively becoming virtual, situated inside a social media or social networking site. The proper understanding of social media tools has yet to be fully achieved. A number of SSIs report that social media has a rapid effect on the growth of sales and employment rate in their enterprises. The study also sought to bridge the gap for SSIs to understand how social media are able to transform and grow them in terms of usage as marketing and communication tools, and how they can tap into the dynamism and potential social media presents. In Tamil Nadu there are no definitive laid out practices and policies that relate to the use of social media by organizations. It is against this background that the study hoped to establish the effect of social media on the growth of SSIs in Kanyakumari district.

OBJECTIVES OF THE STUDY

- ❖ To analyze the consequence of social media on the market access, CRM, innovativeness and pricing of products of SSIs in Kanyakumari district
- ❖ To analyse role of social media and growth of SSI in Kanyakumari district

METHODOLOGY

The study mainly based on primary data and secondary. The primary data were collected from SSIs entrepreneurs in Kanyakumari district. Secondary data have been collected from records and documents obtained from various sources and primary data have been collected using questionnaires. The population of the study shall comprise 600 consumers from various parts of Kanyakumari district selected using stratified random sampling.

Taluk Wise Sample Selection:

For administrative convenience, Kanyakumari district is officially classified into four taluks. To have a better geographical coverage, the samples were selected stratified from these four strata. The coverage of the sample classified according to different taluks is presented in table.1

Table.1 . Taluk-wise coverage of the sampled SSIs

Sl.No	Name of the Block	Number of units	
		Universe	Sample
1	Thovalai	3724	122
2	Agasteeswaram	5372	176
3	Kalkulam	4761	156

4	Vilavancode	4455	146
	Total	18312	600

Source: District Industries Centre, Nagercoil

Table.1 shows that there are 3724 small scale entrepreneurs in Thovalai taluk and 122 were selected as sample. Out of the 5372 small scale entrepreneurs in Agasteeswaram taluk 176 were selected as sample, out of the 4761 small scale entrepreneurs in Kalkulam taluk 156 were selected as sample, out of the 4455 small scale entrepreneurs in Vilavancode taluk 146 were selected as sample.

DATA ANALYSIS:

Reason for Using Social Media Tools:

Table.2 Reasons for using social media

Sl.No	Reasons	No.of. Entrepreneurs	Percentage
1	Entry New Markets	108	18.0
2	Collect Customer Profile	66	11.0
3	Sell their Products	120	20.0
4	Customer Relationship Management	138	23.0
5	Develop New Products	54	9.0
6	Marketing Research	84	14.0
7	Compare Competitor Price	24	4.0
8	Others	6	1.0
	Total	600	100.0

Source: Primary data

The table.2 reveals that the reason for respondents used social media tools, the key uses of social media tools were 23 per cent for customer relationship management, 20 per cent to sell their products, 18 per cent to entry new markets, 14 per cent to marketing research, 11 per cent to collect customer profile and 9 per cent develop new products. It is clear from table.1 that social media tools play different roles to different SSIs and that the tools could be incorporated into different operational roles in the businesses. The study further reveals that some respondents said that new customers had grown their sales hence increased their profits. The respondents noted that the customers are able to market products indirectly as they recommend products to their friends. They also review and encourage usage of good products. The respondents also noted that social media have made communication cheaper and convenient both for the business and customers.

Correlation between Dependent Variables and Growth of SSIs:

The study required to analyze the association between market access, CRM, innovation and pricing of products and the growth of SSIs. The results of the correlation analysis are shown in Table.3

Table.3 Correlation between Dependent Variables and Growth of SSIs

Dependent Variables	Test	Sales Per month	Increase in Profits	No.of Employees
Entry New Market	Pearson Correlation	0.827**	0.745**	0.481**
	Sig. (2-Tailed)	0.005	0.022	0.004
	Number	324	324	324
Customer Relationship Management	Pearson Correlation	0.737**	0.655**	0.455**
	Sig. (2-Tailed)	0.003	0.004	0.001
	Number	324	324	324
Develop New Products	Pearson Correlation	0.491**	0.645	0.383**
	Sig. (2-Tailed)	0.022	0.016	0.002
	Number	324	324	324
Compare Competitor Price	Pearson Correlation	0.497**	0.489**	0.039
	Sig. (2-Tailed)	0.001	0.002	0.702
	Number	324	324	324

Source : Primary data

Note : **Correlation is significant at 0.01 level (2-tailed)

