

TRENDING FRONTIERS AND PROSPECTS IN COMMERCE AND MANAGEMENT

Dr. C. SUBATHRA

Prof. JAYADATTA . S

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EDITORS

Dr.C.SUBATHRA

M.Com., M.Phil., PGDHRM, M.A (Soc.), M.Sc (Psy.),UGC-NET, Ph.D.
Assistant Professor of Commerce & Research Supervisor
Pioneer Kumaraswamy College, Nagercoil-3.
Affiliated to Manonmaniam Sundaranar University,
Tirunelveli, Tamilnadu, India.
Email: drsubathra@gmail.com
Mob: 95852 12775

Prof. JAYADATTA.S

Assistant Professor
KLE'S IMSR (Institute of Management Studies and Research)
BVB campus, Vidyanagar Hubli - 580031
Research Scholar
Kousali Institute of Management Studies
Karnatak University Dharwad

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About Dr. C. SUBATHRA

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. She had awarded M.Phil in Commerce 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, Tiruunelveli and Guiding M.Phil and Ph.D scholars. She had qualified for the award of JRF and NET in June 2011. She had participated more than 100 National and International Seminars, Workshops and Training programs and had published more than 50 Research Articles in the National and International Journals/Books. She also had done M.A.Sociology, PGDHRM and M.Sc.Psychology. she had published 7 Books with ISBN and A Journal with ISSN. She had received 4 Best paper & Best Presenter Award , Best NSS Program Officer Award, Dr. Radhakrishna Shikshana Ratna National Award, Agimsai Gandhi Award – 2019, Kaviyarasar Kalaimani Award – 2019, and Women Achiever Award 2020.



About Prof. JAYADATTA.S

Prof. JAYADATTA S, currently working as Assistant Professor at KLE's Institute of Management Studies and Research. He carries 10 years of teaching experience and 1 year Industry experience. The academic experience of 10 years has been in the area of Marketing management, human resources management and general management. He has completed his MBA from Acharya Institute of technology (2009) and has obtained his second and third PG Degree in Masters of Commerce and Master of Arts in English literature from IGNOU in 2012 and 2017 respectively. He has also passed his Karnataka State Eligibility Test (KSET) in Management and Commerce in 2011 and 2016 respectively. He has served in Karnataka Folklore University, Gotagodi as Assistant Professor and at Anjuman Institute of technology, Bhatkal, as Assistant Professor in Department of MBA affiliated to Visvesvaraya Technological University, Belagavi previously before joining KLE IMSR. He has published and presented many papers in National and International seminars and conferences and workshops. He has also published 34 research articles in International and National Journals most of them which are referred and recognised by UGC. He is also pursuing his Ph.D at Kousali Institute of management studies, Karnatak University Dharwad.

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THE PERCEPTION OF MANAGEMENT GRADUATES TOWARDS ENTREPRENEURSHIP AS A CAREER

***ABHILASH N**

Ph.D Research Scholar of Commerce, Reg.No. 18113111011033
Nesamoni Memorial Christian College, Marthandam,
Affiliated to Manonmaniam Sundaranar University,
Abishaekapatti, Tirunelveli-627012, Tamil Nadu-India

****Dr R MABEL SULOCHANA**

Assistant Professor,
Dept of Commerce and Research Centre,
Nesamoni Memorial Christian College, Marthandam-629165,
Kanyakumari District, Tamil Nadu-India

ABSTRACT

With large number of management graduates passing out every year there have been concerns about placements of these graduates and their career. There has been rapid growth of management education in India. Management students with their training and skill are better suited to exploit their opportunities by setting up new business ventures. The present study aims to find out the perception of management students towards entrepreneurship as one of the career. Management students can identify the business opportunities and convert them into profitable business ventures. The study tries to analyse the major factors that keep them away from venturing into business. The study is conducted in the Trivandrum city. Both primary and secondary data are used for collecting data. A well structured questionnaire is used for collecting primary data. The sampling method used for the study is convenient sampling method. The collected data are analyzed and interpreted with help of simple percentage and charts.

KEYWORDS: Career, Entrepreneurs, Ventures

INTRODUCTION

Entrepreneurs are the seed of industrial development and its fruits are greater employment opportunities, increase in per capita income, higher standard of living and balanced regional development. Still our nation lacks the number of entrepreneurs in our economy. This put forward two questions that are to be studied. Entrepreneurship development today has assumed

great significance as it is a key to economic development. The objective of industrial development, regional growth and employment generation depend upon entrepreneurial development. The shortage of job opportunities in the formal sector is one of the major problems faced by the graduates in the country. Due to this shortage entrepreneurship was viewed with great interest and encouraged ever since in many economies, more so in developing and under developed economies.

Entrepreneurship is deemed to be of vital importance for economic development and growth desperate desire for growth among the developing countries having placed the spotlight squarely on entrepreneurship as a major factor in the success of capitalist economies. If we want entrepreneurship to be considered as a potential career or job option, we have to raise the level of awareness of entrepreneurial qualities already present in the society in general and the students in particular. Entrepreneurship is currently fashionable in many developed countries.

Recently there has been a growing interest in undertaking and intensifying actions promoting and supporting the idea of entrepreneurship as an attractive alternative to wage employment among students. There are several reasons for this interest. Firstly, well-educated entrepreneurs are expected to create ventures that grow faster than their counterparts. The importance of education to successful performance of new ventures is well recognized by management parishioners and researchers. Secondly due to the process of restructuring in organizations following intensified competition in the market worldwide, previous advantages with wage employment in large established enterprises, such as job security or reward for loyalty have lost on their actuality, thus increasing the desirability of self-employment. The unemployment among graduates has also been increasing.

REVIEW OF LITERATURE

Evan d (2005), investigated the role of entrepreneurial attitudes and entrepreneur self-efficiency on an individual's intention to engage in entrepreneur behavior. Their sample consisted of 414 students surveyed at the beginning of their first entrepreneur class in MBA programs in Australia, China, India and Thailand between 2003 and 2004.

Erich, J (2003) in his study examined key factors influencing student's intent to create a new venture. He investigated the effect of individual's attitude in general and towards self-employment on their choice on ent career. The sample for his study consisted of 1326 students from universities in Austria. The attitude towards entrepreneur was the most predictor of entrepreneur intent among students. Similarly, the attitude towards autonomy had a strong and highly significant impact on student's interest to becoming an entrepreneur intent.

Douglas E (1999) in his study investigated the relationship between the intention to start one's own business and individual's attitude towards income, independence and risk and work effort. Results of his study suggest that individuals having more positive attitude towards independence and risk are characterized by higher willingness to become an entrepreneur.

Stephen and Melvin (2007) in their study of 1456 retired military officers of the Singapore Armed Officers identified the key motivations and barriers to starting an entrepreneur venture among mid-career individual. It was found that the respondents were motivated by various factors for starting their business. The need to challenge oneself was ranked as the most important voluble. This was followed by the need to realize ones dream and a desire to take advantage of one's own creative talent.

Jones et Al (2008) in their study evaluated the delivery an enterprise education courses in evaluating its impact in encouraging entrepreneur activity. The sample for the study consisted of 109 students in Poland. The study found that polish students had limited prior entrepreneur experience and expectation and welcomed the opportunity to undertake enterprise education.

OBJECTIVES OF THE STUDY

- To understand the concept of entrepreneurship
- To identify the factors that discourage management students to choose entrepreneurship as a career.
- To find out the perception of management students to become an entrepreneur.

METHODOLOGY

Primary data means original data that has been collected specially for the purpose in mind. It means data collected from the original source or first hand. Secondary data refers to data that was collected by someone other than the user. Common sources of secondary data for social science includes information collected by government, departmental organizations, records and data that was originally collected for other published sources. For the purpose of data collection, 75 students from various institutions with the help of convenient sampling method are used.

DATA ANALYSIS AND INTERPRETATION

Table No 1. Entrepreneurship as a Career Option

OPTIONS	FREQUENCY	PERCENTAGE
YES	45	60
NO	30	40
TOTAL	75	100

Source-Primary data

The above table shows that out of 75 students 45 are interested in opting entrepreneurship as a career option.

Table No 2. The Factors that discourage the Students From Choosing Entrepreneurship as a Career

FACTORS	FREQUENCY	PERCENTAGE
Financial support	35	47
Technical knowledge	10	13
Family support	15	20
Lack of awareness about govt programmes	15	20
TOTAL	75	100

Source-Primary data

The above table shows that about 47 percent of students are not interested because of lack financial availability. 13 Percent due to lack of technical knowledge behind setting up a business. 20 percent says that they don't get any support from family due to high risk involved. About 20 percent claim that they are not aware about the various schemes implemented by the government for encouraging entrepreneurs.

CONCLUSION

The last two decades have shown rapid revolution in the thought on the process of new enterprise creation and management. In recent times the need for formal education to gain entrepreneurial competencies is being increasingly appreciated. The number of students interested in entrepreneurial career has been increased, as the concerns of finance, awareness and technical skill can be overcome, suitable infrastructure support provided to the potential entrepreneurs and these potential entrepreneurs are provided mentoring in the institutes. From the study it has been found that more than half of the respondents are interested in setting up business just after their studies but they faced some of the problems like; lack financial supports, support from families and also lack proper awareness regarding the government support schemes. By taking proper measures and changing the mindset of people can help these problems to curtail to a certain extent because entrepreneurs are crucial to the economic growth and prosperity of the modern society. Through the study it can be understood as majority of the respondents will turn out as young entrepreneurs in the future.

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A STUDY ON SOCIO-ECONOMIC AND DEMOGRAPHIC AGEING LITERATURE IN INDIAN CONTEXT

***AMARESH H**

Guest Faculty in Commerce,
Department of post graduate centre, Raichur
Gulbarga University, Kalaburgi, Karnataka

ABSTRACT

Demographic research however has been developed as an important area of interdisciplinary study within the ambit of social gerontology in the main context of an ever graying world population. A thorough literature review was conducted as part of study to find out of the areas of concern within the emerging issues in the process of ageing and also to know the various sources of data and certain methodologies applied in various studies and identify the research gaps and areas for further research. The present study intends to estimate the health, social and economic problems of elderly population and also utilization of primary health care services by them. Off late there has been a vast growth of literature on ageing trends, patterns, socio-economic and demographic profiles of the elderly. Besides cross sectional studies on specific studies aspects of the elderly have been done based on sample studies. Also, longitudinal cohort studies with in depth analysis of the different strata within the elderly need to receive specific attention on a multidisciplinary level by adopting a much holistic approach to ageing population.

Keywords: *Interdisciplinary study, ageing population, gerontology, population studies*

INTRODUCTION

Population growing older is the procedure by using which the older populace grows quicker than the total populace. It's by far the maximum extensive demographic phenomenon inside the global today. In 1950, the sector population aged 60 years and above become 205 million (8.2 in line with cent of the population) which multiplied to 606 million (10 in step with cent of the populace) in 2000. Via 2050, the share of older persons 60 years and above is projected to upward thrust to 21.1 according to cent that allows you to be billion in quantity. Asia has the most important number of world's aged (53 in keeping with cent), followed by using Europe (25

according to cent). Inside the context of an ever graying international population, growing old has emerged as a critical region of examine. Gerontology, they have a look at of growing old, is a multidisciplinary problem with three middle additives: the biological, the mental and the social. Social gerontology, which marked its starting within the overdue 1940s, contains three wonderful components: getting older as an individual enjoy; getting older in the social context to understand the placement of the older persons within the society; and the social effects of ageing. Clark Tibbits used the time period 'social gerontology' for the primary time in 1954. The socio-economic and demographic context: within the ambit of social gerontology, the phenomenon of growing older has become a place of demographic studies in the initial years of gerontological research. Consistent with Martin and Preston, an growing quantity of demographers and different social scientists have begun to study the consequences of population getting old for a diffusion of social and financial strategies, leading to the emergence of a subject loosely known as "the demography of getting older". The time period has grown to be as an alternative capacious umbrella for a ramification of studies addressed to the causes and results of populace growing older. Those studies have in common place an empirical emphasis, commonly the use of survey or critical statistics facts. They additionally exhibit one or more of the following capabilities: an orientation closer to intergenerational members of the family and exchanges, especially in the own family; a subject with cohorts and the system by which cohorts may also forward their histories into new age classes and update cohorts with distinctive histories and, a focus on the characteristics and behaviour of older human beings themselves, especially in the crucial regions of economics and health.

THE INDIAN CONTEXT

India is a young united states at gift. but, India ranks 2d a few of the nations of the world in terms of the absolute quantity of the getting older, subsequent best to China. The proportion of men and women elderly 60 and above in India rose from 5.5 in line with cent in 1951 to approximately 8.3 according to cent in 2011, translating into more or less ninety three million humans. According to Union health Ministry, as suggested in times of India dated 22.4.2011, the graying population will increase to 12 consistent with cent of the overall populace with the aid of 2025 — 10 in step with cent of which might be bedridden, requiring utmost care. it is envisioned that the 60-plus population will growth to 100 million in 2013, and to 198 million by 2030. But

India, like many developing nations along with China lag behind in accepted fitness care provisions due to deficiencies in the institutional, infrastructural and insurance arrangements of fitness care offerings. Among the states, Kerala (11.8), Himachal Pradesh (10.1) and Tamil Nadu (10) have the very best percentage of elderly in the country, observed by way of Maharashtra (9.2), Punjab (8.9), Odisha (8.7), Jharkhand (5.7), Assam (5.5) and Delhi (5.7) record the lowest percentage of geriatrics. The proportion of women in the age group of 60 years and above is higher in 17 out of the 20 large states. It is as high as almost 12.6 percent in Kerala, Maharashtra (10), Himachal Pradesh and Tamil Nadu (10.3). Assam is one of the three states to have greater elderly guys than girls, the opposite being Bihar and Jammu & Kashmir (times of India dated 2.four.12). Goals of the overview: in this backdrop, in the extensive objective of sporting out a evaluation of literature on the socioeconomic and demographic studies on aged populace, the present paper aims to: i. find out the areas of difficulty in the emerging problems within the manner of getting old, ii. Understand the diverse resources of information and methodologies applied inside the diverse research, iii. Discover the studies gaps and areas for destiny research.

MAJOR OBJECTIVES OF THE STUDY

1. To study in brief socio-economic and demographic ageing literature in Indian context
2. To study the socio-economic and demographic ageing literature in global context
3. To study the socio-economic and demographic ageing literature in regional context and thus arriving at conclusion

METHODOLOGY USED IN THE STUDY

Out of the 3 middle components of Gerontology, viz. biological, psychological and social, the present assessment has been restrained to socio-financial and demographic research of the aged populace. However, being inter- and multi-disciplinary in nature, a few researches touching on clinical health and mental properly-being (lifestyles pleasure) of the aged have been integrated within the review. Attempt has been made to encompass as a whole lot applicable literature as viable and to contain contemporary literature inside the assessment. But the listing is not an exhaustive one. Literature has been searched for each in libraries and the net. The assessment is thematically categorized into three wide sections – i. Socio-economic and Demographic

perspective, ii. Best of life and health aspects of getting older and iii. Social security issues. Those issues are similarly sub-categorized in step with the location of the take a look at, i.e. global, national and regional. The publications are then organized chronologically in every of the sub heads. Socio-economic and demographic angle: Literature on exclusive components related to the demographic and socio-monetary perspective of growing old populace is increasing with the aid of leaps and bounds. Nonetheless, this bureaucracy plays a crucial part of look at on the involved difficulty by means of virtue of its nature.

SOCIO-ECONOMIC AND DEMOGRAPHIC PERSPECTIVE

Literature on different aspects related to the demographic and socio-economic perspective of ageing population is increasing by leaps and bounds. Nonetheless, this forms an integral part of study on the concerned subject by virtue of its nature.

GLOBAL STUDIES

In his paper Dlugosz presents the level of demographic ageing in European countries to show the pace of this process in 1989-2001 as well as attempts an assessment of hazard of demographic ageing. The study found quick ageing of population in the Mediterranean Basin but a reduction in the ageing of Scandinavian societies. Gavrilov and Heuveline cite the insufficiency of various indicators of ageing and suggest the population pyramids to be the most adequate approach. They found that most rapid growth occurs in the oldest age groups (80+ or 85+ and 100+ years) and a marked “feminization” of population ageing has taken place all over the world. Also, ageing is found to be associated with poverty particularly in developing nations. They have cited forecasts of growth of ageing populations across different regions and nations of the world. According to them, of the demographic determinants of ageing, viz. fertility rate and mortality rates have different influences on the age structure of a population as time passes. As for migration rate, they reason that migrants have higher relative weight on smaller populations. Contrariwise, Gavrilov and Heuveline cite Preston, Himes and Eggers to suggest declining mortality to be the dominant factor in current ageing. However, Weil⁶ cites himself to suggest that it is declining fertility that is the dominant contributor to population aging in the world today. More specifically, it is the large decline in the total fertility rate over the last half century that is primarily responsible for the population aging that is taking place in the world’s most developed

countries. Because many developing countries are going through faster fertility transitions, they will experience even faster population aging than the currently developed countries in the future. He draws an interesting conclusion that population ageing itself could lead to lower fertility and, down the road, even more ageing. Menon and Nakamura do analyse the impact that aging is having in Asia, examine the policy options for dealing with the problems it is causing, and outline how different sub-regions may require different responses.

Similarly, Horioka finds that the retired aged dissave and that even the working aged dissave, at least at advanced ages. Moreover, there has been a sharp increase in the dissaving of the retired aged since 2000, with the increase being due primarily to reductions in social security benefits, increases in consumption expenditures, and increases in taxes and social insurance premiums. These findings are consistent with the life-cycle model and suggest that this model is highly applicable (and becoming increasingly applicable over time) in the case of Japan.

Older adults are the quickest developing organization of era adopters (Anderson & Perrin, 2017). While this may open doorways to many interesting possibilities, it also comes with security issues. In step with the Federal change commission, internet scams at the moment are greater not unusual than those who take place through any other form of modality (Anderson, 2013). Fraudsters can attain thousands of objectives with little or no attempt or price (Symantec, 2017). The net offers a completely unique scamming context as deception cues like tone of voice and facial expressions are misplaced. Consequently, it is crucial to apprehend how people of all ages interact with potential scam emails. 160 wholesome older (60–ninety years of age) and more youthful adults (18–30 years of age) completed a scam detection assignment, for the duration of which they were requested to perceive emails as either legitimate or fraudulent. In addition they responded questions about their generation behaviors outside of the lab and finished cognitive testing (Heaton et al., 2014). For both more youthful and older adults, net protection conduct (i.e. putting in a pop-up blocker, the use of cozy passwords) was the strongest predictor of scam detection potential, above and past demographic and cognitive elements ($p < .001$). The findings advise that not handiest are their differences in the potential to as it should be become aware of an electronic mail rip-off, but those who're worse at this skill will also be placing themselves at danger in different on line contexts. Multi-context approaches to on-line safety behavior can be specifically beneficial for fraud prevention applications. Chan Yin Fah focuses on the economic well-being of older persons in Canada through the concepts of living standard and living level.

He compares the criterion for measurement of these concepts using an objective approach (income, consumption, net flow and net worth) with that of a subjective approach (self-rated income adequacy, perceived financial satisfaction) and finds demerits in both approaches.

NATIONAL STUDIES

Visaria elaborates on the statistics of the aged in India and their limitations, selected demographic characteristics of the aged in India, viz. rural-urban distribution, young old, literacy, marital status, and headship of households, work status and type of work. He studies NSS survey data to come to broad conclusions of the aged regarding their living arrangements, dependency, economic condition, health conditions etc. He also points out that the determinants of ageing in India conform to Coale-Demeny model of life tables with higher expectancy among females than among males. The main factor contributing to the rise in the number and proportion of the aged is not so much the mortality decline but the drop in fertility. Mortality decline without accompanying fertility decline will lead to a younger age distribution according to him. Prakash through his studies details out the demographic transition in India, while defining the current and future scenario of ageing in India. She has profiled the aged population's health, morbidity, mental health, economic condition, social security, living arrangements, social status, gender, urban and rural differences, migrants and refugees, slum dwellers, HIV and AIDS. She looks up the existing programmes for elderly and the future responses to population ageing. She concludes that providing necessary care and support to elderly people within the community setting is recommended instead of opening more old age homes.

Thangchungnunga studies the role of elderly persons in social and economic aspects. He finds a peculiar feature of the aged persons in Mizoram in that the longevity of male and female are almost equal, whereas the earlier author, citing the same 1991 Census figures, found a growing number of aged females. This might be because the earlier author derived the sex ratios whereas the present author has compared the absolute numbers. He has borrowed the results found by employing the method of random survey of records of tombstones in one of the oldest Mizo villages to infer the average life time of the Mizo in the third quarter of the 20th century. The author finds that social activity among the aged is high among persons with good health and higher socio-economic background.

Deka and Nath studied the factors related to the increase in survival of elderly population. Among the various factors responsible for the human longevity, a few socio-demographic factors namely sex, place of residence, education, personal income, health, marital status, occupation status, caste, and leisure time activity have been identified by them. By applying hazard model, they estimated the relative risk of survivability. This study uses the data collected in a survey conducted in 1998 to study the socio-demographic profiles of elderly population in Assam. Among the respondents female elderly, elderly having personal income, married elderly, re-employed or still active elderly were found to be highly significant for living longer.

Quality of life and health aspects of ageing: Studies on physical and mental health status, morbidity, disability, wellbeing and quality of life including life satisfaction of the aged population cover the most critical facet of ageing studies in order to respond effectively to the diverse requirements of aged people.

GLOBAL STUDIES

Bearden et al. interviewed a random sample of 110 elderly consumers to depict a theoretical chain between individual health situation, financial situation, alienation, living level satisfaction, consumer satisfaction and overall satisfaction with life by path analysis. Scaling technique was used to elicit responses for the different measures. One of the findings of their study was that financial situation might not directly impact the elderly life satisfaction but financial concerns do affect the elderly persons through shifts in expenditure decisions on different heads. Again, Gwozdz and Sousa-Poza, while assessing the effect of ageing and health on the life satisfaction of the oldest old, compare this age group with the younger age groups and observes a U-shaped relationship between age and satisfaction levels for age group 16-65 years and rapidly decline thereafter.

Bonsang and Soest analyse two economic aspects of subjective well-being of older Europeans: household income satisfaction and job satisfaction, using data from 11 European nations. Both are found to have contributed substantially to overall satisfaction or happiness. They used anchoring vignettes to correct for potential differences in response scales across countries.

REGIONAL STUDIES

Hazarika et al.³⁴ interviewed 888 elderly participants 60 years and above (males 500, females 388) from three randomly selected areas of Assam to collect information on dietary habit and socio-demographic variables and clinically examined for blood pressure and anthropometric parameters using standardized technique. Statistical analysis was performed using the Epi Info and SPSS software. They found that overall prevalence of hypertension was 63.63% in males and 62.89% in females. 26.90% of the hypertensives were aware of their increase in blood pressure. Determinants of hypertension derived by multiple logistic regression analysis were age, intake of extra salt, alcohol and body mass index (BMI). They concluded that high prevalence with inadequate awareness and control of hypertension in the elderly group of population called for an immediate implementation of active public health programme in the state of Assam.

Nath et al. applied logistic regression analysis to estimate the correlates of good health of elderly population in Assam. Their main findings were that health conditions of rural area are poorer than urban area, significant gender difference in mobility outside the state, joint pain; cough, eye and health compared to health at age 50, longevity of women to men, education and spousal intimacy were important factors for good health.

Ralte, while highlighting the health conditions of the elderly in Mizoram, found that the health care delivery structure needs to gear up for specific health needs of the elderly persons, entailing provisions of “geriatric friendly” hospitals and technologies fee reduction, health insurance schemes, active involvement of private sector and NGOs.

CONCLUSION

The foregoing literature review brings out that considerable attention has been paid to the elderly and their problems over the years. There has been a vast growth of literature on ageing trends and patterns. Issues pertaining to socio-economic and demographic profiles, living arrangements, problems and services to the elderly have received focus. Cross-sectional studies on different specific aspects of the elderly have been carried out in a localized manner based on sample studies. However, longitudinal cohort studies on ageing across different regions are essential due to the vast heterogeneity among the elderly. The problems of the vulnerable elderly like widowed females, poor and middle class urban elderly, disabled, fragile older persons and those from the unorganized sector need to receive specific attention. The development of social

gerontology reveals that various disciplines focus on various ageing issues. Thus, population ageing studies need to be pursued on a multi- and interdisciplinary plane with a holistic understanding of the social, economic and cultural changes revolving round it.

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SUCCESS OF DIGITAL MARKETING - A STUDY

***Mrs. S. ANU RADHA**

Research Scholar, Scott Christian College, Nagercoil.
Assistant Professor of Business Administration
Manonmaniam Sundaranar University Constituent College,
Kadayanallur.

ABSTRACT

Digital marketing is one of the most exciting, challenging and fast-paced industries. Digital marketing efforts anchored on electronics devices just like websites, social networking sites, content marketing, online video marketing, Google ads etc. Digital marketing campaigns are becoming other common as well as well-organized, as digital platforms are more and more included into marketing plans and everyday life, and as people use digital devices in its place of going to physical shops.

Keywords: *Digital Marketing, Success*

INTRODUCTION

Digital marketing refers to like online marketing and internet marketing or web marketing. The word digital marketing has developed in standing over time, mostly in certain countries. Digital marketing is an umbrella word for the marketing of products or services by way of digital technologies, mostly on the Internet, but also jointly with mobile phones, present advertising, and any further digital medium. Digital marketing is the chance of electronic communication which is used by the marketers to support the goods and the services towards the marketplace.

OBJECTIVES

- 1) The main purpose of this paper is to recognize the benefits of digital marketing in the competitive market.
- 2) To study the steps to set up a successful digital marketing line of business.

METHODOLOGY

In this paper uses secondary data. Secondary data is collected from journals, books and magazines to develop the theory. The sample size is determined as 50 respondent's opinion from the customers. The customer is purchasing products with a help of digital marketing

STRATEGIZE WITH THE VALUABLE DATA AND ANALYTICS

With digital marketing, marketer have an plan of the accurate number of people who have viewed marketer's website's homepage in actual time. With google analytics, Marketer can path stats and information regarding marketer's marketing website. It is make out about the number of people visiting marketer business page, their geographic location, the sex, age and interests of the visitors, how much time they are spending on marketer's site, the source of traffic from various gadgets, website bounce rates, how the traffic has changed over time and by displaying a breakdown of all of this traffic information, this intelligence helps to prioritize the marketing channels.

MIND BLOWING

The real-time data analysis provides market with a enhanced understanding of the usefulness of marketer's marketing strategy. With right to use to this information, Marketer is also optimize marketer's marketing budget by investing in the well-performing marketing campaigns.

CONTENT PERFORMANCE AND LEAD GENERATION

Marketer've shaped a product brochure and delivered it to people as an offline content. Convenient. Once marketer create an impactful visual content, start promoting it on social media. Through such networks, buyers would be able to learn about products and services through influencers and nobles. The more commitment marketer get, the more Google considers marketer content to be worthy. And in turn, it will boost your SEO rankings with ease. Through digital marketing, marketer determine accurately how many people viewed marketer marketing content. Thereafter, marketer is collecting the contact details of those who download it by using forms. as well, Marketer 're also generating eligible leads when people download it. With a solid lead development plan, Marketer can build improved consciousness and likeness for marketer product.

BETTER CONVERSION RATES

Converting a customer online is not a big deal. All marketer require to do is just create marketer's marketing plan an attractive one. Targeted traffic offers greater likelihood for conversion. Different other types of advertising, digital marketing lets marketer have a two-way conversation with consumers and leads. In the course of digital marketing, marketer is arrive at out to marketer's consumers at any time. In its place of bothering them with multiple phone calls, getting customers online seems to be a healthier idea. Just send an email and let them make a purchase and study more about marker's association. From such interactions,

important leads can be generated, which would eventually bring an increase in conversion rates.

MORE COST EFFECTIVE THAN TRADITIONAL MARKETING

Digital marketing lets marketer accumulate marketer's money to a significant extent. This has the possible to replace costly advertising channels such as television, radio and yellow pages. With email marketing automation, Marker can increase marketer's leads. Thus, it will permit marketer to pre-load substance and plan it for sending out the satisfied at key times.

HIGHER REVENUES

It's a known fact that higher change rates can be generated by successful digital marketing techniques. Hence, it will distribute lots of gainful profit for marketers business in terms of better and higher revenues. While advertising marketer brand have a good layout that enables easy navigation, use the digital platform to understand customer purchase patterns, offer the right idea that meets the needs of marketers customers, use multiple digital marketing channels to gather useful data and With better revenue enlargement expectation, small and medium enterprises will have enhanced likelihood of increasing their workforce.

HIGHER RETURN ON INVESTMENT FROM MARKETER CAMPAIGNS

Digital marketing companies optimize conversion rates to attain most return on Investment for businesses. With smarter branding and improved revenues, digital marketing can get a improved ROI than usual marketing. With effectual tracking and monitoring methods, Results can be analyzed. It helps the organizations to obtain essential way as soon as possible. With digital marketing, marketer can make a steady flow of targeted transfer that gets transformed into sales and leads. And, the more marketers business generates this kind of traffic, the faster marketer can enjoy marketers return on Investment.

COMPETE WITH LARGE CORPORATIONS

Marketer are dealing even with a small industry. The significance of digital marketing also lies in the fact that it lets marketer compete head to head with big brands and big corporations. From a small vendor to a great powerhouse, digital marketing offers an reasonable and successful marketing plans. Small brands can drive traffic both locally and across the country by attainment out to their intention consumers.

OBTAIN READY FOR THE “INTERNET OF THINGS”

The “Internet of Things” is a worldwide ecosystem of consistent devices – smart phones, tablets and several other gadgets. These can help people interact with each other through the world of web. Digital marketing will prepare your business towards this eventuality. It will permeate during every part of people’s lives. Marketers’ business survival strategy needs to be equipped with this interconnected grid. It will provide you an access window to reach out to targeted audience belonging to this online grid.

MAKE PEOPLE’S FAITH AND CONSTRUCT BRAND REPUTATION

Digital Marketing leverages on social media signals, social proof and testimonials availed from bonafide consumers. The more reliable these social signals are, the higher the belief rate it can generate from besieged audiences. People would trust information about a particular brand if the data comes from people they know. And once marketer meet their expectations, marketer brand status will go viral. Eventually, it will open new doors of opportunities for reaching greater markets.

CERTIFY ONLINE BUSINESSENDURANCE

Many people may come and go, but a targeted few will actually make a purchase. Whether marketer can target the right kind of people who are going to be marketers potential customers, the best results will surely come. By implementing smart tactics, like blogging and social media, Marketers can communicate with the object audience. It will assist marketer expand precious opinion and insights. With these, marketer can manage and make sure the endurance of marketers business.

MAKE OUT ALL ABOUT COMPETITORS

Social media competitive study is an essential part of marketers digital marketing campaign. When marketer are engaging in digital marketing, Marketer can ask the experts to seems into marketers competitor’s online strategies. It will help marketer to capitalize on any possible opportunities in no time. marketer can see what they are doing to gain an higher hand and arrive at more consumers. Thus, Marketer can shape out marketing opportunities and expand a strong competitive benefit.

ACTUAL TIME RESULTS

Different traditional methods, Marketer can notice in actual time what’s working and what’s not for marketer online business. Through online marketing, marketer can make out as regards the number of visitors to marketers site, the increase in the number of its subscribers,

peak trading times, conversion rates, enlarge/drop in website traffic, bounce rate, and much more, and this can be done just with the feel of a button, Such results can give you a detailed thought through which marketer can select necessary ladder to get better marketers results.

GET BETTER MARKETER OUTREACH

Since digital marketing takes place online, it is accessible to the global audience. Whereas traditional marketing limits market to a particular geographic area, its modern counterpart can help marketers relate with the customers relatively easily. Marketers 're yet utilizing the power of digital marketing for marketers business, marketer are getting a lot of golden opportunities. Marketers prospective customers are waiting for marketer in the digital world. Now that marketer know how digital marketing can help your business, make the move without any delay.

STEPS TO SET UP A SUCCESSFUL DIGITAL MARKETING LINE OF BUSINESS

It is one of the most parts of motivating, challenging and fast-paced industries. The digital economy is growing fast and there's no better time to get into digital marketing. It's a competitive industry, but there's some simple steps is to take to get ahead.

ACQUIRE TO GRIPS WITH SOCIAL MEDIA

Digital marketing is more than just finding the perfect filter for selfies. The customer needs to understand how brands interact with people on social media and use these channels to build relationships and make sales. Get up to speed with the science of it and marketer'll be on their way to achievement.

CONSTRUCT LINKEDIN PROFILE

LinkedIn is a professional community to join with and learn from experts, as well as stay up to date with the latest news. Having an up to date profile will also show employers really know stuff.

CONNECT A NETWORKING GROUP

There are plentiful groups on LinkedIn but seem first nearby for in-person networking events can attend. Usually Marketers have guest speakers which are a huge chance to study from experts and marketer might even get together a upcoming employer there too.

DISCOVER A MENTOR

Nothing is more valuable than a mentor who has been there before and can assist marketer study from their mistakes. Having someone close to arrive at out for some advice can actually assist marketer obtain ahead. Marketer will discover out quickly that most people are willing to provide some time to others looking to get into the industry, so marketer don't be afraid to ask.

STAY UP TO DATE WITH THE LATEST TRENDS

Things progress fast in the digital world and marketer require to be up to speed with the changes. Twitter is one of the best real-time sources of news and LinkedIn Pulse is a great method to stay on top of industry trends.

START A BLOG

Blogging is a huge way to show marketer expertise and help marketer learn by doing. Blogging shows marketers commitment and skills to potential employers too. Be warned, Marketers have often been asked how many followers or website visitors Marketer have in job interviews and that means a blog is a great way to build an audience and attract the right kind of attention.

KNOW ANALYTICS WORK

Make sure marketer understand the basics of social media metrics and Google Analytics. Marketer 'are going to require to assess performance and report on key facts and figures so make sure marketer know what this means and where to go to get the information. Google's Partner program is free which will teach marketer the basics and it will be useful for helping marketer build marketer blog too.

GET SOME ONLINE COURSES

There are numerous free or low cost learning platforms bursting with social media courses and digital marketing basics. If you're trying to break into the industry, free courses are a great way of learning the basics of the main platforms, boosting your resume and showing marketer commitment to potential employers when marketer are just starting out.

LEARN TO CODE

Learning the fundamentals when it comes to HTML and Word Press will really assist market stand out from the crowd. Marketer don't want to become a web progress expert but Marketers make out the way around the admin panel of a blog or website and can make minor updates, Marketer 'll save their self a lot of time and impress employers too.

CONCLUSION

Digital marketing is one of the most exciting, challenging and fast-paced industries. Digital marketing efforts anchored on electronics devices just like websites, social networking sites, content marketing, online video marketing, google ads etc. Digital marketing campaigns are becoming other common as well as well-organized, as digital platforms are more and more included into marketing plans and everyday life, and as people use digital devices in its place of going to physical shops.

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AN OVERVIEW OF RISK AND RETURN FACTORS IN BEHAVIOURAL FINANCE

***Dr. T. S.ARCHANA**

Assistant Professor, Department of Commerce,
Sree Ayyappa College for Women,
Chukankadai, Nagercoil.

****Dr. K. KANIMOZHI**

Research Associate (ICSSR IMPRESS), Department of Commerce,
Manonmaniam Sundaranar University, Abishekapatti, Tirunelveli

ABSTRACT

Behavioral finance is a relatively recent and high impact paradigm which provides an interesting alternative to classical finance. It is the study of the influence of the psychological factors on financial markets evolution. Behavioral finance is a relatively recent concept which provides an interesting alternative to classical finance. The classical finance assumes that capital markets are efficient, investors are rational and it is not possible to outperform the market over a long term. Psychological principles of behavioral finance include among others heuristics and biases, overconfidence, emotion and social forces. A very important step for an investor is to understand his financial personality. Behavioral finance provides a different perspective which is very complex and unconventional. Behavioral finance paradigm suggests that investment decision is influenced in a large proportion by psychological and emotional factors. Human emotional complexity includes the following primary feelings: fear, panic, anxiety, envy, euphoria, greed, satisfaction, ambition or vanity. It is very likely that all these emotions interfere in certain proportions in a financial investment decision making process.

Keywords: Behavioral finance, Bonds, Decisions, Money

INTRODUCTION

Behavioral finance is a new approach to capital markets, having an important role in financial decision making process. Decision making related with behavioral finance, can be defined as the process of choosing a particular investment alternative from a number of alternatives. It is an activity that follows after proper evaluation of all the alternatives.

Behavioural finance is the study of the influence of psychology on the behaviour of financial practitioners and the subsequent effect on markets.

Behavioral finance represents an area of research that attempts to understand and explain how reasoning or cognitive errors influence investor decisions and stock market prices. Thus, behavioral finance combines principles from the fields of individual and social psychology with classical financial theory to understand and highlight the performance of stock markets. In consequence, the behavioral finance area is summarized in essence to explain financial market anomalies on the basis of the study of investor's behaviour and decision making process.

Metaphorically speaking, behavioral finance is an alternative solution to the difficulties faced by the classical theory in explaining certain financial phenomena. In deep contradiction to the classical paradigm, behavioral finance assumes that investors may be irrational in their reactions to new information and investment decisions.

Behavioral finance paradigm focusing on the cognitive psychology suggests that the investment decision making process may be analysed successfully through the following variables: overconfidence, herding complex, overreaction, conservatism, preconceived ideas, excessive optimism, representativeness, irrationality or rational way of thinking and the impact of media channels.

OBJECTIVES OF THE STUDY

1. To have an overview of perceived risk in behavioural finance.
2. To know the perception of individual investors risk and return in behavioural finance.
3. To offer valuable suggestions.

ANALYSIS

Portfolio Immunization

Attempts to enable one to "lock-in" going interest rates and not have to worry about interest rate shifts. Developed by Fisher and Weil in 1971.

Components of interest rate risk:

One of the major problems faced by bond portfolio managers is having the needed amount of funds at a specific date. If interest rates never changed during your investment horizon, you could reinvest your coupon payments at the stable interest rate and earn the promised YTM. However, in reality, the yield curve is not flat and interest rates do change. Consequently, investors face interest rate risk. There are two components of interest rate risk:

Price risk: if interest rates change before the end of your investment horizon and the bond is sold prior to maturity you would "win" with an interest rate decrease and "lose" with an interest rate increase.

Coupon reinvestment risk: The promised YTM assumes that all coupon payments are reinvested at the promised YTM. If interest rates change, this cannot be accomplished.

Immunization and interest rate risk:

Note that the "win" situation under price risk is exactly opposite the "win" situation under coupon reinvestment risk. Bond portfolio managers would like to eliminate these two interest rate risks. Fisher and Weil developed a precise immunization process to eliminate IR risk. Fisher and Weil argue that a portfolio has been immunized if its value at the end of the period is the same (or higher) than what it would have been if interest rates had not changed during the investment horizon. They assume that IR changes will affect all rates by the same amount. If this is the case, then portfolio immunization can be achieved by holding a portfolio of bonds with a modified duration equal to the remaining investment horizon.

Example of immunization: Compare the results of choosing a bond with a maturity equal to the investment horizon vs. a modified duration equal to the investment horizon.

Assumptions: investment horizon is 8 years, current YTM is 8% on 8 year bonds. If there is no change in yields, the expected ending-wealth would be $\$1000 * 1.08^8 = \$1,850.90$. This should also be the expected ending-wealth for a fully immunized portfolio. There are two strategies for portfolio immunization:

1. The maturity strategy; and
2. The duration strategy.

Under the maturity strategy simply choose a b to maturity. Under the duration strategy, find modified duration that equal 8. Now we'll won example assuming that interest rates decrease from year 4 and again from 8% to 12% in year 4.

From 8% to 6%:						
Results with Maturity Strategy				Results with Duration Strategy		
Ye ar	Cash Flow	Rei nv. Ra te	Endi ng Val ue	Cash Flow	Rei nv Ra te	Endi ng Val ue
1	80	.08	80	80	.08	80
2	80	.08	166.40	80	.08	166.40
3	80	.08	259.71	80	.08	259.71
4	80	.08	360.49	80	.08	360.49
5	80	.06	462.12	80	.06	462.12
6	80	.06	596.85	80	.06	596.85
7	80	.06	684.04	80	.06	684.04
8	1080	.06	1805.0 8	1120.6 4	.06	1845.7 5

From 8% to 12%						
Results with Maturity Strategy				Results with Duration Strategy		
Ye ar	Cash Flow	Rei nv. Ra te	Endi ng Val ue	Cash Flow	Rei nv Ra te	Endi ng Val ue
1	80	.08	80	80	.08	80
2	80	.08	166.40	80	.08	166.40
3	80	.08	259.71	80	.08	259.71
4	80	.08	360.49	80	.08	360.49
5	80	.12	483.75	80	.12	483.75
6	80	.12	621.80	80	.12	621.80
7	80	.12	776.42	80	.12	776.42
8	1080	.12	1949.5	1012.4	.12	1881.99

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Notice that under the maturity strategy you would lose; whereas under the duration strategy you would still have an expected value of \$1,850.90 and you would achieve \$1,845.72 or \$1,881.99. While we would have preferred the ending wealth achieved under the rise in IR scenario using the maturity strategy, due to the uncertainty of IR changes, it's impossible to know, before the fact, where interest rates will actually be. The duration strategy actually achieved the ending wealth closest to the expected wealth under both scenarios.

Implementing Immunization: While on the surface the immunization strategy may seem simple, even passive, in reality it is not. Most portfolios (non-zero-coupon portfolios), require frequent rebalancing to maintain the modified duration/investment horizon matching. You cannot initially set them equal and then ignore them after that. Duration is positively affected by term to maturity, so, as time passes as your investment horizon shortens, so does the duration of the bond portfolio. However, duration changes at a slower pace than term to maturity. Also, duration is affected by changes in interest rates, etc. So, it takes constant rebalancing to keep track of duration matching immunization strategy.

Investors are concerned with two principal properties inherent in securities; the return that can be expected from holding a security and the risk that the return that is achieved will be less than the return that was expected". To facilitate the job of analysing securities and portfolios (collection of securities) within a return - risk context, one must understand what risks and returns are, what creates them and how they are measured.

CLASSIFICATION OF RISKS

Factors responsible for causing internal risks in investment

1. **Incorrect decision taken with regard to investment:** In investments, what to buy and sell are the main decisions to be made. The decision to buy or sell depends upon the estimation of the fair intrinsic value of the shares, over valuation or under valuation of the share and also a number of other factors. Any mistake committed while making an investment decision, therefore, causes considerable risk in investment.

- 2 Failure to judge the correct timing of investment:** The most important factor in the investment programme is the timing of purchase or sale of securities. The prices of stock fluctuate with each stock having its own cycle of fluctuations. If the investor is able to forecast these price changes, he is in a position to make a higher profit. In boom periods, the prices of stock rise and during depression they fall. An analysis of the price behaviour of the individual scrip will help to locate the buy and sell points.
- 3 Selection of the highly risky investment instruments:** There are different nature of investments such as corporate shares or bonds, chit funds, Nidhis, Benefit funds, etc. These investments are considered to be highly risky as they relate to the unorganised sector. But some instruments like bank deposits, post office certificates like National saving certificates, Kisan Vikas Patras, etc, are less risky. Because these instruments ensure certainty of payment of interest and principal.
- 4 Unsatisfactory credit worthiness of the issuer:** Generally, the securities of Government and semi-government bodies are having a high degree of credit worthiness. But securities issued by the companies in the private sector do not command much credit worthiness. In situations where the credit worthiness of the issuer is not satisfactory, risks are bound to arise.
- 5 Maturity period:** If investments have a longer maturity period, then they will invite more risks because of the duration of the investment.
- 6 Amount of investment:** Investing a huge amount in a particular security is quite risky. The higher the amount invested in any security, more will be the risk. On the other hand, judicious mix of investments in small quantities maybe ideal.
- 7 Security:** Investment may be secured or unsecured. If the investment is secured by collateral securities, then the risk will be less.
- 8 Nature of Business:** Selection of a risky industry for investment is only inviting the trouble. As any business is prone to ups and downs, its prosperity should not be taken for granted. Any unfavourable trend in the industry will affect the company also.
- 9 Terms of lending:** Terms of lending such as periodicity of servicing, redemption periods, etc., are the factors which cause risk in the investment concerned.

- 10. Demand and supply forces:** In securities market, the role played by the demand and supply forces is very vital. When they cannot be properly predicted, then the security prices will show wide variations. Fluctuations in prices make the securities risky.
- 11. National and international factors:** In the days of sophisticated means of communication, even the changes taking place in foreign markets influence the markets of other parts of world. Similarly, changes in conditions within the country are quickly reflected in security prices. So, national and international factors cause risk in investment.

INVESTOR'S ATTITUDE TOWARDS RETURN AND RISK

On the basis of nature and attitude, towards risks the investors may be grouped into three categories, namely, (1) risk avertors (2) risk seekers; and (3) neutrals.

(a) Risk avertors: Investors who avoid taking risks and prefer only those investments which have no risk or relatively lower risk are called risk avertors. Generally, retired people and pensioners are the risk avertors. These investors will be quite cautious in selecting investments. They will select investments by considering the risk attached to them and they may altogether ignore the return from the investment.

(b) Risk seekers: Risk seekers are those who are prepared to take risks if the return is quite attractive. These investors are ready to take income risk or even capital risk or both. Given a choice between safe investment and risky one, the risk seekers would always choose the riskier one.

(3) Neutrals: Neutrals are those investors who do not care much about the investment. While making investment decision, they do not consider risk and return.

The attitude of investors towards risks may considerably vary. However, the general trend is that all investors are averse to risk and only the degree of aversion varies. The following figure will show the risk-return perspective of different types of investors.

INTEREST RATE RISK

A major source of risk to the holders of high quality bonds is changes in interest rates, commonly referred to as interest rate risk. These high-quality bonds are not subjected to either substantial business risk or financial risk. Consequently, they are referred to as high-quality bonds. But since they are high-quality bonds, their prices are determined mainly by the prevailing level of interest rate in the market. As a result, if interest rates fall, the prices of these bonds will rise, and vice versa.

Interest rate risk affects all investors in high quality bonds regardless of whether the investors hold short-term or long-term bonds. Changes in interest rate have the greatest impact on the market price of long-term bonds, since the longer the period before the bond matures, the greater the effect of a change in interest rates. On the other hand, changes in interest rates will not have much of an impact on the market price of short-term bonds, but the interest income on a short-term bonds portfolio may fluctuate markedly from period to period, as interest rates change. Consequently, changes in interest rates affect investors in long-term as well as in short-term bonds.

COMPONENTS IN RETURN ON INVESTMENT

Return on an investment consists of two components. The basic component is the periodic cash receipt on the investment. It may take the form of interest or dividend. The second component is the change in the price of the asset which is otherwise called capital gain or loss. This represents the difference between the purchase price and the price at which the asset is sold. If the sale price is more than the purchase price, gain will arise. On the other hand, if the selling price is less than the purchase price, loss is incurred.

Income from an investment consists of one or more cash payments paid at specified intervals of time. Interest on bonds is paid semi annually while dividend on equity shares is paid annually. The important feature of the return is that it is paid in cash by the issuer to the investor.

The term 'yield' is also used in relation to return. Yield refers to the income aspect in relation to some price for security. For example, X purchases 6% bonds for Rs.960/-

whose

face value is Rs. 1,000/- The yield to X is $6.25\% - \frac{60}{960}$. So, the total return is income plus

price change. The important point of this conceptual statement is that a security's total return consists of income and price change. Debentures purchased at par and held to maturity give only income in the form of interest. But debentures bought at discount (less than face value) and held to maturity give both income and price change. If non dividend paying shares are bought and sold after five months, they will produce only capital gain or loss. With reference to investment in equity shares, return consist of dividends and, the capital gain or loss at the time of sale of these shares. Return may be defined in the form of an equation.

$$K = \frac{P_1 - P_0 + D_1}{P_0}$$

Where, K = Stands for expected rate of return from the investment.

P_0 = Stands for market price at time 0

P_1 = Stands for market price at time 1, and

D_1 = Stands for Cash dividend for the period 1

The above equation shows that the expected rate of return K is the total of capital gain or loss ($P_1 - P_0$) and the cash dividend (D_1) over the period. This equation can be used to determine the rate of return on any investment.

SUGGESTIONS

On the basis of the study made on the young and the experienced investors, it was inferred on the basis of the findings that there were a number of suggestions to be advocated to the general public at large. Investment was made to earn profit and for no other cause. Hence the following suggestions were made on the basis of the statistical analysis made during the course of the study by the researcher.

The elderly population who were above sixty five years was the least percentage who invested in the capital market and hence the older population who are experienced and

have a lot of leisure time in retired life should be encouraged to invest. The young as well as experienced investors should be prudent in deciding the ratio of investment in different portfolio.

Due care should be given by the young as well as experienced investors not to indulge in herding which is a bias which is dangerous. Individual investors have a propensity to tag rationally on immaterial prices as significant and adhere on the decisions while making investment by anchoring this should be avoided by young as well as old investors.

CONCLUSION

Human beings are susceptible to numerous behavioural anomalies which became counterproductive to the wealth maximization principles leading to irrational behavior. As Decision-making is a complex activity, it can never be made in a vacuum by relying on the personal resources and complex models, which do not take into consideration the situation. Much of the economic and financial theories presume that individual investors act rationally in the process of decision making, by taking into account all available information. But there is evidence to show repeated patterns of irrationality in the way humans arrive at decisions and choices when faced with uncertainty. Behavioral finance, a study of the market that draws on psychology, throws light on why people buy or sell stocks and why sometimes do not buy or sell at all. The most crucial challenge faced by the investor is in the area of investment decisions. The profit made, or losses incurred by an investor can be attributed mainly to his decision-making abilities. It seems relevant to check and fill the research gap that whether the behavioral factors have an influence on the decision making process of portfolio investors.

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EFFECTIVENESS OF WORK CULTURE TOWARDS EMPLOYEES DEVELOPMENT AT THIRUVANANTHAPURAM DISTRICT CO-OPERATIVE BANK

***ARIYA A**

Ph.D Scholar, Department of Commerce,
Women's Christian College, Nagercoil,
Affiliated to Manonmaniam Sundaranar University,
Abishekapatti, Tirunelveli, Tamilnadu.

****Dr.S.PUSHPALATHA**

Assistant Professor of Commerce,
Women's Christian College, Nagercoil,
Affiliated to Manonmaniam Sundaranar University,
Abishekapatti, Tirunelveli, Tamilnadu.

ABSTRACT

Organization prefers employee having their unique personality. It is essential to orient employees at the time of their entry with the organizational culture. Culture helps individuals understand how their roles fit within the large picture. Well managed culture can improve performance significantly while the culture that is not managed properly well impede even the best intentioned change effort. It is the concept that developed very recently, that underlies the values, labels and norms of the organization, Culture makes the difference across organization and their productivity. There is a need to measure organizational culture quantitatively in an objective manner. It has a boundary defining role that is it creates distinction between one organization and other organization. Culture also facilitates commitment to something larger than individual, It enhances social system stability as the social glue that helps to bind the organization by providing appropriate standards for what employees should say and do. It serves as a meaningful control mechanism that guides or shapes the attitudes and behavior of employees.

Keywords: Organizational Culture, Individuals, Employees, Organisation

INTRODUCTION

The banking system in India is significantly different that of other nations. The country's economic policy frame work combines socialistic and capitalistic features with a heavy bias

towards public sector investment. Nationalized banks need to have regional board of directors like SBI to decentralize decision making and the relevance. Co-operative banking in our country becomes more concrete cooperation is a way of hiring, which implies the meaning associate work or joint work. Cooperation is based on guiding principle “self help and mutual help” all for each and each for all cooperation also reduces the gap between have and have not’s. A bank should have a group of chief officers in a variety of field so that the collective wisdom of their organization is at the finger tips of every employee. An integrated body of knowledge and professionalisation in banking has to be place to continued financial viability. Staff morale plays a crucial role in developing the organizational culture.

The Thiruvananthapuram District cooperative bank has a very good cooperative image and cooperate culture. It is a leading cooperative bank in the state. TDCB has a strong organizational culture and stringent ethics banking to ensure the high level of employee development. Work culture plays a crucial role to improve the overall development of the employee.

STATEMENT OF THE PROBLEM

The study is conducted to find out whether work culture of an organization improves employee development. The importance of culture to any business can be found in its employee’s role in adding value through being a champion and caretaker of the organization. Intellectual capital or talent represents the value of today’s organizations as it signifies the sustainable competitive advantage. The effectiveness of work life is more concern with the overall climate of work and impact of that on people and on the organizational effectiveness. Hence the research is made an attempt to work culture at TDCB and enable the effect of work culture in employee development.

OBJECTIVES OF THE STUDY

1. To study the opinion about the attributes of work culture..
2. To identify the factors influencing the employee development.

RESEARCH METHODOLOGY

The methodology used in the study involves the collection of both primary and secondary data. Primary data have been collected with the help of a carefully prepared questionnaire and secondary data have been collected from various books, magazines and journals. The population of the organization was seven hundred. Out of total strength there were hundred and forty employees chosen by using convenient sampling.

ANALYSIS OF THE STUDY

In the present study, opinion about the attributes of work culture has been analyzed with the help of seven variables mainly Work time / employee engagement, Respect/fairness, Trust/Integrity, Team work, Responsibility, learning opportunity and adaptability. Weighted average technique have been used to analyze the data and the results are displayed in the below table.

TABLE NO. 1.OPINION ABOUT THE ATTRIBUTES OF WORK CULTURE

Factors	Agree (3)	Neutral (2)	Disagree (1)	Total	Weighted Mean	Rank
Work time / employee engagement	36(108)	56(112)	48(48)	268	1.31	V
Respect/fairness	65(195)	55(110)	20(20)	325	2.32	II
Trust/Integrity	75(225)	45(90)	25(25)	315	2.25	III
Team work	70(210)	45(90)	25(25)	325	2.32	II
Responsibility	80(240)	40(80)	20(20)	340	2.42	I
Learning opportunity	50(15)	60(120)	30(30)	300	2.14	IV
Adaptability	65(195)	45(90)	30(30)	315	2.25	III

Source: Computed Data

The above table depicts that the responsibility towards work culture secured the first rank where as learning opportunity have obtained the least rank.

In the present study regarding factors influencing to the employee developments has been analyzed using variables such as work environment, positive reward, common friendly, competition, set goal, create career path and encourage creativity. Weighted average technique have been used to analyze the data and the results are displayed in the below table.

TABLE NO. 2. FACTORS INFLUENCING EMPLOYEE DEVELOPMENT

Factors	Agree (4)	Rarely (3)	Often (2)	Never (1)	Total	Weighted Mean	Rank
Work Environment	30(240)	40(20)	20(40)	20(20)	420	3.00	V
Reward positive	5(20)	45(135)	40(80)	0(0)	235	1.57	VI
Common friendly	65(260)	40(120)	35(70)	0(0)	450	3.21	III
Competition	70(280)	30(90)	20(40)	20(20)	430	3.77	I
Set Goal	85(340)	25(75)	15(30)	15(15)	460	3.28	III
Create career path	60(240)	40(120)	30(60)	10(10)	430	3.77	I
Encourage creativity	63(252)	35(105)	40(80)	2(2)	439	3.13	IV

Source: Computed Data

The above table shows that the competition among employees secured first rank where as the career path to the employees have obtained least rank.

SUGGESTIONS

- The organization should make necessary arrangement to learn the opportunities in which the employees are lacking. Proper training programmes can be provided to employees so that they can definitely excel in their work culture.
- The management can seek opinion and collect feedback from the employees for the betterment of their operations.
- The organization can provide adequate work culture to improve career development of employees.
- The management can provide better and fair skill development opportunities to employees. So that they will be highly motivated and commitment to the organization will be increased.

CONCLUSION

The study was conducted to find out the effectiveness of work culture towards employee development. Human resources are the back bone of the every organization. It is the responsibility of the organization to improve the working conditions of the employee so that they can work using their full potential. From the study it was concluded that the work culture of TDCB is effective and good. The employees are satisfied with the prevailing work culture and employee development programmes. The organization can further improve the work culture and employee development by providing proper training and development programme. The organization can enhance its work culture by delegating job effectively to all employees. The effective work culture will have a positive impact on employee development. Thus Thiruvananthapuram District Cooperative Bank can ensure its long run by providing better work culture.

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MARKETING STRATEGIES OF MARINE FISH IN KANNIYAKUMARI DISTRICT***B. ANTONY PRATHEESHA**

Research Scholar, Department of Commerce, Women's Christian College, Nagercoil
Affiliated to Manonmaniam Sundaranar University,
Abishekapatti, Tirunelveli, TamilNadu.

****Dr. J. FERUSHA PEARL**

Assistant Professor, Department of Commerce, Women's Christian College, Nagercoil
Affiliated to Manonmaniam Sundaranar University,
Abishekapatti, Tirunelveli, TamilNadu.

ABSTRACT

Marketing plays a key role to promote production of any commodity. It is a total system of interacting business activities designed to plan. The concept of marketing is the determination of consumer needs and the purpose of its to be profitable fulfilment of consumer needs. To make fish available to consumers at the right time and in the right place requires an effective marketing system. This paper attempts to identify the marketing strategies which is used by the fish marketers while selling the fish. The study specifically aimed at, determining the effect of product branding on marketing of commercial fish, assessing the effect of sales promotion, direct marketing, advertisings, social networking and word of mouth as a market strategy of fish. The present study has been based on primary data collected from the fish marketers. The data has been collected with the help of questionnaire and the respondents are selected by convenience sampling. The sample size for the study is 70 fish marketers.

Keywords: Marketing Strategies, Marine Fish, Kanniyakumari

INTRODUCTION

Marketing plays a specific role in promoting the production of any commodity. A marketing strategy is a process that can allow an organization to concentrate its limited resources on the greatest opportunities to increase sale and achieve suitable competitive advantages. Strategies serve as the fundamental underpinning of marketing plans designing to fill market needs and reach marketing objectives and often integrate an organization's marketing goals, policies and tactics into a cohesive whole. Marketing provides the channel of communication

between the producers and consumers which passes through a number of intermediaries. The market chain from farmers to consumers encompassed mainly primary, secondary and retail marketers, involving local agents, suppliers, wholesalers and retailers. Moreover, a large number of people were involved in the production and marketing of fish. So, the producers and intermediaries could be more benefited financially, if efficient marketing was done. To improve and develop the marketing channel, physical marketing facilities should be increased and unnecessary and unexploited middlemen should be eliminated from the marketing channel. This paper attempts to identify the marketing strategies which is used by the fish marketers while selling the fish. The main objective of the research study was to determine marketing strategies of fish. The study specifically aimed at, determining the effect of product branding on marketing of commercial fish, assessing the effect of sales promotion, direct marketing, advertisements social networking and word of mouth as a market strategy of fish and also to determine the socio-economic profile of the fish marketers, especially emphasized was given on such variables namely age, gender, marital status, education qualification, monthly income and experience. To improve the education level of fish marketers the government should take more attentions towards them. The education level could help the marketers to identify the different selling point where the fish products could be sold, so that their market knowledge get increased.

REVIEW OF LITERATURE

Fazlul Hoque et al (2017),” Hilsha Fish Marketing Strategies in Dhaka city of Bangladesh”, This study was conducted to find out hilsha fish marketing system in Dhaka city. Hilsha fish is the national fish of Bangladesh. Due to lack of proper marketing system maximum people remain out of touch of this fish. In this study it was found that hilsha fish comes to Dhaka city maintaining a strong marketing channel member such fishermen, feria, bapari, aratder and finally goes to consumer plate through retailers. Price determined at retail market based on market condition, bargaining of retailers and consumers. They arrange an auction method for fishermen and aratder for selling their fish as well as faria follows that hilsh fish was demanded by all over the world and still the fishermen cannot receive reasonable price due to the involvement of money lenders who enforced fishermen to sell at prefixed rate as a result economic conditions of the fishermen are not changing.

Baba, M.D at el (2015),” Analysis of Fresh Fish Marketing in Ngaski Local Government Area of Kebbi State, Nigeria”. This study examined the fresh fish marketing in Ngaski local government area of kebbi state Nigeria. This study was conducted to find out the marketing efficiency of fresh fish marketers, marketing channels, problems and social – economic characteristics of fresh fish marketers. It is therefore recommended that research institute such as national Centre for agriculture mechanization should develop equipment of fresh easily adoptable equipment of fresh fish storage and preservation to avoid spoilage and loss.

OBJECTIVES

- To know the profile of fish marketers.
- To formulate effective strategies for marketing of fish.

STATEMENT OF THE PROBLEM

Marine fish marketing in India has undergone rapid changes over the years. Fish markets are unique in nature as both as typical example of organized as well as unorganized marketing system in the country. Fish and fishery products attract high consumer preference and increasing demand all over the world due to its high utility as a nutritionally rich healthy food. There are innumerable permanent as well as temporary road side retail fish marketers in addition to street to street cycle vendors and door to door head load vendors doing fish marketing. Despite the improvements in the marine fish harvesting and marketing sectors, the benefits are not uniformly distributed among the different components of the fishing industry. Thus, there is a need make a comprehensive evaluation of the marketing system and price behavior in marine fisheries sector. During the study different kinds of obstacles were identified in traders and consumers such as uncontrolled transport cost, inadequate drainage system, poor facilities in road communication, poor supply of ice and water, unhygienic condition of fish market, highest demand of labors, lack of storage and marketing facilities and political disturbance etc. the overall objective of the study was to develop a data base for formulating policy measures for marine fish marketing, identifying the weak spots in the existing marketing system and suggest suitable policy inventions.

RESEARCH METHODOLOGY

SOURCE OF DATA COLLECTION

The data collection is based on two unique methodology prescribed for the study. The primary data have been collected through the use of a structured questionnaire which had both the open and closed ended questions. The data has been collected from the respondents by interview scheduled method and the data collected was used for the purposes of analysis and interpretation. The secondary data has been collected through reports, books, journals, newspaper, articles and websites.

SAMPLING

The convenience sampling method have been adopted to select sample respondents. The sample size is 70 individual respondents of fish marketers.

FINDINGS

PROFILE OF FISH MARKETERS

It empirically examines the fish marketers' profile into eight categories. The profile of the fish marketers consists of age, gender, marital status, education qualification, income, experience, type of fish trader and the strategies which are used by them.

TABLE NO.1
PROFILE OF FISH MARKETERS

Variables		No. of Respondents	Percentage
Age	Below 30	9	12.9
	31 – 40	20	28.6
	41 - 50	22	31.4
	Above 50	19	27.1
	Total	70	100.0
Gender	Male	30	42.9
	Female	40	57.1
	Total	70	100.0
Marital status	Married	46	64.8
	Unmarried	25	33.8
	Total	70	100.0
	Illiterate	23	32.9
	Lower primary	14	20.0
	Upper primary	11	15.7

Educational Qualification	SSLC – HSC	14	20.0
	Under graduate	8	11.4
	Total	70	100.0
Income	Below Rs. 5,000	12	17.1
	Rs. 5,000– Rs 10,000	20	28.6
	Rs.10,000- Rs 20,000	23	32.9
	Above Rs. 20,000	15	21.4
	Total	70	100.0
Experience	Below 1 years	10	14.3
	1 years – 5 years	16	22.9
	5 years – 10 years	20	28.6
	Above 10 years	24	34.3
	Total	70	100.0
Type of fish trader	Auctioneer	16	22.9
	Wholesaler	19	27.1
	Retailers	25	35.7
	Vendors	10	14.3
	Total	70	100.0
Marketing strategies	Word of mouth	19	27.1
	Social marketing	6	8.6
	Direct marketing	15	21.4
	Advertising	8	11.4
	Shows and exhibition	10	14.3
	Sales through cooperative	12	17.1
	Total	70	100.0

Source: Primary Data

Table No. 1 reveals that majority of the respondents belong to the age group of 41 years – 50 years. Majority of them are female and they are married among them most of the respondents are illiterate. Majority of the respondent's income level is between Rs. 10,000 – Rs. 20,000 and their working experience in marketing of fish is more than 10 years. Among the respondents most of them are wholesalers and retailers and most of their marketing strategies is direct marketing.

MARKETING STRATEGIES OF FISH MARKETER

To make fish available to consumer at right time and in the right place requires an effective marketing system. The above table reveals about the comparison between fish marketing experience and the strategies used by the fish marketers.

TABLE NO. 2. MARKETING STRATEGIES OF FISH MARKETER

Experience		STRATEGIES						Total
		Word of mouth	Social marketing	Direct marketing	advertising	Shows and exhibition	Sales through cooperative	
Below 1 year	Count	4	0	2	0	2	2	10
	%within experience	40.0%	0.0%	20.0%	0.0%	20.0%	20.0%	100%
	% within strategies	21.1%	0.0%	10.5%	0.0%	22.2%	22.2%	14.3%
1-5 year	Count	2	2	7	2	3	2	18
	%within experience	11.1%	11.1% 33.3%	38.9% 36.8%	11.1% 25.0%	16.7% 33.3%	11.1% 22.2%	100% 25.7%
	% within strategies	10.5%						
5-10 year	Count	2	4	7	2	0	3	18
	%within experience	11.1%	22.2% 66.7%	38.9% 36.8%	11.1% 25.0%	0.0% 0.0%	16.7% 33.3%	100% 25.7%
	% within strategies	10.5%						
Above 10 year	Count	11	0	3	4	4	2	24
	%within experience	45.8%	0.0% 0.0%	12.5% 15.8%	16.7% 50.0%	16.7% 44.4%	8.3% 22.2%	100% 34.3%
	% within strategies	57.9%						
Total	Count	19	6	19	8	9	9	70
	%within experience	27.1%	8.6% 100%	27.1% 100%	11.4% 100%	12.9% 100%	12.9% 100%	100% 100%
	% within strategies	100%						

Source: Primary data

The above table reveals that by comparing the experience and the marketing strategy, below 1 year and above 10 years' experienced fish marketers prefer using word of mouth as their marketing strategy they are not preferring advertising and social marketing as their marketing

strategy, 1-5 years and 5-10 years are using direct marketing and they are not giving much importance to shows and exhibition.

TABLE NO. 3. CHI – SQUARE TEST

	Value	df	Asymp.Sig (2- sided)
Pearson chi- square	23.916	15	.067
Likelihood ratio	29.536	15	.014
Linear- by- linear Association	.853	1	.356
N of valid cases	70		

Source: Computed Data

Since p- value is more than 0.05 the null hypothesis is insignificant. Hence concluded that is no association between experience and marketing strategies towards marketing strategies of marine fish.

TABLE NO. 4. MEAN SCORE FOR MARKETING STRATEGIES

SL.NO	Marketing Strategies	Mean score	Rank
1	Word of mouth	4.1429	I
2	Social marketing	3.4286	1V
3	Direct marketing	3.8857	11
4	Advertising	3.1857	V
5	Shows and exhibition	2.5286	VI
6	Sales through co-operative	3.6429	111

Source: Primary Data

The above table explains the marketing strategies of fish marketers with mean score and rank. The first rank goes to word of mouth followed by direct marketing since they have the highest mean score of 4.1429 and 3.8857 and the last rank goes to shows and exhibition which has the mean score 2.5286.

SUGGESTIONS

To improve the of fish marketers the following suggestions are put forward

- Awareness programs should be conducted to the fish marketers to tackle to overcome the heavy competitors.
- The government must provide training to the fish marketers for increasing the marketing skills.
- The government should take more attention towards the education level of fish marketers. The education level could help the marketers to identify the different selling points where the fish products could be sold, so that their market knowledge gets increased.
- The infrastructure facility should be improved and government should take necessary steps to solve the problems faced by fish marketers while marketing their fish.
- They should know about how to use mobile phones for social marketing and also to know about the new technologies which is used for fish marketing.

CONCLUSION

This study entitled “marketing strategies of marine fish in kanniyakumari “was conducted with the aim to find out the marketing strategies used by the marketers. Marketing of fish is characterized by involvement of many marketing intermediaries. Through demand for fish are centralized in some areas and fish marketers have limited ability to reach better alternative markets. The fish marketers facing lots of problems thus the government should take some necessary step to develop the transportation and storage facility which could be beneficial for both the marketers and consumers. For increasing the supply of marine fishes among people an efficient fish marketing system is vital requisite. They should come across with certain difficulties in getting proper assistance and in marketing their products in a profitable position. If proper counseling and remedial measures are being carried on, they can find a better future. They should be encouraged to get proper education in order to plan their budget and marketing strategies and flourish their life.

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IMPACT OF DIGITALIZATION ON E-MARKETING

***B.ANITHA**

Ph.D Research Scholar, Department of Commerce,
Women's Christian College, Nagercoil,
Affiliated to Manonmaniam Sundaranar University,
Abishekapatti, Tirunelveli, Tamil Nadu.

****Dr. D. DEEPA JEYA MERLIN**

Assistant Professor, Department of Commerce,
Women's Christian College, Nagercoil,
Affiliated to Manonmaniam Sundaranar University,
Abishekapatti, Tirunelveli, Tamil Nadu.

ABSTRACT

Ascend of the internet and the rise of digital technology has surprising effects on 21st century. Marketing has experienced the revolution of technology more than other industry and changed the way of marketing into online. Nowadays, digital world had changed the traditional way of marketing such as Newspapers, Magazines, Television, Print, Radio, Banners, Pamphlets, E-Mail due to modern busy lifestyles, and increase in the spending time of customers in mobiles, tablets, laptops, thus promoted digital marketing in reaching the customers. The transformation of traditional marketing into digital has a vast impact on E-marketing. Marketers and companies had completely relayed on E-marketing in order to reach specified target in the competitive world and to retain the valuable customers which paves the new way of marketing which is simple, reachable, faster, cost effective and result oriented. The present paper is an attempt to study about the overall concept of E-marketing and the impact of digitalization on E-marketing.

Keywords: Digital Technology, E-Marketing, Modern Lifestyle, Digitalization.

INTRODUCTION

Due to the rapid boost in digital technologies, delivery of goods and services are made easy. These days, most of the consumers have a preference on E-marketing channels more frequently due to customer's reviews, popularity, convenience, comparing the products and stores rather than moving to physical stores. The growing use of Internet in India provides diverse opportunities for E-marketing for both customers and sellers. Due to technological growth, the use of smart phones and computers are easier to access for both users and marketers.

Jing Ding, Alibaba Group, Ebay Inc, B2W Compahia Digital, Zalando, Groupon, Walmart, Rakuden.Inc, Flipkart, Snap Deal, Amazon. Inc are few of the popular online retail corporations. Innovative techniques in E-marketing opens the door for the marketers to enhance their business through the Internet with a range of online advertisements like floating ads, click ads, pop up ads, flash ads and video ads.

REVIEW OF LITERATURE

- **Hardik panchal (2018)** studied “*A Study on Digital Marketing and its Impact*”. The author mentioned that marketers should adopt the digital marketing channels in order to encourage sale of goods and services in the marketplace. It is also clear from the result of the study that monthly income of people plays a fundamental role to purchase products through Digital Channel and customers are satisfied with the products.
- **Yusuf Kamal (2016)** studied “*Trend in Digital Marketing and Evolution of Digital Marketing Strategies*”. This paper is an attempt to examine the future of the Digital Marketing and also the trends in Digital Marketing. The author states that the rise of digital marketing is due to the emergence and popularity of e-commerce and online shopping industry.
- **Vandana Soni and Pandey B. B (2016)** studied “*Impact of Digitalization in E-Marketing*” the authors clearly states that Digital literacy brings uprising in the marketing sectors. E-marketing is a new way of marketing a product or service globally and also helps to survive in the targeted competitive world. The researchers also concluded that connected to the needs of consumers, digitization provides a chance to collect information successfully.
- **Ken Corley J, Zack Jourdan and Rhea Ingram W (2013)** studied “*Internet marketing: a content analysis of the research*” The researchers mentioned that the quantity of research associated to Internet marketing had developed promptly and to examine the present state of research, three phrases of literature reviews and analysis were conducted.

OBJECTIVES OF THE STUDY

The broad objective of this paper is to study about the overall concept of E-marketing and the impact of digitalisation on E-marketing.

RESEARCH METHODOLOGY

The present paper is fully based on secondary data. The data has been collected from newspapers, reports, books and internet. The secondary data has been conducted to gain in-depth facts about the impact of digitalization on E-marketing.

E-MARKETING



E-marketing (Electronic Marketing) are also known as *Internet Marketing*, *Web Marketing*, *Digital Marketing* or *Online Marketing*. In order to aim the customers, E-marketing is the modern method to promote a product or service using the Internet. E-marketing includes marketing on the Internet, E-mail and wireless media. As modern businesses offers assorted services through E-marketing, customers can get market information through computers or smart phones without moving to the physical stores.

HISTORY AND EVOLUTION OF E-MARKETING

The Internet is nearly fifty years old. It had underway in 1969 as the ARPANET, it was commissioned by U.S. Department of Defence's Advanced Research Project Agency (ARPA) as a network for academic and military use. The digital age took place with the internet and the web 1.0 platform. In 1993, the first step to pace on to the new digital age is clickable banners ads and hotwired. Afterwards, new technology started to make its entry in E-marketing. About 1994 and 1998, Google was found. In 1999, blogger, Social networking sites, blackberry, my space came in to effect. The web 1.0 slowly evolved into the web 2.0. Numerous networks, social platforms

were developed which endorsed users to connect with internet. By 2004, the rise of sites like word press, linked in, face book, social media and sites like dig, skype, flicker, Gmail, mobile marketing and E-marketing has transformed significantly.

TYPES OF E-MARKETINGTECHNIQUES

Web Search Engine	Referral Inbound	Radio Ads	Television Ads
Search Engine Marketing (SEM)	Search Engine Optimizations (SEO)	E-Mail Marketing	Social Media Marketing (boost posts, organic needs feeds ads, sidebar ads, remarketing ads)
Pay Per-Click Ads (PPC)	Instant Message Marketing	Article Marketing (banks, forum and newsletter)	Affiliate Marketing
Video Marketing	Email Marketing	Blogging	Content Marketing (blog post, videos, podcast, info grapics, whitepapers, case studies, e-bodes)

ADVANTAGES OF E-MARKETING

E-marketing is crucial for a booming business which involves marketing of products and services through online websites which are **competent to arrive at customers in remote areas** and also marketers can without difficulty able to compare and determine the success with Google analysis. Compared to traditional marketing, marketers can easily distribute promotional content at anytime, anywhere through web and the cost of building the store is less. E-marketing helps to identify the behaviour patterns of the customers while purchasing the products and thus means offering the right products to the right customer improves the purchase rate.

DISADVANTAGES OF E-MARKETING

Almost 60 per cent of the worldwide customers are purchasing products and availing the e-marketing channels. The most serious concern in e-marketing are costs and maintenance of web site design, installing software's, online distribution costs, time invested, favour of the live interaction, fear in the minds of having credit card information stolen and transactions failure made during purchasing due to the low server. These disadvantages may leads to misplace potential and valuable customers.

IMPACT OF DIGITALIZATION OF E-MARKETING

E-marketing is the most prominent way to enhance the business for the marketers. In this corporate world, it is the extensively used marketing aid. With the progress in technology and the predominance of internet in everyday life, most of the customers relay on the internet. Many of the business adopted the new way of marketing techniques, strategies over the internet as a root for the growth of their brand to improve services feedback directly from the users through websites, feedback form section, comments from posts, reviews through goods delivery services. It provides a platform to marketers to interact directly, instantly to promote the products and services which brings clearness and loyalty in customers for the brand and helps in building business reputation.

IMPACT OF E-MARKETING ON BUSINESS

Currently, the majority of the customers prefer online and consequently *more people are considering the advertisements*. A lot of customers depend on smart phones and computers for detailed research before buying products in order to compare price and to review feedback of previous customers and for making purchase decision from websites. Stable increase in the number of purchase decision through a search on Google or social network is the major impact of e-marketing on business.

E-CUSTOMERS

E-customers are the public who buy products from online. In order to attract the e-customers, E-marketers must undertake cybercrime proof systems to protect e-customers information and exhibit the security, privacy statement of the business sites to loyal customers.

Competitive prices, discounts, e-coupons, free delivery motivate primary online customers and repeat purchases.

LEGAL ISSUES IN E-MARKETING

The Key legal issues to be noticed before make contact with the potential customers are “Privacy and data collection” and “cloud storage”. Securing, storing and maintaining the collected data from customers and storing data in the cloud storage is the popular way for many online businesses and marketing companies to maintain trustworthiness. Contact information of the customer’s should be collected before sending marketing messages “Intellectual property rights” is to guard the own intellectual property (trademark and copyright) before commencing marketing business.

SUGGESSTIONS

- The competition in the market is very high, hence the marketers should check the other innovative businesses website happening in the digital channels.
- Targeting the right customers improves the businesses image for selling their products and services and also helps to retain the customers.
- The websites of the companies should get optimized and check regularly.
- Concentration should be given to advertisements in Google and web design.
- The marketers should check whether the websites are responsive.
- The marketers should avoid updating annoying pop up ads because, the customer are irritated by this category of ads and not interested and skip to buy the products of that particular kind of websites.
- In order to retain the customers, tracking the interest of the customers, recommendations, replaying for personalized emails etc.
- E-marketers should reduce the cheating of the brands and products.
- Policies, rules and regulation while purchasing the products in online should be clearly mentioned for the convenience of the customers.

CONCLUSION

There is a remarkable change in the preference of the public towards E-marketing. More customers are willing to use for varying purposes. Nowadays, Large software companies prefer E-marketing as a helpful digital channel which brings business features, securities and trust as a professional business tool. This remarkable achievement creates a valuable resources and additional room for growth. However, some requirements have to be done to encourage customers as they share the experience with the other users and boost to prefer E-marketing innovative techniques and strategies on a regular basis.

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PROBLEMS AND PROSPECTS OF WOMEN ENTREPRENEURS

***B.ANU**

Ph.D Research Scholar, Department of Commerce,
Women's Christian College, Nagercoil,
Affiliated to Manonmaniam Sundaranar University,
Abishekapatti, Tirunelveli, Tamil Nadu.

****Dr. D. DEEPA JEYA MERLIN**

Assistant Professor, Department of Commerce,
Women's Christian College, Nagercoil,
Affiliated to Manonmaniam Sundaranar University,
Abishekapatti, Tirunelveli, Tamil Nadu

ABSTRACT

Entrepreneurship is entirely based upon innovative ideas, risk, grabbing various opportunities which generally come in the way of one's business. Entrepreneurship is a purposeful task so as to attain a specified objective. Entrepreneurship basically reveals the functions performed by an entrepreneur in establishing an enterprise. Just as management is regarded as what manager does to attain his objective so in the similar way, entrepreneurship may be regarded as what entrepreneurs do. In other words, entrepreneurship is the act of being an entrepreneur. The development of women entrepreneurship is a complex phenomenon and it requires special attention. The study is based on the sampling method and both primary and secondary data has been used. In this research work, the researcher critically examines the motivational factors that influence the women to become an entrepreneur and various problems faced by them in the development of women entrepreneurship.

Keywords: Entrepreneur, Entrepreneurship, and Women Entrepreneur

INTRODUCTION

Women entrepreneurs may be defined as the woman or a group of women, who initiates, organizes and operates a business enterprise. Women are expected to innovate, initiate or adopt an economic activity to be called women entrepreneurs. In this dynamic world, women entrepreneurs are an important part of the global quest for sustained economic development and social progress in India though women have played a key role in the society, their entrepreneurial ability has not been properly tapped due to the lower status of women in the society.

Entrepreneurship is the first and foremost attempt to create a value through recognition of business opportunity.

OBJECTIVES OF THE STUDY

1. To identify the problems and prospects of women entrepreneurs in Thiruvananthapuram district.
2. To find out the motivational factors that influence the women to become an entrepreneur.

RESEARCH METHODOLOGY

The methodology used in the study involves the collection of both primary and secondary data. Primary data have been collected with the help of a carefully prepared questionnaire and secondary data have been collected from various books, magazines and journals. Out of the total population there were ninety entrepreneurs chosen by using stratified random sampling method.

TOOLS OF ANALYSIS

Collected data were analysed with the help of appropriate statistical tools. The following tools are used for analysis of data.

1. Chi-Square Test
2. Analysis of Variance (ANOVA)
3. Friedman Test
4. Likert's Five Point Scaling Technique

HYPOTHESIS TESTING

Null Hypothesis (Reject null hypothesis) There is a significant difference in the various motives for starting the business.

Alternate Hypothesis (Accept alternate hypothesis) There is no significant difference in the various motives for starting the business.

Null Hypothesis (Accept Null Hypothesis) There is no significance in the problems influenced by various departments.

Alternate Hypothesis (Reject Alternate Hypothesis) There is significance in the problems influenced by various departments.

DATA ANALYSIS AND INTERPRETATION**MOTIVATIONAL FACTORS FOR STARTING BUSINESS**

The Table No. 1 shows the motives for starting the business by the respondents.

TABLE NO. 1. MOTIVATIONAL FACTORS FOR STARTING ENTREPRENEURSHIP

Motives	Mean Rank
To support family earning	2.10
To gain social recognition	3.52
To get rid of unemployment	4.23
To pursue interest / hobbies	6.99
To become independent	9.14
To capitalize previous knowledge	6.70
To utilize spare time	3.73
To have sense of self achievement	7.67
To make profit	2.11
My friends and family encouraged me	8.80

Friedman Test (Statistics)	
N	90
Chi-Square	630.376
Df	9
Asymp. Sig.	0.000

Source: Primary data

Null hypothesis (Reject null hypothesis) There is a significant difference in the various motives for starting the business.

Alternate hypothesis (Accept alternate hypothesis) There is no significant difference in the various motives for starting the business.

. As per table 1. the lowest rank (2.10) is achieved by option 'To support family earning'. Since it is the lowest ranking in the group, it is assumed that it is the most important reason behind starting the business and it is followed by 'To make profit' ranked at (2.11) and 'To gain social recognition' ranked at (3.52). Similarly, other preference indicated are 'To get rid of

unemployment' ranking (4.23) and 'To capitalize the previous knowledge' got (6.70) as mean rank. Subsequently the remaining variables also got the prescribed level of rank.

The Chi-Square value is 630.376 and p-value is 0.000 which is less than 5 per cent showed significant.

PROBLEMS FACED BY ENTREPRENEURS

One factor ANOVA					
Financing	<i>Mean</i>	<i>N</i>	<i>Std. Dev</i>	<i>SS</i>	<i>p-value</i>
Limited working capital	3.4	90	0.94	0.93	
Shortage of regular need of finance	3.6	90	0.85	357.1	
Low investment	3.4	90	0.94		
Inadequate loan facilities	3.5	90	0.82		
High Rate of Interest	3.6	90	0.9		
Total	3.6	450	0.86	358	0.884
Purchasing	<i>Mean</i>	<i>n</i>	<i>Std. Dev</i>	<i>SS</i>	
High cost raw materials	3.6	90	0.89	8.37	
No Storage facilities	3.7	90	0.96	345.1	
Transport Problem	3.3	90	0.91		
Stock accumulation	3.6	90	0.9		
Non-availability of raw materials	3.6	90	0.95		
Total	3.5	450	0.91	353.4	0.03
Technology	<i>Mean</i>	<i>n</i>	<i>Std. Dev</i>	<i>SS</i>	
Lack of technical knowledge	3.6	90	1.02	17.27	
Lack of Innovation	3.5	90	0.94		
Lack of Specialized Skill	3.8	90	1.14		
Total	3.7	270	0.98	268.6	0.0002
Sales	<i>Mean</i>	<i>n</i>	<i>Std. Dev</i>	<i>SS</i>	
Change in price time to time	3.4	90	0.91	3.96	
Lack of sales experience	3.4	90	0.93	333.2	

Lack of suitable advertisement	3.7	90	1.04		
Difficult to debt recovery	3.5	90	0.99		
Total	3.6	360	0.99	337.2	0.24
Marketing	<i>Mean</i>	<i>n</i>	<i>Std. Dev</i>	<i>SS</i>	
Selection of Marketing Area	3.7	90	0.87	5.8	
Seasonal Variation	3.7	90	0.97	620.3	
Interference of an Agent	3.5	90	0.94		
Lack of Marketing Ability	3.7	90	1.11		
Change in Consumer Attitude	3.8	90	0.95		
High Competition	3.5	90	0.94		
Transportation	3.6	90	1		
Total	3.6	630	0.99	626.1	0.444
Administration	<i>Mean</i>	<i>n</i>	<i>Std. Dev</i>	<i>SS</i>	
Lack of Training	3.7	90	1.06		
Inadequate incentives of the Government	3.6	90	1.04		
Followed more rules of Government	3.8	90	0.88		
Non-Cooperation with others	3.7	90	1.06		
Lack of decision making	3.5	90	0.91		
Total	3.7	450	1	8.79	0.062
Personal Problem	<i>Mean</i>	<i>n</i>	<i>Std. Dev</i>	<i>SS</i>	
Conflict due to dual responsibility	3.4	90	0.9	10.94	
Inadequate training	3.7	90	1.14	402	
Inadequate skills	3.3	90	0.96		
Discouragement from family or insult	3.7	90	1.02		
Cheating by others	3.7	90	1.04		
Total	3.6	450	0.98	412.9	0.018

These results indicate the values are not different as per Annova Test. In order to prove that the problems of various departments, Annova result should indicate high effect. Low and moderate effect indicates that the problems under various departments cannot be considered as serious based on the test result.

FINDINGS

1. Most of the women started the business to support family earning. The Friedman test result reflects the lowest mean value of (2.10) which also substantiates the fact.
2. Out of the total respondents, 91.1 per cent started the business with strong support and motivation of their husbands.
3. Among the total response received, majority of the women entrepreneurs responded that the problems influenced by finance, purchase, sales and personal department does not seem to be a big reason, as the Annova test shows low and moderate effect.
4. Out of the total respondents, majority of the women entrepreneurs responded that problems influenced by technology, marketing, and administration department seems to be a big reason. As the Annova test shows high effect.

SUGGESTIONS

- Major problems reported by the sample women entrepreneurs are, purchasing, technology and personal. For marketing their products, women entrepreneurs are often at the mercy of middlemen who pocket large chunk of profit. Encouragement and assistance should be provided to women entrepreneurs for setting up cooperatives. Central and state government should give priority to women entrepreneurs while purchasing their requirement.
- A woman's entrepreneurial efforts have a greater chance of success if one has the support of her partner, family, and the wider business community. One must therefore develop a strategy to ensure that her personal and business environment helps, rather hinders, her business. Women must give continuous attention to every aspect of their environment, whether political, physical, economic, social or domestic. They need to keep themselves well informed and take action to ensure and maintain good personal and business relationships.

CONCLUSION

The research concluded that Indian women business owners are changing the face of business today, both literally and figuratively. The role of Women entrepreneur in economic development is also being recognized and steps are being taken to promote women entrepreneurship. Resurgence of entrepreneurship is the need of the hour emphasizing on educating women strata of population, spreading awareness and consciousness amongst women to outshine in the enterprise field, making them realize their strengths, and important position in the society and the great contribution they can make for their industry as well as the entire economy. Women entrepreneurship must be moulded properly with entrepreneurial traits and skills to meet the changes in trends, challenges global markets and also be competent enough to sustain and strive for excellence in the entrepreneurial arena.

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PROBLEMS FACED BY CUSTOMERS IN AUTOMOBILE SECTOR AFTER GST IN KANYAKUMARI DISTRICT

***B.JEMIMA GRACE**

Research Scholar,
Department of Commerce,
Women's Christian College, Nagarcoil,
Affiliated to Manonmanium Sundaranar University,
Abishekapatti, Tirunelveli, Tamil Nadu.

****Dr.J.FERUSHA PEARL**

Assistant Professor, Department of Commerce, Women's Christian College, Nagarcoil,
Affiliated to Manonmanium Sundaranar University,
Abishekapatti, Tirunelveli, Tamil Nadu.

ABSTRACT

The post-GST era has so far witnessed exporter numerous strikes, error and mismatch in returns filed as well as the World Bank calling GST a very complex Taxation system. But, several months ago, on July 1st, 2017, India as a nation had taken a giant leap towards a new order in its taxation history. GST was persistent in India's second tryst with destiny. However, more than 26 months down the line and after multiple policy updates, it seems that not everything has unfolded as planned. This was, however, a possibility and the Government was prepared to incur short-term losses in exchange for large future gains. GST in India not only boasts of one of the highest tax rates but also consists of the largest number of tax slabs. The automotive industry and customers is facing new and pressing challenges. Globalization, individualizations, digitalization and increasing competition are pressing the face of the industry. In addition, increasing safety requirements and voluntary environmental commitments by the auto industry and customers have also contributed to the changes ahead. Only those companies that find new ways to create value will prosper in the future..Data has been collected from 65 respondents from the study area. The method used for investigation of respondents is convenience sampling which falls under non-probability sampling method, both primary and secondary data has been collected. The purpose of this paper is to study the problem faced by customers in automobile industry after GST in kanyakumari district.

Keywords: GST, Customers, Automobile sector, Taxation, Globalization, Individualizations, Digitalization, Increasing competition.

INTRODUCTION

India has a robust automotive industry which ranges from a two wheelers to four wheelers as well as a presence in varieties of commercial vehicles. It is now heading towards electrification, albeit slowly. With increasing spending capacity, high levels of product awareness, rapidly evolving expectations and demand for personalized products & services, customers are taking the center stage of the entire automotive ecosystem. Understanding changing customer needs and having the ability to serve them differentially will be a key competitive advantage. The GST was launched at midnight on 1 July 2017 by the President of India, and the Government of India. The launch was marked by a historic midnight (30 June – 1 July) session of both the houses of parliament convened at the Central Hall of the Parliament. The GST was launched at midnight on 1 July 2017 by the President of India, and the Government of India. The launch was marked by a historic midnight (30 June – 1 July) session of both the houses of parliament convened at the Central Hall of the Parliament. GST implies additional operational costs for Small businesses. In a developing country like ours, not all SMEs will be able to afford the cost of computers and accountants required to implement GST (make bills and file tax returns). 28% GST rate on some products like plywood, automobile parts, and electronic items forces potential buyers to opt for unregistered dealers. The automotive industry and customers is facing new and pressing challenges. Globalization, individualizations, digitalization and increasing competition are pressing the face of the industry. In addition, increasing safety requirements and voluntary environmental commitments by the auto industry and customers have also contributed to the changes ahead. Only those companies that find new ways to create value will prosper in the future.

REVIEW OF LITREATURE

MILANDEEP KOUR (2016) in his study of “A study on impact of GST after its implementation” In this study there will be one tax system i.e. GST, that will reduce obedience present load. GST will face many challenges after its implementation and will result to give many benefits. In general through this study we accomplish that GST play a active role in the growth and development of our country

DHYAN VISHNU PRAJWAL (2017) on his study “Impact of GST Implementation on Share Prices - A Study on Automobile Industry” This study tells about the automobile sector in

India has facilitated from the introduction of the GST. The tax rates have abridged and the shares have been traded at a higher rate after the application of GST with increased returns. The transaction cost of shares is more after the implementation of GST in the stock market.

OBJECTIVES OF THE STUDY

- To study the profile of respondents.
- To analyze the problems faced by customers in Automobile sector after GST.

STATEMENT OF THE PROBLEM

The automobile industry in India is world's fourth largest, with the country currently being the worlds. The automotive industry is considered a driver for the growth of Indian economy and is important contributor to the global economy, but after the implementation of GST Customers as well as automobile industry also facing new challenges. In deep view of customers, after GST they were facing many problems while purchasing a vehicle due to high tax, hike in registration, civil check, compulsory insurance, check credit score etc., So this study focuses on the problem faced by customers in automobile sector after GST.

RESEARCH METHODOLOGY

The primary data has been collected from the respondent by questionnaire scheduled method and the data collected was used for the purpose of analysis and interpretation. The secondary data has been collected through reports, books, journals and periodicals, newspaper, articles and websites. Convenience sampling. The sample size was 65 respondents.

ANALYSIS

SOCIO-ECONOMIC STATUS OF THE RESPONDENTS

In this section, socio-economic status of the respondents regarding problems faced by the customers after GST has been analysed. Socio economic factors are personal characteristics which are used to evaluate the data on people in a given population. The main socio-economic variables such as age, gender, occupation, monthly income, type of vehicles, aware of GST, affect the purchase.