The table.3 reveals that there is a strong correlation between entry new market and the sales per month, ($r = 0.827$, $n = 324$, $p = 0.005$) two tailed and hence new market entry had a significant strong and positive relationship with the sales per month. Moreover customer relationship management had a strong correlation with sales per month at $r = 0.737$, $n = 324$, $p = .003$, two tailed and thus, customer relationship management was found to increase sales per month. Nevertheless, on correlating the compare competitor price and develop the new products, both were found to have weak correlations of $r = 0.497$, $n = 324$, $p = .001$ – two tailed and $r = 0.491$, $n = 324$, $p = 0.022$ – two tailed respectively. Therefore both variables indicated that they did not significantly affect the sales per month of the SSIs. Entry new market was correlated with increase in profits, which resulted in $r = 0.745$, $n = 324$, $p = 0.022$ two tailed. Since, entry new

market has a significant positive association with increase in profits. Also, customer relationship management was correlated with increase in profits ($r = 0.655$, $n = 324$, $p = 0.004$) two tailed and there was also found to exist a significant positive relationship. On the other hand, when compare competitor price was correlated with increase in profits ($r = 0.489$, $n = 324$, $p = .002$) two tailed, a weak relationship was noted. The table further reveals that the dependent variables have a weak association with the number of employees in SSIs. For example, entry new market and the number of employees resulted in $r = 0.481$, $n = 324$, $p = .004$ two tailed, customer relationship management and number of employees attained $r = 0.455$, $n = 324$, $p = .001$ two tailed, and develop new products achieved a weak correlation of $r = 0.383$, $n = 324$, $p = .002$ two tailed.

Role of Social media and growth of SSIs:

Table.4 Role of social media and growth of SSIs

Sl.No	Role	Mean Score	Rank
1	Marketing Research	47.6	V
2	Increasing Sales	68.8	II
3	Provides Market Information	62.5	III
4	New Technical Assistance	22.9	VI
5	To identify Competitor	59.0	IV
6	Attractive Bulk Customers	74.6	I

Source: Primary data

The table.4 reveals that role social median and the growth of SSIs in Kanyakumari district, attractive bulk customers with mean score of 74.6 contributed 1st rank, increasing sales with mean score of 68.6 contributed 2nd rank, provides market information with mean score of 62.5 contributed 3rd rank, to identify competitor with mean score of 59.0 contributed 4th rank, marketing research with mean score of 47.6 contributed 5th rank and new technological assistance with mean score of 22.9 contributed least rank.

SUGGESTIONS

- ❖ The study recommends that policy makers such as the government should be keen on the current trends of technological adoption by SSIs to come up with policies that encourage best practices for the growth of the SSI sector.
- ❖ Issues of copyright and privacy should also be addressed, and training of social media and provision of business solutions that would bridge the gap and encourage more SSIs to adopt the use of social media tools which would lead to their growth.

- ❖ The policy makers like the government and private institutions to come up with favourable internet surfing rates and e-business policies to encourage the technological adoption that would grow the SSIs.
- ❖ SSIs should seek to learn and adopt social media tools that provide an opportunity for growth of the business through increased sales, profits and providing employment for the study area.
- ❖ Investors should focus on helping SSIs tap the potential that comes with social media through training and provision of business solutions that bridge the existing gap where many SSIs are not using social media as a result of various limitations.
- ❖ The investors can further help in the adoption of social media by offering funding and technological solutions such as mobile phones and subsidized computers, and also rewarding SSIs that grow as a result of incorporating social media in their operations.

CONCLUSION

The study conclude that that most small scale industries in Kanyakumari district had not fully understood and internalized the potential of social media for their businesses. Those who use social media do not optimally utilize social media tools as they use only selected few tools due to limitations emanating from technical capabilities and infrastructure. The study further revealed that social media has broken down geographical barriers and heralded new ways of doing business to those who are flexible and keen to adapt to changes in technology and business environment. This presents an opportunity for SSIs to target customers and create their niche in the new frontiers to build their market share and consequently increase their sales. This can only be done by flexibility and a positive attitude towards learning how best social media tools can be used to facilitate market access. The SSIs have an opportunity to develop new products and services that suit customers' needs based on their feedback in social media and also communicate these developments to customers through the same media.

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OCCUPATIONAL STRESS AMONG CONSTRUCTION WORKERS***B. DURGA DEVI**

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Abstract

The construction industry is important in any nation's economy as it contributes to the process of development. Construction relates to the erection or assembly of large structures. It is in common usage, most frequently applied to such major works as buildings, ships, aircrafts and public works such as roads, dams and bridges. Construction process requires a lot of physical activities that are stressful to the participants in the industry. Job stress can be considered as an unpleasant emotional situation that employee experience when the requirement of work-related or not related cannot be counter balance with the ability to resolve them. The physiological and physical effects of negative activity in the workplace as a result many factors including external events, internal events, job demands and colleagues behavior stress differ from pressure but is often used interchangeably. Workers in the construction industry are exposed to numerous health and safety hazards leading to the illness and death of thousands of workers every year. The present study aims to analyze the various occupational stress related to construction workers. Both primary and secondary data were used for this study, 50 sample respondents were taken randomly for analysis purpose. Based on the finding, the researcher has given suitable suggestion to overcome the stress.