TABLE NO. 1. SOCIO-ECONOMIC STATUS OF THE RESPONDENTS

Variables		No Of Respondents	Percentage
Age	25-30	25	38
	26-30	15	24
	31-35	06	9
	36-40	04	06
	Above 40	15	23
	Total	65	100
Gender	Male	43	66
	Female	22	34
	Total	65	100
Occupation	Self-employee	27	42
	Government employee	23	35
	Professionals	10	15
	Businessman	5	8
	Total	65	100
Monthly Income	Less than 14000	10	15
	15000-20000	20	30
	21000-25000	15	23
	26000-30000	05	8
	Above 30000	15	24
	Total	65	100
Type Of Vehicles	Bike	23	36
	Scooter	05	8
	Car	20	30
	Jeep	03	4
	Auto	09	14
	Tractor	05	8
	Total	65	100
Aware Of GST	Aware	52	80
	Unaware	13	20
	Total	65	100
Affect the purchase	Yes	45	70
	No	20	30
	Total	65	100

Source: Primary Data

Table 1 predicts that majority of the respondents are in the age group of “25-30” years (n=25,38%); it is observed that majority of the respondents are male (n=43,66%); the sample for

customers reveals that majority of the respondents are self employee (n=27,42%); majority of the respondents income level are 15000-20000(n=20,30%);(n=23,36%) respondents were using two wheelers; majority of the respondents are aware of GST (n=52,80%);it is observed that majority of the respondents are affected while purchasing a vehicle(n=45,70%)

PROBLEMS FACED BY CUSTOMERS

The automotive industry is considered a driver for the growth of Indian economy and is important contributor to the global economy, but after the implementation of GST Customers as well as automobile industry also facing new challenges during purchase of a vehicles many of the customers were facing some problems. In this table list of problems were mentioned.

TABLE NO. 2. PROBLEMS FACED BY CUSSTOMERS

S.NO	Problems	Mean Score	Rank
1	Hike in registration	3.40	I
2	Compulsory insurance	2.88	VI
3	Civil check	3.17	III
4	Credit score	2.78	IX
5	EMI interest	2.83	VII
6	Duration of vehicle loan	2.82	VIII
7	Fully equipped	3.12	IV
8	Fixing small problem	2.75	X
9	Quotation credit	3.03	V
10	Rate of interest	2.74	XI
11	Lack of discount	3.32	II
12	Fake marketing	2.74	XI

Source: Primary Data

The above table explicitly explains the problems regarding purchasing a vehicle after GST. From the analysis ,it has been noticed that “Hike in registration “which are very high, since their mean scores are 3.40respectively.The next main variables is “Lack of discount “is ranked second with a mean score of 3.32 respectively.”Civil check” is ranked third problems faced by customers after GST with a mean score of 3.17, followed by ” Fake marketing “and “Rate of Interest “ which are very low, since their mean score are 2.74 respectively.

PROBLEMS AFTER GST FOR GENDER

Characteristics of male and female very significantly, considering this an attempt has been made to analyze whether there is any significant difference between the male and female customers regarding their problems faced by him using T-statistics.

TABLE NO. 3. PROBLEMS AFTER GST FOR GENDER

S.NO	Variables	Mean Score		T-Statistics	P-Values
		Male	Female		
1	Hike in registration	3.50	3.19	1.026	.310
2	Compulsory insurance	2.74	3.00	.863	.391
3	Civil check	3.24	3.04	.609	.545
4	Credit score	3.11	2.27	2.963	.004*
5	EMI interest	2.74	2.88	.477	.635
6	Duration of vehicle loan	2.89	2.73	.533	.596
7	Fully equipped	3.63	2.92	2.324	.024*
8	Fixing small problem	2.53	3.08	1.587	.119
9	Quotation credit	3.03	3.00	.079	.937
10	Rate of interest	2.55	3.00	1.324	.191
11	Lack of discount	3.26	2.92	1.109	.272
12	Fake marketing	2.58	3.00	1.234	.222

Source: Primary Data

The highly viewed problems after GST among male is “time taken for to make sure all assets of the vehicle are fully equipped “, hike in registration”, “lack of discount” since their mean scores are 3.63, 3.50, 3.26 respectively .problems after GST among female is “hike in registration”, “fixing small problems”, “civil check” since its mean scores are 3.19, 3.08, 3.04 respectively

Regarding male and female problems after GST, the significant difference has been identified in the case of credit score and fully equipped “since their respective “T” statistics is significant at 5% level.

SUGGESTIONS

BASED ON THE ANALYSIS AND FINDINGS OF THE STUDY, THE FOLLOWING ARE MADE

- The most important problems faced by customer after GST is Hike in registration is the first place .Previously applicable fees of motorcycles was around Rs 700 only but now government plans to increases the registration fees of motorcycles to Rs 1000; so that customers were suffered a lot for this government should reduce the registration fees for automobile.
- Government should take necessary steps to customers queries related Automobile industry after GST.
- There should be permanent reduction of GST. The sector needs support, which will help in improving sales.
- The marginal borrowers who two years ago were getting finance easily, but now its quite hard to get finance while making purchase. For this the company has tied up with banks to ease inventory funding for dealers and customers and arrived at arrangements with bank for 100% retail financing for vehicles.
- Some of the people unaware of GST; the government ought to give awareness program and training on GST idea.

CONCLUSION

Goods and services tax are considered as the essential tax reform for the nation. It looks to make the nation one common economic market. Be that as it may, the idea of goods and services tax followed in our nation is unique in relation to the way it is pursued abroad. The present investigation offers that the GST system with customers confronting more issues in some different conditions. They are uninformed about the GST system in legitimate way and more tax chargeable for automobile industry. The customers’ socio-economic factors have contrasts and changes in perception level on GST in kanyakumari district. Government should reduce the

registration fees for automobile. The government ought to give awareness program and training on GST idea .It would build up the nation with increasingly integrated tax and revenues to the government.

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EFFECTIVENESS OF MAHATMA GANDHI NATIONAL RURAL EMPLOYMENT GUARANTEE SCHEME WORKERS WITH SPECIAL REFERENCE TO KALKULAM TALUK

***T.CHANDRA KALA**

Reg.No:17223111012003, Research Scholar, Department of Commerce and Research Centre,
Nesamony Memorial Christian College, Marthandam, Affiliated to Manonmaniam Sundaranar
University, Abhisikapatti, Tirunelveli .

****Dr.R.MABEL SULOCHANA**

Assistant Professor, Department of Commerce and Research Centre, Nesamony Memorial
Christian College, Marthandam.

ABSTRACT

The Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS) is an Indian job guarantee scheme. It provides a legal guarantee for 100 days of employment in every financial year to adult members of any rural household willing to do public work related unskilled manual work at the statutory minimum wages. The objective of this study is to analyse the socio-economic condition of the MGNREGS sample beneficiaries and to find out the problems faced by the sample beneficiaries in the worksite. Convenient sampling method is adopted for the study. Finally the study concluded that the socio-economic condition of beneficiaries are improved lot and the main problem faced by the sample respondents are lack of sanitary facility.

Key words: MGNREGS, Socio-economic condition, problems

INTRODUCTION

The Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS) Is an Indian job guarantee scheme. It provides a legal guarantee for 100 days of employment in every financial year to adult members of any rural household willing to do public work related unskilled manual work at the statutory minimum wages. The act was enacted by legislation on August 25, 2005 with the of improving the purchasing power of the rural people, primarily semi or unskilled work to people in rural India, whether they are below the poverty line.

The Mahatma Gandhi National Rural Employment Guarantee Act was launched on February 2, 2006 from Anantapur in Andhra Pradesh initially covered 200 poor district of the country. At the time of beginning wages are paid according to the Minimum Wages Act 1948 for agricultural labourers in the state, unless the centre notices a wages rate which will not be less than Rs.60 (US \$ 1.09) per day. Equal wages will be provided to both men and women.

In 2007-2008 the Act was implemented in phased manner 130 district were added. In March 2009 the statutory minimum wage rate has been increased up to Rs.120 (US \$2.18) per day. Initially on October 2, 2009 the law was initially called the 'National Rural Employment Guarantee Act (NREGA)' was renamed as "Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA).

STATEMENT OF THE PROBLEM

Poverty and unemployment are the major problems of our country. Mahatma Gandhi National Rural Employment Guarantee Scheme have a great impact in reducing the unemployment and poverty. MGNREGP helps not only in the generation of employment but also in the creation of rural infrastructure. This scheme attracts people to public works programmes. This leads to a greater change in the conditions of rural people both socially and economically. Removal of poverty, reducing regional disparities and to promote development of rural areas has been the guiding principle of our economic development.

SCOPE OF THE STUDY

The present study has been made to analyse the socio-economic conditions of MGNREGS beneficiaries and to analyse the problems faced by the sample beneficiaries in their worksite. Rural development programmes includes all the conscious human efforts which are mainly directed towards finding out the causes of backwardness and searching for the potentials of development. The study covers the socio-economic conditions of MGNREGS beneficiaries and the problems of worksite.

OBJECTIVES OF THE STUDY

1. To analyse the socio-economic conditions of MGNREGS beneficiaries in Kalkulam taluk.
2. To find out the problems of beneficiaries in their worksite under MGNREGS.

METHODOLOGY

The selection of sample was based on convenient sampling method and the sample has been selected according to the personal discretion of the investigator. All the workers in Kalkulam taluk could not be included in the sample with in the limited time available. Therefore samples of 100 respondents were selected for the study. The study is based on collection of data from both primary and secondary source. Primary data is collected through interview schedule. Secondary data is collected from panchayat office, books, journals, official websites and magazines. The data obtained from the respondents are analyzed with the help of statistical tools like percentage analysis, chi-square test and weighted average method.

SOCIO-ECONOMIC CONDITIONS OF SAMPLE BENEFICIARIES

ANNUAL INCOME WISE CLASSIFICATION

Income is the base on which everything can be built. Without income life is nothing. The distribution of the respondents according to their annual income level of MGNREGS have been listed in table 1.

Table .1. Distribution of Beneficiaries According to Annual Income

SL.NO.	ANNUAL INCOME	NO. OF RESPONDENTS	PERCENTAGE %
1	Below Rs. 15,000	20	20
2	Rs.15,000 –Rs.30,000	30	30
3	Rs. 30,000 – Rs.45,000	43	43
4	Above Rs.45,000	7	7

Total	100	100
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Source: Primary Data

The above table exhibits the annual income wise classification of the respondents. 20 percentage of the respondents annual income is below Rs.15,000, 30percentage of the respondents annual income category is between Rs.15,000 – Rs.30,000, 43 percentage of the respondents annual income category is between Rs.30,000 – Rs. 45,000 and 7 percentage of the respondents annual income is above Rs. 45000.

ANNUAL EXPENDITURE WISE CLASSIFICATION

Expenditure plays a vital role in human life. The distribution of the respondents according to their annual expenditure have been listed in Table 2

Table 2. Distribution of Beneficiaries According to Annual Expenditure

SL.NO.	ANNUAL EXPENDITURE	NO. OF RESPONDENTS	PERCENTAGE %
1	Below Rs. 10,000	14	14
2	Rs.10,000 – Rs. 20,000	39	39
3	Rs.20,000 – Rs.30,000	32	32
4	Above Rs.30,000	15	15
Total		100	100

Source: Primary Data

The above table shows the annual expenditure wise classification of the respondents. 14 percentage of the respondents annual expenditure is below Rs.10,000, 39 percentage of the respondents annual expenditure category is between Rs.10,000 – Rs.20,000, 32 percentage of the respondents annual expenditure category is between Rs.20,000 – Rs.30,000 and 15 percentage of the respondents annual expenditure is above Rs.30,000.

ANNUAL SAVINGS WISE CLASSIFICATION

Savings is important in human life to meet future expenses. The distribution of the respondents according to their annual savings have been listed in Table 3

Table 3. Distribution of Beneficiaries According to Annual Saving

SL.NO.	ANNUAL SAVINGS	NO. OF RESPONDENTS	PERCENTAGE %
1	Below Rs. 5,000	24	24
2	Rs.5,000 – Rs. 10,000	26	26
3	Rs.10,000 – Rs.15,000	27	27
4	Above Rs.15,000	23	23
Total		100	100

Source: Primary Data

The above table shows the annual saving wise classification of the respondents. 24 percentage of the respondents annual saving is below Rs.5,000, 26 percentage of the respondents annual saving category is between Rs 5,000 –Rs.10,000, 27 percentage of the respondents annual saving category is between Rs.10,000 – Rs. 15,000 and 23 percentage of the respondents annual saving category is above Rs.15,000.

An analysis is made to find out whether there exists any relationship between annual income, annual expenditure and annual savings. The analysis is made with the help of Chi – Square Test. The Chi – Square test is determined by using the following formula

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

Where, O = Observed Frequencies, E = Expected Frequencies

Where, RT = Row Total, CT = Column Total, N = Total Number of Observations

RELATIONSHIP BETWEEN ANNUAL INCOME AND ANNUAL EXPENDITURE

The annual income of the respondents are classified under below Rs. 15,000, Rs.15,000 – Rs. 30,000, Rs.30,000 – Rs.45,000 and Above Rs.45,000. The annual expenditure of the respondents are classified into Below Rs.10,000, Rs.10,000 – Rs.20,000, Rs.20,000 – Rs.30,000 and Above Rs. 30,000.

Table.4 .Comparison of Annual Income and Annual Expenditure

Annual Income	Annual Expenditure				
	Below Rs.10,000	Rs.10,000 – Rs.20,000	Rs.20,000- Rs.30,000	Above Rs.30,000	Total
Below Rs.15,000	3	5	9	3	20
Rs.15,000- Rs.30,000	4	21	2	3	30
Rs.30,000- Rs.45,000	6	10	19	8	43
Above Rs.45,000	1	3	2	1	7
Total	14	39	32	15	100

Source: Primary Data

HYPOTHESIS

There is no significant difference between annual income and annual expenditure of the respondents.

O	E	(O-E)	(O-E) ²	(O-E) ² /E
3	2.8	0.2	0.04	0.014
4	4.2	-0.2	0.04	0.014
6	6.02	-0.02	0.0004	0.001
1	0.98	0.02	0.0004	0.001
5	7.8	-2.8	7.84	1.005

21	11.7	9.3	86.49	7.392
10	16.77	-6.77	45.83	2.733
3	2.73	0.27	0.0729	0.027
9	6.4	2.6	6.76	1.056
2	9.6	-7.6	57.76	6.017
19	13.76	5.24	27.458	1.995
2	2.24	-0.24	0.0576	0.026
3	3	0	0	0
3	4.5	-1.5	2.25	0.5
8	6.45	1.55	2.403	0.372
1	1.05	0.05	0.0025	0.002
Total				21.155

$$X^2 = \sum(O-E)^2/E = 21.16$$

$$\text{Degrees of Freedom} = (r-1)(c-1) = (4-1)(4-1) = 3 \times 3 = 9$$

Table value of X^2 @ 5% level of significance = 16.92, Calculated Value = 21.16

Since the calculated value 21.16 is more than the table value 16.92, the hypothesis is rejected. Hence there is significant difference between annual income and annual expenditure of the sample respondents.

RELATIONSHIP BETWEEN ANNUAL INCOME AND ANNUAL SAVINGS

The annual income of the respondents are classified under below Rs. 15,000, Rs.15,000 – Rs. 30,000, Rs.30,000 – Rs.45,000 and Above Rs.45,000. The annual savings of the respondents are classified into Below Rs 5,000, Rs.5,000 – Rs.10,000, Rs.10,000 – Rs.15,000 and Above Rs. 15,000.

Table.5. Comparison of Annual Income and Annual Savings

Annual Savings					
Annual Income	Below Rs.5,000	Rs.5,000 – Rs.10,000	Rs.10,000- Rs.15,000	Above Rs.15,000	Total
Below Rs.15,000	7	5	6	2	20
Rs.15,000- Rs.30,000	6	8	9	7	30
Rs.30,000- Rs.45,000	9	10	11	13	43
Above Rs.45,000	2	3	1	1	7
Total	24	26	27	23	100

Source: Primary Data

HYPOTHESIS

There is no significant difference between annual income and annual savings of the respondents.

O	E	(O-E)	(O-E) ²	(O-E) ² /E
7	4.8	2.2	4.84	1.008
6	7.2	-1.2	1.44	0.2
9	10.32	-1.32	1.7424	0.169
2	1.68	0.32	0.1024	0.061
5	5.2	-0.2	0.04	0.008
8	7.8	0.2	0.04	0.008
10	11.18	-1.18	1.3924	0.125
3	1.82	1.18	1.3924	0.125
6	5.4	0.6	0.036	0.007
9	8.1	0.9	0.81	0.1
11	11.61	-0.61	0.3721	0.032
1	1.89	-0.89	0.7921	0.419
2	4.6	-2.6	6.76	1.470

7	6.9	0.1	0.01	0.001
13	9.89	3.11	9.6721	0.978
1	1.61	-0.61	0.3721	0.032
Total				4.743

$$X^2 = \sum(O-E)^2/E = 4.74,$$

$$\text{Degrees of Freedom} = (r-1)(c-1) = (4-1)(4-1) = 3 \times 3 = 9$$

Table value of X^2 @ 5% level of significance = 16.92, Calculated Value = 4.74

Since the calculated value 4.74 is less than the table value 16.92, the hypothesis is accepted. Hence there is no significant difference between annual income and annual savings of the sample respondents.

WEIGHTED AVERAGE METHOD

Under weighted Average Method proper weightage is to be given to various items. The weightage to each item being proportional to the importance of the item in distribution.

PROBLEMS FACED BY THE WORKERS IN THEIR WORKSITE

Following five problems were given to the respondents and they were requested to rank them.

1. Scarcity of drinking water
2. Lack of sanitary facility
3. No security in worksite
4. Lack of crèche facility for children
5. No shade during rest period

Weighted Average Method was used to analyse the above problems and the results were tabulated as given below.

Table No. 6. Computation of Weighted Average Rank for the Problems Faced by the Worker in Worksite

Sl.No	Problems	Weight					Total
		5	4	3	2	1	
1	Scarcity of drinking water	25 (125)	17 (68)	19 (57)	21 (42)	18 (18)	310
2	Lack of sanitary facility	31 (155)	23 (92)	13 (39)	20 (40)	13 (13)	339
3	No security in worksite	19 (95)	22 (88)	31 (93)	16 (32)	12 (12)	320
4	Lack of crèche facility for children	14 (70)	12 (48)	22 (66)	23 (46)	29 (29)	259
5	No shade during rest period	11 (55)	25 (100)	15 (45)	20 (40)	29 (29)	269
Total		500	396	300	200	101	1497

Source: Computed Data

Table 7. Weighted Average Rank for the Problems Faced by the Workers in Worksite

Sl.No.	Problems	Weighted Average	Rank
1	Scarcity of drinking water	$310/100 = 3.10$	III
2	Lack of sanitary facility	$339/100 = 3.39$	I
3	No security in work site	$320/100 = 3.20$	II
4	Lack of crèche facility for children	$259/100 = 2.59$	V
5	No shade during rest period	$269/100 = 2.69$	IV

Source: Computed Data

It can be inferred from the above table that, among the different problems faced by the MGNREGS workers in Kalkulam taluk the major problem faced by the respondents is lack of sanitary facility with a mean score of 3.39, No security in worksite second important problem faced by the respondents with a score of 3.20, scarcity of drinking water rank third with a mean score of 3.10, no shade during rest period rank fourth with a mean score of 2.69. Lack of creche facility for children to be the last problem with a least mean score of 2.59.

It has been found that the major problem faced by the MGNREGS workers is lack of sanitary facility

CONCLUSION

The MGNREGS is an important step towards realization of the right to work. It is expected to enhance peoples livelihood security on a sustained basis, by developing economic and social infrastructure in rural areas. The present study concluded that the socio-economic condition of the workers improved lot and the major problem faced by the MGNREGS sample beneficiaries in the worksite is lack of sanitary facility.

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A STUDY ON AVENUES FOR DIGITAL MARKETING WITH EMPHASIS ON NECESSITIES AND KEY STRATEGIES TO SUCCEED IN PRESENT ERA

***JAYADATTA S**

Assistant Professor

KLE's IMSR, BVB Campus, Vidyanagar, Hubli
Research Scholar, Kousali institute of management studies,
Karnatak University Dharwad- 580031

****Dr.C.SUBATHRA**

Assistant Professor of Commerce & Research Supervisor,
Pioneer Kumaraswamy College, Nagercoil ,
Affiliated to Manonmaniam Sundaranar University, Abishegapatti,
Tirunelveli – 627 012, Tamilnadu, India.

ABSTRACT

The word digital marketing is prospered and stands for booming growth in rural India and the technology up gradation being prominent have a strong influence on the rural marketing by moving towards digital marketing. The companies are facing huge challenges to meet the needs of rural people and this brings rural marketing to grow faster than that of urban marketing. The main aim of the study to observe the potentiality of digital marketing effect on rural people and find various problems that are being faced by rural people. Use of mobiles and internet will help both business organisation and rural customers to meet the demand by giving required products. Businesses should start taking every Facebook user seriously as she/ he will be a big influencer in near future. This paper provides perspectives of digital marketing and some suggestions towards rural marketing development by means of digitalization. It cannot be denied that the world is rapidly shifting from analogue to digital. More people spend more time online in India every year, and the digital tools and sites they use play an ever-growing role in their lives. Smart marketers keep on top of the scale of change and ensure their marketing strategies and their touch point mirrors where the consumer is spending their time. This paper begins with an introduction about Digital Marketing and it further highlights the present trends in Digital Marketing in India and discusses the necessity of using this strategy of marketing for the marketing of the product and services.

Keywords: *Digitalization, Facebook users, online marketing, smart marketers*

INTRODUCTION

‘GO RURAL’ is the mantra for almost all marketers in India nowadays. As urban market is becoming saturated for most of the products, entry towards rural market is the only sustainable strategy for them. In that context, rural market provides huge potentiality to almost all manufacturers. HUL, P&G, ITC etc., are some of the examples who created history in rural market by successfully making an entry and retaining their place till today among organised ones. Due to the advent of technology, entry into rural market has become much easier through smartphones and internet connectivity. No more villages remain remote in the era of digitalization. Virtual connectivity between manufacturers and rural customers has made entire world as a ‘*Global Village*’. The impact of digital marketing on the growth of rural market has shown positive hopes for the marketers in almost all sectors. Since, India is having more than 70% of its population in rural areas; the marketers could see a new ray of hope to grab untapped rural potential. Digital marketing is an umbrella term for the targeted, measurable, and interactive marketing of products or services using digital technologies to reach and convert leads into customers. The key objective is to promote brand image of the company, build more & more prospective customers and increase the sale of goods & services by adopting various digital marketing techniques which are available in today era.

Digital Marketing is the use of digital channels to promote or market products and services to consumers and businesses. According to American Marketing Association, the performance of business activities which directs the flow of goods & services from manufacturer to consumers. In Present era, Manufacturers are using digital marketing as tools to attract more & more untapped customers in urban area and rural area both. The term 'digital marketing' was first used in the 1990s. In the 2000s and the 2010s, digital marketing became more sophisticated as an effective way to create a relationship with the consumer that has depth and relevance. Digital Marketing is making use of various types of digital technologies to promote company business. There are many types of digital marketing. It is very important for company as a brand to understand what will and will not work in regards to their digital marketing efforts. Digital marketing is often referred to as 'online marketing', 'internet marketing' or 'web marketing'. In simple terms, digital marketing is the promotion of products and services, brands via one or more forms of electronic medium.

DIGITAL MARKETING CHANNEL

Digital Marketing is facilitated by multiple channels, as an advertiser one's core objective is to find channels which result in maximum two way communication and a better overall return on investment (ROI) for the brand. There are multiple online marketing channels available namely:

1. Affiliate marketing
2. Display advertising
3. Email marketing
4. Search marketing
5. Social Media
6. Social Networking
7. Mobile Marketing

Digital marketing activities are search engine optimization (SEO), search engine marketing (SEM) , content marketing, influencer marketing, content automation, campaign marketing, and e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, optical disks and games, and any other form of digital media. It also extends to non-Internet channels that provide digital media, such as mobile phones (SMS and MMS), callback and on-hold mobile ring tones. Some of the key forms of it at present:

- Websites and SEO content
- Blogs
- Internet banner ads
- Online video content
- Pay-per-click (PPC) advertising
- Email marketing
- Social media marketing (Facebook, Twitter, LinkedIn, WhatsApp, Hangouts, Hike etc.)
- Mobile marketing (SMS, MMS, etc.)

Digital marketing and its associated channels are important – but not to the exclusion of all else. It's not enough to just know the customers; company must know them better than anybody else so company can communicate with them where, when and how they are most receptive to company message. To do that, company need a consolidated view of customer preferences and expectations across all channels – Web, social media, mobile, direct mail, point of sale, etc. Marketers can use this information to create and anticipate consistent, coordinated customer experiences that will move customers along in the buying cycle.

REVIEW OF LITERATURE

Edward J. Malecki (2003) worked on the potential and pitfalls of digital development in rural areas. Clearly there are potential benefits of the digitalization in rural area which increases the efficiency of the work but it also has downsides like it would be the cause of shortage of human capital. As there is an increase in technology the goods and services are available at a click away from people and that has reduced the human interaction. Internet and mobile have become an integral part of our life, whether in case of telecommunication, entertainment or marketing the increase in the digital economy also.

Laura Galloway et al (2005) have concluded that there is much evidence that information and communication technologies (ICTs) are drivers of economic growth. As a result, government is keen to promote ICT take-up, particularly where there is economic development need. The rural economy in most countries is regarded as that which requires intervention in order to foster sustainability and development, and there have been many empirical studies of both the value and the use of ICTs in rural areas. These are, however, highly disparate, often being industry, country- and, indeed, type-of-technology-specific. The main aim is to draw together the highly eclectic literature on the use of ICTs in small to medium-sized enterprises (SMEs) in rural areas in order to provide an overview of generic issues, relevant to policy.

Erda CV (2008) studied the comparative buying behavior of rural and urban customers on mobile phones. The study highlighted the difference in terms of consciousness about price, quality, style, function and brand. It was concluded that rural segments pay less attention towards the quality, function, and brand and are more conscious about price and style. It was concluded that minor modification or extrapolation of urban marketing strategies might fail in rural marketing.

Michael Trusov et al (2009) studied the effect of word-of-mouth (WOM) marketing on member growth at an Internet social networking site and compare it with traditional marketing vehicles.

Because social network sites record the electronic invitations from existing members, outbound WOM can be precisely tracked. Along with traditional marketing, WOM can then be linked to the number of new members subsequently joining the site (sign-ups). Because of the endogeneity among WOM, new sign-ups, and traditional marketing activity, the authors employ a vector autoregressive (VAR) modeling approach. Estimates from the VAR model show that WOM

referrals have substantially longer carryover effects than traditional marketing actions and produce substantially higher response elasticity. Based on revenue from advertising impressions served to a new member, the monetary value of a WOM referral can be calculated; this yields an upper-bound estimate for the financial incentives the firm might offer to stimulate WOM.

Heikki Karjaluoto et al (2010) in their study to build a conceptual model of consumers' willingness to accept mobile advertising, first, investigated factors that influence the acceptance of mobile advertising from both industry's and consumers' point of view. Second, based on a review of previous studies in the field, the authors proposed a conceptual model of consumers' willingness to accept mobile advertising. The model, based on four research hypotheses, indicates that consumers' willingness to receive mobile advertisements to handsets is mainly driven by four factors: role of mobile medium in marketing mix; development of one-to-one marketing medium; regulatory. The findings provide several conceptual and managerial insights into the role of mobile advertising today and in the near future.

Saroj Kumar Verma (2013) examined the challenges and opportunities of rural marketing in India. One of the major challenges identified in the study were the non-homogenous and scattered nature of the market. Other challenges included seasonal marketing, low per capita income, transportation, and warehousing. On the other hand, a huge population seen as huge consumer base in rural segment is admired as an opportunity for the marketers to channelize their efforts. Increase in purchasing power, as reported by Rural Marketing Association of India (RMAI) is another conclusion of the study which highlights that there indeed exists an untapped market in this segment.

Pooja and Neha (2014) in their study examined the scope of rural marketing in India. They concluded in Imperial Journal of Interdisciplinary Research (IJIR) Vol-3, Issue-8, 2017 ISSN: 2454-1362, <http://www.onlinejournal.in> Imperial Journal of Interdisciplinary Research (IJIR) Page 706 their findings that there exists a large scope of marketing, provided that improvement in infrastructures is carried out. It also stated that the rural market is yet to be exploited.

Mahalaxmi et al (2016) have opined that people are using digital channels for purchasing irrespective of their qualification and income level. Advertisement towards digital channels has created awareness among people. Customers are satisfied with the products that they bought through the digital channels.

RESEARCH GAP

By reviewing the available literature, it is clearly noticed that, many authors have conducted research on digital marketing. However, the impact of digital marketing on the growth of rural market has not been given much importance and scope in any of the studies. Hence, the researchers are interested in knowing its impact on growth of rural market

RESEARCH METHODOLOGY ADOPTED

The paper searches the various dimensions attached to the concept of digital marketing. It looks into some of initiatives taken in India, and the opportunities ahead. This paper is a descriptive study, where examples are cited based on the references from some secondary material available and some from the personal experiences of the authors. The study suggests some measures that can help companies to improve their marketing strategies.

RESEARCH OBJECTIVES OF THE PRESENT STUDY

1. The primary objective of this study is to analyze various aspects of digital marketing in India and also to reveal the necessity of using digital marketing as a major marketing strategy by various companies for marketing of their product and services
2. To know the significance of Internet and digital marketing
3. To understand the rules of digital marketing in present context

DIGITAL INDIA AND DIGITAL MARKETING

Digital India is an initiative by the Government of India to ensure that Government services are made available to citizens electronically by improving online infrastructure and by increasing Internet connectivity. It was launched on July 1, 2015 by Prime Minister Narendra Modi. The initiative includes plans to connect rural areas with high speed internet networks. Digital India has three core components. These include:

- The creation of digital infrastructure
- Delivering services digitally
- Digital literacy

DIGITAL MEDIA AND DIGITAL MARKETING

In today's technology driven world, social networking sites have become an avenue where retailers can extend their marketing campaigns to a wider range of consumers. With the explosion of smart phones and other mobile devices it's important for businesses across the world to adopt an effective mobile strategy. Similarly, other technologies such as Laptop, Personal Computers and other technologies are being used widely. The rapid evolution of digital media has created new opportunities and avenues for advertising and marketing. Fueled by the proliferation of devices to access digital media, this has led to the exponential growth of digital advertising. Digital media is so pervasive that consumers have access to information any time and any place they want it. Days are gone when the messages people got about companies products or services came from respective company and consisted of only what company wanted them to know. Digital media is an ever-growing source of entertainment, news, shopping and social interaction, and consumers are now exposed not just to what the company says about their brand, but what the media, friends, relatives, peers, etc., are saying as well. And they are more likely to believe them than company.

INTERNET AND DIGITAL MARKETING

Internet has become an indispensable part everyone lives and has much more to offer in coming years. May it be research, education or business promotion in every field internet serves all need. So why not take help of this wizard for developing of the business.

The Internet and especially social media have changed how consumers and marketers communicate. The Internet has distinct characteristics such as:

- The ability to inexpensively store vast amounts of information at different virtual locations
- The availability of powerful and inexpensive means of searching, organizing, and disseminating such information
- Interactivity and the ability to provide information on demand
- The ability to serve as a transaction medium
- The ability to serve as a physical distribution medium for certain goods and services

- Relatively low entry and establishment costs for sellers

When companies build their own business they need to take care of lots of issues related to its promotion amongst the audience. It has never been easy for an entrepreneur to achieve success without putting efforts in advertising. Developing the profile of a company can be a tedious job but with latest marketing trends companies can very easily propagate their business to a large number of customers. They can reach customers all over the world in no time. Making use of internet for business expansion gives them a platform to perform better than your competitors.

CHALLENGES FACED BY DIGITAL MARKETERS

There are many benefits of using digital marketing platform to market the company's products and services but there are some challenges that a marketer using the digital marketing strategy has to face. The challenges are as follows:

- ❖ Proliferation of digital channels: Consumers use multiple digital channels and a variety of devices that use different protocols, specifications and interfaces – and they interact with those devices in different ways and for different purposes.
- ❖ Intensifying competition: Digital channels are relatively cheap, compared with traditional media, making them within reach of practically every business of every size. As a result, it's becoming a lot harder to capture consumers' attention.
- ❖ Exploding data volumes: Consumers leave behind a huge trail of data in digital channels. It's extremely difficult to get a handle on all that data, as well as find the right data within exploding data volumes that can help you make the right decisions.

RULES OF DIGITAL MARKETING

Michael Silverstein (Boston Consulting Group Partner) says there are eight rules for converting customers into loyal customers who advocate your brand and urge others to enjoy your products. Successful companies capture the power of digital word-of-mouth advocacy through these 8 Rules

- ❖ ***Virtual relationships:*** The world works on 24/7. The consumers with the most disposable income have the least amount of time. But they have high-speed Internet lines at home and at work. And they want to buy what they want to buy when they want it.

- ❖ ***People do Judge a Book by Its Cover:*** Consumers use their eyes in every purchase and they carry the image in their subconscious. Visual brilliance costs a lot, but its value is priceless. Your digital marketing must also be brilliant.
- ❖ ***Show your customers what they want:*** Success requires curiosity and courage, instinct, and a taste for the jugular. It requires you to look beyond simple answers and impulsive consumer rejection (the customer does not always know what they want...we must show them). Digital marketing allows you to show them.
- ❖ ***Welcome customer's scorn:*** A complaint is a gift (according to Toyota). 'Complain once, let me fix it. Complain twice, shame on me. Complain three times, and I should be replaced'. When the complaints are really bad, listen and get ready to change. Also, find out not only *what* your customers really, really want, but also *when* and *why* they really want it. Digital engagement allows you to find out these things ASAP.
- ❖ ***Employees as passionate disciples:*** Container Store calls this “man in the desert” selling... listening, helping, engaging, and suggesting. Passion equals knowledge. Knowledge equals solutions. Solutions translate into sales. It's so simple but so infrequently exercised. Engage your employees in the digital marketing journey.
- ❖ ***Take giant leaps:*** Continuous improvement, incremental advances, and consolidation never changed the world. To change the world, you must show foresight, fearlessness, and fortitude. Big wins require big dreams. Think big in your digital marketing.
- ❖ ***Schismogenesis:*** The laws of *Schismogenesis*, means that relationships are not stable. Brands are always moving—up, up, up or down, down, down. Therefore, companies must learn how to use quantitative metrics, track customers like the third leg of the P&L—revenues and profits, share of the properly defined universe, and advocacy. 'If you are not improving, you are in decline'. Digital marketing analytics must be fine-tuned and honed to get effective results.

Successful digital marketing is based on converting customers into loyal customers, who in turn advocate your brand, and urge others to enjoy your products or services.

CONCLUSION AND SCOPE OF FURTHER STUDY

Research determined that retailers can increase awareness of their brand by being creative when engaging customers on social media sites. “As more shoppers are using social media (*e.g.*,

Twitter, Facebook, MySpace, and LinkedIn) and rely on them for marketing shopping decisions, promotion through these media has become important” (Shankar *et al.* 2011, 32). According to Curran *et al.* (2011), social media sites such as Facebook are better than other advertising avenues because it stores information on all its users thus ensuring marketing reaches a retailer’s specific target market. Social media sites are a great stage for retailers to create an experience and retailers can use information stored on social media sites to improve user experience with their brand. It cannot be denied that the world is rapidly shifting from analogue to digital world. People are consuming more and more digital content on a daily basis and companies that have not yet recognized this in their marketing strategies need to adapt fast.

More people spend more time online in India every year, and the digital tools and sites they use play an ever-growing role in their lives. Smart marketers keep on top of the scale of change and ensure their marketing strategies and touch point’s mirror where the consumer is spending their time. Different research, study and data shows that India is moving towards digitization very rapidly year by year, and the Indian government is also focusing on the complete digitization of the nation by launching the campaign Digital India. The objective of the Digital India is to make the people of India digital i.e.; the people of India will be online. They can do anything from anywhere at any time using digital media. So, there is a need to change the marketing strategy of various companies from traditional marketing to digital marketing.

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A STUDY ON SIGNIFICANCE OF DIGITAL MARKETING WITH SPECIFIC REFERENCE TO FLIPKART.COM

***JAYASHREE ANNIGERI**

Lecturer

KLE's IMSR

BVB Campus, Vidyanagar, Hubli -580031

ABSTRACT

In this present world of digitalization, digital marketing as such is a vogue that which is sweeping across the whole world. With concepts of Internet marketing which is turning as an important platform of digital marketing along with certain other gadgets like digital billboards, tablets, mobile, smartphones, gaming consoles and many other such gadgets that which assist and help in digital marketing. Flipkart with its innovative digital marketing have created a niche market in online stores competing with the conventional stores showing the power of online marketing. The case study analyses how Flipkart.com has brought in an array digital and online marketing strategies to succeed and make it big in the digital marketing sector. The case also discusses how flipkart has had a huge success in the online marketing sector as they brought in new insights into the digital marketing field. And few years from now it will be eventually seen that the conventional marketing being replaced by digital marketing. Digital marketing is going to be top on the agenda of many marketers, and they might be looking for innovative ways to market online, reduce cost per lead, increase click-through-rates and conversion rates, and discover what's hot in digital marketing.

Keywords: *Flipkart.com, Digital Marketing, conventional stores, business models, digital billboards*

INTRODUCTION TO DIGITAL MARKETING

Digital marketing is a broad term that refers to various and different promotional techniques deployed to reach customers via digital technologies. It is embodied by an extensive selection of service, product and brand marketing tactics, which mainly use the Internet as a core promotional medium, in addition to mobile and traditional TV and radio. Digital marketing is also known as

Internet marketing, but their actual processes differ, as digital marketing is considered more targeted, measurable and interactive. Digital marketing includes a raft of Internet marketing techniques, such as search engine optimization (SEO), search engine marketing (SEM) and link building. It also extends to non-Internet channels that provide digital media, such as short messaging service (SMS), multimedia messaging service (MMS), callback and on-hold mobile ring tones, e-books, optical disks and games. A key digital marketing objective is engaging customers and allowing them to interact with the brand through servicing and delivery of digital media. This is achieved by designing digital media in such a way that it requires some type of end user action to view or receive the motive behind that media's creation. For example, to receive a free e-book, a customer might be required to register or fill out a form benefiting the advertiser with a valuable customer or lead. Digital marketing communications can be distributed at a faster rate and broader reach than traditional marketing communications. It must be digital because of the technology.

MAJOR OBJECTIVES OF THE PRESENT STUDY

1. To understand the significance of Flipkar.com by analyzing a case related to it
2. To analyse Flipkart's Business model and its implications on Flipkart business
3. To study the digital marketing strategy of Flipkart

CASE STUDY ON FLIPKART.COM

Flipkart was co-founded by Sachin Bansal and Binny Bansal in Oct 2007. Both are graduates from IIT Delhi and have prior work experience in Amazon.com They both were solid coders and wanted to open a portal that compared different e-commerce websites, but there were hardly any such sites in India and they decided to give birth to their own e-commerce venture - Flipkart.com. Flipkart.com is an Indian e commerce company headquartered in Bangalore. Flipkart.com, India's largest e-commerce player for physical goods started with books in 2007 and entered the consumer electronics category with the launch of mobile phones, in September 2010. Since then, it has grown rapidly with the introduction of innovative features like Cash on Delivery (COD), 30 day replacement guarantee and its own delivery network. Today, their portfolio is spread across 12 categories – from books to music, mobiles, computers, cameras, home & kitchen appliances, TV & home theatre systems, personal and healthcare products and the newly

launched stationery items. In addition to these, Flipkart has also made a foray into the emerging digital content market with the recent launch of Flyte, the digital music store. The founders of Flipkart have probably conquered their dreams with the amazing success of Flipkart. Flipkart is something which has really opened up the Indian e-commerce market and that also in a big way.

Flipkart was born with an initial investment of 4 lakh. It was never going to be easy since India has had badly past experiences with e-commerce trading. It was not an easy segment to break into, people were very particular in paying money for something which they had not seen and received. The trust was missing in the Indian customers. So what Flipkart had to do was to instill trust and faith in their customers. Flipkart began with selling books, since books are easy to procure, target market which reads books is in abundance, books provide more margin, are easy to pack and deliver, do not get damaged in transit and most importantly books are not very expensive, so the amount of money a customer has to spend to try out one's service for one time is very minimal. Flipkart sold only books for the first two years. Flipkart started with the consignment model (procurement based on demand) i.e. they had ties with 2 distributors in Bangalore, whenever a customer ordered a book, they used to personally procure the book from the dealer, pack the book in their office and then courier the same. In the initial months the founder's personal cell numbers used to be the customer support numbers. So, in the start they tried their best to provide good service, focus on the website - easy to browse and order and hassle-free, and strove hard to resolve any customer issues. Since there were not any established players in the market, this allowed them a lot of space to grow, and they did in fact grew very rapidly.

The company started opening its own warehouses as it started getting more investments. The company opened its first warehouse in Bangalore and later on opened warehouses in Delhi, Kolkata and Mumbai. Today the company works with more than 500 suppliers. As on date more than 80% orders of Flipkart are handled via warehouses which help in quick and efficient service. Flipkart derives around 50% of its revenue from selling books online. Flipkart is the Indian market leader in selling books both offline and online, it enjoys an online share of around 80%. Flipkart ships around 40000+ items on a daily basis. There are 2.6 million registered users on flipkart. 4500 employees working in flipkart at the moment. Apart from this flipkart have 1.5 + million fans on Facebook and about 67000 followers on twitter which shows its vast reach in social media. Social Media Marketing is used to the hilt, by Flipkart.com

In its social media initiatives, Flipkart.com aims at facilitating an easier conversation channel for customers and users. Conversations are to the point and are targeted at specific issues, thoughts and ideas. Flipkart.com began activities to make its presence felt on Facebook and Twitter about a year ago. The company has also used LinkedIn to connect with people. The popularity of the site has grown through recommendations i.e., people recommending the site to their family, friends and co-workers. And what better platform than social media to leverage 'word-of-mouth'! Flipkart.com recognized that using social media is about being human. Flipkart has recently added a string of electronic items like calculators, water purifiers, microwave ovens, washing machines, dish washers, vacuum cleaners etc. Flipkart has opened a music store which sells CD's and DVD's of movies' music releases and music albums. Flipkart has also acquired Bollywood movie content from Chakpak. Since digital media is going to rise in near future, Flipkart is geared up for the same.

AN ANALYSIS OF FLIPKART.COM'S BUSINESS MODEL

1. They always provide great customer service. Flipkart customers are happier than with some of their competitors like Tradus.in, Indiaplaza.com.
2. Their website is great, easy to use, easy to browse through the products, add products to wish list or to a cart, get product reviews and opinions, pre-order products, make payments using different methods, in short hassle-free and convenient.
3. A very important point is that they introduced the option of cash on delivery and card on delivery and in this way people demonstrated more confidence in buying products. An interesting fact, is that today Flipkart sells around 20 products/min and has a massive customer base; still more than 60% of the Flipkart's customers use Cash on Delivery and card on delivery methods. This is because of two reasons, one is many people do not know how to make payments online. And secondly people do not have immense trust in e-commerce in India. Flipkart also provides a 30 day replacement guarantee on its products and EMI options to its customers for making payments.
4. Flipkart's reason of success is that it has a great customer retention rate, it has around 15 lakh individual customers and more than 70% customers are repeat customers i.e. they shop various times each year. The company targets to have a customer base of 3.5 crore by 2020

THE DIGITAL MARKETING STRATEGY OF FLIPKART

Flipkart has been using digital for both building the brand and acquiring consumers. Flipkart has been mostly marketed by word of mouth advertising. Customer satisfaction has been the best marketing medium for them. Flipkart very wisely used SEO (Search Engine Optimization) and Google Ad-words as the marketing tools to have a far reach in the online world. Flipkart.com official Facebook page has close to 10 lack 'likes'. Flipkart recently launched a series of 3 ads with the tag line - "No Kidding No worries". Kids were used to create the adverts to send out the message - if a kid can do it, you can also do it. From a brand preference point of view, if the message is complex, the traditional medium works better as there are some restrictions in terms of innovation on digital. But that doesn't really mean that traditional media is imperative and is a must for building a brand. Social media has guaranteed a large reach for the companies.

The company has built a great brand name, they just have to maintain and enhance the same. It needs to keep introducing more products, adapting to the changing needs of the customer with time. The entry of Amazon.com in 2012 in the Indian e-commerce space has been cited as a big challenge to Flipkart. However Flipkart is a respected Brand name in India and should be able to compete with Amazon. Amazon being a very big company can bring in serious competition to Flipkart, since Amazon can bear more losses in the beginning to gain customer base. But again Indian market is growing at a rapid pace as access to internet increases and people become more aware of e-commerce sites and start trusting the same; hence Indian market is sufficiently big at-least for these two giants to co-exist beneficially. The company is currently valued at around 1 billion dollars i.e. 5000 crore.

Based on the present study the future of digital marketing can be analyzed as follows:

1. Shift from Tactical SEO to SEO Strategy

Last year, with the launch of humming bird update from Google, search engine behavior changed and search engine algorithm improved for better. Therefore, SEO has to evolve now from tactical approach to long term SEO strategy.

As such SEO strategy is the basically to

- ❖ Define the target audience,
- ❖ Focus on keywords that are relevant to the audience not search

- ❖ Enhance quality of the content
- ❖ Improve the presentation of search engine listings with mark ups
- ❖ Reach the audience wherever they're online
- ❖ Engage audience and help boost user generated content

2. Rise of Social Media Marketing in India

At 82 million monthly active users, India is the second largest audience base for Facebook in the world and it may possibly dethrone US on Facebook soon. India is positioned second for user population of LinkedIn at 20 million users, while for YouTube and Twitter user population from India goes up to 52 million and 42 million. There is easier and cost-effective access to middle class to upper middle class people in India, that are mostly young and capable to spend large amounts, and they're target audience to almost all brands. Interestingly, local businesses are using social media especially Facebook to sell online in India.

3. Content Marketing

Content Marketing will be throughout in limelight. In India, people are extensively searching, researching and consuming content – text, audio (not that popular), image and video. Largely, social media networks are pushing for improved, meaningful and creative content marketing.