Keywords: Construction industry, Construction Worker, Occupational Stress

INTRODUCTION

According to Building & Other Construction Workers Act 1999, Ministry of Labor and Employment, Government of India, construction work generally includes the construction,

alteration, repairs, maintenance or demolition of buildings, streets, roads, railways, tramways, airfields, irrigation, drainage, embankment and navigation works, flood control works (including storm water drainage works), generation, transmission and distribution of power, waterworks, oil and gas installations, electric lines, wireless, radio, television, telephone, telegraph and overseas communication dams, canals, reservoirs, watercourses, tunnels, bridges, viaducts, aqueducts, pipelines, towers, cooling towers, transmission towers and such related other works (Chief Labour Commissioner 2018). Also, a building worker is a person who is employed to do any skilled, semiskilled or unskilled manual, supervisory, technical or clerical work for hire or reward in connection with any building or other construction work and not the one who is employed in managerial or administrative or supervisory work.

Construction industry is one of fastest growing industries of India with annual growth of 10%. According to report of National Commission for Enterprises in the Unorganized Sector (NCEUS) 2006, in India about 340 million (roughly 92% of total workers) workforce is engaged in unorganized sector of which around half of them are alone from the construction industry.

The Health and Safety Executive defines work related stress as "the adverse reaction people have to excessive pressure or other types of demand placed on them". Occupational stress, or workplace stress in this context, refers to stress experienced as a direct result of a person's occupation. Occupational stress has been one of the main problems that bother people's work and life, it shows that work stress not only harms the job itself, but also causes great damage to individual in psychology and physiology. During these years, domestic construction companies are not only facing challenges from advanced construction enterprise, but also experiencing structural, technical and personnel aspects of the deep transformations, which cause more and more workers suffering and experiencing chronic stress. However, a vast number of employees lack of understanding of occupational stress and scientific control methods to pressure, which will create a vicious cycle. And job stress can affect not only individual and organizational level, and even affect the society. Therefore, the effective identification of the occupational stress structure for construction staff is of great significance for the development of construction industry.

Occupational stress is the interaction of the worker and the conditions of work. Workers who are stressed are more likely to be unhealthy, poorly motivated, less productive and less safe at work. Job stress is believed to be one of the causes of absenteeism, low workers morale, high

rate of accident and poor turnover rates. It was also observed that Insomnia, nausea and headaches occurs due to psychosocial stresses like job uncertainty, sexual harassment and gender discrimination in women construction workers. Psychosocial factors like job satisfaction and social support might influence the prevalence of musculoskeletal symptoms like chronic low back pain in construction workers might be due to awkward posture and repetitive nature of work. About 17% of the construction workers met with fatal accidents.

Psychological Stress develops among construction workers is due to work load, fixed time frame, lack of training, poor communication among workers as well as with supervisors, inadequate room for innovation, lower wages, ambiguity of job requirement, inadequate knowledge of project objectives, long working hours, tight schedules and unfavorable working conditions etc.

STATEMENT OF THE PROBLEM

Job or occupational stress is something that all are face as employees or employers and they are all handle it differently. It is a mismatch between the individual capabilities and organizational demands. Also it is a mismatch between the expectations of both individual and organization. Stress not only affects the physical, psychological and financial balances of an employee but also the employers as well. Desired results cannot be expected from employees who are burnt out, exhausted or stressed, as they losses their energy, accuracy and innovative thinking. By this, employers may loose more working days there by a decrease in productivity and increase in cost to company. By virtue, some jobs are highly stressful like Army, Police, Fire Service and construction fields. Nowadays, Occupational stress has become a common and costly problem, leaving few workers untouched. Not all stress is bad. Learning how to deal with and manage stress is critical to maximizing job performance, staying safe on the job, and maintaining physical and mental health. The main purpose of the research is to find out what are the stress faced by the construction workers during their work place and suggestion are given by the researcher how to overcome the stress.

OBJECTIVES OF THE STUDY

The following are the objectives focused in this study:

1. To find out the various occupational stress in construction Industry.

2. To analyze the causes of occupational stress in construction workers.

METHODOLOGY

Both Primary and secondary data were used for the study. Primary data were collected through interview schedule. A total of 50 construction worker from the residential area in Thoothukudi were chosen for this study by using random sampling method. Secondary data were collected from websites, journals and books, etc. For analysis purpose statistical tools were applied such as percentage analysis, weighted average score and Garrett ranking method.