Text is the foremost tools in SEO that will easily help you acquire higher ranks, reach targeted audience, engage your audience and convert them. It's at the top of all the game that you maybe planning. Images are usually subordinate to text and complement it, and they are highly popular among Indians. Images are known to trigger imagination and help in building trust. India has 54 million viewers that are spending uncountable hours to watch 3.7 billion videos per month. Brands in India are now realizing the power of video marketing and now developing creative and innovative video marketing campaigns to build their brand identity.

4. Key Performance Indicators and Return on Investments

Brands and businesses were only investing without caring much for the returns on digital marketing. The 'conversion rate', 'key performance indicators' and 'return on investments' will catch in trend across all sections of digital marketing in India. With the availability of deep analytics and increasing awareness of clients in India, the marketers will have to explain digital marketing ROI. Furthermore, Indian digital marketing consultants will use KPIs and ROI to improve their conversion rate, enhance customer experience and brand reputation.

5. Viral Video Marketing

Today around 270 million Internet users in India, it's easy to go viral with something awesome. Major Brands and businesses will be planning to use viral video marketing with the help of social media networks more effectively to reach large audience in India. Essentially, with video marketing in India it has become easier to build brand identity, improve brand storytelling and engage audience, and enhance brand loyalty. Viral video marketing will increasingly find many takers in India, given many advantages. At present, big brands, Indian cinema, Indian music, government of India, political parties, Indian educational organizations, and many others are successfully using video to entertain, educate and emotionalize audience in India.

6. Responsive/Mobile Marketing

Firstly, the easy availability of smartphones, tablets, phablets, and touchpad's that is redefining mobility in India. Secondly, there is large audience (approx 130 million users according to IMAI and IMRB) in India accessing Internet through mobile devices. Thirdly, Gartner says India to have 82 per cent mobile penetration by the year 2020. Fourthly, India's mobile video consumption has doubled and more than 65 per cent of Indians are sharing videos on mobile. Lastly, according to Facebook, there are 62 million Indians accessing Facebook through mobile. Mobile is the way forward in India, to reach Indians across India.

7. Localization

In India, localization has become endemic. It will gain further ground with the help of Google India search engine, Google Maps, online classifieds (e.g. Quicker), local online search engines (e.g. Just Dial), local listing websites (e.g. Grotal), vertical search engines (e.g. Zomato and ThinkVidya) and others. Moreover, websites will increasingly localize as well. In digital marketing industry, localization will increase among brands/businesses.

8. Personalization

Personalization will evolve overtime in to much larger. However, there are privacy issues attached with it, but despite that, there are many takers for personalization to improve customer experience and delight. Google acquired NEST labs for US\$ 3.2 billion. NEST labs manufactures smart home thermostat. Google uses NEST to know more about its customer for better customer experience. The point is personalization will not expand world, but also in India at much higher speed especially in e-commerce industry. As all are trying to enhance customer experience to push sales, by providing them more personalized services.

9. Online and Social Customer Relationship Management

Many Indian e-commerce websites, portals and others do not have effective online customer-relationship management systems. Moreover, many customers are now comfortable on chat, email, mobile chat and social media. Therefore, companies are expanding its outreach to improve their CRM systems and enhance customer delight. Social CRM would be strategic of all, as many Indians are comfortable in using social CRM on the go.

10. Conversion Rate Optimization and Testing

Recently, conversion rate optimization and testing in digital marketing industry of India is picking up fast due to e-commerce boom in India. Conversion rate optimization and testing will be strategic to improve digital strategy, enhance outcomes and sales, and perk up customer delight. In India, many SEOs and digital marketers tend to ignore analytics, but in future, analytics will regain its due importance in digital strategy. Moreover, deeper analytics is bound to take place as Google has improved Google Analytics for deeper understanding of customer online behavior and background.

11. Innovations in Online Payment System

There are lots of innovations in online payment system with new launches expected this year and boost in Indian e-commerce industry. Just recently, Visa and MasterCard launched new mobile payment services. With this technology, you can make payment through Kitkat OS and NFC powered smartphone. It uses Host Card Emulation feature of Android to save card details remotely in encrypted form and can be disabled remotely if phone is lost.

12. Ad Micro Targeting and Re-Targeting/Re-Marketing

In social media, Facebook has introduced promoted posts, customization in audience, whereas Twitter, improved interest, device selection, geo-targeting and others of promoted post, and while LinkedIn, also improved targeting. More customization, micro-targeting and re-targeting features and tools can be expected from these popular social media networks. Google also have improved its re-marketing/retargeting capabilities, and many special and exciting updates can be expected in future.

13. Humanization of digital Marketing:

Digital marketing will humanize further, where brands/businesses will understand the importance of conversations and engagements. Moreover, Google ranks higher only those contents that have higherlikes, shares, comments and other customer engagement signals.

14. Multi-Channel/ Integrated Marketing

In India, multi-channel/integrated marketing will grow in popularity and effectiveness. As many brands/businesses in India are increasingly embracing this concept to attract and engage customers on all online and offline platforms. All businesses/brands in India, will try to integrate their marketing efforts, especially their digital marketing with offline marketing.

CONCLUSION

Recent research however shows that digital marketing in India businesses are getting serious about digital marketing and investing in it heavily. In the current scenario, internet is pretty small right now and the larger share of the target market is still available offline. However, going forward, in the next two to three years, digital consumption and spends will go up in India and, for this to happen, both quality and quantity of content needs to grow in India. Once that is achieved, the overall industry spends on digital standing at around 15 to 20 per cent in the next two to three years. Currently the digital medium has its constraints with the number of people accessing and spending time on this. It has to become a large enough medium in terms of consumption to compete with TV. Though people are buying online, a large proportion of their time is still spent offline. Having said that, today, the target group for most online companies is people living in the metros and slowly it is becoming important for a brand to be built online also which can be seen in other business segments as well.

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SIGNIFICANT DEVELOPMENTS, PROGRESSIVE MEASURES OF EDUCATION AND RESEARCH ORIENTATION IN LIBRARY AND INFORMATION SCIENCE

***NAVEEN KAMMAR (M.LIB, UGC-NET)**

Assistant Librarian

KLE's IMSR

BVB Campus, Vidyanagar, Hubli-580031

ABSTRACT

The technological revolution paved the challenges for the library and information science (LIS) schools not only in India but also in the west. Responsibilities of LIS departments and teachers are increasing to produce best LIS professionals to lead the 21st century librarianship. The major responsibility of the LIS departments in India is to groom LIS students in the philosophy, knowledge, and professional values of librarianship, as practiced in libraries and in other contexts, and as guided by the vision of the 21st century librarianship. LIS education and training facilities in India are undergoing rapid changes. During the past 10 years, the number of library schools/departments has grown substantially, both for regular and distance education programmes. Reorientation has been common in most LIS departments and review and revision in curriculum has also been noticed. The quality of LIS educators has also improved and research output is experiencing new dimensions. Increase in the use and access to information and communication technologies (ICT) for LIS education is now more evident. This paper discusses the challenges LIS education faces in the 21st century and how to make LIS education more relevant and effective.

Keywords: *Technological revolution, knowledge and professional values, librarianship, new dimensions*

INTRODUCTION

Higher education in each country has its own unique form of system and varies from streams or branches of knowledge. Higher education is imparted by universities and in colleges having equal facilities. Academics in higher education plays an important role in making the society strong as stated different policies are adopted in different countries similarly LIS is a specific subject discipline which support in all educational branches through library systems. Schools of

library science provide useful professional education universally and develop (Program, 2006) library and information professionals to manage the libraries efficiently. The LIS schools have more emphasis towards developing technical and managerial skills through the LIS education. Following paragraphs briefly narrated the status of LIS education.

MAJOR OBJECTIVES OF THE PRESENT STUDY:

1. To know the global overview of LIS education in current context
2. To understand the significance of Library and Information science education in India
3. To know the historical developments of Library and Information education in India
4. To study the present scenario of LIS education in India and also understand the objectives of LIS education in India

GLOBAL OVERVIEW OF LIS EDUCATION

Tsuji et al (2006), pointed out it in his study that the main theme in LIS education Japan was developed qualified librarians (Shisho) and assistant librarians (Shisho-ho) for public libraries and as well as qualified teacher librarian (shisho-kyouyu) for school libraries. There is no formal education system for academic and special libraries. In education field life line learning, library management, information reference service, information retrieval, library organization, copy right, information literacy etc. were more focused. Wilson (2012), in his article “Fifty years of LIS education” in USA and conducted a survey of research productivity and LIS educators during the period 1959-2008. Author narrated the progress of LIS education in USA and stated that prior to 1960s practicing librarians were teaching LIS education according to syllabus and examination conducted by library associations and similar status was also in Australia and Library Association Australia (now Australia library and information association (ALIA) was taking care of the education system. Author has also pointed that 10% of the LIS courses in USA are designed in such a way to deal with emerging subject and latest development in the field of LIS. Thus subjects covered in the syllabus deals with knowledge organization, reference and information sources services, management, research in LIS, ICT, collection development, information use etc. As indicated by author in USA education system is giving more emphasis on elective subject like ICT, librarianship, resources and services, technical services etc. to manage latest situation. Now LIS courses clusters were introduced, which covers:

- Digital library
- Website design
- Internet library
- Network
- Digitization
- Knowledge management
- Metadata
- Network security
- Internet application
- Information seeking behaviour
- Multimedia
- Digital publishing etc.

LIBRARY AND INFORMATION SCIENCE EDUCATION IN INDIA

Joshi M K (2010) and Rana R (2011) LIS education in India is completing a century of its existence during the period progress have been achieved in developing LIS education to tune with current practices. Radhakrishnan Commission, Kothari Commission, National Knowledge Commission, UGC, NAAC put more efforts in education sector including LIS by establishing advisory commission for libraries, national policy for library etc. Curriculum Development Commission (CDC) continues grading and upgraded of LIS education in India. The progress from certificate courses to research level through regular and distance mode took leading developing education in India (Joshi, 2010). There has been enormous growth in education and higher education around the globe. Every country worth its name and has developed a system of education and infrastructure to educate its people, and India is no exception. There has been a fast growth in institution of higher education since the dawn of twentieth century and more particularly, after India attained independence in 1947. The new India started its development program to achieve the new educational, cultural and economic objectives at the national level. Such developments at these institutions contributed to the development of more libraries, which in turn had to accept new responsibilities to meet society's changing needs and demands. Libraries are recognized to play an important role in education, scientific research and social-

economic development of a country. This envisages the need for professionally qualified personnel to manage and run the libraries and information centres effectively and efficiently. In order to feed the growing number of libraries, more trained library professionals were needed. For this purpose, library science departments started springing up, and library science developed into a distinct field of specialization with its own normative principles, theories, techniques, and practices that were deemed sufficient to meet the growing dimensions of library services.

Handling of recorded knowledge in modern libraries has given birth to the functional aspects of collecting, organizing and promoting the use of reading materials relevant to the users through information transfer activities. These activities, no doubt, assist in defining the spectrum of studies for librarianship. The basic tenet of LIS education is to provide balanced training, integrating theory with practical exercises, and to cover all aspects of professional work with equal emphasis embracing new frontier of librarianship. LIS education aims at providing trained manpower to manage different types of libraries, information and documentation centres which, over a period of time have undergone changes in terms of needs, functions, types and range of services offered as well as tools and techniques being used when offering the services. Research in library and information science in India is not deep rooted. In the beginning it was in the form of a trial and error method. It was Padamashree S R Ranganathan (1889-1972) father of library science who lifted librarianship to the level of a science with the formulation of laws of library science, and establishment library schools and research centres. He even graded them as normative principles, fundamental laws, canons, principles and postulates. Ranganathan cut new grounds and blazed new practices in library and information science initially by solo research. The first research degree in the library and information science in the country and even in the commonwealth countries was awarded by the University of Delhi in 1957 to D B Krishna Rao for his thesis. Besides Facet Analysis and Depth Classification of Agriculture" under the supervision of Dr. S R Ranganathan was also undertaken.

HISTORICAL DEVELOPMENT

The modern period in the history of education for librarianship began in the mid-1800s as librarians around the world recognized that systematic education and training were required so that proper order could be brought to the collections that had been growing in all libraries. The

need for professionally qualified personnel to manage these libraries effectively and efficiently was duly recognized during the first half of the present and consequently, the library education programme had been started at several places much before Independence. The history of the education of library science in India may be traced far back as the year of 1911 with the starting of a short term training programme in library science in the Baroda State, under the patronage of Maharaja Sayajirao Gaikwad of Baroda, who, impressed by the splendid work done by public libraries in the West, secured the services of an American librarian Mr. W. A. Borden as Director of the State Library Department. Mr. Borden had been a pupil of Mr. Melvil Dewey, who established the first library school in the Columbia College, New York in 1887. In 1915, another student of Dewey, Mr. A. Dickenson, the then librarian of Punjab University, Lahore started a three months apprentice training programme for working librarians. Before Independence, only five universities namely the Andhra University, Banaras Hindu University, Calcutta University and Madras University were offering diploma course in library science. Library education was given a new status and design by Professor S. R. Ranganathan in 1920, when the first systematic programme in library education was started under the auspices of the Madras Library Association in collaboration with the Madras University. This library school was subsequently taken over by the Madras University in 1931 and in 1937 the course was converted into Postgraduate (PG) Diploma in Library Science. Since 1960s, the number of LIS departments has continued to increase. After Independence the stimulus for the growth and development of libraries and library science education has come from the progress in and extension of education, scientific research and programmes of socio-economic development which started in 1951 with the commencement of the First Five-Year Plan. As a result of these developments, Library and Information Science today is a well-recognized discipline of study and research at the post-graduate level in more than hundred universities in the country. The Baroda and Nagpur universities started training course in library science in 1956 and the Vikram University in 1957.

PRESENT SCENARIO OF LIS EDUCATION IN INDIA

Since its inception decades ago, LIS education has grown and developed into a full-fledged multi-disciplinary subject. LIS courses at bachelors, masters and research level are being impacted by different institutions – university departments, colleges, library associations and

specialized institutions. There are now 96 universities in India imparting Library and Information Science education as independent departments in different levels. The list is shown in appendix. Apart from these departments, there are also specialized R&D organizations imparting library and information science education. Worth mentioning is the two years Associateship in Documentation and Information Science (ADIS) imparted by Documentation Research and Training Institute (DRTC), Indian Statistical Institute, Bangalore (Karnataka) and National Institute of Science Communication and Information Resources (NISCAIR) formerly INSDOC, New Delhi which is equivalent to Master degree of Library and Information Science (LIS). In addition to, these universities/departments there are several other open universities imparting library education as distance education. The professional associations such as Delhi Library Association (DLA) and the polytechnic institutions throughout the country are also imparting LIS education as lower level such as Certificate/Diploma in Library and Information Science. With the realization of the importance of higher education and research, research in Library education is not lagging behind like other disciplines. The University Grants Commission (UGC) and the Indian Council of Social Science Research (ICSSR) are promoting to research activity in library and information science by awarding scholarships to research and doctoral students.

MAJOR OBJECTIVES OF LIBRARY AND INFORMATION SCIENCE EDUCATION

The goal of library and information science education is the preparation of personnel for the task of successful performance at different levels of competence in different types of libraries with an insight into the role of these libraries in a fast changing society. The two aspects of theory and practice blend harmoniously in a sound programme of library and information science education because on this aspects LIS education depend the effectiveness and success of the programme. In achieving this objective the methods of teaching and evaluation employed are as important as the quality of the faculty. The main objectives of LIS profession are to provide training for building up leadership qualities among the LIS profession develop knowledge on the latest techniques of information storage, transfer and retrieval of information help to acquire necessary skills in handling information, accessing and application of electronic resources, tools and media; and help to know the latest developments in the Information Technology (IT) To sum up, the basic aims of library and information science education may be as follows:

- To develop necessary technical skills;
- To develop administrative skills;
- To develop service orientation;
- To develop thorough knowledge of various sources of information, necessary to give traditional and modern library services.
- To develop professional awareness

LEVELS OF EDUCATION

Out of the 96 university departments, 56 departments conduct one-year Bachelors degree and one year Masters Degree in Library and Information Science at the postgraduate level. Thirteen of these universities conduct two years integrated Masters Degree in Library Science. These programme further leads to M.Phil and PhD levels. The levels of LIS education in India are discussed as follows in brief:

CERTIFICATE/DIPLOMA IN LIBRARY SCIENCE (C/D. LIB SCIENCE)

Many polytechnic colleges, schools and Library Associations impart the low level of library science courses in India having duration of six months to one year. The basic qualification for these courses is 10+2. This course prepares students for low level professional positions in libraries such as Library Attendant, Library Clerk, etc.

BACHELOR OF LIBRARY AND INFORMATION SCIENCE (BLIS) AFTER ANY GRADUATION

This is a one-year post graduate degree course. The basic eligibility is a three years degree from any discipline. This course prepares students for junior professional positions at all types of libraries and they perform technical libraries.

MASTER OF LIBRARY AND INFORMATION SCIENCE (MLIS)

In the early 19th Century, young people learned librarianship by working under the more experienced practitioners. But, gradually the tasks performed by librarians became more complex and more dependent on technology. As a result, the study of library science has moved from the work-setting to professional schools in Universities. The first ever

library school was started by Melvil Dewey in USA in 1887 at Columbia College (now Columbia University). In 1889 the programme moved to the New York State Library in Albany when Dewey became the Director there. The success of Dewey's training programme and the publication of Training for Library Service, a book by the economist Charles Williamson in 1923, led other universities, institutes of technology and large public libraries to establish their own professional degree programmes in library science.

ASSOCIATESHIP IN DOCUMENTATION AND INFORMATION SCIENCE (ADIS)

The Documentation Research and Training Centre (DRTC), Bangalore (Karnataka) offers two years Associateship in Documentation and Information Science (Now known as Master of Science in Information Science). The National Institute of Science Communication And Information Resources (NISCAIR), New Delhi, formerly INSDOC also impart two years documentation programme i.e., Associateship in Documentation (AID) after graduation. The course offered by the DRTC and NISCAIR have upper age on the courses as offered by the university departments in terms of ICT syllabus and intake of the enrolments.

MASTER OF PHILOSOPHY IN LIBRARY AND INFORMATION SCIENCE (M.Phil)

In Library and Information Science prepares a student for further advanced research in LIS. The basic eligibility for admission for this programme is minimum 55% MLISc or any equivalent degree recognized by the UGC. With candidates having more qualifications are being preferred for superior position, many students are opting for M.Phil. Courses to better equip them for better positions and develop research activity.

DOCTOR OF PHILOSOPHY OF LIBRARY AND INFORMATION SCIENCE:

This is an advanced level of research programme being offered after the completion of MLISc or M.Phil. The general aim of a research degree, whether M.Phil or Ph.D. is to provide training in doing research as well as to develop in the candidate a critical and analytical process of thinking with the purpose that they would be able to provide leadership in the profession. They would also be able to help librarians and information scientists to develop techniques and skills required to meet their requirements of the fast changing society.

RESEARCH TRENDS IN INDIAN UNIVERSITIES

The research activity in Indian universities is gathering momentum as there is a greater demand for the research in the discipline. During the recent past, quite a number of research activities have been carried out in the universities and research institutions in various parts of the world. In India, due to the establishment of University Grants Commission (UGC), AICTE and other similar bodies and their active support, many students are carrying out M.Phil. and PhD degrees. During pre-independence, there were only few doctorate degree holders, but after independence the research output increased drastically in every field. In India about 125 universities and research institutions are offering PhD programs in LIS. Many researchers made an effort to collect data from different universities and analyzed it to fix the research productivity of the various universities in India (Chandrashekara 2009). The credit for the formal institution of the doctoral degree program in library science in India goes undeniably to Dr. S.R. Ranganathan (1892–1972). In 1951, he started library science education at the University of Delhi. Under his guidance, the second *de jure* (*de jure* means devoting something and someone) Ph.D. in library science was awarded in 1977 after a gap of two decades. Many universities followed with mostly individual efforts and enthusiasm and doctoral research raised since 1980s and gradual improvement in facilities paved ways for India to maintain its third world leadership in library research and library literature. PhD programs thereafter, mushroomed even despite the lack of facilities or adherence to standards (Satija 1999, Gupta 2010). Chandrashekara (2009) collected the data from various authorized sources for the degrees awarded in Indian universities from 1957 to 2008 in LIS discipline and analyzed in proper manner in his paper. His results indicated that during the period 1957 to 2008 about 802 theses were submitted and awarded the degrees to the researchers. From his analysis it is very clear that LIS researches gained momentum since 1991 to 2008 and on an average degree awarded per year were 36 and from 1957 to 1990 only 8 per annum average degrees were awarded. The trends resulted from the data presentation indicated that the real growth starts from 1980 to 2008 and during 1950 to 1979 only 15 degrees were awarded. The analysis of degrees awarded in different states and arranging them the top 10 states in India conducted LIS research are Karnataka (169), AP (96), MP (80), MS (58), West Bengal (56), Punjab (45), Orissa (43), UP (42), Rajasthan (41), TN (31) and other states contribution is

(141).The analysis made by Chandrashekara and Ramashesh (2009) regarding the research conducted in India during the period 1957-2008 and found that research activity in Karnataka state is leading and Maharashtra is ranked at 4th position.

CONCLUSION

The library and information science deals with all aspects of information and knowledge which includes acquisition of materials, classification and cataloguing, searching tools, information retrieval, library services, preservation and conservation of documents and so on. The library and information science closely related to all other subjects. It forms its own foundation by taking the help of some other subjects. Dr. S. R. Ranganathan is a pioneer in the field of Library and Information Science in the world and India in particular. He contributed in almost all aspects of the library science. Nowadays many university and colleges provides different courses in Library and Information and its related subjects. It ranges from certificate course to PhD. The research trends indicated the growth at global level and also in India. In this aspect this research paper studies research growth and research trends in LIS and compare it with current developments in LIS”.

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MAJOR POSSIBILITIES AND POSSIBLE REALIZATION AVENUES OF VIRTUAL ENVIRONMENT FOR GLOBAL EDUCATION IN PRESENT CONTEXT

***Prof. PRAMOD S. GADIGEPPAGAUDAR**

Assistant Professor

KLE's Institute of Management Studies and Research (IMSR)

BVB Campus, Vidyanagar, Hubli – 580031

ABSTRACT

Today global education system, as a key area in future IT, has certainly fostered developers to provide various learning systems with low cost. Virtual learning in university education is the learning which is presented by set of pedagogical technologies and integrated information, in a process of interaction between subjects and objects as virtual educational resources. Information sharing of virtual universities usually occurs in broad. Also virtual environments for education, research and life are interactive cyberspaces where many of the users can collaborate and communicate in various ways. The unique relationship between quality education and ESD has influenced overall understanding about quality education. The Millennium Development Goals and The Dakar Framework for Action – Education for All (UNESCO, 2000) mainly viewed quality education in terms of measurable learning outcomes, competencies and national standards. However, the ESD perspective on quality education is concerned with lifelong learning and developing the skills and values of learners with an emphasis on applying them to address global challenges for sustainability. Virtual educational resources, possibility of their adaptation to student subjectivity and realization in the conditions of University education are main issues expressed in this article. Virtual learning is considered as major component of virtual education. Thus virtual education is understood as educational environment, virtual space in which objects and subjects of educational process interact by electronic communication tools.

Keywords: *Virtual environment, virtual learning, pedagogical technologies, cyberspace, information storage, collaborate*

INTRODUCTION

As one might imagine, many learning environments have looked to technology in their efforts to redesign teaching and learning. While technology integration has long been a key area of

concern in education, the intersection of technology with our rapidly transforming educational landscape is framing the nature of technology in education in profound, new ways. New and emerging technologies are provoking a re-conceptualization of teaching and learning, while also serving as catalysts for transformation and innovation. Successfully preparing all learners with the skills and capacities for 21st century citizenship—global awareness, creativity, collaborative problem-solving, self-directed learning—is no small order, and many educational leaders are finding that the traditional forms of education that have evolved through the end of the last century are simply inadequate for achieving these goals. At the same time, while our outer world was transforming, considerable advances have been made in the learning sciences, forcing educators to reconsider how they approach learning, instruction, and the environments created to foster these. Finally, dramatic advances in educational technology have inspired powerful new ways for learners to engage with all kinds of content and activities in their own self-directed learning experiences. The juxtaposition of these three events creates a very interesting challenge and opportunity—a space to reconsider, re-imagine and re-invent learning environments able to prepare and excel each individual for effective life-long learning.

A good education system gives students the freedom to recognize their capabilities and individual potentials. In this way, as Forte elaborates, in order to give students the freedom to learn, creating a new classroom atmosphere where thinking, questioning and imagining are encouraged and are not hampered is essential. In this context, education should encourage students to work collaboratively and ask questions creatively about ideas and issues across a range of disciplines. As creative thinkers, they try to imagine and explore alternatives, and to think in a different manner. Such an approach is required for a solid academic foundation and for enhancing their intelligence, including “soft skills” such as understanding, empathy and communication skills. The use of different learning materials and various resources allows students with various principal learning styles to understand information in the most effective way.

MAJOR OBJECTIVES OF THE PRESENT STUDY:

1. To understand major drive of technology for social change
2. To know the use of technology in education and the new digital divide
3. To study the significance of technology evolving learning environments

4. To know the linkages between education, creativity and entrepreneurship

DRIVE OF TECHNOLOGY FOR SOCIAL CHANGE:

Certainly systems of education seek to atleast improve and advance the drive of technology for change. There are several key drivers pushing technology as a key component for educational system change and these serve as central reasons that majority of educators and education stakeholders should consider to increasing implications and relevance of technology and technology based school innovations. Some of the major technological Implications may be:

- In the change process technology can perform several key functions including opening up new opportunities that which can improve teaching and learning process- particularly with the affordance of customisation of learning to individual learner needs which is highly supported by learning sciences
- Technology as such is an integral and vital part to accessing higher order competencies which is often referred to as 21st century skills which are very much necessary to be productive in today's society
- Basic skills for an adult life include technological literacy and people who do not acquire neither master these competencies may certainly suffer from new form of digital divide, which might impact their capacity to effectively thrive and operate in new knowledge economy
- Current educational systems need to adopt new methods, strategies and technologies that which are able to support educational goals and also ensure the freedom of teaching and learning process

The New Millennium, Learners (NML) over the last few years have contributed to fundamental elements by describing the fundamental nature of learners in today's world. Increasingly "connected" students today are constantly surrounded by constellation of digital devices. Also new millennium learner's lives are highly dependent on technology up to such an extent that their social and cultural practices would not be easy as they are if digital media were not available anytime, anywhere to them. However today's educational implications explain that students are not only accessing, creating, managing and sharing knowledge in dramatically different ways as their teachers quite often do, but also have radically new expectations regarding what a quality learning experience should

environments around their own learning experiences and also the role that technology should play in it.

USE OF TECHNOLOGY IN EDUCATION AND THE NEW DIGITAL DIVIDE:

Considering the advantages of creativity for different people at different levels, expecting widespread use of creative practices in education is a normal expectation. The creative practices in education should help learners to work on building their knowledge through defining things, which are especially important in their eyes, and in the process, strengthen their sense of self and individuality. While most schools are equipped with computers and internet access, this disparity between school and home use is immense, and suggests that the old digital divide has been replaced with a new one—those who can develop the appropriate competencies with ICT, often occurring outside of school.

Realization and Possibilities of virtual environment for global education model should be based on individual's growth and should be able to foster flexibility, individuality and personality enabling development towards the following:

- ✚ Tacking major barriers to inclusion
- ✚ Promoting achievement
- ✚ Creative and original thinking in virtual environment
- ✚ Intelligent decision making capability
- ✚ Improving students relationship with teachers
- ✚ Acquisition of knowledge for resolving problems
- ✚ Adapting flexibly to new situations
- ✚ Learner-centered pedagogy which is focused on individual learners, their perspectives, experiences, backgrounds, talents, capacities, interests as well as needs with a focus on learning

TECHNOLOGY EVOLVING LEARNING ENVIRONMENTS:

Meeting the challenge and opportunity for current schools operating in existing systems—that are inherently bounded by instituted policies and structures—can be quite difficult. For these schools that wish to make dramatic advances in practice, new technologies and innovations can be critical levers for small changes that can ultimately lead to bigger change.

Some of the web-based innovations that have become quite pervasive in the larger digital culture of our world fit seamlessly into current curricular structures and programs, and are often free and easily accessible. What we describe as ‘first-order’ innovations are prevalent among many technology-rich learning environments, being implemented under the notion that by leveraging many of these tools together produces a dramatically different educational climate. Other technologies are more disruptive innovations, ‘appearing on the periphery of the educational landscape and are just beginning to see their full potential.

INNOVATION IN EDUCATION-THE NEED AND SENSE OF URGENCY:

Innovation in education is a highly contentious issue. Talking to education ministers one quickly gets the impression that education systems in general are very reluctant to innovate, and that there is strong resistance to change among teachers. Education is sometimes perceived as one of the most conservative social systems and public policy fields. But talking to teachers gives one the opposite idea – that there are too many changes imposed on them without much consultation or the necessary preconditions for successfully implementing change. In some countries, innovative change has been implemented without the care and diligence needed or the appropriate prior testing, experimentation and evaluation.

This controversy should not deter us from looking to the facts. And the facts clearly demonstrate that education systems are running up against very serious problems which, if left untouched, could result in serious risks not only for education itself but also for future economic growth, social progress and well-being. Since the mid-20th century, education systems have expanded enormously and human populations have never been more highly educated than today. Emerging economies and developing countries are now also relentlessly expanding their education systems, seeing education as an indispensable ingredient of modernization and progress. Indeed, the benefits to individuals and societies of ever more education remain very impressive. Yet, although many policy makers may consider the continued expansion in numbers as the best route forward, a closer look into the data reveals that this may as well lead us into difficulties.

LINKING EDUCATION, CREATIVITY AND ENTREPRENEURSHIP:

Entrepreneur is a change agent of his/her society, who generates employment opportunities for others and him/herself. Therefore, it is necessary to pay attention to improving skills of entrepreneurs and their education, which should increase their competencies. Considering the importance of education for entrepreneurs, recently, it is evident that entrepreneurship is one of the fastest growing sciences in today's undergraduate curricula in the United States and worldwide. In the past 3 decades, formal programs (majors, minors and certificates) in entrepreneurship have more than quadrupled, from 104 in 1975 to more than 720 in 2015. The development of courses in entrepreneurship has been exponential. The concept of creativity is one that is often discussed in conjunction with entrepreneurship because creative thinking is an essential element in the formulation of business ideas and is necessary at every stage of business development and execution. Talking about creativity brings different definitions to our minds. But, usually creativity has been defined as "the production of novel ideas that are useful and appropriate to the situation". It means escaping from existing perceptions and concepts to open up new ways of looking at and doing things. Education policies to foster innovation have traditionally focused on increasing participation in science, technology, engineering, and mathematics (STEM) disciplines. Recently, however, a more comprehensive view of innovation has emerged which recognizes the contribution of a wider set of skills and disciplines. While STEM specialists are undoubtedly important for certain types of innovation, particularly technological innovation, government policy needs to take a broad view of the competencies used in the innovation process.

THEORIZING QUALITY ASSURANCE IN VLE's AND E-LEARNING:

The notion of quality of teaching is derived from consumerization and standardization of higher education. Yet, the notion of quality assurance in the VLEs and e-learning is constantly evolving, very fluid in nature and is broadly perceived. Quality, just like "freedom" or "justice," is an elusive concept, instinctively understood but difficult to articulate. The concept is easily misconstrued because of its rather vague characteristics. Most scholars consider quality as extremely elusive, slippery, dynamic, multidimensional, and a relative concept. Throughout the history of quality assurance, various iterations of what good quality means have come and gone.

We need to take cognizance that the concepts of “quality” and quality assurance are not unproblematic.

School-level entrepreneurship education often involves trying to foster entrepreneurial skills through problem-solving activities and contextual learning based on interactive projects and games. By contrast, entrepreneurship education for upper secondary school students and young adults is more typically based on providing information and developing the practical knowledge and skills needed to run a business.

OPPORTUNITIES & CHALLENGES OF EVOLVING, TRANSFORMING AND REINVENTING LEARNING ENVIRONMENTS:

Each of these approaches are very different, and bring their own opportunities, benefits, costs and challenges to a given situation, and therefore each learning environment that seeks to make change will likely be better suited for one approach versus the others, depending on their current context, goals, vision for the future, etc. Learning environments that seek to evolve by integrating or implementing new technologies and technology-based pedagogies with old ones usually find less resistance from the current system, as this is the least disruptive of the approaches. Since the professional staff in a given context generally has a range of aptitude and comfort level with new technologies and approaches, the evolution approach allows each professional member of the staff to find on ramps‘ to new technologies in a way that is easiest and most accessible to them.

NEW TRENDS AND ISSUES IN BUSINESS AND MANAGEMENT EDUCATION:

ROLE OF B SCHOOLS

Business schools should focus on nitty-gritty issues of general management and also about functional specialization so that students can become masters in management arena. With changing times Indian business schools should reinvent themselves and also redesign their academic curriculum for facing current challenges in business environment.

DIGITAL LEARNING

Even if all of these benefits to leveraging technology-rich instruction weren’t true, there’s still one fundamental reason to pursue developing a technology-rich learning environment: *we live in*

a digital world. The digital transformation is an unending tidal wave continuing to change how we work, communicate, play and conduct our daily lives. Not only is this the world our learners are currently immersed in, it will continue to progress and the world that is their future will be digital in ways we can't even begin to imagine.

CONCLUSION AND FUTURE DIRECTIONS

The trajectory chosen by any system will need to be designed and adapted for the unique context, goals and visions of that system. While the future is always uncertain, systems of education can find confidence in their generated pathway if it steers towards what we know to be effective learning from evidence from the learning sciences. As a vehicle, technology can not only act as a lever for systemic change in the design of learning environment, it also impacts teaching and learning at the micro level by creating powerfully different learning experiences. Therefore, the *content* that is delivered via this vehicle is immensely important. Also known as digital learning resources (DLR), content materials such as simulations, animations and digital textbooks have made incredible strides in the last several decades. However, we need further development and benchmarking for DLR and their impact on learning. Accordingly, the existing education system and educational programs for women's entrepreneurship should be redefined. They have to obtain multi-dimensional relationships between course concepts and community based on entrepreneurship experiences. Consequently, the creative and interactive education should provide a completely new dimension of gaining knowledge. This active mode of learning provides innovative personality development in the individual who creates something unique and turns it into entrepreneurial activity.

There is no perfect storm coming that will make it definitively clear the path to forge ahead, and we cannot wait for the barriers and challenges to this work to be removed. In reality, there is no perfect method that's right for all, or even just one, learning environment. There will always be barriers, there will always be failures. The key is to always be on the alert for those barriers and plan for them as best you can, to embrace failures and use them as learning opportunities to recalibrate, and engage your learners on the journey of created digital, technology-rich virtual learning environments.

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A STUDY ON PROSPECTIVE AVENUES, POSSIBLE CHALLENGES AND OPPORTUNITIES AND EMERGING ISSUES OF INDIA'S TOURISM INDUSTRY

***RAJAHUSSAIN NADAF**

Full time research scholar

Kousali Institute of management studies (KIMS)

Karnatak University Dharwad -580003

ABSTRACT

Today tourism is one of the most vibrant tertiary activity and also a multibillion industry in India. Tourism today is highlighted for its immense business opportunities whereas traditionally it was known largely for its cultural and historical dimensions. The performance and potential of India's tourism industry needs to be gauged in terms of its socio economic magnitudes with its lucrative linkages with transport, hospitality management, hotel management etc. An effort has been made in this paper to trace the progress made by India's tourism industry in the planning era and also emerging issues under globalization. It also examines the challenges, problems of the country as well as the pitfalls in tourism planning in India. The paper also makes some policy suggestions to address the constraints and issues in nourishing and promoting sustainable tourism in India.

KEYWORDS: *Tourism Industry, Culture, National Income, Globalization, Sustainable tourism*

INTRODUCTION

Today tourism is not just an activity for entertainment and pastime but it is an enriching as well as energizing activity. For modern economic growth through structural transformation of the economy tourism indeed is a right vehicle for a developing country like India. Sustainable tourism is the need of the hour and it has vast scope in India by convergence of landscapes with financescapes, mediascapes and technoscapes and also the value-added effect of tourism is increasing. In recent year's India's tourism industry has witnessed upsurge paying rich dividends to both producers as well as consumers. For the economic development of any country the role of tourism is very essential. Also tourism is the second largest foreign exchange earner in India. The tourism industry also employs a large number of people both unskilled as well as skilled. As things to do and is also one of the popular tourist destinations in Asia. The delighting landscapes, hill stations, backwaters certainly make India a beautiful country as well as add

grandeur to the country. India attracts tourists from all over the world. Political unrest, environmental degradation and terrorism are also relating with smooth and stable tourism. Political turmoil in North Africa starting in Egypt and Libya and in a range of countries in the Middle East will certainly have numerous implications towards the economy, development of industries including tourism. Price hike of petrol, Political disturbance also do have direct effects on tourism. Most of the domestic tourists in India are middle class people. Due to the regular hiking of fuels in the International markets beyond the 5.58 million FTA there are also as many as 743.21 million domestic tourists who are facing the problems in the travel expenses. India is probably the only country in the whole world that offers various categories of tourism. These include adventure tourism, history tourism, spiritual tourism, medical tourism etc. India also has a composite culture. There is a harmonious blend of philosophy, religion and art. The department of Tourism was formed to promote International and domestic tourism in the country. It provides infrastructure facilities; information aimed at promotion of the tourist sites in the world market, formulates policies and programmes and carries publicity campaigns for the promotion of tourism in India. The Indian council of Hotel management and catering technology, the Indian institute of tourism and travel management are some of the major institutes providing professionally trained personnel to the industry. The measures for promotion of tourist traffic in India are recommended by the Tourism advisory board. It reviews the current tourist trends and also suggests appropriate measures. Some of the places, castles and havelis have been converted into heritage hotels. Tourists get the experience of the exotic lifestyle of the bygone era in these heritage hotels. Entertainment programmes for the tourists like songs, folk dances, providing shopping facilities is organized by the Indian tourist development corporation (ITDC). Kashmir offers the pleasure of winter sports like mountaineering and skating, Goa promotes water sports like scuba diving, sailing and rafting, Kerala has successfully introduced the concept of houseboat in its lagoons, Himachal Pradesh has developed winter sports in the state of Karnataka activities to promote tourism like rock climbing, mountain biking and rafting are carried out in various regions. Tourism has now become a very significant industry in India, contributing about 6.1% of the gross domestic product (GDP) and also providing employment opportunities to about 46.8 million people. As per the world travel and tourism council, tourism in India is likely to generate an estimate of US \$123.4 billion of economic activity by 2016 and the hospitality sector has the potential to earn US\$ 26 billion in foreign exchange by 2016. A recent study conducted

by confederation of Indian Industry (CII) and McKinsey India is likely to become a major hub for medical tourism with revenues from the industry estimated to grow from \$333 million in 2007 to US \$ 3.2 billion by 2016.

PROGRESS OF INDIAN TOURISM

The ambitious Indian Government's "Incredible India" tourism campaign and the information technology growth in India have been surely attracting millions and millions of business and foreign tourists to India. Recently medical tourism has also mushroomed in India. Even though tourism industry is a big foreign exchange earner in India, the industry is still hampered by Tourism development which has always been an integral part of the country's five year plans. Tourism finance corporation, Hotel management and catering technology, the tourism Development Corporation, Indian institute of tourism and travel management, Indian association of tour operators, food craft institutes, the tourism development corporation and the travel agents association of India and a large number of hotel management colleges, beach resorts, sports and adventure clubs etc have all contributed to the development and growth of this industry. Major emphasis is laid on HRD. In the year 1991 the announcement of "Visit India year" the first major effort to promote the industry was launched and enormous resources were commercialized. On January 25, 1998 the first ever Indian tourism day was celebrated. 'Explore India millennium year' was celebrated in the year 1999 with a host of exhibitions, shows etc. The next decade necessarily saw the restructuring of the schemes of integrated development of tourist circuits and Product/ Infrastructure destination development. The campaign 'Visit India year 2009' which was launched at the International Tourism exchange in Berlin which was aimed to project India as an attractive destination for holiday makers. Also additional incentives/schemes were announced for service providers. Upgrading of tax incentives, airports, beaches were also introduced. Calendar of events is also planned besides creating an official website for the tourism ministry. Through visit India programmes new initiatives to encourage the NRI's and PIO's are planned, Pravasi bharatiya divas celebration, dual citizenship to certain categories of diasporic citizens have given much weightage and fillip to tourism in India. Because of the booming IT and outsourcing industry a growing number of business trips are made by foreigners to India, who will quite often add a longer holiday or weekend break to their trip to explore nearby places. Compared to all other countries worldwide foreign tourists generally spend more in India. A

major and important role is played by the tourism ministry in the development of the industry initiating advertising campaigns such as “Incredible India” campaign which promoted tourist attractions and India’s culture in a fresh and memorable way.

Major governmental bodies of India have also made a significant impact on tourism by requiring that each and every state of India is based on certain standards and core nationalistic ideals which are Swaagat or welcome, Sanrachanaa or infrastructure, Sahyog or cooperation, Soochanaa or information, Safaai or cleanliness, Suvidhaa or facilitation and Surakshaa or security. An additional opportunity for the travel industry to gain some additional business is Commonwealth games, wherein by offering special tour packages to the tourists. As of now it is high time for India’s tourism industry as foreign tourists visiting India will be heavily dependent upon them for their flight bookings, travel itineraries, visas and hotel reservations. Recently a new initiative and concept called as ‘Rural Tourism’ has been launched by the government of India which is doing equally well to promote tourism in rural areas. According to the latest market research report “Booming medical tourism in India”, despite the economic slowdown, medical tourism in India is the fastest growing segment of tourism industry. The report further adds that India offers a great potential in the medical tourism industry. Factors such as low cost, scale and range of treatments provided in the country certainly add to its attractiveness as a medical tourism destination.

MARKET SIZE

- The number of Foreign Tourist Arrivals (FTAs) has grown steadily in the last three years reaching around 4.48 million during January–July 2015. Foreign exchange earnings (FEEs) from tourism in terms of US dollar grew by 3.2 per cent during January-July 2015 as compared to 1.9 per cent over the corresponding period of 2013. FEEs during the month of July 2015 were Rs 11,452 crore (US\$ 1.74 billion) as compared to FEEs of Rs 10,336 crore (US\$ 1.57 billion) in July last year.
- Foreign Exchange Earnings (FEEs) between January-July 2015 were US\$ 11.41 billion compared to US\$ 11.06 billion in the same period last year. The growth rate in FEEs in rupee terms in January-July 2015 was 6.9 per cent.

MAJOR INVESTMENTS

- ✓ The tourism and hospitality sector is among the top 15 sectors in India to attract the highest foreign direct investment (FDI). During the period April 2000-May 2015, this sector attracted around US\$ 8.1 billion of FDI, according to the data released by Department of Industrial Policy and Promotion (DIPP).
- ✓ With the rise in the number of global tourists and realizing India's potential, many companies have invested in the tourism and hospitality sector. Some of the recent investments in this sector are as follows:
- ✓ Fairfax-owned Thomas Cook has acquired Swiss tour operator Kuoni Group's business in India and Hong Kong for about Rs 535 crore (US\$ 85.6 million) in order to scale up inbound tour business
- ✓ US-based Vantage Hospitality Group has signed a franchise agreement with India-based Miraya Hotel Management to establish its mid-market brands in the country.
- ✓ Thai firm Onyx Hospitality and Kingsbridge India hotel asset management firm have set up a joint venture (JV) to open seven hotels in the country by 2018 for which the JV will raise US\$ 100 million.
- ✓ With the rise in the number of global tourists and realizing India's potential, many companies have invested in the tourism and hospitality sector. Some of the recent investments in this sector are as follows:

MAJOR OBJECTIVES OF THE PRESENT STUDY

1. To study the major problems of Indian tourism
2. To study the new issues and challenges of Indian Tourism
3. To analyze the measures taken by Indian Government to promote Tourism
4. To know the impact of tourism in India
5. To study the future prospects of Indian Tourism Industry

MAJOR PROBLEMS OF INDIAN TOURISM

The information technology growth in India and tourist campaign has been attracting millions of business tourists and foreign tourists to India by the initiative and efforts of Indian governments "Incredible India". Off late medical tourism has also mushroomed in India. Even though tourism

industry is a big foreign exchange earner in India, the industry still is hampered by several problems which can be stated below as follows:

- ✚ Lack of Poor transportation
- ✚ Lack of promotion and sound marketing strategies
- ✚ Non-standardization of fares and rates
- ✚ No proper maintenance of heritage sites
- ✚ Lack of clean and basic hygienic amenities especially at halting points
- ✚ Major issues regarding harassment and security
- ✚ Lack of committed passionate and trained professionals
- ✚ Inadequate capacity to accommodate more people
- ✚ Soaring fuel surcharges, poor flight management etc has resulted in costly travel
- ✚ Lack of supportive infrastructure facilities – improper health and hygiene, bad roads, communication gaps etc
- ✚ Wide Gap between demand and supply of manpower
- ✚ Lapses in safety as well as security – reported incidents of tout and harassment of tourists in some places
- ✚ Improper and poor management and Administration
- ✚ Time and again Tourism development projects which are usually developed by Indian government without any prior discussion with local community leaders and they are dumped to follow the ineffective projects blindly
- ✚ Untrained Guides with no proper skills to explain the historical importance of heritage sites
- ✚ Bottleneck problem in crowd management as there is alternate site nearby at fair and festival centers to provide hospitality to tourists. Classic example is that of Kumbhmela where there is no effective remedies applied by Indian government to curtail overcrowd by creating other destinations in nearby localities

In the rural interior of the country tourism problems are more common. Even though these areas are rich in natural beauty they often lack basic infrastructure facilities and accommodations for tourists. Quite often these regions are highly agrarian. Also the government is unable to secure enough land for developing needy tourism infrastructure because it adversely affects the local farmers. An instance of this phenomenon has occurred

in Orissa already. Promoting of brand India as a tourist destination nationally as well as at the state level is very much essential as of now.

NEW ISSUES AND CHALLENGES OF INDIAN TOURISM

As of now India truly represents one of the most potential tourism markets in the world. However the country is still faced with a number of road blocks for tourism development. Absence of single window clearance, security, lack of proper policies and implementation, security of public-private partnerships and lack of circuits do add to the list of challenges faced by the industry. Tourism industry has expanded rapidly over the past few years and underpinned by the government support, rising income level as well as various international sports events. In the coming years ahead the Indian tourism industry will continue to grow at the fastest pace. However, the industry still may have to cope up with several challenges which will surely limit its growth. Post globalization and after GATS many challenges and changes are confronted by the tourism industry in India. Some of the major issues and challenges are listed here:

1. **Social and political concerns:** In tourism too socio-cultural issues are raised by globalization. As of now from going global we have arrived to the need for “thinking globally and acting locally”. A real challenge to development of environmentalism is the nexus of globalism and tourism which is so sensitive. Some of the major questions need to be answered like Can hi-tech tourism go hand in hand with heritage tourism? How balanced are virtual tourism and rural tourism? How to make India a safe and healthy place to tour and travel? New parameters at the micro, macro and meso levels have to be identified for developing tourism keeping in view the incidents of communalism, deforestation, pollution etc.
2. **Public Private Partnerships:** Tourism development in the country especially infrastructure facilities has been bogged down and affected by lack of public-private partnerships(PPP). While PPP model in recent times has gained pace in tourism sector, there is a desperate need to refine the model to make it successful. PPP model also enables the public sector to benefit from commercial dynamism, the ability to raise finances in an environment of budgetary restrictions, innovations and efficiencies,

harnessed through the introduction of private sector investors who contribute their own capital, skills and experience.”

3. **Liberalization and tourism:** GATS came into existence as a result of the Uruguay Round of negotiations and entered into force on 1 January 1995, with the establishment of the WTO. India also signed all the WTO agreements under the single undertaking rule and GATS is a part of this whole package.
4. **Major Infrastructural bottlenecks:** One of the major infrastructural bottlenecks is lack of integration between domestic and international tourism, lack of coordination between modes of transport and communication is eating up people’s time and money, unproductively. Success of tourism depends to a large extent on better access to consumer centric approach, terrorism, climate change, natural disasters, global warming and infrastructure.
5. **Alternatives:** In international tourism a major breakthrough is taking place i.e., alternate tourism a new option for India too. This includes health tourism, medical tourism, village tourism (in the vintage of the global village) sports and games tourism etc. In that aspect Kerala has done innovative thinking in “monsoon tourism”.
6. **Creating circuits:** The Golden Triangle (Delhi-Agra-Jaipur) is India’s only circuit which is world famous. For a vast country like India with diverse tourism offerings, development of circuits for various segments like heritage and culture, adventure, religious, eco, beach, wellness, agricultural and rural etc. is required to showcase the country properly and cater to greater number of tourists according to their interests.

MAJOR MEASURES AND INITIATIVES TAKEN BY INDIAN GOVERNMENT TO PROMOTE TOURISM IN INDIA

Some of the major instructions are given by the government to the tourists whom are mandatory to follow:

1. Filling up of the disembarkation card on tourist’s arrival in India and also acquirement of a currency declaration form. The tourist should also make a verbal declaration of luggage he will be travelling with.
2. A registration certificate as well as a residential permit should be obtained by tourists with a visa permit for over 180 days

3. While leaving the country tourist should submit the certificate of registration
4. A yellow fever vaccination certificate should be produced by the tourist while embarking on an India tour and also consult a doctor before visiting this country
5. Carry attested copies of tourists passport, visa and other important travel related documents
6. A tourist can accommodate at any of the several top hotel groups operated chain hotels in various cities of the country and also he can go for budget hotels or even guesthouses

IMPACT OF TOURISM INDUSTRY IN INDIA

Tourism industry in India has several positive and negative impacts on the economy and society. These impacts are highlighted below.

POSITIVE IMPACTS

1. Generating Income and Employment: Tourism in India has emerged as an instrument of income and employment generation, poverty alleviation and sustainable human development. It contributes 6.23% to the national GDP and 8.78% of the total employment in India. Almost 20 million people are now working in the India's tourism industry.

2. Source of Foreign Exchange Earnings: Tourism is an important source of foreign exchange earnings in India. This has favorable impact on the balance of payment of the country. The tourism industry in India generated about US\$100 billion in 2008 and that is expected to increase to US\$275.5 billion by 2018 at a 9.4% annual growth rate.

3. Preservation of National Heritage and Environment: Tourism helps preserve several places which are of historical importance by declaring them as heritage sites. For instance, the Taj Mahal, the Qutab Minar, Ajanta and Ellora temples, etc, would have been decayed and destroyed had it not been for the efforts taken by Tourism Department to preserve them. Likewise, tourism also helps in conserving the natural habitats of many endangered species.

4. Developing Infrastructure: Tourism tends to encourage the development of multiple-use infrastructure that benefits the host community, including various means of transports, health care facilities, and sports centers, in addition to the hotels and high-end restaurants that cater to foreign visitors. The development of infrastructure has in turn induced the development of other directly productive activities.

5. Promoting Peace and Stability: Honey and Gilpin (2009) suggests that the tourism industry can also help promote peace and stability in developing country like India by providing jobs, generating income, diversifying the economy, protecting the environment, and promoting cross-cultural awareness.

NEGATIVE IMPACTS

1. Undesirable Social and Cultural Change: Tourism sometimes led to the destruction of the social fabric of a community. The more tourists coming into a place, the more the perceived risk of that place losing its identity. A good example is Goa. From the late 60's to the early 80's when the Hippy culture was at its height, Goa was a haven for such hippies. Here they came in thousands and changed the whole culture of the state leading to a rise in the use of drugs, prostitution and human trafficking. This had a ripple effect on the country.

2. Increase Tension and Hostility: Tourism can increase tension, hostility, and suspicion between the tourists and the local communities when there is no respect and understanding for each other's culture and way of life.

3. Creating a Sense of Antipathy: Tourism brought little benefit to the local community. In most *all-inclusive package tours* more than 80% of travelers' fees go to the airlines, hotels and other international companies, not to local businessmen and workers.

4. Adverse Effects on Environment and Ecology: One of the most important adverse effects of tourism on the environment is increased pressure on the carrying capacity of the ecosystem in each tourist locality. Increased transport and construction activities led to large scale deforestation and destabilization of natural landforms, while increased tourist flow led to increase in solid waste dumping as well as depletion of water and fuel resources.

SUGGESTIONS OF THE PRESENT STUDY

A sound and profound policy is needed for everything. A few policy suggestions to develop sustainable tourism in India can be put forward as follows:

1. India should make the most of its topography, natural resources and labor to develop not only traditional products but also nontraditional products of tourism.
2. Rural tourism should be a byproduct of Indian tourism. At the Same time eco-tourism for Sustainable livelihoods must be encouraged.
3. Enhancing security, stepping up investment and boosting (world class) infrastructural activities should be on the top of the agenda. Service quality – in hotels, Airports, railway stations, etc – needs to be upgraded
4. Proper market segmentation should be done on the basis of criteria like demographic, socioeconomic and geographic variables. Yet a holistic approach should be the objective to project an Incredible and Inclusive India. Commercialization should not result in dehumanizing tourism.

CONCLUSION AND FURTHER SCOPE OF STUDY

Today tourism is emerging as a leading sector in the world and is now considered by some as number one in industry. Socio structural, socio-cultural developments and demographic have always led to the changes in tourist demands and service providers in tourism which is faced with a substantial need to adjust. In the first few years of the new millennium these constant changes have intensified and expanded considerably. Extreme weather, the ongoing internationalization of tourism, war and terrorism and the ageing of society (increasing prominence in public awareness) have emphatically demonstrated the latent vulnerability of tourism as a boom industry. The survival of the tourism industry depends decisively on recognizing the relevant trends and allowing for them in good time. The tourist infrastructure in India should be strengthened. Government owned hotels should be properly managed.

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IMPROVING THE SOCIAL SECURITY FRAMEWORK WITH REFERENCE TO LABOUR REGULATIONS IN INDIA

***RAMAKRISHNA.N**

Assistant Professor

Department of Management Studies

Government First Grade College, Vemgal, Kolar District

Research scholar, KIMS, KUD

ABSTRACT

In the context of developing countries, social security generally evokes the notion of a comprehensive framework of public policy encompassing several elements including employment generation, food security, housing, land distribution, health care, drinking water and sanitation, education, skill development and social insurance. Dreze and Sen (1991) make a broad distinction between two different aspects of social security, 'promotion' and 'protection'. While promotion is related to the long term task of improving normal living conditions, protection is concerned with shielding the population from a decline in living standards due to ill-health, accident, death or old age. Regulations covering social security are important not only from the point of view of the welfare of society but also from the perspective of the productivity of the work force in any activity such as manufacturing (ILO 2001).

This paper aims to evaluate critically the social security framework in labour regulations in India. Section 2 analyses the main social security legislation in India, covering benefits related to employment injury, health care, maternity, disability and death, unemployment and old age (provident fund, pension and gratuity), that workers in registered factories and other formal sectors, referred to as the organised sector, are entitled to. Section 3 examines the legislation and programmes that apply to the unorganised workers, which accounts for the overwhelming majority of the work force. Section 4 analyses how the existing social security legislation and programmes in the country measure up against the standards recommended in the ILO Conventions and compare these with systems that exist in five industrialized and emerging economies of Asia. Section 5 identifies the gap and makes recommendations for overcoming the shortcomings.

Keywords: *Labour Regulations, Social Security Legislation, ILO Conventions, Formal Sector*

INTRODUCTION

Social Security is a basic need of all people regardless of the sector of employment in which they work and live. It is an important form of social protection that is required to certain class of people in the society all along their life. Generally, Social Security refers to protection extended by the society and state to its members to enable them to overcome various contingencies of life so as to lead a dignified life. The main risks or insecurity to which human life is exposed and in relation to which an organized society can afford relief to the helpless, individuals are the incidents occurring right from childhood up to old age and death, which includes mainly sickness, invalidity due to maternity, accident and occupational disease, unemployment, old age etc.

The people in unorganized sector include –

1. Building construction workers
2. Casual labourers
3. Labourers employed in small scale industries
4. Handloom and power loom workers
5. Workers in Beedi and cigar factories
6. Employees in shops and commercial establishments
7. Sweepers and scavengers
8. Workers in tanneries
9. Workers in matches and crackers industry
10. Fishermen
11. Farmers and agriculture labourers
12. Small and marginal farmers
13. Share croppers
14. Persons engaged in animal husbandry, fishing, horticulture, beekeeping, toddy tapping, etc.
15. Forest workers
16. Rural artisans
17. Manual labourers in carpentry, trade, transport, communication etc.

MAJOR OBJECTIVES OF THE PRESENT STUDY:

1. To study in detail existing social security legislations relating to labor regulations in India
2. To understand the Social security schemes for the unorganised sector established after 2008
3. To study the evaluation measures of the existing social security schemes

EXISTING SOCIAL SECURITY LEGISLATION

Five main laws have been enacted to provide social security benefits to workers in India, viz., the Employees' Compensation Act, 1923; Employees' State Insurance (ESI) Act, 1948; Employees' Provident Funds and Miscellaneous Provisions Act, 1952; Maternity Benefit Act, 1961; and Payment of Gratuity Act, 1972. We describe below the principal provisions of these Acts, and the schemes in force under them. We also include a brief outline of the National Pension System (NPS), which has been an important addition to the social security framework in the country.

EMPLOYEES COMPENSATION'S ACT, 1923

In 2009, the name of the original Act, the Workmen's Compensation Act, 1923, was changed on the basis of the recommendations of the Second National Labour Commission to make it gender neutral. Initially, the coverage of the Act included workers only in factories and in the transportation sector, but several state governments have expanded the coverage to other areas such as agriculture, horticulture, irrigation, etc. Unlike some other social security laws in India, there is no limitation on the number of employees or salary of worker as a condition for the coverage of an establishment/worker under the Act.

In all cases, the compensation is a multiple of the wages, which should include all privileges and benefits, such as the contribution paid by the employer towards any pension or provident fund. Schedule IV of the Act also lists out the factors, which have to be taken into account for working out the lump sum equivalent of the compensation amount in case of permanent disablement and death. The factors depend upon the age of the employee and are numerically the highest (228.54) for an employee aged 16 years and the lowest (99.37) for one aged 65 and above. In the case of death, an amount equivalent to 50 per cent of wages will need to be multiplied by the relevant factor to calculate the compensation. In the case of permanent disablement, the compensation is higher, and the factor (from Schedule IV) is to be multiplied by

60 per cent of the wages. Alternatively, the Act provides for fixed amounts of compensation of Rs.1,20,000 in the case of death and Rs.1,40,000 in the case of permanent total disablement, with the stipulation that either the calculated amount or the fixed amount would be paid, whichever is more.

THE EMPLOYEES STATE INSURANCE (ESI) ACT, 1948

This legislation is the most comprehensive social security legislation in the country, covering medical care, sickness, maternity, employment injury, disablement, dependants and unemployment. Government establishments in receipt of benefits substantially similar to those available under the Act were excluded from its purview. It applied initially to non-seasonal factories but has subsequently been extended to other categories of establishments, particularly in the services sector. At present, it also applies to shops, hotels, restaurants, cinemas, road transport undertakings, newspaper establishments, and educational and medical institutions with more than 20 employees. In several states, the minimum number of employees to come within the ambit of the Act has been reduced from 20 to 10 in the case of shops and establishments. The threshold in respect of the number of workers for factories has also been reduced from 20 to 10, irrespective of whether power is used in the manufacturing process or not. The ceiling wage of employees covered by the Act is Rs 15,000 per month, which has been relaxed to Rs 25,000 per month for employees with disability.

Although the ESI Act, 1948, covers the whole country, the ESI scheme (ESIS) has not been implemented in certain areas of the country where there is insufficient concentration of establishments covered by the Act. Thus, the ESI scheme does not cover at least five categories of establishments and workers, namely, employees of central and state governments, employees in factories with less than 10 workers, employees in establishments in non-implemented areas, seasonal factories and workers drawing more than Rs 15,000 per month.

State governments are expected to share expenditure outside the ceiling to purchase equipment and vehicles for ambulances, to provide training for nurses and dispose of biomedical waste. The annual reports of the ESIC show that the programmes are well funded and savings from contributions are utilized to make capital investments. The ESIC has set up a network of hospitals, including super-specialty hospitals, and is in the process of setting up new ones. The Corporation also has tie-up arrangements with private hospitals for investigation and treatment.

The following are the main benefits available to insured persons from the ESI scheme:

Medical benefit:

Medical care under the ESIS includes preventive, curative and rehabilitative services, and is provided in clinics for outpatients and in hospitals for in-patients. For in-patient services, tie-up arrangements have been made with reputed institutions, which also provide sophisticated diagnostic services. Medical care is also provided in lieu of a small charge to retired persons as well as to permanently disabled persons.

Sickness benefit:

Sickness benefit is paid @ 70 per cent of the daily wage, provided qualifying contribution has been paid for a minimum period of 78 days. The maximum duration of sickness benefit is 91 days spread over two benefit periods.

Maternity benefit:

Maternity benefit is payable @ 100 per cent of the daily wage for a maximum period of 12 weeks for confinement, six weeks for miscarriage, and another one month for sickness arising from pregnancy.

Disablement benefit:

When the disability is temporary, cash benefit is payable @ 90 per cent of the average daily wage for the period of such disability, after the initial period of three days. When the employment injury is permanent, whether partial or total, a periodic cash payment is made for the whole life, on the loss of earning capacity as certified by a medical board constituted for the purpose. The payment is revised from time to time to take inflation into account.

Dependants' benefit:

As in the Employees Compensation Act, 1923, the ESI Act has a very inclusive definition of dependants, and besides the spouse and minor children, a widowed mother, unmarried daughters, sons below 25 years in age, a widowed daughter-in-law, a parent other than widowed mother, a minor child of a predeceased son, and a paternal grand-parent are also covered.

Unemployment Allowance:

Under the ESI Act, 1948, the Government of India has also introduced an unemployment insurance scheme known as the Rajiv Gandhi Shramik Kalyan Yojana (RGSKY) with effect from April 1, 2005. This scheme entitles the insured persons to receive an unemployment allowance equal to 50 per cent of the average daily wages for a maximum period of twelve

months if the concerned person loses employment involuntarily as a result of retrenchment from or closure of the factory or establishment. Insured persons who have become invalids (to the extent of more than 40 per cent) as a result of injury not related to employment are also entitled to unemployment allowance.

EMPLOYEES PROVIDENT FUNDS AND MISCELLANEOUS PROVISIONS ACT, 1952

The Employees' Provident Funds and Miscellaneous Provisions Act, 1952, is a central legislation, which provides the framework for introducing schemes for provident funds, pension funds and deposit-linked insurance funds for employees working in factories and other establishments. The Act applies to all factories in classes of industry specified in schedule I where 20 or more persons are employed. Government has also been empowered to extend the application of the Act to any other establishments/class of establishments with 20 or more employees. Since 2011 there are 187 classes of industry including all enterprises in the manufacturing sector and most in the services sector above the cut off limit of 20 employees.

At present, there are three schemes in operation for the purpose of giving old age benefits to employees of covered organisations, namely, Employees' Provident Fund Scheme, Employees' Pension Scheme and Employees' Deposit Linked Insurance Scheme. They are all administered by the Employees Provident Fund Organisation (EPFO).

Employees' Provident Fund Scheme:

The Employees Provident Fund scheme is applicable compulsorily to 187 industries and classes of establishment specified in Schedule I of the Act and activities notified by the central government, which employ 20 persons or more. Of the employees in these establishments, only those getting wages of Rs 15,000 or less have the obligation to subscribe to the provident fund. Those with higher monthly earnings may also join voluntarily with the employer's agreement. There is also a provision in the Act for voluntary coverage of establishments by the Employees Provident Fund Scheme. Voluntary coverage for employees of firms with fewer than 20 workers is also possible if the employer and a majority of employees agree to contribute. Both the employers and employees are required to contribute to the Fund @12 per cent of the wages each, which has been reduced to 10 per cent for establishments manufacturing brick, beedi, jute, coir and guar gum. For purposes of calculation, the basic salary and dearness allowance are deemed to constitute wages. The subscribers are entitled to withdraw the full amount in their account

with interest at the end of service, but they can also make partial withdrawals earlier for meeting obligations such as education or marriage of children.

EMPLOYEES' PENSION SCHEME:

All employees contributing to the Provident Fund Scheme are also eligible for the pension scheme, which is financed by transferring 8.33 per cent of the employers' contribution from the provident fund. The central government also contributes to the pension fund @ 1.16 per cent of the employees' wage. Pension is admissible to employees on superannuation at the age of 58, provided they have rendered service for a minimum period of 10 years of service. Pensionable salary is the average monthly pay drawn during the period of 12 months preceding the date of exit from the membership of the Employees' Pension Fund.

Employees' Deposit Linked Insurance Scheme:

All employees who contribute to the provident fund are automatically entitled to the Deposit-Linked Insurance Scheme. For this scheme, employers make a contribution at the rate of 0.5 per cent of the basic wage plus dearness allowance; employees are not required to make any contribution. The insured amount payable to the employee's dependants in the event of death is 20 times the wages or the deposit in the provident fund, whichever is less.

THE PAYMENT OF GRATUITY ACT, 1972:

Another old age benefit being given through a central legislation is the payment of gratuity under the Payment of Gratuity Act, 1972. The Act applies to factories, mines, oilfield, plantations, ports, railways and shops and establishments having a minimum of 10 employees. To be eligible, the employee has to have a minimum service of five years. The central government is responsible for administration of the Act in respect of establishments including factories belonging to it and in respect of major ports, mines, oilfields and railway companies. Establishments with branches in more than one state are also under the control of the central government for the purposes of the Act. All other establishments are under the control of the state governments. The appropriate government appoints the Controlling Authority under the Act for the establishments under its jurisdiction.

THE MATERNITY BENEFIT ACT, 1961:

This Act applies to factories, mines, plantations and circus establishments and shops and establishments having a minimum of 10 employees, except that in establishments covered by the Employees' State Insurance Act, 1948, employees qualified to claim benefit under section 50 of that Act will not be entitled to the benefit under this Act. There is no wage limit under the Maternity Benefit Act 1961. As in the ESI Act, the Maternity Benefit Act, 1961, entitles women employees to leave at full pay for a period of 12 weeks, out of which six weeks have to be prior to and including the date of delivery and the remaining after that period.

THE NATIONAL PENSION SYSTEM (NPS):

NPS was initially introduced for the mandatory participation of new employees of the central government (except those in the armed forces) and autonomous bodies under the central government who joined service on or after January 1, 2004. In 2009, it was opened up for voluntary participation by corporates (the corporate model) and by all citizens (the all citizens model). Both the corporate and all citizens' models are relevant in the context of old age benefits under the social security system in the country. In the corporate model, there is provision for flexible contribution.

SOCIAL SECURITY BENEFITS FOR THE UNORGANISED SECTOR:**Early initiatives:**

As would be observed from the foregoing account, in India, it is mainly the organised sector that benefits from social security legislation. For a long time, the approach of the central government towards social security of the employees in the unorganised sector was hesitant and half-hearted. The following enactments have established welfare funds, which are to be used for undertaking activities for the welfare of workers:

- a) The Mica Mines Labour Welfare Fund Act (1946)
- b) The Lime Stone and Dolomite Mines Labour Welfare Fund Act (1972)
- c) The Iron Ore, Manganese Ore and Chrome Ore Mines Labour Welfare Fund Act (1976)
- d) The Beedi Workers Welfare Fund Act (1976)

e) The Cine Workers Welfare Fund Act (1981)

NATIONAL COMMISSION ON ENTERPRISES IN THE UNORGANISED SECTOR:

In 2004, the central government set up the National Commission on Enterprises in the Unorganised Sector (NCEUS) to recommend measures to enhance the competitiveness of the unorganised sector in the emerging global environment. One of the terms of reference of the Commission was to review the social security system available for labour in the informal sector and to make recommendations for expanding their coverage.

The Unorganised Workers' Social Security Act, 2008, is a framework legislation, which mandates the central government to formulate and notify ('shall formulate and notify'), from time to time, suitable welfare schemes for unorganised workers on matters relating to

(a) Life and disability cover

(b) Health and maternity benefits

(c) Old age protection

(d) Any other benefit as may be determined by the central government.

Social security schemes for the unorganised sector established after 2008:

A major social security programme undertaken specifically for the unorganised sector, the Swavalamban Yojana, was launched on September 26, 2010, as a scheme under the National Pension Scheme (NPS) administered by the Pension Fund Regulatory and Development Authority (PFRDA). Under the scheme, government was to contribute Rs.1000 per year for five years, starting with the year 2010-11, to each account of employees who joined the NPS with a minimum contribution of Rs.1000 and a maximum of Rs.12,000 per annum.

However, a more ambitious old age pension scheme, the Atal Pension Yojana (APY), was implemented with effect from June 1, 2015, for persons in the age-group of 18-40, having a savings bank account. Although the scheme is universal, it is of great relevance to workers in the unorganised sector. The scheme envisages a guaranteed minimum pension of Rs.1,000, Rs.2,000, Rs.3,000, Rs.4,000 or Rs.5,000 per month on attaining 60 years in age until death, provided the beneficiary pays the contribution per month fixed for the guaranteed amount opted by them. The rate of contribution varies with the age at which the beneficiary begins payment and the guaranteed pension amount for which they opt. On the beneficiary's death, the spouse gets the

pension until his/her death. After the demise of both the subscriber and the spouse, the nominee is entitled to receive the pension wealth as accumulated until the age of 60 of the subscriber. Up to August 5, 2018, more than 41 lakh people had joined the scheme

As in the case of Swavalamban scheme, the central government has granted an incentive for those joining the scheme before March 31, 2016. The central government will make a co-contribution of 50 per cent of the total prescribed contribution, up to Rs.1,000 per annum, for five years for those who joined the scheme before March 31, 2016. The Pradhan Mantri Jeevan Jyoti Bima Yojana is another universal scheme introduced on June 1, 2015, by the central government, which is relevant for workers in the unorganised sector. The premium payable is Rs.330 per member and the benefit is Rs.2 lakh on their death from any cause. As on August 1, 2016, the total number of persons enrolled under the scheme is 3.037 crore. Until that date, 36,639 claims had been made, of which 31,654 claims were disbursed. The Pradhan Mantri Suraksha Bima Yojana (PMSBY) is another universal scheme introduced on June 1, 2015 for death or disability due to accident, which is appropriate for the unorganised sector. All savings bank account holders in the participating banks in the age group of 18-70 years are eligible to join the scheme. The premium is Rs.12 per member per annum and the benefit Rs.2 lakh for death or serious disability and Rs.1 lakh for partial disability. As on August 1, 2016, 9.617 crore people were registered under the PMSBY, 7,190 claims were received and 4,711 disbursements made.

EVALUATION OF THE EXISTING SOCIAL SECURITY SCHEMES:

In order to evaluate the existing security system in India, we see first how they measure up against the standards recommended in the ILO's Social Security (Minimum Standards) Convention, 1952 (No 102) and the subsequent conventions. We do not consider whether or not India has ratified them because the purpose is not to analyse whether or not India is living up to its treaty obligation. It would have been ideal if we had included a good number of countries at various levels of development and in different regions of the world for the purpose of this comparison. Another self-imposed limitation of our analysis, again for the reason of keeping it brief, is that we look only at six main pillars of social security systems, that is, those relating to old age, medical care, sickness, maternity, employment injury and unemployment.

ILO CONVENTIONS AND OLD AGE BENEFITS AVAILABLE IN INDIA:

The key requirements of ILO conventions on old age benefits relate to coverage, proportion of previous earnings and the amount of insurance contribution to be borne by the employee. With regard to coverage of old age pension, Convention 102 provided some degree of latitude to require that 50 per cent of all employees or 20 per cent of all residents or all residents with means below the prescribed limit or 50 per cent employees in industrial workplaces employing 20 persons or more be covered. However, Convention 128 raised the requirement of coverage to all employees or 75 per cent of economically active population. Convention 102 provided for periodical payments equal to at least 40 per cent of the reference wage; Convention 128 raised it to 45 per cent. The reference wage for the standard beneficiary (man with wife of pensionable age) is the previous earnings of the beneficiary. Another requirement in Convention 102 is that the total insurance contributions borne by the employee must not exceed 50 per cent of the total financial resources allocated to the protection of employees.

There are three main schemes providing old age benefit in India, the Employees' Pension Scheme, which apply compulsorily to 187 industries and classes of establishment, and the two optional schemes, viz., the National Pensions Scheme (NPS) and the Atal Pensions Yojana (APY). These schemes taken together still fall short of the ILO Convention requirement that old age benefit must cover all employees. The entire unorganised sector does not have old age pension even approaching the standard laid down by the ILO conventions.

Sickness benefit:***ILO Conventions and sickness benefit available in India***

Convention 102 required periodical payments of at least 45 per cent of the reference wage but Convention 130 raised the requirement to at least 60 per cent. As in the case of old age and medical care benefits, Convention 130 requires the coverage of sickness benefit to be extended to all employees. The insured persons in the organised sector are paid more by the ESIC, 70 per cent for 91 days and extended benefits for a longer period at the rate of 80 per cent in the case of serious and prolonged illness.

Maternity benefit:***ILO Conventions and maternity benefit in India***

As in the case of all other benefits, the coverage of employees envisaged in the original Convention 102 has been expanded in subsequent conventions. Convention 183 requires that the

standards laid down for maternity benefit in that convention should be applied to all women employees. Under Convention 183, women employees are entitled to maternity leave for 14 weeks, during which period not less than two-thirds of previous earnings must be paid. Convention 102 envisages periodic payments corresponding to at least 45 per cent of wages, besides medical care including prenatal, confinement and post-natal care by medical practitioners or by qualified midwives and hospitalization where necessary.

Employment injury:***ILO Conventions and benefits in India for employment injury***

While Convention 102 required employment injury benefits to be given to 50 per cent of all employees or 50 per cent of employees with 20 workers or more in industrial workplaces, Convention 121 expanded the coverage to all employees. The latter convention has also raised the required periodic payments upwards to at least 60 per cent of the reference wage in the event of incapacity to work or invalidity. In case of death of the breadwinner, the widow or dependent children have to be paid 50 per cent of the wages of the deceased. In the case of temporary disability, the ESIC provides for the periodic payments to be as much as 90 per cent of the reference wage.

Unemployment benefit:***ILO Conventions and unemployment benefit in India***

Convention 102 provided for payment of at least 45 per cent of the previous earnings and Convention 168 has raised it to 50 per cent. As regard coverage, the requirement in Convention 102 was that 50 per cent of all employees must be covered, but this was raised to 85 per cent in Convention 168.

Major recommendations considering various schemes in terms of filling the gaps in the social security laws and various schemes in India:

The social security system in the country is comprehensive but there are a number of deficiencies and shortcomings, mainly in respect of the unorganised sector. We give below an assessment of the social security system in the country and identify the gaps that need to be filled. Our suggestions for redressal are based on our assessment of the minimum levels of social security that must be provided to all workers at the current stage of development of the country.

CONCLUSION

Provisions of Social Security to unorganised workers are currently receiving urgent attention of the Central and some of the State governments. There is a considerable heterogeneity across and within the sectors of unorganised workers. The BPL norm is inadequate in providing Social Security benefits to unorganised workers. The labour representatives suggested that there could be a cess of one percent of the turnover on industries having a turnover of over Rs.100 crore to bear the cost of the welfare scheme. The employer's representatives, who otherwise take up the issue of lack of welfare measures for the unorganized, opposed this suggestion in toto. It is amply clear that the intention of the Central Government is to go ahead with changes in labour laws mostly along the lines of the Second Labour Commission's recommendations. Such an attempt on the part of the Government would affect the interest of the workers. Hence, before taking any measures for liberalisation of labour legislations, the Government shall think twice.

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SOCIAL MEDIA ANALYTICS: POTENTIALS AND LIMITATIONS

***RESMI C PANICKER**

Research Scholar in Commerce, University of Kerala,
Kerala, Tamilnadu, India

ABSTRACT

The basics of marketing never change much, but the road to it changes all the time. Customers are the king-pin around which the world rotates. Thus there is a greater need to elicit customer opinion and to develop personal and deeper understanding of the so called target audiences. The traditional survey based marketing methods are now partly being replaced by or is combined with social media data to result in innovations. Individuals and organizations use social media to express themselves and to gain public acceptance and organizational image. Originally it was developed as a tool for mere interaction amongst people. Businesses then began gaining interest in using it to advertise their products, as it grew. Social Media Analytics helps businesses in several ways and most prominently it aids in finding breakout products, analyze customer behavior, buying attentions, reduce customer concerns, making wiser and smarter decisions for better outcomes and to meet personalized customer services. The analysis in fact conceptualizes social media implementation as an organizational construct composed of social media presence, strategies and customer engagement initiatives and thereby points to both the generic advantages and limitations of social media analytics by examining the working of various social media platforms and seeking the opinion of customers and businesses involved there in. The study helps to identify that Social Media Analytics has its own pros and cons, but choosing a proper analytics tool based on the characteristics of the business involved can bring out the best.

Keywords: Social Media, Analytics, Potentials, Limitations

INTRODUCTION

Social Media Analytics refers to the approach of collecting data from social media sites and blogs and evaluating that data to make business decisions. The process goes beyond the usual monitoring or a basic analysis of re-tweets or 'likes' to develop an in-depth idea of the social consumer. Social Media Analytics media encompasses not just Facebook or Twitter but

several other paid and non-paid tools. Some of them are, Buffer analyze, Klear, Audiense, SparkToro, Folloerwonk, Quintly, Cyfe, Union Metrics, Tailwind, Likealyzer, Keyhole, Rival IQ, Social Bakers, Social Report, Sprout Social, Hootsuite, Google Analytics, Iconosquare, Talkwalker, Zoho Social, Sendible, etc. Apart from these third party social media tools, there are social networks' own analytics toolkits such as, Facebook Insights, Instagram Insights, Twitter Analytics, Pinterest analytics, LinkedIn Analytics, YouTube Analytics, etc. Social Media Analytics has assumed prominence in recent times. A couple of Social Media Platforms such as, Facebook, Instagram, YouTube, etc. have been introduced and are being used. Social Media Analytics nowadays provide a goldmine of information to businesses, and organizations to cull, analyze, and predict future events and take actions accordingly. Corporates mine social media data and are analyzing it for their own advantage. For example, many of the new age companies like dot coms especially, analyzes social media data not only for tracking customer reviews but also for tracking customer sentiments on their new advertisements.

Social Media Analytics is a gathering of data from social media platforms to help inform us and to guide our marketing strategy. Social media offers a huge pool for brand communication. But it is not about brands. It is about people sharing their lives with others they know or get to know based on common interests. As we all know, when it comes to marketing, Word of Mouth Marketing (WOM) is one of the most powerful forms of marketing since it is a free advertising triggered by customer experiences that goes beyond what expected. It is when a consumer's interest in a product or service is reflected in their experiences and people mostly believe these opinions than any other advertisements. The same thing happens in Social Media Analytics where people and brands interact and remains connected providing impressions, good or bad.

Marshall Sponder has addressed Social Media Analytics as a tactic to choose the best social media platforms for business needs and to set up the right processes to achieve goals. Gary Vaynerchuck has given the insights and the information one needed on everything from effectively using a social media platform to launching a small business, hiring superstars to creating a personal brand, launching products effectively, etc. Guy Kawasaki and Peg Fitzpatrick have presented a bottom-up strategy to produce a focused, thorough, and compelling presence on the most popular social-media platforms. They guided in optimizing profile, attracting more followers, and effectively integrate social media and blogging. Earlier some studies evaluated

Social Media Analytics tools and provided the ways of using it for development of business, enhancing return on investment, etc.; however past literature does not provide evidence of enumerating the advantages and disadvantages of Social Media Analytics.

In the present work, a conceptual framework is made available on what Social Media Analytics is and its various potentials and limitations are explained by critically evaluating the experience of a dotcom. A dotcom or a dot- com is a business organization that conducts business through its website. It embraces the internet as the key component in its business. That is why a dotcom is chosen for study rather than a normal business firm. And moreover, the largest number of startups in the last 20 years has been dotcoms. Many dotcoms focused on growth and brand recognition with the goal of acquiring the biggest amount of market share possible with significantly less regard for the actual product being offered. Thus a greater importance is given for customer preferences, their purchases, conversations, sentiments, etc. Customers' opinion on the collection of data regarding their clicks, search history, monetary transactions etc. have been obtained and evaluated. The statics of various companies or dotcoms before after introduction of Social Media Analytics is examined. Various social media platforms such as, Facebook, Youtube, Instagram, LinkedIn, etc. have been examined thoroughly for seeking information on what opinions are made by the customers on these platforms regarding certain products or services and how the Producers of those products or providers of those services have been reacted to it.

DISCUSSIONS

When it comes to a business organization, Social media is a powerful tool to boost their sales or to increase brand awareness, creating better understanding of their market or increasing customer satisfaction. Social Media in fact is a goldmine of information about your customers, competitors and the entire market itself. This mining is possible only through Social Media Analytics. On the basis of case study information provided by Jigsaw, A UK based sports apparel brand, Zaggora.com ran a challenge contest on Facebook where participants had to share content to be eligible for the prize. The contest posts on Facebook also include links to a landing page where people could enter their details to start receiving offers and other communications from Zaggora. The marketing team at Zaggora tracked the data generated by the Facebook quite closely and they saw that Facebook led to about 5300 click through to their website and there

was about a 41% conversion rate from those clicks. Now from the multiple contests that they ran on Facebook, they were able to refine their campaign on Facebook eventually leading to a stage where today they are getting 17% of their sales directly through Facebook. That's how effectively they utilize little bits of information they were able to get out from Facebook refining their strategy at each step eventually leading to greater revenue for the company. That's the power of effective social media analytics. We all would have definitely tracked the no. of likes and comments that we are get on our Facebook posts. Now what we are doing there is really analyzing the data that we are able to capture at first glance from you know when you log into Facebook likewise if you want to go a little deeper so if you have a page on Facebook you will get insights from Facebook that can give you a top level view of how people are interacting with your Facebook page. Many people are using free tools that are available to track their twitter interactions. So that individuals are also using data to analyze and see how their social media interactions are progressing and refining it as they go along.

ADVANTAGES

Data analytics allows organizations to find information from massive amounts of raw data derived from platforms such as social media. This information allows for better business decisions as it streamlines the data and presents it in a meaningful context. Previously, methods such as surveys were the only way of obtaining such information, but they proved to be complicated and costly. Data analytics helps to diminish the data resource challenge since the raw data is transformed into information. It helps to understand your audience better. The engagement data of the audience, whom we are communicating with, is very important to reach the full potential of the business. Identifying and understanding their attitudes and behavior helps us to run better campaigns. It helps in collecting customer feedbacks that can be applied in making business decisions in order to get a positive outcome. The feedback is the most important thing needed once you reach out the users. Customer feedbacks help to identify the customer requirements and aids in developing the business by converting their needs and wants into products. Social media platforms facilitate to have better conversations with them to understand their requirements. In order to have a better communication, understanding the users' activities is essential. Based on likes and shares this is made possible and the data thus derived can be used for writing good content and publishing schedule posts.

Social media analytics also aids in analyzing the competitors. Besides mining data for your brand, it helps to have an eye at the competitors where they stand. It makes better understanding of the competitors' strategies and their communication with the users. This information can be made useful in developing and improving own business strategy and thereby increasing earnings. In fact, it is an added benefit. Competitor analysis and its learning potential is not at all a secret nowadays. Insights into what your competitors are doing can help in making better choices and offers a 'learn from their mistakes' opportunity. Social media analysis tools allow businesses to identify their competitors, their strategies and the gaps, if any in those strategies. It helps in identifying new avenues for business growth. Gaining a competitive advantage as well as increasing competitive intelligence is the output. It help plan a strategy that really works. At the very beginning it is hard to plan the best strategy for a business. Running a side-by-side analysis by implementing Social media analytics helps in enhancing the strategies and eliminating the ones which are stagnant. Social media analysis is a lifesaver then. It allows measuring the regular effect of your strategies, thereby presenting the management wing with actual figures to show the effectiveness of social media campaigns and connecting with potential customers in a much better way. With a few clicks, we're able to see which strategy is working and which isn't. Thus we can focus more on the strategies that deliver actual value and work on improving upon those that aren't. At times, posts with images or videos may attract more clicks to website or dotcom. Depending on this engagement, you could refine your content to make sure that every piece of content is shared with an image or video attached. This aids in routing the business' efforts and resources economically and effectively.

When it comes to web sales, as in the case of earlier mentioned dotcom, Zaggora; tools such as Facebook analytics or Google analytics can show how the users reached their websites, and how many of them actually made a purchase. What makes social media a goldmine of information is that, every action on social media like, likes, comments, reactions etc. can be recorded and stored and analysts can mine into this data storehouse, analyze it, interpret it and can use it to help to take data driven decisions for the organizations. In essence, social media analysis enables marketing teams to gain a thorough understanding of their brand and how they can refine their social media strategy to help achieve goals and objectives. While we are surfing through online sites, we may leave a footprint behind. Even though we assume it as private and secured, it is more often public and most of the dotcoms and online sites take advantage of this

by collecting route maps of our online behavior, most visited sites, etc. It helps in gaining a better understanding of your audience. Using analytics, it's easy to see which type of content best engages your audience, encourages the most link clicks, app downloads, likes etc. Having a marketing team that knows exactly what makes your customers click is incredibly important and social media has made this information a lot easier to access. It's this level of knowledge that inspires creativity and helps to keep brands ahead of the game.

DISADVANTAGES

Data analytics, like every other thing, however, is not without drawbacks. It could be a costly investment, or a recurring cost (subscriptions and upgrades) for the businesses. Data analytics is not always trustworthy. Every social media action will not surely lead to revenue. And in order to filter the information from a batch of raw data, companies would need to either train or hire experts to become more data-to-information-affluent. Data analytics can breach customer privacy since anyone can track our personal information, online behavior, online transactions, subscriptions, likes, purchases, etc. Normally as per privacy policies, consumer behavior related information such as online transactions, purchases, or subscriptions, can be viewed by the parent companies but in fact what is happening in the day to day life is that, not only the parent companies, but also the installed applications, third party websites are also keeping an eye on our online platforms and behavior. Third parties often get this kind of information from the exchange contracts of parent companies' or other click through websites. This is done for mutual benefits of the so called websites engaged in collection of consumer data. Social Media Analytics is not always affordable by every company. Especially when it comes to small companies, they cannot make use of most of the paid software. The price of the Social Media Analytics tools normally depends on the features and applications that they can support. Moreover, some tools are complex and require proper training. Thus only a well-established dotcom or a financially stabled company can opt for tools with most modern technology and features. Marketers are not able to see a direct return on investment from social media investments. Because, social media does not always results in a very specific user action and the sources of data are very disparate.

Another important concern raised upon the usage of Social Media Analytics is that the information that is obtained by making use of data analytics can be misused. The parent

company may be using the collected information for their business purposes; for tracking customer preferences, purchase history, etc. but the intention may change when it comes to third party websites. They may use the data for even illegal purposes also. The privacy of the customers may get severely affected by the collection of their search history, personal information, contacts, passwords and even their monetary transactions.

For the companies making use of social media analytics, one of the toughest jobs is to select the correct analytics tool. Tools like socialpilot is meant for managing major social media accounts and improving social media efficiency. It helps in automated post scheduling and acts as a marketing tool for small businesses. Thus this kind of tools that are concentrating on posts to social media networks like Facebook, Twitter, LinkedIn, Instagram, TikTok, etc. are meant for providing services especially to small scale businesses, professionals and other individuals. While some other social media analytics tools like YouScan are efficiently used by major brands, including L'Oreal, Nestle, Coca-Cola, and McDonald's. This kind of classification is required to be made for the efficient selection of tools. Then only success can be expected in the course of online business by making use of analytics. It provides access to customer conversations happening online, enabling enterprises and agencies to listen, analyze and turn social data into action. Sentiment analysis, trends detection and smart alerts combined with an intuitive and powerful dashboard allow users seamlessly fulfill the most complex tasks.

CONCLUSION

Social Media Analytics as a part of social analytics is the process of gathering data from stakeholder conversations on digital media and processing into structured insights leading to more information-driven business decisions and increased customer centrality for brands and businesses. Organizations using Social Media Analytics effectively perform better than those who are not using it. Small businesses that are having a very good web presence generate 125% more leads than similar organizations that are not having such a presence. Over 75% of B2C Companies and over 40% of B2B Companies have acquired customers through web presence. Simply recording and presentation of data does not constitute analytics. The real impact of analytics is felt when all the analysis and interpretation leads to actionable insights like in the case of Zaggora. It could be a new product idea, identification of a set of influences, devise a

competitor strategy, or creation of an engaging content. Despite every limitation, if a business enterprise could make sense of the apt Social Media Analytics Tool, its uses, features and price, success creeps in with the effective utilization of the same.

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FUTURE TRENDS AND MAJOR SIGNIFICANT CHALLENGES OF COMMERCE EDUCATION IN INDIA

***Dr. SACHIN K PARAPPAGUDAR**

Co-ordinator BBA IB

College of commerce and management

Srinivas University, Pandeshwar Campus

Mangalore, Dakshin Kannada -575001, Karnataka State

ABSTRACT

The growing phenomenon of globalization, liberalization and privatization has been immensely influencing the Commerce Education. Today India holds a very high position, next to China only, among the fast growing economies in the world. The annual growth rate of GDP in India has increased from 2-3% during 1950s to 8-9% in 2006-07. With the transformation from regulations to liberalization, nationalization to globalization and from planned economy to open market economy, there has been a sea change in the trading and industrial spheres of the country. The wave of change also enters into the service sector. On the other hand, India witnesses a considerable growth in the field of higher education also. The ratio of enrollment of the students with higher educational institutions has increased from 1% of the total number of eligible population (i.e., people belonging to the age group of 18-23 years) in 1950-51 to 10% at present. Commerce education is business education. Commerce education is that area of education which develops the required knowledge, skills and attitudes for the handling of Trade, Commerce and Industry. The recent commerce education has emerged in the form of Chartered Accountant, Cost and works accountant, Company secretary and Business administrator. Commerce education is a totally different from other disciplines. Hence, it must charter new routes to service the aspirations of the nation. Commerce and management education has been an inspiring field for all the students. This has given many career choices and career options for the commerce and management aspirants, since last two decades there are many emerging and new paradigm have taken place in the field of commerce and management. The present article modestly attempts to address certain relevant issues in connection with the challenges and opportunities faced by the commerce education in India in this dynamic business scenario.

Keywords: *Commerce education, e-commerce, globalization, liberalization, privatization*

INTRODUCTION

Commerce is one of three fundamental academic streams, the other two being humanities and science. Commerce is a division of trade or production which deals with the exchange of goods and services from producer to final consumer. It comprises the trading of something of economic value such as goods, services, information or money between two or more entities. While pursuing a course in the field of commerce, one acquires the knowledge of business or trade, nature and fluctuations in market, basic of economics, fiscal policies, industrial policies etc. The concept of commerce consists of a wide range of interdisciplinary branches including Accountancy, Business Administration, E-Commerce, Finance, Economics and Marketing. Since the Indian economy is one of the fastest growing economies among the third world countries, the need for talented professionals, who can contribute towards the growth of the economy, is increasing. To serve the purpose, many commerce colleges in India are imparting quality education. A commerce aspirant can pursue course related to the field at any of the colleges and work on organizations that deal with finance and commerce. To meet the growing needs of the business society, there is greater demand for sound development of commerce education. The relevance of commerce education has become more imperative, this means a marked change in the way commerce and management education is perceived in India. Through teaching, research, and service, the College of Commerce is dedicated to developing tomorrow's leaders, managers, and professionals.

Commerce education is considered as one of the most popular career options in India. It is the backbone of business, trade and industry. This type of education stresses on developing people to make optimum utilization of available resources. Traditional Commerce education has become irrelevant in the modern era of globalization and digitalization. There is an urgent need to modify its structure in order to cope up with the dynamic environment of businesses today. To keep pace with growing complexities, the need of the hour is to ensure that appropriate change occurs in commerce education so that the students opting for it will find a place for themselves in the job market.

MEANING OF COMMERCE

Commerce is the strongest and most influential social institution in all societies these days. It is a social institution which provides goods and services. Commerce is operated for a profit-that is,

individuals using the system find it advantageous to pay a money price to have other individuals make goods and render services for them. Commerce is owned privately by individuals or group of individuals or by Government or partly by Government and partly by individuals; it competes with other commercial units to make goods and render services of the highest quality, at the lowest prices and in the shortest possible time; and it is regulated by the Government.