ANALYSIS AND INTERPRETATION

The brief analysis and interpretation discussed below

Table 1: Demographic profile of the respondents

Particulars		No.of.Respondents	% of Respondents
Gender	Male	35	70
	Female	15	30
	Total	50	100
Age	Upto 20	5	10
	21-40	29	58
	41-60	12	24
	Above 60	4	8
	Total	50	100
Qualification	Illiterate	22	44
	Primary	7	14
	Secondary	18	36
	Higher secondary	3	6
	Total	50	100
Occupation	Mason	10	20
	Helper	20	40
	Carpenter	4	8
	Painter	6	12
	Plumber	6	12
	Electrician	4	8
	Total	50	100
Daily wages	Up to Rs.400	20	40
	Rs.401-Rs.500	12	24
	Rs.501- Rs.600	8	16
	Above Rs.600	10	20

	Total	50	100
Years of experience	Up to 10 years	8	16
	11-20 years	25	50
	Above 20 years	17	34
	Total	50	100

Source: Primary data

The above table clearly explains the respondents' demographic details like gender, age, qualification, occupation, wages and their years of experience. It is evident from the above table majority of the respondents are male. 58 per cent of the respondents are comes under age group of 21-40 years. Regarding their qualification, majority of the respondents are illiterate. Most of the respondents come under the level of helper in their occupation and they getting daily wages like upto Rs.400. 50 per cent of them have 11-20 years of experience in their field.

Table 2: Reasons creating Occupational stress

S. No.	Occupational stress	Garrett Mean score	Rank
1	Heavy workload	54.98	I
2	Job insecurity	46.1	VI
3	Poor Remuneration	54.42	II
4	Gender inequality	45.22	VII
5	Lack of Literacy	52.26	IV
6	Lack of job satisfaction	50.9	V
7	Lack of healthiness	52.38	III
8	Uncomfortable worksite condition	43.7	VIII

Source: Primary Data

Garrett ranking technique is used by the researcher, to analyze the reasons for occupational stress. "Heavy workload" got first rank with the garrett mean score of 54.98, "Uncomfortable worksite condition" got eighth rank with the garrett mean score of 43.7. It shows that number of construction worker having a lot of stress in their occupation like heavy workload and uncomfortable workplace is not a biggest reason for creating stress.

Table 3: Causes of Occupational stress

Causes	V	IV	III	II	I	Total	Weighted Average	Rank
Addict in alcohol	11 (55)	14 (56)	11 (33)	6 (12)	8 (8)	50 (164)	6.56	II
Sleeping in difficulties	10 (50)	8 (32)	12 (36)	11 (22)	9 (9)	50 (149)	5.96	V
Low spiritedness	9 (45)	12 (48)	9 (27)	13 (26)	7 (7)	50 (153)	6.12	IV
Anxiety	13 (65)	9 (36)	12 (36)	7 (14)	9 (9)	50 (160)	6.4	III
Depression	14 (70)	10 (40)	9 (27)	11 (22)	6 (6)	50 (165)	6.6	I

Source: Primary Data

The above table exhibits the causes of occupational stress in construction industry. Weighted average method is used by the researcher to identify the major problems. 5 variables played a dominant role. Weights are assigned to each variable. From the above analysis it is clear that the main causes like “Depression” with the mean score of 6.6. “Sleeping in difficulties” is the least causes faced by the construction worker with the mean score of 5.96.

RECOMMENDATIONS AND SUGGESTION

Based on the above findings the researcher suggests the following:

Regarding gender majority are male. Male only occupy the highest position in construction industry. Equal opportunities also given to female workers then only they can prove our ability of skills.

Lot of stress having by the respondents who are all comes under in 21-40 years due to heavy workload behind of balancing their families as well as work place.

Most of the respondents are illiterate they having only the knowledge of experience. This will may be cause their lack of literacy and poor communication to the builders and employees.

Male workers they are getting dominant position in the construction industry like Mason, Plumber, Carpenter, Painter and Electrician. Female only getting the least position like helper. This will cause a gender inequality and inequality income.

CONCLUSION

Work stress is recognized as a world-wide major challenge to workers' health and the healthiness of their organization. "The reality may be that the worker saying this is, in fact, experiencing an occupational illness". Work related stress is the response people may have when presented with work demand and pressures that are not matched to their knowledge and abilities and which challenge their ability to cope. There are so many problems faced by the construction workers due to their occupational stress. The Government should taken the necessary steps regarding how to overcome the stress in construction industry

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