MEANING OF COMMERCE EDUCATION

As a branch of knowledge, Commerce imparts experience of business world at large in all its manifestations. It prepares its learners for personally fruitful and socially desirable careers in the field of business. Chessemann defined Commerce Education As - "Commerce education is that form of instruction which both directly and indirectly prepare the business man for his calling." Fredrik G. Nichols defined as - "Commerce education is a type of training which, while playing its part in the achievement of the general aims of education of any given level, has for its primary objective the preparation of people to enter upon a business career, or having entered upon such a career, to render more efficient service therein and to advance from their present levels of employment to higher levels." During the post-independence era, commerce education has emerged as one of the most potential pursuits in the wake of industrialization. Most of the Education Commissions constituted in post-independence India to explore higher education have undoubtedly held that the commerce education is primarily meant for providing the students in-depth knowledge of different functional areas of business so as to prepare people required by the community for the purposes of trade, commerce and industry. Commerce education has achieved an important position for the aspiring students' community.

REVIEW OF LITERATURE

Robbins Committee (1968) was appointed (i) to review the pattern of higher education in Great Britain; and (ii) to advise the government about the rules to be adopted for the long term development of higher education in the light of national needs and available resources. It pointed out the rising level of public expenditure on higher education in Great Britain. The committee observed that there was a substantial increase in public expenditure on the higher education, including capital and current expenditures, loan charges, and maintenance of infrastructural facilities created in the UK during 1954-63.

Vaizey and Sheehan (1968) pointed out the dramatic changes which had happened in the British education system and indicated the true trends in educational expenditures in that country from 1920-1965. The study observed that the share of educational expenditure in the country's GNP had risen from 2.5 per cent between the two World Wars to five per cent in the mid-1960s. During the same period, its share in total government expenditure had also increased from 13.5 per cent to 18.9 per cent.

The report of National Knowledge Commission (2006) also recommended the various public and private sources of financing of higher education and also feels that it should be the collective responsibility of both the public and private sectors. Among the various possible source of financing: government support; better asset management; rationalization of fees; philanthropic contributions; private investment; public-private partnerships and international students have been recommended.

Even, the **Yash Pal Committee (2009)** recommended state funding as a major source of financing of higher education, however, student loan at low interest rates and free education for poor students will also move side by side.

Panchamukhi (1965) measures the public expenditure on education in India. The study estimated the total cost of education for the period 1950-51 to 1959-60 and concluded that total cost of education constituted 6.2 per cent of GNP in 1959-60. The study also calculated the various components of private and institutional costs of education, foregone earnings for males and females, village and town pupil separately. The study estimated that foregone earnings constituted major proportion of total factor cost of education. The total cost of education was found to stand between 5 per cent and 6.5 per cent of national income in 1960-61 and not 2.5 per cent of institutional cost alone.

Poe and Viator (1990) examined US University administrator's perceptions of the relative importance attached to research, teaching and other services in evaluating accounting faculties.

Peel et al (1991) analyzed the perceptions of two groups of accounting students in a British university regarding the understanding of accounting concepts.

McLanen (1990) examined practicing accountants and accounting academics in New Zealand regarding communication skills needed by accountants.

A study by *Rehman and Saha (1996)* pointed out that the number of accounting researches in comparison to researches conducted in other allied areas of Commerce or business studies in India is far less.

MAJOR OBJECTIVES OF THE STUDY

The main objectives of this present study are as follows:

- To find out the challenges in the area of commerce education
- To identify future trends in commerce education
- To overcome major challenges in commerce education

SIGNIFICANT CHALLENGES IN COMMERCE EDUCATION IN PRESENT CONTEXT

Commerce is considered as one of the most popular career options in India. Commerce education is the backbone of the business and serial development of the nation. This education stresses on developing the people and making effective use of available resources. Commerce education develops the relationship of people with one another. Commerce education covers wide area of business and society. Commerce education provides to the business and society that how to use it for the betterment of self and oneself. Commerce education gives to the people for democratic living, good citizenship and proper utilization of resources. It provides skill oriented education to students and society.

SOME OF THE MAJOR CHALLENGES FACED IN COMMERCE EDUCATION ARE AS FOLLOWS

- ❖ Challenges and Strategies for controlling inflation and promoting growth
- ❖ Emerging issue in global Economy, Commerce and Management
- ❖ Internationalization of Financial Market in the World
- ❖ Role of Foreign Direct Investment and Foreign Institutional Investment
- ❖ Reform in Indian and International Economic Sectors
- ❖ Challenges and Strategies of IMF and WORLD BANK for International competition

- ❖ Challenges and Strategies merger and acquisition strategies for Trade, Commerce and Industry in World
- ❖ Challenges and Strategies for commodities markets in the world and in currency market in International scenario
- ❖ Challenges and Strategies for export and import of Trade, Commerce and Industries in global scenario
- ❖ Challenges and Strategies for Stock Market and Investors for International competition
- ❖ The current condition of commerce education is such that it lacks employability skills and does not enable students to face complexities of business. If somebody will ask me a question, “Does commerce education offer good employability skills and talent?”
- ❖ The answer will be a straight ‘No’. When I say ‘No’, what are the reasons for saying no? The most important reason being lack of communication skills, lack of analytical skills, lack of confidence, lack of ability or capacity to work for long hours, lack of dynamism etc. The result is that either the students are not employable or they are employed but with below standard salary packages. In order to break away from such situations, commerce students resort to an MBA, MMS or PGDM programme.

OVERCOMING MAJOR CHALLENGES IN COMMERCE EDUCATION:

1. High priority should be given on developing a proper board for drafting the syllabus.
2. Making regular changes as per the need of the industry and global markets.
3. Making English the compulsory medium of instruction after standard XII.
4. Case studies for developing analytical and presentation skills.
5. Encouragement to apply for practical training through internship programmes.
6. Exposure to real industrial problems and solutions.
7. Exposure to successful corporate strategies and reasons for failures.
8. Exposure and analysis of successful global strategies.

CURRENT TRENDS IN COMMERCE EDUCATION

- ✓ **E-Commerce:-** E-Commerce involves conducting business using modern communication instrument like Internet, Fax, Telephone, E-data interchange, E-payment, Money transfer system. E-Commerce provides multiple benefits to the consumers in the

form of availability of goods at lower cost, wider choice and save times. People or Consumer can buy goods with a click of mouse button without moving out of their house or offices. Similarly, online services such as Internet Banking, Tickets includes Airlines, Railway, Bus Bill Payment, Hotel Booking etc. have been tremendous benefit for the customers. E-Commerce education has been phenomenal in making a deep impact on higher education. Commerce education not only equips students about latest career development advancements, it also opens door for access to information and knowledge.

- ✓ **M-Commerce:** - M-Commerce is the Force of E-Commerce's future. Both the telecommunications industry and the business world are starting to see M-Commerce as a major focus for the future scope of commerce education.
- ✓ **Online Education:** - It has become an important mode of education. Since the regular courses in India are getting very expensive and highly competitive, distance and online education is fast developing as an amazing option for the students E-learning opportunities are immense in India. Even the distance education programs are serving wonderfully. Distance learning can be availed through various types such as interactive CD-ROM programs, Mobile learning programs, Tele courses or Broadcast course via Television or Radio, Postal correspondence programs and many more.

FUTURE TRENDS IN COMMERCE EDUCATION

Educational trends and research that we will see in the coming years include:

- ✚ Standards-based education, focusing on outcomes for student learning will be on rise.
- ✚ Full-day kindergarten providing more time for in-class experiential learning
- ✚ Research on the economic impact of the child-care industry and its effect on the local community; employment needs are identified to maintain a workforce and this need will be fulfilled through advanced learning and education in commerce.
- ✚ Quality Rating Systems, a system of rating the quality of child-care programs that is tied to incentives and reimbursement rates will be introduced by many university and colleges.

- ✚ Social Media in the Lecture Hall- Incoming freshmen used to having technology at their fingertips will think it is a good idea to introduce social media or tablet devices in the classroom.
- ✚ Rise of Community Colleges- Although traditional four-year universities support many community colleges through articulation agreements. Transfer colleges, both online and on ground, will focus on transitioning students to a four-year college, and students will leverage such programs to cut the price of their bachelor's degree in half or more.
- ✚ E-commerce will be on the rise- The rising trend in e-commerce education will be on rise in coming years. According to a research study the no. of e-commerce students will be rise to 100 million in the next few years.
- ✚ Academic Oriented Courses- for giving liberal commerce education, for developing quality of mind, logical thinking, initiative, attitude to life and a general understanding of business.
- ✚ Management Oriented Courses- the Institutes of Management in the country are catering to the demands of elitist managerial personnel of industry. We need a second level of personnel to cater to the requirements of small and tiny industry. In India, there are many small and tiny industrial units, particularly in the rural areas which need management orientation and a fair dose of management culture.
- ✚ Practical and Skill Oriented Curriculum- Students of Business will be more exposed to practical aspects of conducting business. Thus the syllabus should include more of drafting of reports, minutes, conducting case studies, undertaking project work, field survey, etc.

CONCLUSION AND FURTHER SCOPE OF STUDY

With a growing emphasis on information, global economy, Higher Education was viewed as increasingly essential for the world's population. Information Technology and Mobile Technology is now forcing education sector to change according to the need of the time. The most emerging dimension of the Business and Commerce education in the 21st century is the need for Business School to use technology and make it integral part of course contents.

Education now becomes an industry, there is explosion of technologies and knowledge in all sphere. The quality of Commerce Education has become a major marketing issue in the changing environment. As per specialization, a practical training should be provided to the students. By making relevant and practical oriented Commerce Education, we may impact global competitiveness to our students. Here the participant's viz. university, colleges, faculty, students and society at large along with the regulatory body and Government are equally responsible for the state of the affairs today. All need to come and work together selflessly to bring positive changes in the interest of the students without which the future of the students will be at further risk, result in negative effect on the nation building-the key objective of education.

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A STUDY ON CUSTOMER SATISFACTION TOWARDS WASHING MACHINE IN TIRUNELVELI CITY

***Dr. T. SAMSON JOE DHINAKARAN**

Guide and Supervisor, Assistant Professor of Commerce,
St. John's College, Palayamkottai,
Affiliated to Manonmaniam Sudaranar University,
Abishekapati, Tirunelveli, Tamil Nadu.

****P.GOMATHI**

Ph.D Research Scholar, St. John's College, Palayamkottai,
Affiliated to Manonmaniam Sudaranar University,
Abishekapati, Tirunelveli, Tamil Nadu.

ABSTRACT

At present century, the cutting edge mechanical world presents numerous imaginative home apparatuses for lessening the work trouble. In that clothes washer considered as one of the most basic piece of home machines, particularly for working ladies. The clothes washer isn't just to diminish their physical work yet in addition spare gives quality washing. Be that as it may, there is a fast development between very much presumed clothes washer organizations. The purchasers are not in a situation to arrange the great marked clothes washer. Numerous organizations have their own novel highlights to provide food the different of buyer needs. The primary point of this examination is to discover of the degree of consumer loyalty and proposes them the way to improve the fulfillment level, which will assist them with increasing their deals.

Keywords: Consumer Loyalty, Durable Goods

INTRODUCTION

In the Competitor world a great deal of home machines are imagined by the regarded organizations to accomplish their work effectively and easily. Each activity of an individual depends on needs At present life, it is found in the numerous families that the two people are worked in different segments. So they are truly and intellectually endured a great deal. These issues make them to lean toward some home machines to lessen their physical work. It isn't just to decrease their physical work yet in addition to spare time and diminish their psychological strain simultaneously we get the really nature of the work. Right now machine considered as one

of the most essential home apparatuses. The genuine issue is to discover what thought the shopper considers while buying an item and why he picks a specific brand. The investigation of customer conduct is exceptionally valuable in deciding the sort, style, brand, trademark and so on., of the item. The entire part of the purchasing conduct decides the sturdiness, value strategy and utility angle in products. This paper examined the degree of consumer loyalty towards chose clothes washer organizations.

OBJECTIVES OF THE STUDY

- To distinguish the variables influencing the buying conduct of shopper respondents as to clothes washer in the said territory.
- To inspect the different variables of consumer loyalty towards chose brands of clothes washer.
- To propose appropriate measures for better execution of the advertisers.

RESEARCH METHODOLOGY

The sample size of this study is limited to 60 Respondents. 60 Washing Machine users in different places of Tirunelveli. The survey was conducted among the respondents and randomly selected 60 respondents, using separate well-developed questionnaire. The required primary data for the study were collected through questionnaire. The questionnaires were distributed directly by the researcher herself to these sample consumers who are nearby. Relevant secondary data were collected from the text books and Internet. While analyzing the primary data statistical tools were used. Statistical tools include table, Ranking method and simple percentages.

TABLE NO. 1. DEMOGRAPHIC DETAILS OF THE RESPONDENT

Factors	Category	No. of Respondent	Percentage
Gender	Male	12	20
	Female	48	80
Age group	Below 20	7	12
	21 -30	13	22
	31 – 40	25	42
	Above 41	15	25
Marital Status	Married	50	83

	Unmarried	10	17
Occupation	Student	7	12
	Self employed	11	18
	Private Employee	22	37
	Government Employee	20	33
Monthly income	Rs.5000 – 10, 000	10	17
	Rs.10,001 – 15, 000	15	25
	Rs.15, 001 – 20, 000	13	22
	Rs.20,000 & above	22	37

Source: Primary Data

Out of 60 samples, Majority 80% of respondent belong to female, 42% respondent belong to the age group of 31-40 years, 83% respondents are married, 37% respondent are Private Employee, 37% respondent have a monthly income between Above 20,000.

TABLE NO. 2. WASHING MACHINE DETAILS OF THE RESPONDENT

Factors	Category	No. of Respondent	Percentage
Type of washing Machine	Top loading washing machines	30	50
	Front loading washing machine	17	28
	Semi automatic washing	13	22
Brand of Washing Machine	LG	15	25
	Samsung	8	13
	Whirlpool	9	15
	Bosch	13	22
	Haier	9	15
	Others	6	10
Size of Washing Machine	6kg -7kg	23	38
	7.5kg-9kg	17	28
	9.5kg-12kg	12	20
	Above 12Kg	8	13
Color of Washing Machine	Grey	26	43
	Maroon	18	30
	White	9	15
	Others	7	12
Year of usage	1 yr – 3yrs	12	20
	3 yrs - 5 yrs	30	50
	5yrs - 7 yrs	11	18
	Above 7 yrs	7	12

Purpose of purchase	Family purpose	24	40
	Personal purpose	27	45
	Other	9	15

Source: Primary Data

Out of 60 samples, Majority 50% of respondents using Top loading washing machines, Majority 25% of the respondents prefer LG washing machines, Majority 38% of respondents prefer 6Kg-7Kg size of washing machine, Majority 43% of respondents like Grey color washing machine, Majority 50% of respondents usage of washing machine for 3years-5years, Majority 45% of the respondents prefer for personal purpose.

TABLE NO. 3 . LEVEL OF SATISFACTION OF THE RESPONDENTS

Particulars	Rank
Price	2
After sales service	5
Quality	1
Technology	3
No sound	4

Source: Primary Data

Most of the respondents are prefer Quality.

FINDINGS OF THE STUDY

- 80% of the respondents are Female.
- 42% Most of the respondents age are 31-40.
- 83% of the people who are married.
- In my study, 37% of the people are Private employee.
- 37% of respondents are getting Rupees more than 20,000.
- 50% of the respondents are using Top loading washing machines.
- 25% of the respondents prefer LG washing machines.
- 38% of respondents prefer 6Kg-7Kg size of washing machine.
- 43% of respondents like Grey color washing machine.
- 50% of respondents usage of washing machine for 3years-5years.

- 45% of the respondents prefer for personal purpose.
- Most of the customers prefer Quality.

SUGGESTION

The purchaser were progressively worried about the highlights followed by appearance and style, so the fabricates ought not settle on the highlights and structure of the item as it can influences the acquisition of the item. Right now, thought ought to be work for better brand picture and the quality is additionally should be checked routinely for a superior consumer loyalty .The item characteristics and brand information assume an imperative job in deciding the conduct of purchasers. Hence, it is recommended that the assembling organizations may promote the items by giving more push on item properties, nature and attributes Festival offers and limits are for the most part pulled in by the clients. On the off chance that there is perpetual idea for clothes washer in the chose brand in many occasions, at that point it would lose its validity. The advertisers should attempt to situate their brands through creative promoting systems. Since the administration people exhortation was considered as the most significant wellspring of data by the customers the sturdy items makes should embrace appropriate systems to focus on the buyers.

CONCLUSION

The examination can be reasoned that different elements assumes critical job in consumer loyalty towards different brand. In request to satisfy singular needs and needs fabricates ought to guarantee clients' fulfillment, thus the positive execution. So the principle mantra for the organizations to be effective is to fulfill the buyers and create brand picture and nature of the item. It is additionally seen from the investigation that the variables influencing the purchasing conduct varies from purchaser to customer. Thusly it is important it is for the organizations to meet the clients' prerequisite to change over them into profoundly gainful promoting openings so as to get consumer loyalty.

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SIGNIFICANT REVITALIZATION AND EMERGING TRENDS OF E-COMMERCE, COMMERCE AND MANAGEMENT EDUCATION IN INDIA

***SANGAMESH SHIVALINGAPPA YALLIGUTTI**

Banker, Educationalist and Freelance Writer

Navanagar, Bagalkot

ABSTRACT

Commerce and management education has been an inspiring field for all the students. This has given many career choices and career options for the commerce and management aspirants, since last two decades there are many emerging and new paradigm have taken place in the field of commerce and management. Commerce and management education is emerging field in the education system in India. Since 1991 when liberalization, privatization and globalization came into the effect the role of Commerce and management extended. Further, commerce and management education has been widely provided to create new age and new dimensions in the respective fields while new prospects have been generated for the masters of commerce and management education.

The entire society and human life both have changed considerably since that a few years back. Education has increased the pace of development and we have developed hundreds time more everything has changed tremendously including morals, ethics and significance. So is true for education patterns and traditions. Here is what management education in India lacks most and what needs to be done to develop successful trends in management education. With the advent of commerce and management education, most importantly it has changed the whole picture and has redefined the meanings and standards both. Today, students are encouraged to realize their own potential of achieving success in the field they may feel inclined to. The world is open at your disposals and only sky is the limit. Commerce Education serves as a catalyst to socio-economic development of any country or a region. It supplies the input that enables to meet the requirements of present day stiff competition business environment. This paper presents the current scenario of Commerce Education in India by analyzing the various data and identifies key challenges and key initiatives by government and recommendations for revitalization of Commerce Education.

Keywords: *Emerging trends, revitalization, commerce education, economic prosperity, key challenges*

INTRODUCTION

The commerce and management education community has grown substantially and now represents a diverse set of perspectives. Deans, directors of business schools, students, business advisory councils, administrative staff, and recruiters of graduates are all involved in shaping the future of management education in India. Each group will find areas of interest in this scenario.

The Indian economy is creating a serious demand for high-quality managers to oversee the nation's growing businesses. That commerce and management as a valuable proposition that ensure a quick return on investment. Commerce and Management education growing considerably over the last few years with growing demand of industry. Commerce and Management education is in great demand especially after the change towards liberalization, privatization and globalization. Therefore several challenges of commerce management education which require integration of management education with corporate sector, up gradation of curriculum and course content designing of different program for executives, maintenance of an efficient and effective regulatory system of check mushrooming and emphasis on research.

Every year a lakhs of aspirants make an attempt to join management courses. Management degree along with the issue of employability & experience learning continuous to attract aspirants for industry integrated program. Today, with the rapid expansion of the Indian economy, and cross border deals on an increase the business environment is unpredictable. As consequences, the expectations of the employers are higher than ever before. They are looking for youngsters with experience, tact, ability to handle. There is no one commonly agreed definition of e-commerce or e-business. Thus, there is a need to clarify terms being used and explain the context in which they are being applied. E-commerce has an impact on three major stakeholders, namely society, organizations and customers.

Successful e-commerce involves understanding the limitations and minimizing the negative impact while at the same time maximizing the benefits-commerce businesses usually employ some or all of the following practices:

- Provide detail of virtual storefront on websites with online catalogs, sometimes gathered into a "virtual mall"
- Buy or sell on online marketplaces.
- Gather and use demographic data through web contacts and social media.
- Use electronic data interchange, the business-to-business exchange of data.

- Reach prospective and established customers by e-mail or fax (for example, with newsletters).
- Use business-to-business buying and selling.
- Provide secure business transactions.
- Engage in retail for launching new products and services

E-COMMERCE

Electronic commerce, commonly known as E-commerce, is trading in products or services using computer networks, such as the Internet. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. Modern electronic commerce typically uses the World Wide Web for at least one part of the transaction's life cycle, although it may also use other technologies such as e-mail. In the simplest case, it can be defined as doing business transactions in an electronic format. The European Commission has defined the e-commerce in 1977 as follow: The April 1997 edition (ERCIM News No. 29) reported that "Europe has been lagging with respect to the rest of the world in its way towards the information society". E-commerce based on data processing, including text, sound, image. The business includes various activities such as the electronic exchange of goods and services, instant delivery of digital content, business plans, collaborative design and engineering, electronic stock exchange, government procurement, direct marketing, services after the sales. E-commerce is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the Internet.

IMPACT OF E-COMMERCE ON MARKETS AND RETAILERS

Economists have theorized that e-commerce ought to lead to intensified price competition, as it increases consumers' ability to gather information about products and prices. Research by four economists at the University of Chicago has found that the growth of online shopping has also affected industry structure in two areas that have seen significant growth in e-commerce, bookshops and travel agencies. Generally, larger firms are able to use economies of scale and offer lower prices. The lone exception to this pattern has been the very smallest category of

bookseller, shops with between one and four employees, which appear to have withstood the trend. Individual or business involved in e-commerce whether buyers or sellers rely on Internet-based technology in order to accomplish their transactions.

BENEFITS OF E-COMMERCE

The benefits of e-commerce include it's the speed of access, a wider selection of goods and services, accessibility, and international reach. It's perceived downsides include sometimes-limited customer service, not being able to see or touch a product prior to purchase, and the necessitated wait time for product shipping. To ensure the security, privacy and effectiveness of e-commerce, businesses should authenticate business transactions, control access to resources such as WebPages for registered or selected users, encrypt communications and implement security technologies such as the Secure Sockets Layer.

BENEFITS OF E-COMMERCE TO ORGANIZATIONS

E-commerce has many advantages for organizations. E-Commerce expands the marketplace to national and international markets, Decreases the cost of creating, processing, distributing, storing and retrieving paper-based information, allows reduced inventories and overhead by facilitating "pull" type supply chain management , the pull type processing allows for customization of products and services which provides competitive advantage to its implementers, Reduces the time between the outlay of capital and the receipt of products and services, Supports business processes reengineering (BPR) efforts, Lowers telecommunications cost the Internet is much cheaper than value added networks (VAN's).

BENEFITS OF E-COMMERCE TO CUSTOMERS

E-Commerce makes some of the benefits of customer which are enables customers to shop or do other transactions 24 hours a day, all year round from almost any location, provides customers with more choices, provides customers with less expensive products and services by allowing them to shop in many places and conduct quick comparisons, allows quick delivery of products and services in some cases, especially with digitized products, customers can receive relevant and detailed information in seconds, rather than in days or weeks, makes it possible to participate in virtual auctions, allows customers to interact with other customers in electronic communities

and exchange ideas as well as compare experiences, electronic commerce facilitates competition, which results in substantial discounts.

BENEFITS OF E-COMMERCE TO SOCIETY

Finally, e-commerce can have good effects on society which are enables more individuals to work at home, and to do less traveling for shopping, resulting in less traffic on the roads, and lower air pollution, allows some merchandise to be sold at lower prices benefiting the poor ones, enables people in Third World countries and rural areas to enjoy products and services which otherwise are not available to them, facilitates delivery of public services at a reduced cost, increases effectiveness, and/or improves quality.

REVIEW OF LITERATURE

Growth & Globalization of Indian Management Education-Issues & Solutions- (Dr. ReddyIralaLokanandha) 2006 , has given the status of Indian B schools , which might stand the standard test of quality teaching . The Indian B schools have to take many initiatives to stand up to the challenges, while the affiliated colleges are needed to be more autonomy-both financial and academic; the autonomous institutions have to strengthen their curriculum.

Admission Criteria as a Predictor of Academic Performance in a Management Programme (**Dr. Lokanandha Reddy Irala**) 2006, B-Schools in India prescribe very stringent admission criteria for entry into their Management programmes. The typical criteria consist of three components of Evaluation-Written Test, Group Discussion (GD) and Personal Interview (PI), which provide the best graduates to management's schools.

Talent Acquisition and the Role of Management Education in India (K. Vidyakala) 2009, it has become vital for every organization to attract and retain the best available talent but worldwide organizations are subjected to heavy pressure due to the declining supply of talent. The demand for talented people exceeds the supply of skilled workers which has been fulfilled by management education.

MAJOR OBJECTIVES OF THE PRESENT STUDY:

1. To explore the changes towards commerce and management education in India.

2. To be made aware about the current scenarios with direct exposure to industrial affairs in their students.
3. To know the contemporary issues in the field of commerce and management education.
4. To provide the better prospects for the students in commerce and management education

PERSPECTIVE CHANGE IN THE CONTENT AND PROCESS OF COMMERCE AND MANAGEMENT EDUCATION

Commerce and management education has been changed with the traditional means of the education pattern. In present scenario commerce has been developed not only as an accounts related operations which was being maintained manually, now it has a drastic change new technology, new ideas new learning, new teaching aids and new industry trends has changed the focus of entire commerce and management education in a different perspective, now the commerce and management graduates are expected to manage all the business affairs.

Contemporary issues in commerce and management education:

As the scenario of education is entirely changed the institutions are providing degrees to their students they are not competent to provide the jobs and placement to their respective fields. This is the time to review the commerce and management education and to develop the new areas for the subject as it is already in demand of the institutions and students. We have to identify the areas from the industry point of view, keeping in mind the industry requirements the institution should take the corrective actions through, designing the new course, new syllabus, restructuring the existing course curriculum so that industry demand can be met out. In this article the major issues which need to be covered in the commerce and management education are discussed.

Contemporary issues in commerce and management are the following:

- **Management science:-** knowledge economy, corporate governance, business ethics, business education, knowledge management for all the sectors, such as petroleum and mining management
- **Spirituality and management:-** Indian ethos and values, value management, meditation and management of stress, yoga in management
- **Marketing:-** Social marketing, environmental marketing, integrated marketing communications, green marketing, marketing analytics, consumerism in digital era, branding in cyber space.

- **Human resource management:-** Talent management, Image management, organizational efficiency, competency mapping, human resource accounting, human resource information system, human resource audit, human capital management, HR analytics, strategic HRM, green organizational behavior.
- **Banking, Financial and accounting:-** Financial analytics Banking and investments, Capital market, Auditing and taxation, Company secretary, Cost and work accountant, Cost management accountant, Actuary, Financial planner, Investment banking, Asset management, Commercial banking, Equity researcher, Corporate finance, Risk management, Stock broking, Forensic accounting, Banking with technology, Financial reporting.
- **Information technology:-** Electronic marketing, Business intelligence and analytics, Skill management, Banking with technology, Digital marketing, E-commerce, Mobile commerce.
- **General Management:-** Tourism and hospitality management, Packaging management, Waste management, Crowd funding management, Creative management, Leadership management, Productivity and performance management, Treasury management, Health care management, and maintenance management.

SIGNIFICANT CHALLENGES FOR COMMERCE AND MANAGEMENT EDUCATION IN PRESENT CONTEXT

- ✓ Emerging issue in global Economy, Commerce and Management.
- ✓ Internationalization of Financial Market in the World.
- ✓ Role of Foreign Direct Investment and Foreign Institutional Investment.
- ✓ Reform in Indian and International Economic Sectors.
- ✓ Challenges and Strategies for export and import of Trade, Commerce and Industries in global scenario.
- ✓ Job oriented course and programs to be identified with understanding the career prospects.
- ✓ Maintaining the industry –institute interface to generate employment and learning.

MAJOR THRUST AREAS IN COMMERCE AND MANAGEMENT AS WELL AS EMERGING CHALLENGES

- Faculty Development opportunities and management development programmes
- Development of Teaching Material and Case Studies.
- Post-experience and Distance Learning Programmes
- Institution-Industry Linkage.
- Restructuring of the Existing P. G. Management Programmes.
- International Cooperation and Collaboration for Export of Management Education.
- Quality and Excellence.
- Introduction of Assessment and Accreditation Procedures.
- Placement and career opportunities.

FINDINGS AND SIGNIFICANT ANALYSIS OF STUDY CONDUCTED

The study has considered the Competency development approach of selected top Indian B-schools in terms of the following parameters:

- Curriculum of PGDM /MBA Programme
- Industry integrated programme
- International Internship
- Faculty exchange program
- Dual degree programs
- Campuses aboard and student exchange programmes

OVERCOMING CHALLENGES FOR MAJOR THRUST AREAS IN COMMERCE AND MANAGEMENT EDUCATION

- Re-modelling and designing of commerce management education.
- Developing professionalism in higher education sector
- Competency based salary structure to attract the efficient teaching professionals.
- Focus over the job centered programs, vocational programs and programs satisfying the industry requirements
- Industry officials, executives should be the member of the education system to evaluate the feasibility of the program

- Development of individual's mindset and attitude towards the teaching profession
- Industry –institute interface should be developed or there should be a linkage between industry and institute to learn practical knowledge and exposure.
- The project work should be contextual, relevant and should focus on the current scenarios.

SUGGESTIONS AND RECOMMENDATIONS

- Restructuring the syllabi at UG and PG levels. Apart from the subject knowledge, soft skills like good writing skills, listening skills, presentation skills, interpersonal skills, leadership crisis management skills, problem solving skills etc,. Must be made compulsory in view of its importance in the contemporary job market.
- Provide facilities for industrial visits. Arrange Guest lecturers from expert academicians and industry experienced people.
- A detailed industry visit report based on the field visits should be made an integral part of the course.
- Redesigning the teaching methods, as a deviation from traditional teaching methods
- The management colleges / schools are able to use innovative and practical teaching methods like management games, workshops and seminars, Mock interviews, proper presentations, individual assignments, field surveys and case studies etc,.
- Control the study centers, UGC will take care of these centers, in some areas these centers are follow malpractices in examinations.
- Work with agencies to design educational and training programs that meet the needs of the agencies
- Develop multi-disciplinary curricula to prepare students for careers in humanitarian work
- Encourage faculty and student exchanges

CONCLUSION

The commerce and management education should be reviewed now as it has been considered the most job prospects education system in India and in any sector whether it is private or public commerce and management education has its own significance even in developing small enterprises and new startups and venture commerce and management has contributed a lot. This

is the time to analyse the current market trends and the industry demand and as per the trends the institutions should develop their course curriculum. Industry institute interface is must to generate the employment in this field. The Indian B-schools need to take more rigorous and strategic approach in shaping the global curriculum for developing global competency among students in true sense of the term. More international/global courses should be incorporated in each and every specialization along with core courses. The faculty must be of world class with international exposure and varied experience in industry. The challenges of the today's management institutes are to train their students as per the demand of the corporate world. The quality bench marks are not implemented by the colleges and management institutes due to several constraints which they are not able to overcome. The challenges they face is political interference, financial and academic constraints. Advantages of e-commerce are cost savings, increased efficiency, and customization. In order to understand electronic commerce it is important to identify the different terms that are used, and to assess their origin and usage. Successful e-commerce involves understanding the limitations and minimizing the negative impact.

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TECHNOLOGY ENABLED INTERNET TICKETING SERVICES – THE PASSENGERS VIEW

***S.SELVANATHAN**

Assistant Professor, Department of Commerce (SF)
VHNSN College (Autonomous), Virudhunagar

****Dr.V.MANO HAR**

Associate Professor, Department of Commerce,
VHNSN College (Autonomous), Virudhunagar

ABSTRACT

An electronic ticket, often called e-ticket, is the digital ticket equivalent of a paper ticket. The term is most commonly associated with airline issued tickets. Electronic ticketing for urban or rail public transport is usually referred to as travel card or transit pass. In 2014, IRCTC has upgraded the website its Next generation e-ticketing system (NGeT) was launched in the year of 2014 to handle increased ticket booking. The capacity was increased from 2000 tickets in a minute to 7200 tickets in a minute. The capacity of NGeT was further increased to 15000 tickets in a minute in 2015 to book tickets fast and easily. The e-tickets may be booked easily and faster through website and the IRCTC website is able to handle 15000 tickets per minute at present. The concurrent user connections were increased from 40,000 to 1,20,000 in NGeT, which has further been increased to 3,00,000. The enquiries in NGeT have also been increased from 1000 per second to 3000 per second. Capacity in NGeT was increased this year.

Keywords: *Passenger Satisfaction, Technology, Internet Ticketing*

INTRODUCTION

IRCTC was established on September 27, 1999 and came into effect from April 2001. The company has been incorporated under the Companies Act of 1956, with an authorised capital of Rs 50 crore, as a public sector undertaking fully owned by the Ministry of Railways, Government of India. The company is set up by the Indian Railways as a part of its long term strategy towards organisational reforms and restructuring to induct professionalism into its stream and divest its peripheral areas of operation connected to its core business of transportation, and to strengthen its links with the travel and tourism industry.

OBJECTIVES OF THE STUDY

To analyze the passengers' expectation and satisfaction in utilizing the technological enabled internet ticketing services.

To suggest better ways and means for providing effective services without problem.

RESEARCH METHODOLOGY

The validity of any research depends upon the systematic method of collecting the data and analyzing the same with appropriate tools. Sampling is a simply the process of learning about the population on the basis of a sample drawn from it. Thus, in the sampling technique instead of every unit of the universe only a part of the universe is studied and the conclusion are drawn on that basis for the entire universe. A sample is a subset of population units. The process of sampling involves three elements such as selecting the sample, collecting the information and making an inference about the population.

Factor analysis is a method used to transform a set of variables into a small number of linear composites, which have a maximum correlation with original variables. Factor analysis is used to study complex product (or) service in order to identify the major characteristics or factors considered important by the respondents. The purpose of factor analysis is to determine whether the respondents of several statements favored by the respondents are significantly correlated, it is considered that the statement measures some factors common to all of them.

Factor analysis can only applied to continuous variables (or) interval scaled variables. Factor analysis is like Regression analysis as it tries to ‘best fit’ the factors to a scatter diagram of data in such a way that the factors explain the variance associated with the responses to each statement. Factor analysis was conducted by the research in the present research in the following stages.

1. Desk Research
2. Formulation of Questionnaire
3. Collection of Data
4. Feeding and processing the input
5. Analysing the output
6. Identification of factors and naming them
7. Conclusion

ANALYSIS

FACTORS THAT INTERNET TICKET

The factors and issues regarding internet ticket are analyzed by using Principal Component Factor Analysis and the varimax rotation method to determine the underlying dimensions. The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett's test

of sphericity were also implemented to test the fitness of the data. Out of 600 respondents using IRCTC service, 398 respondents were belonging to Internet Ticket services users give their responses are depicted in Table 3.1. The results were discussed with the respondents to further refine the instrument. It contained 16 variables related to the opinion about internet ticket in the service sector. Respondents were asked to rate their level of agreement with each statement from 1 (Strongly agree) to 5 (strongly disagree).

Table No. 1. Internet Ticketing

Va.No.	Statements
1	Reduction in Expenses
2	Confidence of Records
3	Easy procedures
4	No Queues
5	Convenient
6	Time Saving
7	Easy access to information
8	Relevant response to my queries and problems
9	Recommendation to others
10	At anytime & from anywhere
11	Fits into my life style
12	Protects information about my credit card
13	Easy to understand
14	Easy to Learn
15	Innovative technology
16	Confirmation of executing online transactions

Source: Primary Data

STATISTICS ASSOCIATED WITH FACTOR ANALYSIS

BARTLETT'S TEST OF SPHERICITY

Bartlett's test of sphericity can be used to test null hypothesis that the variables chosen are not correlated with the sample population. The test of sphericity is based on the chi-square transformation of the determinant of the correlation matrix. A large value of test statistics favours the rejection of null hypothesis.

KKaiser-Mayer-Olkin Measure of Sampling

This index compares the magnitude of the observed correlation co-efficient to the magnitude of partial correlation co-efficient. Instant small values indicate that the correlation between pairs of variables cannot be explained by other variables and that factor analysis for evaluating a particular aspect will not be appropriate.

EIGEN VALUES AND COMMUNALITIES

A factor's Eigen value or latent route is the sum of squares of its factor loading. It helps us to understand how well a given factor fits the data gathered from all sample respondents on all the statements. Communalities are the sum of squares of a statement's factor loading, i.e., it explains how much each variable accounts for the factors taken together.

FACTOR LOADING

Factor loading is simple correlation between the variables and the factors. Factor matrix contains the factor loading and the factors. The researcher applied Factor analysis to assess the major statements influencing the technology enabled Internet Ticketing.

A correlation matrix was constructed based on the ratings. The analytical process is based on the matrix of correlation between variables. Valuable insights can be gained from an examination of this matrix. If the factor analysis should be proper, the variables must be correlated. If the correlation between all the variables is small, factor analysis may not be appropriate. In this inter correlation matrix, the correlation between all the variables are in good fit, and the factor analysis may be appropriate. Keiser (1974) suggests that values of 0.9 are higher and above 0.5 are great and values below 0.5 are unacceptable.

Table No. 2. KMO AND BARTLETT'S TEST

Kaiser-Meyer-Olkin Measure of sampling Adequacy	Bartlett's Test of Sphericity		
	Approx. Chi-Square	Df	Sig.
0.679	494.956	120	0.000

Source: Calculated Data

Table No.2 shows the results of Bartlett's test of sphericity and Kaiser Meyer Olkkin measures of sample adequacy were used to test the appropriateness of the factor model. Bartlett's test was used to test the null hypothesis that the variables of this study are not correlated. Since the appropriate chi-square value is 494.956 which are significant at 1% level, the test leads to the rejection of the null hypothesis.

The value of KMO statistics (0.679) was also large and it revealed that factor analysis might be considered as an appropriate technique for analyzing the correlation matrix. The following community table shows the initial and extraction values.

Table No. 3. Communalities

Statements	Initial	Extraction
Convenient	1.000	.419
Time Saving	1.000	.618
Easy procedures	1.000	.641
Reduction in Expenses	1.000	.717
Confidence of Records	1.000	.574
Protects information about my credit card	1.000	.560
Confirmation of executing online transactions	1.000	.552
Relevant response to my queries and problems	1.000	.385
At anytime & from anywhere	1.000	.549
No Queues	1.000	.522
Innovative technology	1.000	.610
Easy access to information	1.000	.581
Easy to Learn	1.000	.540
Easy to understand	1.000	.610
Fits into my life style	1.000	.629
Recommendation to others	1.000	.669

Source: Primary Data

Table No. 4. Total Variance Explained

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.973	18.584	18.584	2.973	18.584	18.584	1.874	11.712	11.712
2	1.586	9.910	28.494	1.586	9.910	28.494	1.642	10.261	21.973
3	1.252	7.826	36.321	1.252	7.826	36.321	1.508	9.425	31.398
4	1.197	7.483	43.804	1.197	7.483	43.804	1.423	8.891	40.290
5	1.163	7.266	51.070	1.163	7.266	51.070	1.416	8.852	49.141
6	1.005	6.279	57.349	1.005	6.279	57.349	1.313	8.208	57.349
7	.941	5.882	63.230						
8	.882	5.511	68.742						
9	.837	5.233	73.975						
10	.809	5.056	79.030						
11	.717	4.483	83.513						
12	.632	3.952	87.465						

13	.606	3.788	91.254						
14	.542	3.390	94.644						
15	.438	2.739	97.383						
16	.419	2.617	100.000						

Source: Primary Data

From Table No. 4, it was observed that the labeled “Initial Eigen Values” gives the Eigen Values. The Eigen value for a factor indicates the “Total Variance” attributed to the factor. From the extraction sum of squared loadings, it was learnt that the first factor accounted for a variance 2.973 which was 18.584 percent; the second factor accounted for the variance 1.586 which was 9.910 percent; the third factor accounted for the variance 1.252 which was which was 7.826 percent. The fourth factor accounted for the variance 1.197 which was 7.483 percent. The fifth factor accounted 1.163 which was 7.266 percent. All this five factors put together showed the total percentage of the variance with 57.349 percent.

DETERMINATION OF FACTORS BASED ON EIGEN VALUES

In this approach only factors with Eigen values greater than 1.00 are retained and the other factors are not included in this model. The five components possessing the Eigen Values which were greater than 1.00 were taken as the components extracted.

Table No. 5. Rotated Component Matrix^a Component

Variables	1	2	3	4	5	6
Reduction in Expenses	.758					
Confidence of Records	.723					
Easy procedures	.697					
No Queues	.625					
Convenient	.513					
Time Saving		.732				
Easy access to information		.582				
Relevant response to my queries and problems		.579				
Recommendation to others			.780			
At anytime & from anywhere			.597			
Fits into my life style				.685		
Protects information about my credit card				.666		
Easy to understand					.668	

Easy to Learn					.655	
Innovative technology						.717
Confirmation of executing online transactions						.669
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.						
a. Rotation converged in 11 iterations.						

Source: Computed Data

Extraction Method: Principal Component Analysis. a. 5 components extracted.

INTERNET TICKETING

IRCTC is the only entity authorised by Indian Railways to offer railway tickets online through its website and mobile application. It currently operates one of the most transacted websites in the Asia-Pacific region with a transaction volume of more than 25 million per month and 7.2 million logins per day. The booking of railway tickets through the internet is now available 24 hours per day, 365 day per year, with the only exception being daily maintenance closure from 23:45 hours to 00:20 hours. The main objective behind the introduction of the internet ticketing was that instead of requiring passengers to be physically present at the Passenger Reservation System (PRS), the PRS should be brought to the door steps of passengers.

CONVENIENCE

The process of booking an E-Ticket is easy and convenient. Registration on the website is free. E-ticketing is also helpful in saving environment by controlling pollution as people do not have to travel to Rail Reservation Offices to buy tickets. E-Tickets can be booked from the comfort of homes and offices. This not only saves air pollution but also Noise pollution. The passengers are convenient in price saving and can share their personal information. They also find easy to buy a ticket without long queues. Therefore convenience is the most important factor in passengers' opinion to buy e-ticket.

Service is defined in various definitions. This definition of service will contain a common theme of intangibility and simultaneous consumption, in the simple meaning it can be deeds, processes, and performances. The core of a service is that part of the service we think of when we name the service, for examples would be the way dinner is served at a nice refreshment center at the railway premises or getting reservation ticket done without waiting for longer hour for booking the ticket at the reservation counter. The association aspect of a service describes the interpersonal process by which the service is delivered and is consideration to be especially important in customer communications with professional service providers.

Table No. 6. Factor 1. Convenience

Variables	Factor Loading	Eigen Value	Cumulative Variance
Reduction in Expenses	.758	11.712	11.712
Confidence of Records	.723		
Easy procedures	.697		
No Long Queues	.625		
Convenient	.513		

Source: Computed Data

The variables such as price saving, The IRCTC's site never shares my personal information with other sites, Easy procedure to buy a ticket, No Long Queues, and Convenient are loaded in Factor 1. Hence F1 is termed as Convenience Factor. The Eigen value for the above Factor 1 was 11.712 and the percentage of variance was 11.712. It would be concluded that Convenience factor ranks as the first important factor by the respondents in opinion on Internet Ticketing.

TIME SAVINGS

Indian Railway Catering and Tourism Corporation (IRCTC) provides an online railway ticket booking facility but thanks to the sheer traffic to this website the service is busy and unresponsive most of the time. Despite being the world's largest rail network, getting an Indian train-ticket is something not so easy, and we have shared tips and trick to make the experience most efficient for our readers like - better alternatives to IRCTC website, Rail inquiry by SMS, Auto PNR tracking and update by SMS and trick to get your tickets faster with better chances to grab tatkal quota.

Table No. 7. Factor 2. Time Savings

Variables	Factor Loadings	Eigen Value	Cumulative Variance
Time Saving	.732	10.261	21.973
Easy access to information	.582		
Relevant response to my queries and problems	.579		

Source: Computed Data

The variables such as Time Saving, Easy access to information and the IRCTC authority gives me promote and relevant response of my queries and problems are loaded in Factor 2. Hence F2 is termed as Time Saving Factor. The Eigen value for the above Factor 2 was 10.261

and the percentage of variance was 21.973. It would be concluded that time saving factor ranks as the second important factor by the respondents in opinion on Internet Ticketing.

EASY ACCESS

Technology has transformed many aspects of life in the 21st century, including the way many of us make train reservations. For example, to make ticketing more convenient for travelers, Indian Railways has started an online reservation system, which helps us in booking tickets from the comfort of our homes or offices. While this is convenient for most people, it has made things particularly easy for people residing in remote locations.

Table No. 8. Factor 3.Easy Access

Variables	Factor Loadings	Eigen Value	Cumulative Variance
Recommendation to others	.780	9.425	31.398
At anytime & from anywhere	.597		

Source: Computed Data

The variables such as I will recommend others to use it and Buying tickets 24/7 [at anytime & from anywhere] are loaded in Factor 3. Hence F3 is termed as Easy Access Factor. The Eigen value for the above Factor 3 was 9.425 and the percentage of variance was 31.398. It would be concluded that Easy Access factor ranks as the third important factor by the respondents in opinion on Internet Ticketing.

INFORMATION UPDATING

IRCTC receive and maintain certain personal information about its customers who book online tickets and services through its various websites. Secured transactions over the internet are essential to its business operation. Security breaches, whether instigated internally or externally on its system or other internet-based systems could materially and adversely harm the business. Customers have the option to pay for services and tickets online via its web portal, and it rely on encryption and authentication technology to ensure secure transmission of personal data, including credit card numbers, over the internet.

Table No. 9. Factor 4. Information Updating

Variables	Factor Loadings	Eigen Value	Cumulative Variance

Fits into my life style	.685	8.891	40.290
Protects information about my credit card	.666		

Source: Computed Data

The variables such as Fits into my life style and The IRCTC's site protects information about my credit card are loaded in Factor 4. Hence F4 is termed as Information Updating Factor. The Eigen value for the above Factor 4 was 8.891 and the percentage of variance was 40.290. It would be concluded that Information Updating factor ranks as the fourth important factor by the respondents in opinion on Internet Ticketing.

UNDERSTANDABILITY

More and more people are choosing the Internet as their preferred place to purchase tickets. Online ticketing system allows your ticket buyers to see exactly which seats are available and select the seats they want. Allow your ticket buyers to choose the berth seats they want. It also offer the ability for them to see photographs from each seat location so that they may purchase the seats that suit them best.

Table No. 10. Factor 5. Understandability

Variables	Factor Loadings	Eigen Value	Cumulative Variance
Easy to understand	.668	8.852	49.141
Easy to Learn	.655		

Source: Computed Data

The variables such as Easy to understand and Easy to Learn are loaded in Factor 5. Hence F5 is termed as Understandability. The Eigen value for the above Factor 5 was 8.852 and the percentage of variance was 49.141. It would be concluded that Understandability factor ranks as the fifth important factor by the respondents in opinion on Internet Ticketing.

TECHNOLOGICAL FACTOR

IRCTC depends on the use of information technology and systems for the services that it provides and also for payments, refunds, customer relationship management, communications and administration. As its operations grow both in size and in scope, it must continuously improve and upgrade its systems and infrastructure to offer its customers enhanced services, features and functionality, while maintaining the reliability and integrity of its systems and infrastructure in a cost-effective manner.

Table No. 11. Factor 6. Technological Factor

Variables	Factor Loadings	Eigen Value	Cumulative Variance
Innovative technology	.717	8.208	57.349
Confirmation of executing online transactions	.669		

Source: Computed Data

The variables such as new technology experience and The IRCTC's site provides confirmation of executing online transactions are loaded in Factor 6. Hence F6 is termed as Technological Factor. The Eigen value for the above Factor 6 was 8.208 and the percentage of variance was 57.349. It would be concluded that Technological factor ranks as the final factor by the respondents in opinion on Internet Ticketing.

FINDINGS AND SUGGESTIONS

IRCTC's e-ticketing service has continued to go from strength to strength ever since it came into the market and now accounts for 65.83% of reserved tickets on Indian Railways booked online, leaving behind several high profile e-commerce sites worldwide. On an average, more than 6.75 lakh tickets were sold daily through IRCTC's website during 2017-18. The site offers round the clock ticket booking services except for 35 minutes from 23:45 hrs to 00:20 hrs. The site offers booking facilities of various full fare and concessional tickets.

IRCTC takes the credit of shorter passengers' queues at railway ticket counters across India. It provides one stop solutions for online train ticket booking, air tickets, hospitality and catering, tourism and tour packages. IRCTC provides reliable and customer friendly booking system, which makes it possible to book 2466.47 lakh tickets in 2017-18.

Using 16 variables, 6 factors and a five-point scale, a convenient sampling survey of the IRCTC passengers attitude in Tamil Nadu was conducted. Standard statistical processing of the generated data revealed a number of issues related to IRCTC passengers including the fact the Convenience, Time Savings, Easy Access, Information Updating, Understandability, Technological Factor strategies.

CONCLUSION

Customer satisfaction in e-ticketing is a complex phenomenon that is shaped by a wide range of variables including customer technical support, infrastructure, data security and user-friendliness. Understanding these issues is critical for organizations to create e-ticketing systems that initially meet customer needs and generate a high level of satisfaction. E-ticketing systems

that meet these requirements will provide the organization with satisfied customers who will express their satisfaction through loyalty and by remaining with the organization over the long-term. High levels of customer retention will form the foundation to maintaining the organization's bottom line. Although creating e-ticketing systems that achieve customer satisfaction is a significant undertaking for the organization, addressing the key issues noted in this investigation should facilitate the ability of the organization to create an e-ticket system that allows for building customer satisfaction, loyalty and retention.

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MAJOR ISSUES, SIGNIFICANT CHALLENGES AND CURRENT TRENDS IN MANAGEMENT EDUCATION IN INDIAN CONTEXT

***SHASHANK M EKBOTE**

Deputy Showroom head

Malabar Gold and Diamonds

Research Scholar, Kousali institute of management studies

Karnatak University Dharwad

ABSTRACT

Today across the globe management education is facing a unique crisis of relevance in the contemporary scenario. All the major aspects of Business education such as quality of MBA aspirants, quality of research publications, business research, curriculum, industry-institute interface, faculty development programmes, placements, management development programmes, compensation packages of B-school graduates, diversity among the faculty as well as the students, career development trajectory of alumni, governance and accountability etc are under critical scanner as of now. In the international arena Indian B-schools are not untouched by the contextual expulsions of the management education. Also concerned over the lack of high quality, context specific management research in India and also the predilection of Indian researchers to follow western models of research and publication blindly some of the relevant issues should be discussed. Multiple issues are indeed faced by B-schools in India such as proliferation of B-schools, faculty shortage, quality of education, governance and accountability as well as poor regulatory mechanism. Also in order to meet the issues and challenges of the future, the reform of the higher education could be unavoidable. The education institutions need to strive to achieve the balance between the education cost and the quality. The gap between theory and practice is one of the major criticisms of MBA schools. The present paper analyses the issues and challenges of management education in India in the emerging scenario and also provides remarkable insights into revitalizing B-schools that may benefit all the stakeholders.

Keywords: *Management education, stakeholders, governance, accountability, compensation packages*

INTRODUCTION

Business education has been liberalized in 1990's by the government of India which has surely resulted in the rapid growth of business schools offering the programmes both at the graduate and undergraduate levels. Particularly in the area of pedagogy, industry interface, curricula and academic research models Indian B-schools are almost a replica of US business education. But quite often it is also observed that Indian B-schools are struggling hard to introduce several adaptations because of differences observed in the work culture system which has made Indian business education to face several issues and challenges in the area of academics, financial support and development of infrastructure. Today management education is also considered as elitist as it attracts young men and women who are usually motivated by the positive consequences associated with management education to take up challenging corporate jobs. Due to rapid and increasingly complex nature of organization and businesses, there is a need that the business schools impart relevant current and cutting edge knowledge to the students. This research also identifies some of the major emerging areas in management and business education. Learning process also depends on teaching aids like library facilities, academic activities such as field work, classroom seminar as well as study tours and non academic activities of the college.

IMPORTANCE OF THE THEME

Management and business education could play a pivotal role in social uplift and also triggering the entrepreneurial spirit in a society. In terms of imparting quality education the business schools face several challenges. To adapt themselves to the changes happening the business world external environmental forces and stakeholders continuously put pressure on the business schools to adapt to the changes happening in the business world. It is very much pertinent for business schools to remain in close contact with the industry in order to maintain the quality education. The major gap between theory and practice is one of the major criticisms of MBA schools. According to Sydney Harris the whole purpose of education is to turn mirrors into windows.

Trained managers are certainly playing a vital role in the current economy. To develop the organization their multi dimensional skills are very much helpful. It is said and believed that 20th century belonged to the western while 21st century is set to belong to Asia. Education is the

crucial investment in development of a country and development of a country necessarily depends upon the quality of human resources. In the efficient functioning of the markets management education can play a statutory role. The arrival of the global village and international interdependence has brought both opportunities and challenges before the Indian economy. Today the biggest challenge before us is how to protect the interests of retail business on which millions of families depend directly or indirectly.

MANAGEMENT EDUCATION IN INDIA

The only challenge to qualitatively make a prosperous global economy is strengthening one's education. Due to various efforts and initiatives taken during the various successive five year plans and in particular towards the changing policies in the eighties to allow both the private organizations and the private to set up management institutes across the Indian territory, the growth of these management institutes have been tremendous and very much phenomenal. As on today, in converting the human resources in human capital by creating skilled manpower, improving quality of work life and enhancing industrial productivity we find that there are several management institutions in India playing a crucial role. Recently a significant growth of management institutions in India has made the country to proudly possess 19 IIM's at present and 21 IIT's as the most premier institutions offering education in the field of management and technical education respectively. Whereas number of universities existing in India as on date have department of management studies as mandatorily without fail. Across the length and breadth of the country the significant growth of management institutions in India has also made the significant growth in the number of available seats for management education.

OBJECTIVES OF THE PRESENT STUDY

1. To study the importance of commerce and management education
2. To know the new dimension for management education
3. To study the new trends and issues in business and management education
4. To know the strategies to incorporate competitiveness in Indian business
5. To study the major challenges and drawbacks in management education

IMPORTANCE OF COMMERCE AND MANAGEMENT EDUCATION IN INDIA

Most of the major industries of the world at present are controlled and owned by the developed western countries. It is certainly imperative for us to promote advanced commercial education in our country to overcome the lack of entrepreneurship. Modern business and commerce education do cover diversified fields of education and research in finance, management, accounting, marketing, commercial and business law. In some of the industrialized countries, commercial education is organized on dynamic and systematic lines. Their experts are able to plan and design finances, operate and establish big factories in months while it takes years to do so. Unfortunately in our country commerce was not given a fair chance like education or also as a profession. In past, in every respect we treated it inferior to medicine and engineering.

Certainly management education adds value to the existing qualifications. It helps students irrespective of their domains in their graduation level as it widens their knowledge base and also encourages them to think differently. Management education enhances leadership and managerial skills by sharing of ideas, insights through healthy, meaningful and through case study discussions. Having students with cross cultural backgrounds really adds value to management education as there is probability of generating multiple ideas.

NEW DIMENSION FOR MANAGEMENT EDUCATION

The emergence of such a new dimension for management education has already begun. To benchmark human resources companies are feeling the need for global standards and academics are encouraging the need and use of merit- based candidate selection systems. For talent selection India's position as a lead contributor to the global IT human resources pool will need to be supported by the adoption of global standards. Indian economy was developing at the time of independence; hence we required bureaucratic management skills. However 50 years after independence, Indian economy has become more mature and hence we now require entrepreneurial management skills. In this regard our management schools have failed to meet this challenge.

Growth of management education: Department of Commerce of the Andhra University in 1950 started the first MBA programme in India. In the year 1963, Indian Institute of management, Ahmedabad was set up in collaboration with the Harvard Business School. Year

1950's and 1960's witnessed the growth of commerce education and 1970's and 1980's witnessed the growth of management education in India. In our society there has been a tremendous growth since then. Every year about more than 14,000 students pass out of management schools. Keeping in mind the demand, supply is very meager. Management courses have become 'Academic courses' rather than 'Professional one'. Management institutes, barring a few exceptions have reduced to commerce colleges. To meet the new challenges of the 21st century there is an urgent need to structure management education. India has in recent times adopted institutions and domestic policies that have enabled people to take advantage of global markets and also have thus sharply increased the share in their GDP.

NEW TRENDS & ISSUES IN BUSINESS AND MANAGEMENT EDUCATION

Some of the recent major trends and issues in business and management education are as follows:

1. **Role of B-Schools:** Business schools should focus on nitty-gritty of general management and also about a functional specialization so that the students can become nothing but Jack of all trades and master of management. With changing times the Indian business schools should reinvent themselves and also redesign their academic curriculum for facing the current challenges in the business environment.
2. **Role to be played by faculties:** Faculties should be from excellent academic background with an industry exposure. They should be a special breed of people driven more by passion rather than money. Through right communication skills they need to motivate and inspire students. They should preferably have industry experience in a much reputed organization. Along with the consultancy and teaching experience it is desirable to have research experience in management.
3. **Reforms and the corporate Sector:** A dominant part of the industry constitutes the corporate sector. Today the structure of corporate financing is changed by the financial sector reforms along with the development of the capital market. This has certainly led to a separation of ownership and the management and also has given rise to the issue of corporate governance among others.

MANAGEMENT EDUCATION AT CROSS ROADS

As of now management education is becoming increasingly important and also most sought after post-graduate degree. Any developing country for its social and economic development requires well qualified managers and administrators. Also, industry requires competent managers all the times in times of recession to revive the economy and in the time of growth to frog-leap the competition. Hence management education is ever green with job opportunities. However, to what extent our management graduates are getting the right type of management education? According to a recent survey, Indian industry survey reports that only 15% of management graduates are employable and 85% unemployable. It is also found that management programs offered by many of the colleges and universities suffer from serious drawbacks and criticism. More importantly in business process management changes are needed and will be initiated concurrently. In the present scenario the business sector in India is highly promising. The fundamental scope of doing business in India is certainly lying with its people.

Some of the few situations that have arisen in India post liberalization are as follows:

- ✚ Export import boom and opening of trade market
- ✚ People are shifting from rural to urban areas, hence resulting in urbanization
- ✚ Major shift of agriculture workers to industry sector
- ✚ Big open saturated market for various category of products
- ✚ A growing and booming market for high quality and low price product
- ✚ Gradual increase of organized retail chains
- ✚ Steady and growing number of mergers and acquisitions
- ✚ Lucid and lucrative license policies for overseas multinational corporations
- ✚ High growth rate showing the economic prosperity in India
- ✚ Indian market leaders going global

MAJOR STRATEGIES TO INCORPORATE COMPETITIVENESS IN INDIAN CONTEXT

Some of the major strategies to incorporate competitiveness in Indian business are as follows:

- Infrastructure improvements upto global standards
- Development of latest transportation facilities so that least time is required to move from one place to another; it also reduces the carrying cost

- Government initiatives to advertise opportunities in different field to attract both Foreign Portfolio Investment (FPI) and Foreign Direct Investment (FDI)
- For saving cost and time with a look to improve supply chain for linkage effect-adaptation of backward integration
- Unbalanced growth strategy to facilitate growth and development
- To provide direct industry interference in large scale with practical approach to students making direct link among educational institutes and business firms is very much necessary
- To explore new opportunities in several fields of operations co-operation among domestic and foreign companies is essential as well as technological up gradation in industries
- Application of Just in time (JIT) technique in business

SOME OF THE MAJOR GOVERNMENT INITIATIVES TO SUPPORT COMPETITIVENESS

- Modification and renew of ex-im policy
- A more comprehensive competitive policy
- Removal of red tape barriers
- Increasing number of SEZ giving ultimate priority and also increasing facilities in Special Economic Zones (SEZ)
- Inauguration of free information bureau especially to provide important up to date information regarding different fields of operations in all the states in India
- Advertising challenges and opportunities(e.g., tourism) in various sectors
- Prohibition of free riders
- Facilitating mergers and acquisitions
- Finding alternative strategies for further development and subsidizing areas of scarcity

MAJOR CHALLENGES AND DRAWBACKS IN MANAGEMENT EDUCATION

Some of the major challenges and drawbacks in management education are as follows:

Major challenges:

- The current curriculum in management and commerce education does not teach students in facing the challenges in the business environment

- Also how to manage complexity and uncertainty are not taught in business schools
- It merely teaches the concepts and ideas with case studies
- It surely does not focus on the challenges and issues arising out of rapid growing technology and also the challenges involved in running an enterprise
- Unfortunately, today the best talent is going to industries where salaries are lucrative
- Especially today those who come to academic area are the ones who could not be absorbed in the industry or those who come to this profession by mere chance or those who choose this career out of passion.

MAJOR DRAWBACKS

- Insufficient availability of specialized experts and qualified faculty in management arena
- Lack of industry based specializations
- Low infrastructure facilities available
- Burden with heavy subjects and excessive working hours
- Lack of necessary guidance, motivation to students
- Lack of updated as well as industry based syllabus
- Lack of admissions in management research
- Lack of inter-disciplinary approach
- For quality research in management studies there is a huge lack of specified authorities
- Insufficient grants made available for research
- The courses remain too theoretical and also do not equip students necessarily with the right attitudes, skills and knowledge (ASK) required for them to be employable as such
- Just as the customers who would like to know about the specifications and quality before buying any particular “product” industry would also surely like to know and be assured of the product specification (quality) of the graduates it wants to hire.

OVERCOMING CHALLENGES IN MANAGEMENT EDUCATION:

- Re-engineering and revamping of management education must be surely done
- Providing decent salaries and professional ambience to faculties should be done

- Faculties should be regularly sent for training programs to update their skills and also their abilities
- Developing right mindset and attitude towards management education is very much essential and also focus on quality of education not quantity is important
- As MBA is a professional degree it should certainly groom and train the students to be true professionals to take on the challenges being faced in the business environment
- Accreditation should be made mandatory to ensure quality of education in all institutes
- Take strict and stringent action against the unauthorized and illegal MBA colleges
- Use online courses and other e-learning methods especially to increase training opportunities for field and local staff

IMPORTANT SUGGESTIONS FOR UNIVERSITIES

Some of the important suggestions for universities can be shown below as follows:

1. Universities should go ahead with restructuring the syllabi at UG and PG skills. Apart from the subject knowledge, major soft skills like good writing skills, listening skills, presentation skills, interpersonal skills, leadership crisis management skills, problem solving skills etc must be made very much compulsory in view of its importance in the contemporary job market
2. Arrange guest lecturers from expert academicians and industry experienced people as well as provide facilities for industrial visits
3. A detailed industry visit report which is based on the field visits should be made an integral part of the course
4. Redesigning the teaching methods, as a deviation from the traditional teaching methods should be done
5. The management colleges as well as schools are able to use practical and innovative teaching methods like management games, seminars and workshops and seminars, mock interviews, individual assignments, proper presentations, field surveys and case studies etc
6. Controlling and having a hold on the study centers, UGC will take care of these centers, in some areas these centre's also follow malpractices in examinations which should be restricted

7. To work with agencies necessarily to design educational and training programs that which meets the needs of the agencies
8. To prepare students for careers in humanitarian work develop multidisciplinary curricula

Keeping in mind all the above discussed facts our future global manager would require new skills like information management skills, information technology management skills, decision making in very dynamic environment, Human resource development skills, Innovation/credibility, service sector management skills, time and stress management skills, environment management skills, entrepreneurship, customer service management skills.

CONCLUSION

Today training for management extends beyond the frontiers of formal education in scientific, humanities and engineering disciplines and also is of quite recent awareness in India. Training for management aims at augmenting and bringing the nation's management resources through programmes of study, research, extension work and training. In addition to contributing to the traditional areas of management, it specifically lays emphasis on the management needs of the public sector and those socially relevant sectors of activity which do have not as yet had systematic exposure to modern management inputs. There is no need to reach high for the stars.. The educational system failed to forecast the recession and failed to check the overheated economy. The four pillars for effective management education are consultancy experience, research experience, teaching experience and industry experience. When faculties possess these four areas of expertise and experience, then it ensures qualitative management education. The present business education is broken and need to be reinvented with the changing times. It is rather unfortunate that India with a billion plus population could not produce global leaders like Jack Welch, Bill Gates, Sam Walton, Steve Jobs, Peter F Drucker, Michael Dell, and Jeff Bezos. It is time for India to relook at the methodology for management education. It is also the time Indian B-Schools took stock of the situation and also set their houses in order. Today the silver lining in the dark cloud of management education in India is the Indian school of business (ISB) which is ranked as the 15th best B school in the world surpassing other premier management institutions like that of IIM's. As of now there is a strong need to focus management education globally (i.e., think globally but act locally). Let us be much more creative and innovative in

preparation of curriculum and methodology of teaching. Management colleges may also improve their services through various quality programs.

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SCHEMES FOR ENTREPRENURS OF DISTRICT INDUSTRIES CENTRE (DIC) – AN ANALYSIS

***Dr. F. EFRAME SOPHIA SELVAM**

Assistant Professor of Commerce,
St. John's College of Arts & Science, Ammandivilai.
Affiliated to Manonmaniam Sundaranar University, Abishegapatti,
Tirunelveli – 627 012, Tamilnadu, India.

****Dr.C.SUBATHRA**

Assistant Professor of Commerce & Research Supervisor,
Pioneer Kumaraswamy College, Nagercoil ,
Affiliated to Manonmaniam Sundaranar University, Abishegapatti,
Tirunelveli – 627 012, Tamilnadu, India.

ABSTRACT

The state government introduced District Industries Centre in Kanyakumari District at Konam, Nagercoil from 1st August 1978. The DIC serves as nucleus for providing the support and assistance required by small scale, rural and cottage industries. Powers of the Directorate of Industries and Commerce have been delegated to District Industries Centre, Konam, Nagercoil and the field officers of the Department. In this paper the researcher has made an attempt to study the Schemes of DIC.

Keywords: Schemes, Entrepreneurs, DIC

INTRODUCTION

District Industries Centre is an institution at the district level, which provides all services and facilities to entrepreneurs at one place. These services and facilities include identification of a suitable scheme, preparation of a feasibility report, arrangements for supply of machinery and equipment, provision of raw materials, credit facilities and input for marketing and extension services, quality control and research and entrepreneurial training. DIC would also ensure that small industries continue to be viable. For this purpose, it provides all facilities to entrepreneur under one roof at the district and sub district levels. In this paper, the researcher explains the origin of DIC, its functions, its schemes and subsidies.

OBJECTIVES OF THE STUDY

1. To know the origin of DIC
2. To study the functions of DIC
3. To explain the schemes and subsidies of DIC

ORIGIN OF DIC

At the district level the responsibility for field-level implementation of industrial development policies rested with the District Industries Officer and project authorities. By the late seventies, certain deficiencies in the structure had become apparent. In particular, the small entrepreneur was deprived of a package of services from the government. As many of the functions were concentrated in the state headquarters, the small entrepreneurs found it difficult to go to the state capital again and again. More importantly, little attention was given to follow-service to assist the small units in solving their teething trouble.

In pursuance of the industrial policy resolution, 1977, a programme for setting up DIC as an effective nodal agency for the promotion of cottage and small industries widely dispersed in the rural areas and small towns. The policy emphasis was to shift the focal point of development of small-scale and cottage industries from big cities and state capitals to the district headquarters. The programme is envisaged to provide all services and support needed by small and village entrepreneurs, artisans, under a single roof.

DIC programme was stated on 1st May 1978, as a centrally-sponsored scheme. Under the programme, each district was to have an agency to deal with all the requirements of small and village industries.

SUBSIDIES OF DISTRICT INDUSTRIES CENTRE

The Government of Tamil Nadu has announced a number of concessions and incentives to SS entrepreneurs to start SSI at places declared industrially backward by the Government. The task of providing these concessions and incentives for the new small scale entrepreneurs in these regions has been entrusted to DIC. Among concessions and incentives generally given the following ones deserve a special mention.

STATE CAPITAL INVESTMENT SUBSIDY

New small scale industrial units started in the industrially most backward area are eligible for state capital investment subsidy at 20% of the value of total fixed investment subject to a maximum of Rs. 20 lakhs.

New small scale units started in the industrially backward areas are eligible for state capital investment subsidy at 15% of the value total of fixed investment subject to a maximum of Rs. 15 Lakhs. Subsidies could be obtained through DIC by applying for them within one year from the date of commencement of production.

The whole of Agasteeswaram Panchayat Union, all the town Panchyats in Rajakkamangalam block and certain specific regions of Colachel municipal area have been declared industrially backward areas in Kanyakumari District.

SPECIAL CAPITAL INVESTMENT SUBSIDY

The following is the list of the small scale industrial units, which comes under the special capital investment subsidy scheme. Leather industries, electronic industries, automobile ancillary industries, pharmaceutical industries, solar energy equipment manufacturing industries gold and diamond jewelries for exports, jute industries, pollution control equipment manufacturing industries, sports goods industries, building materials such as aluminium, PVC doors and windows.

ADDITIONAL CAPITAL INVESTMENT SUBSIDY

The SSI started in the industrially backward areas are eligible for additional capital subsidy at 5% subject to a maximum of Rs. 5 lakhs if more than 30% of their regular workers are women.

POWER TARIFF SUBSIDY

The SSI units which, come under low tension power tariff are eligible for power tariff subsidy for three years as detailed below.

- ❖ 1st year: 40% of the actual energy charges paid

- ❖ 2nd year: 30% of the actual energy charges paid
- ❖ 3rd year: 20% of the actual energy charges paid

This subsidy is permissible to the units started in all areas of Tamil Nadu except in areas under Madras Metropolitan Development Authority, Urban Land Tax and Urban land ceiling Act jurisdiction and also in areas within 15 km around Chennai, 8 km around Madurai, Coimbatore, Tirunelveli and Salem. Units have to put forward their claims within 3 months from the date of power connection or the date of commencement of production whichever is earlier.

GENERATOR SUBSIDY

All SSI units utilizing High Tension (HT) or Low Tension (LT) power are eligible for generator subsidy while buying new generators for captive use @ 15% of the cost of new generator subject to a maximum of Rs.5 lakhs. It is available only for the purchase of new generators. Permission for the installation of generators should be directly obtained from TNEB. Generators should be purchased from manufacturers or from approved dealers. The application for the sanction of subsidy should be sent to the concerned DIC within one year from the date of purchase or installation of the generator whichever earlier.

INTEREST FREE SALES TAX-WAIVER AND DEFERRAL CONCESSION

New SSI started in the industrially most backward areas is eligible for this concession for five years up to 100% of the value of fixed investment. It is also available for units undertaking substantial expansion or diversification. They have to file the claim within one year from the date of commencement of production.

THREE SCHEMES

- New Enterprise cum Enterprise Development Scheme (NEEDS)
- Prime Minister's Employment Generation Programme (PMEGP)
- Unemployed Youth Employment Generation Programme (UYEGP)

NEW ENTERPRISE CUM ENTERPRISE DEVELOPMENT SCHEME (NEEDS)

In accordance with the G.O Ms No 49 MSME Dept. dated 29.10.2012, the educated youth will be given entrepreneur training, assisted to prepare their business plans and helped to tie up with financial institutions so as to set up new manufacturing and service ventures. The beneficiary must be a first generation entrepreneur. The scheme details are as follows -

Project Cost

- ❖ Project cost above Rs. 5.00 lakhs and not exceeding Rs. 1.00 crore.
- ❖ Entrepreneur has to meet the cost of land, rented/leased building, technical knowhow, preliminary and preoperative expenses and working capital margin from ones own source of funds.
- ❖ Cost of land is included in the project cost at guideline value or market value, prevailing as on the date of filing loan application, whichever is lower.

Subsidy

- ❖ 25% of the project cost subject to a ceiling of Rs. 25.00 lakhs
- ❖ 3% back ended interest subsidy for bank assisted projects/3% interest subvention for TIIC assisted projects.
- ❖ However, for projects costing more than Rs. 1.00 crore, subsidy component will be restricted to Rs. 25.00 lakhs.

Place of Residence: The applicant should be a resident of Tamil Nadu state for not less than 3 years.

Age: General category: minimum 21 years and maximum 35 years, Special category : 45 years for (SC/ST/BC/MBC/Ex-servicemen/Minorities/ Transgender/ Differently abled persons)

Educational Qualification

- ❖ Degree, Diploma, ITI/Vocational training from recognized/Institutions

Promoters Contribution

- ❖ General category entrepreneurs : 10% of the project cost.
- ❖ Special category Entrepreneurs : 5% of the project cost.
- ❖ (SC/ST/BC/MBC/Ex-servicemen/Minorities/Transgender/Differentlyabled persons)

Reservation

SC	: 18%
ST	: 1%
Differently abled	: 3%

Under this scheme, at least 50% of the beneficiaries will be women with priority accorded to destitute women subject to the condition that they possess the required qualification.

Income Ceiling

- ❖ There will be no income ceiling under this scheme.

Training

- ❖ Compulsory EDP training will be given for 1 month with stipend.

List of Documents to Be Enclosed In Duplicate

- ❖ Proof of Age – Copy of Birth Certificate or Transfer Certificate.
- ❖ Proof of Residence – Copy of Ration Card or Residence Certificate from Tahsildhar.
- ❖ Copy of Degree/Diploma Certificate.
- ❖ Community Certificate.
- ❖ Certificate in Proof for Ex-servicemen/Differently Abled/Transgender, if applicable.
- ❖ Project report with projected sales and cash flow statement for the next 3 years.
- ❖ Copy of land document, if included in the project.
- ❖ Estimate of building obtained from the chartered civil engineer.
- ❖ Quotations for the machinery or equipment.
- ❖ Sworn affidavit obtained from notary public in Rs. 20/- stamp paper as per format.
- ❖ EM Part-I obtained from the office of the Regional Joint Director, Chennai-32.
- ❖ Copy of partnership - deed, in case of partnership concern.

PRIME MINISTER'S EMPLOYMENT GENERATION PROGRAMME (PMEGP)

PMEGP is a central sector scheme administered by the Ministry of Micro, Small and Medium Enterprises (MoMSME). Scheme is implemented by Khadi and Village Industries

Commission (KVIC), a statutory organization under the administrative control of the Ministry of MSME as the single nodal agency at the National level.

Government of India has approved the introduction of new credit linked subsidy programme called Prime Minister's Employment Generation Programme (PMEGP) by merging the two schemes that were in operation till 31.03.2008 namely Prime Minister's Rojgar Yojana (PMRY) and Rural Employment Generation Programme (REGP) for generation of employment opportunities through establishment of micro enterprises in the rural and urban areas.

Eligibility

- ❖ Any individual, above 18 years of age.
- ❖ There will be no income ceiling for assistance for setting up projects under PMEGP.
- ❖ For setting up of project costing above Rs.10 lakh in the manufacturing sector and above Rs. 5 lakh in the business/service sector, beneficiaries should possess at least VIII standard pass educational qualification.
- ❖ Assistance under the Scheme is available only for new projects sanctioned specifically under PMEGP.
- ❖ Self Help Groups (including those belonging to BPL provided that they have not availed benefits under any other Scheme) are also eligible for assistance under PMEGP.
- ❖ Institutions registered under Societies Registration Act,1860.
- ❖ Production Co-operative Societies, and Charitable Trusts.

Existing Units (under PMRY, REGP or any other scheme of Government of India or State Government) and units that have already availed Government Subsidy under any other scheme of Government of India or State Government are not eligible.

UNEMPLOYED YOUTH EMPLOYMENT GENERATION PROGRAMME (UYEGP)

For the educated and unemployed to become self employed by setting up Manufacturing/Service/Business enterprises by availing loan up to the maximum of Rs. 5 lakhs, Rs. 3 lakhs and Rs. 1 lakh, respectively, with subsidy assistance from the State Government up to 15% of the project cost.

The Micro, Small and Medium Enterprises Department, Government of Tamil Nadu

introduced the scheme “**Unemployed Youth Employment Generation Programme (UYEGP)**”, which aims to mitigate the unemployment problems of socially and economically weaker section of the society, particularly among the educated and unemployed to become self employed by setting up Manufacturing/ Service/Business enterprises by availing loan up to the maximum of Rs. 5 lakhs, Rs. 3 lakhs and Rs. 1 lakh, respectively, with subsidy assistance from the State Government up to 15% of the project cost from the year 2010–11 onwards.

Other Features of Scheme

- ❖ District Task Force Committee headed by the General Manager, District Industries Centre, will select beneficiaries through an interview process.
- ❖ Entrepreneur Development Programme (EDP) training will be given to beneficiaries for 7 days.
- ❖ Repayment schedule shall be for 5 years after an initial moratorium period of six months or date of commencement of project whichever is earlier.
- ❖ For marketing support Concerned General Manager, District Industries Centre, will arrange Buyer seller meet and Exhibitions.

CONCLUSION

At the district level, each DIC is headed by the general manager, who conducts meetings, interviews and investigations. Under the general manager there are four managers for project, credit, economic investigation and village industries administration. The manager for village industries, administration and projects at the rank of Assistant Directors. Managers for credit and economic investigation are at the rank of Deputy Directors. Thus, DIC operates well in every district, with its subsidies and schemes.

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AN EMPHIRICAL INVESTIGATION ON EMERGING TRENDS OF E-COMMERCE IN INDIA

***SHRIKANTH GANAPATI NAIK**

Assistant Professor

Department of Commerce

Government First Grade College Kumta- 581343

ABSTRACT

E-commerce stands for electronic commerce. E-commerce is doing business online and electronically. The E-commerce has completely revolutionized the conventional concept of business. E-commerce deals with selling and purchasing of goods and services through internet and computer networks. This paper attempts to highlight the different challenges faced by the E-commerce in India, understand the essential growth factors required for E-commerce, describes the prosperity of E-Commerce in India and retail E-Commerce sales in India. The study found that, in the world of E-commerce, the existence of the wholesalers is at the greatest risk because the producer can easily ignore them and sell their products to the retailers and the consumers. Ecommerce is showing tremendous business growth in India. Increasing internet users have added to its growth. Despite being the second largest user base in world, only behind China (650 million, 48% of population), the penetration of e-commerce is low compared to markets like the United States (266 M, 84%), or France (54 M, 81%), but is growing at an unprecedented rate, adding around 6 million new entrants every month. The industry consensus is that growth is at an inflation point and also India's e-commerce market was worth about \$3.9 billion in 2009, it went up to \$12.6 billion in 2013. In 2013, the e-retail segment was worth US\$2.3 billion. About 70% of India's e-commerce market is travel related. According to Google India, there were 35 million online shoppers in India in 2014 Q1 and is expected to cross 100 million mark by end of year 2016. By 2020, India is expected to generate \$100 billion online retail revenue out of which \$35 billion will apparel sales are set to grow four times in coming years.

Keywords: *E-commerce, Challenges, On Line Shopping, Evolution*

INTRODUCTION

E-Commerce stands for electronic commerce. Dealing in goods and services through the electronic media and internet is called as E-commerce. E-Commerce or E-business involves

carrying on a business with the help of the internet and by using the information technology like Electronic Data Interchange (EDI). E-Commerce relates to the website of the vendor, who sells products or services directly to the customer from the portal using a digital shopping cart or digital shopping basket system and allows payment through credit card, debit card or electronic fund transfer payments. E-Commerce is the movement of business onto the World Wide Web (WWW). E-Commerce facilitates new types of information based business processes for reaching and interacting with customers. It can also reduce costs in managing orders and interacting with a wide range of suppliers and trading partners. For developing countries like India, E-Commerce offers considerable opportunities. Electronic commerce or E-Commerce refers to a wide range of online business activities for products and services. It also pertains to “any form of business transaction in which the parties interact electronically rather than by physical exchanges or direct physical contact.” As per the report, the compound annual growth rates in the mature E-commerce markets of Japan, South Korea and Australia will run 11% to 12% over the next few years. In the rapidly growing markets of China and India, these growth rates will be 25% and 57% respectively. The report also highlights the rapid growth of E-commerce markets in neighboring China where, the compound annual growth rates of over 20% will take the market to over \$ 350 billion. A report by the Internet and Mobile Association of India (IMAI) has revealed that India’s E-commerce market expected to grow by 47% to reach U.S. Dollar 30 billion by 2022. Before e-commerce buying and selling were done without internet physically in the markets but after the arrival of e-commerce in India our life has become more convenient because of its number of advantages.

MAJOR OBJECTIVES OF THE PRESENT STUDY:

1. To study in detail various concepts of e-commerce
2. To analyze and present major trends of e-commerce in India
3. To study in detail various challenges faced by major e-business players in India
4. To study major significant prospects of e-commerce in India

REVIEW OF LITERATURE

Mitra Abhijit (2013) suggests E-Commerce has unleashed yet another revolution, which is changing the way businesses buy and sell products and services. New methodologies have evolved. The role of geographic distances in forming business relationships is reduced.

Chanana Nisha and Goele Sangeeta (2012) propose that the future of E-Commerce is difficult to predict. There are various segments that would grow in the future like: Travel and Tourism, electronic appliances, hardware products and apparel. There are also some essential factors which will significantly contribute to the boom of the E-Commerce industry in India i.e. replacement guarantee, M-Commerce services, location based services, multiple payment option, right content, shipment option etc

Awais Muhammad and Samin Tanzila (2012) indicate that use of internet has made the world a global village. The use of Internet has reduced the distances and brought the people together. A nation's back bone is commerce and it will be strengthened if backed by electronic tools in which e-commerce plays a vital role.

Sarbapriya Ray (2011) in their article entitled "Emerging Trends of E-commerce in India: Some Crucial Issues Prospects and Challenges". In this article an attempt is made to present a snapshot of the evolution of E-commerce business indicating the chronological order, category of E-commerce business, description of organizations involved in E-business in India.

Dutta and Dutta (2009) found tangibles have the highest impact on overall customer satisfaction. The largest discrepancy between the customer expectations and perceptions is in terms of empathy which includes Bank locations and ATM machines in convenient places and tele-banking and internet banking facility.

Kumar and Rajesh (2009) suggest that the facilities of the banks should be made more convenient for customer comforts. The ATM services should be extended with few more cabins. The work also concludes that with sincere efforts and positive attitude, the needs of many customers can be satisfied when banks aim at 'customer delight'.

CONCEPT OF E-COMMERCE IN INDIA

- 1. Multi Product E-Commerce:** Some internet portals provide almost all categories of goods and services in a single site; they are targeting customers of every possible product or service. Indian E-Commerce portals provide goods and services in a variety of categories like apparel and accessories for men and women, health and beauty products, books and magazines, computers and peripherals, vehicles, collectibles, software, consumer electronics, household appliances, jewelry, audio/video entertainment goods,

gift articles, real estate and services, business and opportunities, employment, travel tickets, matrimony etc.

Examples: www.indiayplaza.com, www.thebestofindia.com, www.khoj.com, www.sify.com, www.rediff.com, www.indiatimes.com etc.

2. Single Product E-Commerce: Some Indian portals / websites deal in a specialized field.

Some of the major Examples include:

- In automobiles, the portals are <http://www.indiacar.com> and <http://www.automatindia.com>, on these sites we can buy and sell four wheelers and two wheelers new as well as old vehicles online.
- In stock and shares markets some of the sites are <http://www.equitymaster.com>, <http://www.5paisa.com>. Some of the services offered to registered members are online buying or dealing of stocks and share, market analysis and research, company information, comparison of companies, research on equity and mutual funds, tracking market trends etc.
- In real estate, the portals like <http://www.indiaproperties.com>. This website facilitate online dealing in real estate, they offer outright purchase or lease of a property through their portal. They also provide information on new properties as well as for resale.
- In travel and tourism industry a major government of India portal is <http://www.tourismindia.com>. The tourist destination sites are categorized according to the themes like eco-themes pertains to jungles, flora and fauna, beaches of India, architectural attractions, forts and places, hill resorts, adventure-trekking, mountain climbing etc.
- In gift items, there are specific Indian websites making the act of gifting quick and easy to suit one's lifestyle. One such site is <http://www.indiangiftsportal.com>. The gifts are categorized as collectibles like paintings and sculptures, toys and games, chocolates, flowers, wood-craft and metal craft, luxury items like leather goods perfumes, jeweler boxes etc.
- In case of hobbies, the most popular hobbies from time immemorial are reading books, listing music and watching films. On the Indian website

<http://www.firstandsecond.com>, one can buy more than 3,00,000 titles of books, cassettes, VCDs and DVDs. The book's cover a wide range of topics such as business, art, cookery, engineering, children's stories, health, medicines etc.

- In case of matrimony, marriage portal like <http://www.jeevansathi.com> and <http://www.saadi.com>. There is a saying, marriages are made in heaven, but in the world of E-commerce, they are made on marriage portals. On these websites one can search for a suitable match by region of residence, religion or caste.
- In case of employment, two major portals like www.monsterindia.com and www.naukri.com are instrumental in providing job seekers with suitable employment facility. The service for job seekers is free and for employment they charge a nominal fee.

MAJOR TYPES OF E-COMMERCE

The major different types of E-commerce are as follows:

- **Business to Business (B2B):** Business to Business E-commerce refers to the full spectrum of E-commerce that can occur between two organizations B2B E-commerce includes purchasing and procurement, supplier management, inventory management, channel management, sales activities, payment management, and service and support. A few B2B pioneers are Chemdex (www.chemdex.com), Fastparts (www.fastparts.com) and Free Markets (www.freemarkets.com)
- **Business to Consumer (B2C):** Business to Consumer E-commerce refers to exchanges between Business and Consumer. Direct dealing between Business and Consumer has always existed, but with the E-commerce such transactions have gained further momentum.

Examples: Amazon.com, Yahoo.com and Schwab.com. Similar activities transactions that occur in business to business, E-commerce also take place in the business to consumer context. However, all customer facing activities are typically tracked. These include sales activities, consumer search, service and support.

- **Consumer to Consumer (C2C):** Consumer to Consumers involves transactions between and among consumers. These exchanges may or may not include third party involvement. Traditionally consumers have had dealings with other consumers, but only few of those

activities were in a commercial sense. E-commerce has made it possible to bring together strangers and providing a platform for them to trade on.

- **Consumer to Business (C2B):** Consumer to Business is relatively a new model of commerce and is a reverse of the traditional commerce models. Here, consumers provide services or goods to businesses and create value for the business. Consumers can band together to form and present themselves as a buyer group to businesses in a consumer to business relationship. These groups may be economically motivated as with the demand aggregator.
- **Business to Business to Consumer (B2B2C):** A variant of the B2B2C model wherein there is an additional intermediary business to assist the first business transact with the end consumer. Here, it is poised to much better in a web based commerce with reduced costs of having an intermediary. *Example:* Flipkart is one of the most successful E-commerce portals which provide a platform for consumers to purchase a different variety of products like electronic goods, apparels, books and music CDs.

Besides the above information some of the major key drivers in Indian E-Commerce are as follows:

- ❖ Today large percentage of population has subscribed to various broadband services including internet, burgeoning 3G internet users and also recent introduction of 4G users across the country
- ❖ Explosive growth of various smartphone users, which is soon deemed to be the world's second largest smartphone user base
- ❖ Rising standards of living as a result of fast decline in poverty rate
- ❖ Availability of much wider product range (including that of long tail and direct imports) compared to what actually is available at various brick and mortar retailers
- ❖ Increased usage of online classified sites, with more or less consumer buying and also selling second hand goods
- ❖ Evolution of Million Dollar start ups like Jabong.com, Saavn, Makemytrip, Bookmyshow, Goibibo.com, Swiggy, Zomato etc

EVOLUTION OF E-COMMERCE

E-COMMERCE involves all the money transaction such as selling purchasing or exchange of products online done over the internet. The term also refers to the stock & bond transaction, buying and downloading software without actually walking in the store. Also, e- Commerce includes business-to-business connections that make purchasing easier for the businesses. Computerization and internal networking called the Internal Computerization

- Extension of the Internal network to suppliers, such that they can get access to a database called the Electronic Data Interchange
- Extension of external network giving Internet connectivity to End- Users
- Money transaction, buying and selling over the internet called the e- Commerce

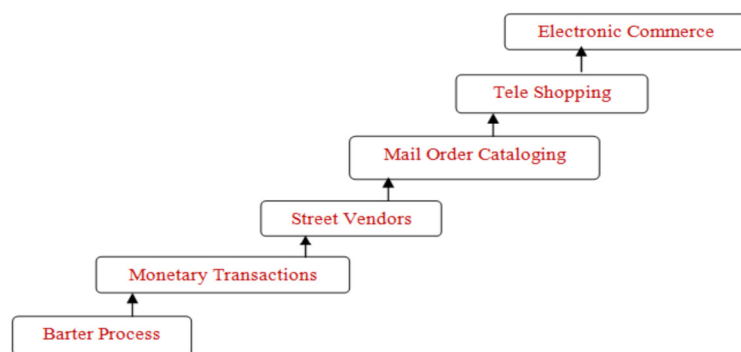
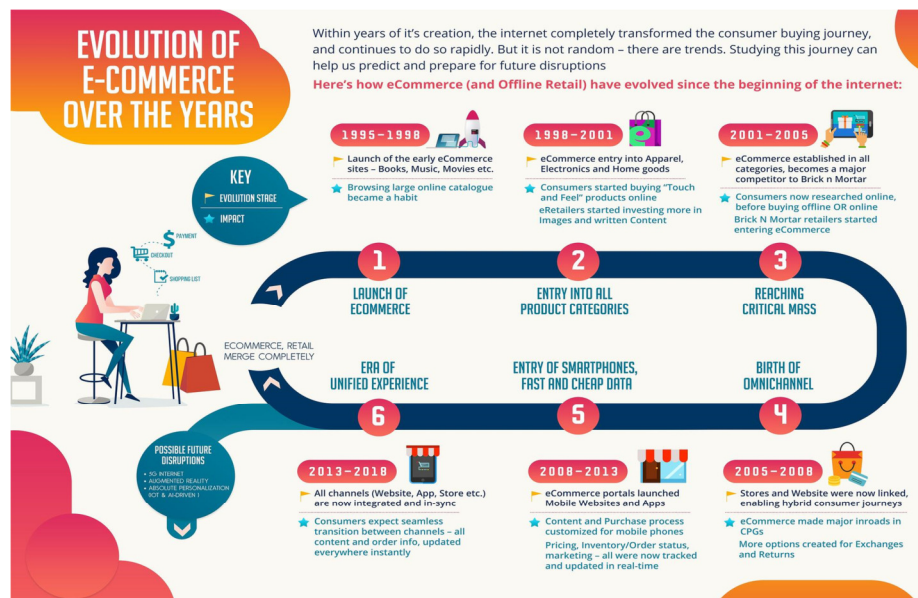


Figure to show evolution of E-Commerce

CHALLENGES OF E-COMMERCE:

I. External challenges:

External forces impact how E-commerce companies plan their growth strategy and provide seamless customer experience onsite and post transaction

➤ **Product and market strategy:**

E-commerce companies have to address issues pertaining to rapidly evolving customer segments and product portfolios access information on market intelligence on growth, size and share manage multiple customer engagement platforms focus on expansion into new geographies, brands and products and simultaneously tackle a hypercompetitive pricing environment.

➤ **Customer and digital experience:**

Companies have to provide a rich, fresh and simple customer experience not geared towards discovery, manage inconsistent brand experience across platforms; manage proliferation of technologies; and handle time to market pressure for new applications.

➤ **Payments and transactions:**

E-commerce companies may face issues around security and privacy breach and controlling fictitious transactions. Further, RBI restrictions for prepaid instruments or E-Wallets act as impediments.

➤ **Fulfillment:**

Companies will need to check if the physical infrastructure gets affected by the internet speed. Also the lack of an integrated end to end logistics platform and innovation focused fulfillment option could cause delivery issues.

II. INTERNAL CHALLENGES:

Internal forces impact how E-commerce companies can organize to drive and sustain growth.

Organization scaling:

E-commerce companies will have to make sure organization design keeps pace with the rapidly evolving business strategy, along with fluid governance, strong leadership and management development. From a growth perspective, indentifying acquisition opportunities, fund raising and IPO readiness becomes necessary.

Tax and Regulatory Structuring:

Companies will need to address issues around sub optimal warehouse tax planning imbalance between FDI norms vis-à-vis adequate entity controls, inefficient holding IPR or entity structure and international tax inefficiencies.

Risk Fraud and Cyber Security:

From a risk perspective E-commerce companies could face issues around brand risk, insider threats and website uptime. Issues around employee vendor nexus, bribery and corruption makes companies vulnerable to fines.

Compliance framework:

E-commerce companies have to comply with several laws, many of which are still evolving. Potential issues around cyber law compliance, inefficient anti corruption framework, legal exposure in agreements or arrangements, indirect and direct tax compliance framework and rules and regulations could pose problems.



Figure to show e-commerce drivers and challenges

PROSPERITY OF E-COMMERCE IN INDIA:

According to the survey by the Associated Chambers of Commerce and Industry of India, India's E-commerce market, which stood at \$ 2.5 billion in 2009, reached \$8.5 billion in 2012 and rose 88% to touch \$ 16 billion in 2013. India is gradually becoming the country with highest number of literate population in the world and the internet penetration is largely driven by mobile phones, with some of the cheapest and most basic handsets currently offering access to the internet.

Table showing Internet population in India:

Year	Internet population (In millions)
2012	137
2013	239
2014	286
2015	347
2016	423
2017	543
2018	597
2019	654
2020	712

MAJOR FINDINGS OF THE STUDY

1. In the world of E-commerce, the existence of the wholesalers is at the greatest risk because the producer can easily ignore them and sell their products to the retailers and the consumers. Wholesalers can take the advantage of E-commerce in establishing contracts with reputed producers and linking their business with the online.
2. The retailer can save his existence by linking his business with the online distribution. The retailer can provide additional information about various things to the consumers, meet electronic orders and be in touch with the consumers all the time. Therefore, E-commerce is a good opportunity.

3. Producers can take the advantages of E-commerce by linking themselves with the online, by giving information about their products to the other links in the business chain and by having a brand identity.
4. As more people are getting linked with E-commerce, the demand for centre providing internet facility is also increasing. Hence, the people who wish to take advantage of it can establish cyber and have their benefits.
5. E-commerce provides the various types of opportunities to the Wholesalers, Retailers, Producers and the People. Retailers meet electronic orders and should be in touch with the consumers all the time.

MAJOR SUGGESTIONS OF THE STUDY

An in-depth understanding of the legal regime and the possible issues that an E-commerce business would face coupled with effective risk management strategies has been the need of the hour for E-commerce businesses to thrive in this industry.

1. Intellectual Property Rights (IPR) issues in E-commerce transactions have taken a new form with users finding loop holes to not only easily duplicate material but also mislead other users. Hence, much more IPR is needed to effectively regulate tangled web.
2. The development of educational standards has enabled a great demand in the market.
3. The powerful influence of various social media tools like Facebook allows consumers to organize their favorite items and segment it into them and collections to share with others.
4. With the increase in small and medium enterprises, foreign direct investment, multinational companies, creating millions new jobs, a new generation of globally minded consumers. With growing job opportunities, customers are willingly able to pay for the products online.
5. The website for online shopping should be in understandable language. The language should be kept simple while making the websites.

CONCLUSION

Today E-commerce has become an integral part of everyday life. Accessibility to E-commerce platform is not a privilege but rather a necessity for people, particularly

peoples who are staying in urban areas. Due to fast adoption of internet enabled devices like Smartphone and Tablets, we have seen an unparalleled growth in E- commerce. The telecommunication technology has completely changed the way of our living, communication methods, shopping etc. The growth of E-commerce volumes in India is attracting the attention of players around the globe. E-commerce creates new opportunities for business it also creates new opportunities for education and academics. It appears that there is tremendous potential for providing E-business education.

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MARKETING STRATEGIES OF JIO TELECOMMUNICATION SERVICES – A STUDY

***Dr. R. SIVA SANKAR**

Assistant Professor of Commerce,
Vivekananda College, Agasteeswaram,
Affiliated to Manonmaniam Sundaranar University,
Tirunelveli, Tamil Nadu.

ABSTRACT

The aim of the study is to analyze the customer's perception towards marketing strategies of Jio. The Jio Company provides number of marketing strategies to attract the large number of customers. At first the marketing strategies of Jio company is free voice call, SMS and internet services. After sometime these services are extended. For analyzing the marketing strategies of Jio telecommunication services, the t-test, Chi-square test and Percentage analysis are used. The study covers both primary and secondary data. The simple random sampling method is used to select the respondents. The sample size of the study is 200 respondents.

Keywords: Telecommunication, Mobile Network, Internet Services, Customer

INTRODUCTION

Reliance Jio infocomm Ltd popularly known as Jio is a mobile network operator in India. The Jio Company provides only 4G LTE Services to its subscriber. Marketing strategies of Jio infocomm Ltd is a long-term and forward looking planning. From the very beginning marketing strategies of Jio is Free voice call, internet services and SMS services. Over a period of time their marketing strategies is extended with number of additional services. These are Jio app services, Jio net WiFi services, 4G broad band services, Jio Phone, and also Jio Giga Fibre services at reasonable prices. When compared to other telecommunication services, Jio offers speed internet at reasonable prices. To attract the large number of subscribers, Jio offers speed internet connection at reasonable prices. To attract the large number of subscribers, Jio introduced number of recharge plan with reasonable price to its users. They are mainly focused on new customers incoming not for the higher tariffs. The present study focuses the marketing strategies of Jio telecommunication services.

STATEMENT OF THE PROBLEM

India is currently the second largest telecommunication Market and has the second highest number of internet users in the world. Jio is one of the largest telecom company in India, launched its service on September 5, 2016. From the beginning Jio offered free services to its customers. This is a first marketing strategy of Jio. Jio has been captured large number of customers through their free services. After free services Jio has continued to offer its services at reasonably low tariffs. But now Jio increased its tariffs rates by 30 to 40% it's all in one plan and also charged 6 paise/ minute for calls to other network after a minute fixed by Jio. The Jio Company said that all the tariffs plan give 300% more benefits after increase the tariffs rate. In this way the researcher has been undertaken the study on “Marketing strategies of Jio telecommunication Services”

OBJECTIVES OF THE STUDY

The present study deals with the following objectives.

1. To analyze the various marketing strategies of Jio
2. To identify the level of awareness about marketing strategies of Jio
3. To offer suitable suggestions for improving the Jio services.

SCOPE OF THE STUDY

This study aims to analyse the marketing strategies adopted by Jio telecommunication services. The study identifies the highly perceived recharge plan among Jio customers in Kanyakumari District.

METHODOLOGY OF THIS STUDY

This study is analytical in nature. A well designed interview schedule was prepared based on the objectives of the study. The study covers both primary and secondary data. The secondary data have been collected from various Journals, magazines and reports. For collecting primary data 20 villages have been chosen at random. From 10 respondents have been selected from each 20 villages as simple random sampling method. The size of sample is 200.

TOOLS FOR ANALYSIS

The collected data are processed and analysed with the help of SPSS Package. The *t*-test, Chi-Square test and Percentage analysis are to be used to final interpretation of the study.

TABLE NO. 1 AGE

Sl. No	Age	Frequency	%
1	Below 25 year	66	33
2	25 – 25 year	49	24.5
3	35 – 45 year	42	21
4	Above 45 year	43	21.5
	Total	200	100

Source: Primary Data

TABLE NO. 2.GENDER

Sl. No	Gender	Frequency	%
1	Male	120	60
2	Female	80	40
	Total	200	100

Source: Primary Data

TABLE NO. 3.OCCUPATION

Sl. No	Occupation	Frequency	%
1	Salaried Employee	88	44
2	Businessman	40	20
3	Others	72	56
	Total	200	100

Source: Primary Data

TABLE NO. 4 .MARITAL STATUS

Sl. No	Marital Status	Frequency	%
1	Married	110	55
2	Single	90	45
	Total	200	100

Source: Primary Data

TABLE NO. 5 .EDUCATION QUALIFICATION

Sl. No	Education	Frequency	%
1	Upto School	32	16
2	Graduation	88	44
3	Post Graduation	52	26
4	Professional	28	14
	Total	200	100

Source: Primary Data

TABLE NO. 6 .AMOUNT SPEND FOR RECHARGING

Sl. No	Amount	Frequency	%
1	Below ` 500	82	41
2	` 500 – 750	96	48
3	Above ` 750	22	11
	Total	200	

Source: Primary Data

TABLE NO. 7.RECHARGE PLAN

Sl. No	Plan	Frequency	%
1	Monthly Plan	83	41
2	Three month Plan	46	23
3	Two month Plan	55	28
4	Year Plan	16	8
	Total	200	100

Source: Primary Data

Table 1 reveals that majority of the respondents are using Jio services is below 25 years of age. Tables 2 observed that majority of the respondents are male. Table 3 shows that 44 per cent of the respondents are salaried employee. Table 4 reveals that 55 per cent are married. Table 5 shows that majority of the respondents are graduate. Table 6 shows that 48 per cent of the respondents have spend ` 500 – 750 for recharging. Table 7 inferred that majority of the respondents have prefer monthly recharge plan offered by Jio.

CUSTOMER PERCEPTION TOWARDS MARKETING STRATEGIES ADOPTED BY JIO

To attract the large number of customers, the Jio adopted different marketing strategies. The customers perception towards marketing strategies adopted by Jio are analysed with the help of t-test. The results of t-test are presented in the following Table 8.

TABLE NO. 8
CUSTOMERS PERCEPTION TOWARDS MARKETING STRATEGIES

Sl. No	Marketing Strategies	Mean Score		t-test
		Male	Female	
1	Jio app services	3.250	3.850	-1.820
2	4G Services (Speed)	4.560	4.650	-2.826 *
3	PRBT Services	4.125	4.550	-2.521*
4	Recharge plan	4.850	4.760	3.869*
5	Wide Coverage	3.950	4.120	2.220*
6	Jio Phone	3.120	3.510	-1.086
7	Jio Giga Fibre Services	3.850	3.950	-1.869
8	Jionet WiFi	4.250	4.350	-2.996*
9	Voice Call Services	4.450	4.750	-3.629*
10	SMS Services	4.050	4.270	-0.896

Source: Primary Data

It is clear from the Table 8 shows that mean score and t-test value of perception towards marketing strategies adopted by Jio. The highest rate of perception among male respondents is identified in 'Recharge Plan', '4G Services', and voice call services since respective mean score are 4.850, 4.560 and 4.450. Among the female these are 'recharge plan', 'voice call services' and '4G services' since the respective mean score is 4.760, 4.750 and 4.650. Regarding perception towards marketing strategies of Jio, the significant difference between male and female respondents are identified in '4G Services', 'PRPT Services', 'Recharge Plan', 'Wide Coverage', 'Jionet WiFi', and 'voice call services', since the respective t-test are significant at 5 percent level. Thus, the study report that these are very important marketing strategies impacts the customers of Jio in Kanyakumari district.

LEVEL OF AWARENESS ABOUT MARKETING STRATEGIES OF JIO

The level of awareness about marketing strategies of Jio is analyzed with the help of Chi-square test. For this purpose the profile variable are compared with level of awareness about marketing strategies of Jio. The results are shown in the following table 9.

TABLE NO. 9

LEVEL OF AWARENESS ABOUT MARKETING STRATEGIES OF JIO

Sl. No	Variables	C.V	T.V	Hypothesis
1	Age and level of awareness	17.685	12.60	Rejected
2	Gender and level of awareness	12.825	5.99	Rejected
3	Occupation and level of awareness	26.865	9.49	Rejected
4	Marital status and level of awareness	10.780	5.99	Rejected
5	Educational qualification and level of awareness	32.825	12.60	Rejected

Source: Computed Data

C.V = Calculated Value

T.V = Table Value

From the above table 9 reveals that results of Chi-square between profile variables and level of awareness about marketing strategies of Jio. The analysis shows that the variables such as age, Gender, Occupation, Marital status and Education are significantly associated with level of awareness about marketing strategies of Jio. Thus, these are important profile variables are significantly impact the Jio services in the study area.

RECOMMENDATION AND CONCLUSION

The 4G option is much attracts the customers. The Jio mostly concentrate on this area to further improve the 4 G speed. In order to increase the awareness about marketing strategies, various advertisements can be conducted by Jio. Jio has become a very leading telecommunication company in India and offers wide variety of services to its customers. From the beginning the Jio offers free voice call, internet and SMS services to its customers. After the free services, the Jio introduces number of revolutionary scheme with reasonable price to its customers.

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EATHAMOZHY TALL COCONUT WITH GEOGRAPHICAL INDICATION

***Dr. S.SONY**

Assistant Professor, Department of Commerce
St.Johns Christian College, Ammandivilai,
Affiliated to Manonmaniam Sundaranar University,
Abishekapatti, Tirunelveli, Tamilnadu.

****Dr.CHITHRA JAMES**

Assistant Professor, Department of Commerce,
Women's Christian College, Nagercoil,
Affiliated to Manonmaniam Sundaranar University,
Abishekapatti, Tirunelveli, Tamilnadu.

ABSTRACT

This paper will give the description about the Eathamozhy Tall Coconut with Geographical Indication in Kanyakumari district of Tamilnadu. The promising and traditional coconut type known as Eathamozhy Tall found in the southern most belt of the peninsular India with its superior Morpho-Genetic traits is registered under geographical indications in the year 2007 in G.I. 110, with the necessary certificate No.72 dt. 7.09.2007, class 3 coconut. The coconut trees generally grow in coastal areas. The present study covers the objectives to analyse the method of cultivating coconut in Kanyakumari District. The study concluded that the method of coconut cultivation is based on yielding time duration.

Keywords: Coconut, Hectares, Cultivating, Yielding, Marketing.

INTRODUCTION

Coconut is grown in more than 86 countries worldwide, with a total production of 54 billion nuts per annum occupies the premier position in the world with an annual production of 13 billion nuts, overtaking Indonesia and the Philippines, the other two prominent coconut growing countries

The coconut having originated in South East Asia appears to have dispersed eastwards towards the pacific and further in to America, towards the west, it moved to India and Madagascar over the calm tropical waters. Although, it was often considered as an ocean

dispersed nut due to its sustenance viability in sea water for over 100 days sea traveller were also responsible for worldwide introduction and propagation of coconut plantation. .

The promising and traditional coconut type known as Eathamozhy Tall found in the southern most belt of the peninsular India with its superior Morpho-Genetic traits is registered under geographical indications in the year 2007 in G.I. 110, with the necessary certificate No.72 dt. 7.09.2007, class 3 coconut. The world intellectual property organisation has granted protection to the G.I. registered Agricultural products through its orders in 1883, and 2005. The WTO (World trade Organisation) has also granted protection to the G.I. registered Agricultural products from 2005. The Indian parliament has also passed the needed acts in 1993 and 2006.

STATEMENT OF THE PROBLEM

The Eathamozhi tall coconut is in Eathamozhi near Rajakamangalam in Kanayakumari district. This district offers good scope for agricultural as well as for handicraft industries. India is primarily an agricultural country. About 70 percent of its population depends on agriculture. Agriculture is the backbone of all the plans of economic development. The study focuses the method of coconut cultivation.

OBJECTIVES OF THE STUDY

1. To know about the method of cultivating tall coconut in kanyakumari district.

METHODOLOGY

This section describes the methodology which includes collection of data construction of interview schedule field work and data collection and framework of analysis.

The study is based on both primary and secondary data. The primary data are collected directly from the beneficiaries with the help of a structured interview schedule. Secondary data was collected from various magazines, periodicals, bulletins, books reports and journals.

Since the objective of the study is to find out the problem in marketing of coconut, the researcher has adopted random sampling technique for data collection. The researcher has collected data from 172 coconut cultivators in Eathamozhy.

A regression is a statistical tool used to explain the variation of one dependent based on the variation in one or more independent variables. If there is only one dependent variable and

one independent variable used to explain the variation in it, then the model is known as a simple regression. If multiple independent variables are used to explain the variation in a dependent variable, it is called a multiple regression model.

The general multiple linear regression models is of the type

$$y = a + b_1x_1 + b_2x_2 + b_nx_n$$

Where y is the dependent variable and $X_1, X_2, X_3 \dots X_n$ are the independent variables expected to be related to y and expected to explain or predict y . $b_1, b_2, b_3 \dots b_n$ are the co-efficient of the respective independent variables.

In this study multiple linear regression analysis is used to explain the dependent variable of the yielding time duration of coconut based on the variation of five independent variables. Independent variables include types of tree planted, number of trees planted per acres, amount paid as lease, area of cultivation, types of fertilizer used, type of seeds and seedling and method of irrigation.

The regression model is

$$Y = a + b_1x_1 + b_2x_2 + \dots + b_nx_n$$

Where

Y = yielding time duration of coconut

X_1 = types of trees planted

X_2 = number of trees planted per acre

X_3 = amount paid as lease

X_4 = types of fertilizers used

X_5 = method of irrigation

The result of Multiple Regression analysis is shown below

Table No.1. Multiple Regression Analysis

Sl.No	Variables	Unstandardised co-efficient		Standardised co-efficient	t	sig
		B	Std. Error			
	Constant	2.244	1.000		2.244	.034
1	Types of trees planted	.127	.099	.172	1.280	.212
2	Number of trees planted per acre	.516	.137	.644	3.755	.001
3	Amount is paid	.084	.097	.144	.0859	.398

	as lease					
4	Types of fertilizer used	-.444	109	-.537	-4.079	.000
5	Type of seeds and seedlings	.032	.078.	.058	.407	.687
6	Method of irrigation	-.258	.330	-.111	-.781	.442

R.value	R ² value	D.fv1	D.fv2	F value	significance
.779	.607	6	26	6.682	.000

Source: Computed Data

From the above is table it can be inferred that the R² value is 0.607 and t- tests for significance of individual independent variables indicates that at the significance level of .000 number of trees planted per acre and types of fertilizer used is significant. Types of tree planted, amount is paid as lease, type of seeds and seedling and method of irrigation are not statistically significant in each case. The regression equation inferred is

Yielding time duration of coconut trees (y)
 $= 2.24 + .127 (\text{types of tree planted}) + .516 (\text{number of trees planted}) + .084 (\text{amount paid as lease}) - .444 (\text{types of fertilizer used}) + .032 (\text{type of seeds and seedling}) - .258 (\text{method of irrigation})$

The equation obtained above means that yielding time duration of coconut depends upon types of tree planted, amount is paid as lease, type of seeds and seedling and method of irrigation increase and there is decrease in number of trees planted and types of fertilizers used

The multiple regression components (dependent variable) are found statistically a good fit as R² value is 0.61. It shows that two independent variable contribute at about 61 percent on the prediction of yielding time duration for the production of coconut. Hence the two variables of number of trees planted per acre and types of fertilizers used are the better predictors for the yielding time duration of production of coconut.

FINDINGS

The findings indicated that yielding time duration of coconut depends upon types of tree planted, amount is paid as lease, type of seeds and seedling and method of irrigation increase and there is decrease in number of trees planted and types of fertilizers used. Hence the two variables

of number of trees planted per acre and types of fertilizers used are the better predictors for the yielding time duration of production of coconut.

SUGGESTION

1. The government can encourage the coconut growers to cultivate the coconut trees by explaining clearly about the production and marketing activities of coconut
2. The coconut farmers in rural areas should be given a better exposure to the properties of certain fertilizers by conducting periodic agriculture camps.
3. The Government can provide fertilizers, pesticides which is suitable to crop at reasonable cost with proper guidelines

CONCLUSION

The study about the Ezthamolzhi tall coconut with geographical indication in Kanyakumari district of Tamilnadu shows that there is a remarkable growth in area, production of coconut. The study concluded that the method of coconut cultivation is based on yielding time duration.

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RELATIONSHIP BETWEEN PRINCIPALS' LEADERSHIP BEHAVIOUR AND THEIR ADMINISTRATIVE EXPERIENCE - A STUDY

***Dr.C.SUBATHRA**

Assistant Professor of Commerce & Research Supervisor,
Pioneer Kumaraswamy College, Nagercoil ,
Affiliated to Manonmaniam Sundaranar University, Abishegapatti,
Tirunelveli – 627 012, Tamilnadu, India.

****Dr. S. M. SRILANGA MEENAKSHI**

Assistant Professor of Commerce,
Manonmaniam Sundaranar University Constituent College,
Kadayanallur.

ABSTRACT

The purpose of this study was to identify the Leadership Behaviour of the College principals in Kanyakumari District as well as to examine if a statistically significant relationship existed between the Leadership Behaviour and their Administrative experience. This study employed a survey questionnaire. The questionnaire included two parts, Demographic Questions and Leadership Behaviour Questions. 130 sets of questionnaires were sent to all 130 College principals in Kanyakumari District using Drop-off and Mail-survey method. Analysed data using SPSS and Applied Pearson Correlation, Chi-Square to test hypothesis. The findings of the study reveal that there is significance relationship between the leadership style of College Principal and their Administrative experience. Principals with more administrative experience are more likely to be Democratic than the Principals with the less administrative experience.

Keywords: Administrative Experience, Leadership Behaviour, Principal, Relationship

INTRODUCTION

Education is the mirror of the society, showing its strength and weakness, hopes, biases and key values of its culture. Modern education aims at imparting knowledge, skills & attitude required by the youngsters to become functional in their respective societies. Colleges are therefore indented to serve as agents for developing individual citizens within a country. In essence, colleges are institutions where students are groomed to appreciate what the society in

which they live stands for and are equipped in order for them to contribute to the advancement of their society.

Research on managers (formal leaders) in different settings suggests that Leadership style, Decision-making style, and Motivation are the three important factors for managerial effectiveness (Bass, 1990). The manager, a decision maker and the motivator in the field of higher educational institution is “The principal”, who is the chief of the institution. This article investigates the three important dimensions of principals’ behavior: viz., Leadership style, Decision making style and Motivation Profile. Leadership style describes the behavior of the leader by Autocratic Leadership, Democratic Leadership and Laissez-Faire Leadership; Managerial decision-making style describes the typical way in which the principal solve problems and make decisions. Four functions are used to describe Decision making behavior: Directive, Analytical, Conceptual and Behavioral; and Motivation profile describes the need for the Motivation: Achievement Motivation, Affiliation Motivation, and Power Motivation.

ROLE AND IMPORTANCE OF COLLEGE PRINCIPAL

The principal is the key person in the academic hierarchy of the college. According to University Grant Commission, the principal is responsible for ensuring quality of education, administering college admission, scheduling classes, determining the work load of teachers, faculty development, evaluation of campus programmes, students discipline, allocating finance within the limits set by the governing body, maintaining relations with the university, government, alumni, other support agencies and general public and overall coordination and management.

The principal is the major component of college management. The tone and efficiency of the college largely depend on his ability and skill, personality and professional competence. The principal is the keystone in the arch of college administration. He is the hub of the educational effort. In the college management, the principal occupies a unique position. He is in the strategic centre of a well instructional relationship – teacher pupil, teacher –parent and teacher –teacher. It is he who arranges their co-ordinate efforts. In spite of the similarities in the organizational and administrative structures of colleges, they are different, one from the other in the way they function as well as the effects they function as well as the effects they have on the lives of students. Colleges which perform above average with regard to students’ behavior have the

tendency to perform above average in academic achievement. In other words, it appears that there is a correlation between students conduct and their academic attainment. The differences in students' behavior and academic outcomes are influenced inter alia by the principal.

The activities of the colleges are determined by what the principal does. He/She influences everyone else's behavior, his/her values are contagious, his/her good sense of ethics instills respect and trust in the system, he/she communicates a powerful message about what is important, how people are to be treated and how the college should operate daily. It implies that the principal is therefore expected to accept responsibility for whatever students and staffs do and lead, both by word and action, creating a college climate that facilitates effective teaching and learning.

PRINCIPAL'S LEADERSHIP BEHAVIOR

The climate and effectiveness of a college change drastically owing to a change of leadership is another important problem analyzed by the researcher. The college climate in various ways mirrors the principal's personality and he/she can promote or destroy a college through the climate he/she creates. The researcher in some situations, have witnessed a change in the climate of a particular college shortly after a new principal's assumption of duty. In some cases, students begin to show better attitude towards college and college work; the teacher are more hardworking, striving to meet the new principal's expectations and standard. The impact of the new principal is felt to the extent that by the end of the academic achievement. The teachers are not only mere active, but they also put in their best for the accomplishment of the college goals. In some other situations, the opposite is the case so much that the students and other stakeholders grossly dissatisfied with the performance of the principal and the college initiates the transfer of the principal. These instances prove that the type of leadership prevailing in the college is vital to the organizational climate and the principals are the key figures who can so change the work climate that all the teachers are motivated to work hard with the result that the goals of the colleges preserved.

OBJECTIVES OF THE STUDY

Following are the objectives of the present study:

- To analyse the Demographic profile of the College principals in Kanyakumari District.
- To study the relationship between the Leadership Behaviour of College principals in Kanyakumari District and their Administrative Experience.
- To provide suggestions based on the findings of the study.

HYPOTHESIS

H1. There is no relationship between the Leadership styles of college principals in Kanyakumari District and their Administrative experience.

H2. There is a relationship between the Decision making styles of college principals in Kanyakumari District and their Administrative experience.

H3. There is no relationship between the Motivation Profile of college principals in Kanyakumari District and their Administrative experience.

METHODOLOGY

The present study is conducted in Kanyakumari District, which is a tiny district in Tamil Nadu. The population for the purpose of the study is the College Principals in Kanyakumari District. The researcher has taken five types of Colleges in Kanyakumari district viz., Arts & Sciences (n=24), Engineering Colleges (n=31), Polytechnic Colleges (n=21), Nursing College (n=20) and Education Colleges (n=34) as the target group for the purpose of this study. As the researcher had taken whole population of the target group as a population for the purpose of this study, it is a census survey. This study employed a survey questionnaire.

ANALYSIS AND INTERPRETATION

Table.1.Demographic profile of the College principal (Frequency and percentage)

Variables		Frequency	Percentage
Gender	Male	51	39.2
	Female	79	60.8
Age Group	Below 40	10	7.7
	41-45	17	13.1
	46-50	32	24.6
	51-55	47	36.2
	56 & Above	24	18.5
Type of College	Arts & Science	24	18.5
	Engineering	31	23.8
	Polytechnic	21	16.2
	Nursing	20	15.4
	Education	34	26.2
Teaching Experience Group	Less than 10	5	3.8
	Between 10-15	8	6.2
	Between 16-20	19	14.6
	Between 21-25	32	24.6
	Between 26-30	44	33.8
	Above 30	22	16.9
Administrative Experience Group	Less than 2	13	10.0
	Between 2-3	17	13.1
	Between 4-5	34	26.2
	Between 6-7	27	20.8
	Above 8	39	30.0

Source : Primary data

The frequency and percentage analysis of the college principals demographic profile viz., Age, Teaching experience, Administrative experience Type of College and Gender reveals that most respondents were in the age range of 51-55, followed by the age range of 46-50, 33.8% of the respondents were having teaching experience between 26-30 years followed by 24.6 % of respondent who has teaching experience between 21-25 years, 30.0% of the respondents have above 8 years of administrative experience followed by 26.2 % of the respondent who have administrative experience between 4-5 years, most respondents were from education n=34 (26.2%) followed by engineering colleges n= 31(23.8%) and the data showed that out of 130 valid responses, 51 Principals were male and 79 Principals were female. (See Table. 1)

H1. There is no relationship between the Leadership styles of college principals in Kanyakumari District and their Administrative experience.

In order to test this hypothesis a Pearson product moment correlation (PPMC) between the respondents' Administrative experience and the Leadership styles was applied.

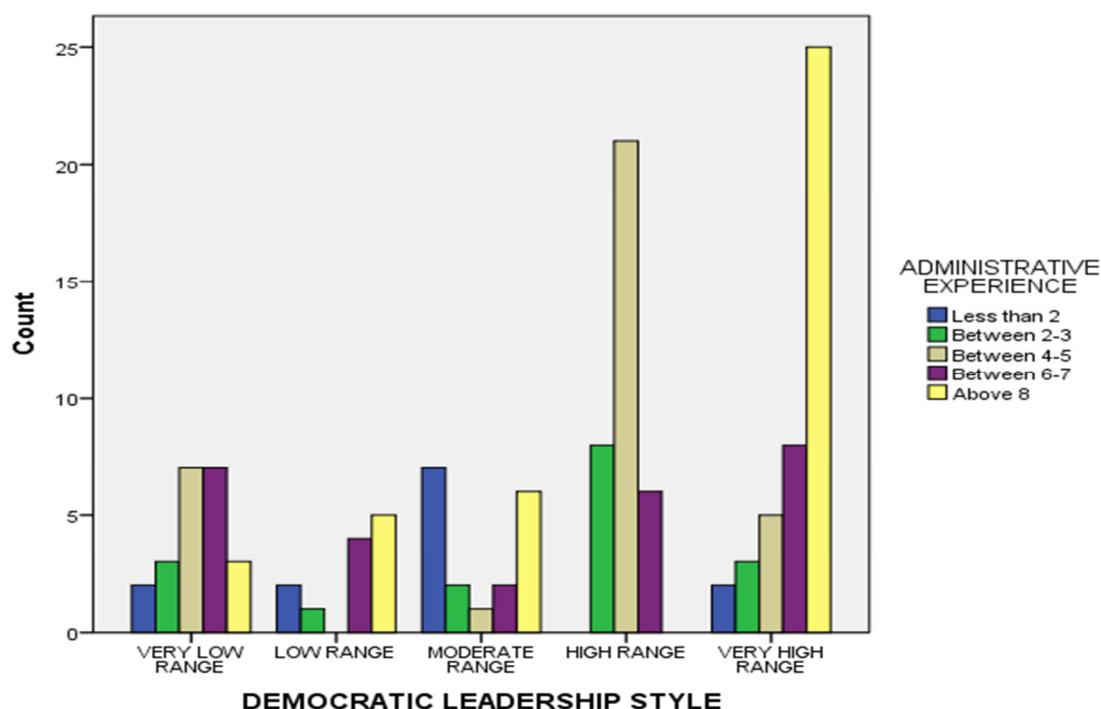
Table. 2

Correlation of Leadership style of College Principal and their Administrative experience

		Administrative experience
Autocratic		
	Pearson Correlation	.258**
	Sig. (2-tailed)	.003
	N	130
Democratic		
	Pearson Correlation	.194*
	Sig. (2-tailed)	.027
	N	130
Laissez-Faire		
	Pearson Correlation	.304**
	Sig. (2-tailed)	.000
	N	130

The result shows statistically significance relationship between the Leadership styles of college principals in Kanyakumari District and their Administrative experience in all the three styles at 0.01 and 0.05 significance level. Autocratic leadership shows ($r=.258$, $p=.003$), Democratic leadership shows ($r=.194$, $p=.027$) and Laizzes-faire Leadership shows ($r=.304$, $p=.000$) with positive correlation with statistically significant relationship. Thus **the hypothesis is not accepted.**

Figure.1. Cluster Bar chart for Democratic leadership style and Administrative experience of the respondent



The test result was confirmed with the chi-square result, which proved that the 'p' value less than .05 significance level for the respondents' Administrative experience and the predominant Leadership style (Democratic). The cluster bar chart (Figure.6.6) below shows that there is significance difference between the Leadership styles of college principals in Kanyakumari District and their Administrative experience. Chart shows that increase in Administrative experience of the principal ranges high and very high level of intensity for Democratic Leadership and vice versa.

H2. There is a relationship between the Decision making styles of college principals in Kanyakumari District and their Administrative experience.

In order to test this hypothesis a Pearson product moment correlation (PPMC) was applied.

Table 3 .Correlation of Decision Style of College Principal and their Administrative experience

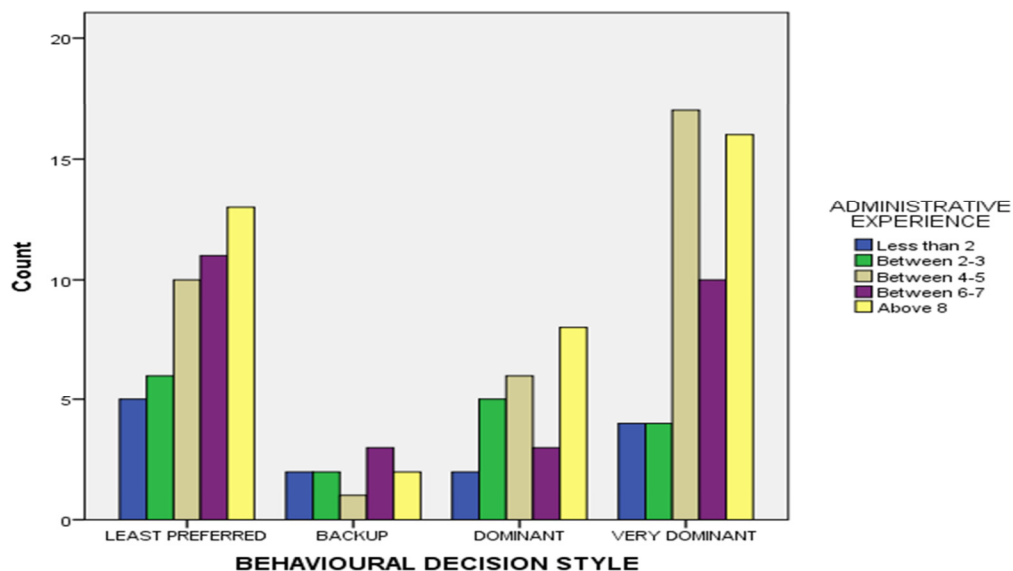
	Administrative experience
Directive	
Pearson Correlation	.052
Sig. (2-tailed)	.558
N	130
Analytical	
Pearson Correlation	.030
Sig. (2-tailed)	.738
N	130
Conceptual	
Pearson Correlation	-.131
Sig. (2-tailed)	.137
N	130
Behavioral	
Pearson Correlation	.047
Sig. (2-tailed)	.598
N	130

The result shows statistically no significance relationship between the Decision Making styles of college principals in Kanyakumari District and their Administrative experience in all the four styles at 0.05 significance level. The correlation is positive for all the other Decision style except Conceptual Decision style, where the Conceptual Decision style has a negative correlation ($r = -.131$). 'p' value of all the four style is greater than .05 , for Directive Decision style($p = .558$), for Analytical Decision style ($p = .738$), for Conceptual Decision style ($p = .137$) and for Behavioural Decision style ($p = .598$). Thus **the hypothesis is accepted.**

Table 4. Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.181	12	.771
Likelihood Ratio	8.286	12	.762
Linear-by-Linear Association	.280	1	.597
N of Valid Cases	130		

The cluster bar chart prepared with the chi-square test to confirm the above result for the predominant decision style and administrative experience at 5% significance level. $X^2(12, N = 130) = 8.181, p = .771$. The result proved that there is no statistically significance relationship between the Behavioral Decision style and Administrative experience of the respondent ($p = .771$) Table.6.19 shows the chi-square result in detail.

Figure.2 . Cluster Bar Chart for Behavioural Decision style and Administrative experience of the respondent



H3. There is no relationship between the Motivation Profile of college principals in Kanyakumari District and their Administrative experience.

In order to test this hypothesis a Pearson product moment correlation (PPMC) between the respondents' Administrative experience and the Motivation Profile was applied.

As per the analysis, Motivation profile of the college principals shows statistically insignificant relationship with their Administrative experience at 5% significance level, the 'p' value in all the three Motivations are greater than 0.05. (See Table 6.20). 'p' value of Power Motivation is .629, $r = -0.043$, it means statistically no significance with negative Correlation, 'p' value of Affiliation Motivation is .874, $r = -0.014$, it means statistically no significance with negative Correlation and 'p' value of Achievement Motivation is .551, $r = .053$, it means statistically no significance with positive Correlation. Since all the Motivation profile with the teaching experience does not shows a statistically significant relationship, **the hypothesis is accepted.**

Table 5 Correlation of Motivation profile of College Principal and their Administrative experience

Administrative experience	
Power	
Pearson Correlation	-.043
Sig. (2-tailed)	.629
N	130
Affiliation	
Pearson Correlation	-.014
Sig. (2-tailed)	.874
N	130
Achievement	
Pearson Correlation	.053
Sig. (2-tailed)	.551
N	130

The cross tabulation between Administrative experience of the college principal and predominant Motivation profile is conducted using Chi-Square test in SPSS. The cross tabulation and chi-Square value revealed the insignificant relationship between the two variables.

Table 6

Achievement Motivation * Administrative Experience Crosstabulation						
	ADMINISTRATIVE EXPERIENCE					Total
	Less than 2	Between 2-3	Between 4-5	Between 6-7	Above 8	
Least Preferred	5	6	20	7	9	47
Back up	0	1	5	5	9	20
Dominant	2	4	2	7	8	23
Very Dominant	6	6	7	8	13	40
Total	13	17	34	27	39	130

The probability of the chi-square test statistic (chi-square=18.772) was $p=0.095$, greater than the alpha level of significance of 0.05. Thus no significance difference. $X^2(12, N = 130) = 18.772, p = .094$.

Table 7

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.772	12	.094
Likelihood Ratio	21.240	12	.047
Linear-by-Linear Association	.359	1	.549
N of Valid Cases	130		

MAJOR FINDINGS

The findings of the study reveal the following:

- The majority of College Principals in Kanyakumari District were female. This result may give us an indication that females tend to work in Colleges more than males.
- Most of the Principals in the Colleges were above 50 years of Age.
- The majority of the College Principals in Kanyakumari District had a high range of years of administrative experience.
- Most of the College Principals in Kanyakumari District had more than 25 years of Teaching Experience.
- There is significance relationship between the leadership style of College Principal and their Administrative experience. Principals with more administrative experience are more likely to be Democratic than the Principals with the less administrative experience.

SUGGESTIONS FROM THE FINDINGS

Based on the findings and conclusion of the study the following implications were pointed out and provided suggestions accordingly, which are as follows:

- The researcher suggests that college principals must be aware of different leadership behavior, so that they switch in to the particular style in order to overcome the situation. Mech (1993) stated that when the managers are aware of their decision styles and orientation, they are more able to balance between the strength and weaknesses of their own and others' decision modes. While there are preferred styles and a predominant orientation among Principals, some may not be the most effective in all situations or environments; therefore it is suggested that Principals to find ways to take advantage of the benefits provided by the other styles.
- As exist in the higher education, the newly appointed Principal should be given compulsory orientation programme that enable them to face the new challenges in the field of education effectively. This will also ultimately generate in them ideal Leadership qualities.

- Teaching Experience and Administrative experience of the College Principal had a statistically significant relationship with their leadership style. Higher the teaching and Administrative experience, more likely to be Democratic in Leadership. Lower the experience more Autocratic to be. Whereas, finding reveals Decision Making style and Motivation profile of the College Principal has no significant relationship with their Teaching and Administrative experience. Thus from the finding of the past and present study the researcher suggest that, teachers with minimum teaching experience may be given an opportunity to lead an educational institution in taking good decision and Motivate the students for academic achievement which creates a good and favorable climate. Leadership behaviors of the college principal in not depend upon his/her teaching or administrative experience.

CONCLUSION

From the study it is clear that the College Principals in Kanyakumari District are not alike in the adoption of their Leadership behavior. Each Principal has his or her own style. Some of them have more than one dominant style; some have more than one back-up style, while others use some of the styles rarely. Sternberg (2001), states that according to Webster's Dictionary (1967), "A style is a distinctive or characteristic manner, or method of acting or performing." It means that the Principals use different methods for leading, Motivating and make decisions. In addition each style has its strength and weaknesses, so knowing more about each leadership style, Decision making style and Motivation profile, will lead the College Principal to be more able to use the strengths of other modes and to balance against the weaknesses of their own approaches and therefore enhance their ultimate effectiveness.

All the results of this study will be useful to the researchers for comparing the variables in leadership studies. The abstract of this study will be a legend to the related literature of leadership studies.

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IMPACT OF GST WITH SPECIAL REFERENCE TO RETAILERS

IN NAGERCOIL TOWN***SUJITH KUMAR**B.com, Pioneer Kumaraswamy College,
Nagercoil****T.ANITHA**Assistant Professor, Department of Commerce,
Pioneer Kumaraswamy College, Nagercoil

ABSTRACT

India is the hub of taxes where people pay many taxes which create confusion for them. Presently we pay two types of taxes i.e. Direct and Indirect in various sectors. Direct Tax paid directly to the government by the taxpayer i.e. Income Tax, Wealth Tax, and Corporation Tax. Indirect Tax is a tax levied on goods and services rather than on income or profits. It is not directly paid to government but collected from intermediaries such as retail stores from the person who bears the ultimate economic burden of the tax (such as consumers). The intermediary later files a tax return and forwards the tax proceeds to government with the return for example Sales Tax, VAT, Excise Duty, and Custom Duty and so on.

Keywords: *Impact, GST, Retailers*

INTRODUCTION

GST is a blanket of Indirect Tax that will subsume several indirect state and federal taxes such as Value Added Tax (VAT) and Excise Duty and different State Taxes, Central Surcharges, Entertainment Tax, Luxury Tax and many more. GST was firstly introduced in France in 1954, with introduction of GST France became the first country ever to introduce GST. Its introduction was requiring because very high sales taxes and tariffs encourage cheating and smuggling. After France it was adopted by 165 nations. Now, India is also going to adopt it. After its implementation in India, India will become 166th nation to adopt it. In India before 16 years, in 2000 Shri Atal Bihari Vajpy brought this system but no one paid attention on it and due to some reasons it was not passed. On 28th February 2006, the finance minister P. Chidambaram, had announced the target date for implementation of GST on 1 April, 2010. The Constitution (122nd Amendment) Bill was introduced in the Lok Sabha by Finance Minister Arun Jaitley, on 19th

December 2014, and passed by the house on 6th May 2015. The bill was passed by Lok Sabha on August 2016. The bill, after ratification by the States, received assent from President Pranab Mukherjee on 8th September 2016. GST bill is brought for the reason that the different taxes paid by us on different rates would be brought under one roof so that all the taxes may get cancelled and only one tax is paid which is GST.

STATEMENT OF THE PROBLEM

GST is a fixture diversion reform for Indian economy by developing a common Indian market and reducing the cascading effect of tax on the cost of goods and service. It is a consumption based tax levied on sale, manufacturing and consumption of goods and services. Under GST various indirect taxes would be subsumed and hence it is going to result in simpler tax regime especially in retail sector. In this sector GST would have an impact on the pricing, working capital etc. The sale of retailers and the monthly budget of common people regarding fast moving consumer goods should have an impact of GST. Moreover the concept of GST awareness among common man is an important matter to be analysed. The present study deals with the impact of GST with special reference to retailers in Nagercoil town.

OBJECTIVES OF THE STUDY

- To known about the GST.
- To enquire the impact of GST after its implementation in retail sector.

ANALYSIS AND INTERPRETATION OF DATA

Table. 1. DEMOGRAPHIC PROFILE

Sl.No	Category	Particulars	No of respondents	percentage
1	Age	Below 30	8	11
		30 – 40	12	40
		40 – 50	10	34
		Above 50	5	15
		Total	30	100
2	Gender	Male	25	83
		Female	5	17
		Total	30	100
3	Educational qualification	School Level	2	7
		UG	20	66

		PG	2	7
		Others	6	20
		Total	30	100
4	Monthly income	Below Rs. 20,000	24	80
		Below Rs. 20,000 – 50,000	5	17
		Above Rs. 50,000	1	3
		Total	30	100
5	Nature of shop	Lease	3	10
		Rent	12	40
		Own shop	15	50
		Total	30	100

Source: Primary data

Above table shows the demographic profile of the sample respondents. Majority of the respondents (40%) are between the age group of 30-40, 83% Of the respondents are male, 66% of the respondents completed UG degree, 80% of the respondents earn between the income of below 20,000 per month and 50% of the respondents have own shops.

Table. 2.SOURCE OF INFORMATION

SI.No	Source of Information	No.of Respondents	Percentage
1	News paper	8	25
2	Mass Media	8	25
3	Online	4	10
4	Seminar	8	25
5	Through Auditor	2	15
Total		30	100

Source : primary data

The above table shows that 25 percent of the respondents know about GST from newspaper, mass media and seminar,15 percent of the respondents know about GST from auditor and 10 percent of the respondents are know from online.

Table. 3. PRICE CHANGES AFTER IMPLEMENTATION OF GST

SI.No	Particulars	No.of Respondents	Percentage
1	Yes	18	60
2	No	12	40
Total		30	100

Source : Primary Data

Above Table shows the price changes after implementation of GST. 60 percent of the respondents said price of the product changed after implementing GST and 40 percent of the respondents said there is no changes is price after implementing GST.

Table. 4. EFFECTS OF IMPLEMENTATION OF GST

S.No	Particulars	No. of Respondents	Percentage
1	Rate of GST High	20	66
2	Rate of GST low	1	4
3	Moderate	9	30
4	None of the above	-	-
Total		30	100

Source : Primary Data

Table explain the effects of GST after its implementation. 66 percent of respondents said that the rate of GST is high, 4 percent of the respondents said that rate of GST is Low and 30 percent of the respondents said that the rate of GST is moderate.

Table. 4. ONE NATION ONE TAX

S.No	Particulars	No. of Respondents	Percentage
1	Satisfied	12	40
2	Not satisfied	2	15
3	No opinion	16	45
Total		30	100

Source : Primary Data

Table explain that 40 percent of the respondents satisfied with one nation one tax policy, 15 percent of the respondents are not satisfied with one nation one tax policy and 45 percent of the respondents are not ready to said any opinion about the one nation one tax policy.

Table. 5. SATISFACTION OF SALE AFTER IMPLEMENTATION OF

S.No	Particulars	No. of Respondents	Percentage
1	Yes	25	83
2	No	5	17
3	No opinion	-	-
Total		30	100

Source : Primary Data

Table explain the satisfaction level of the respondents. 83 percent of the respondents satisfied with the proposed rate of GST and 17 percent of the respondents are not satisfied with the proposed rate of GST.

Table. 6. SUPPORT FROM RESPONDENTS FOR GST.

S.No	Particulars	No. of Respondents	Percentage
1	Yes	25	83

2	No	5	17
3	No opinion	-	-
Total		30	100

Source : Primary Data

Table Express that 83 percent of the Respondents support GST and 17 percent of the respondents are not support GST.

FINDINGS

- Majority of the respondents collect information about GST from newspaper, mass media and seminar.
- Majority of the respondents said price of the product is increased after implementing GST.
- Majority of the respondents opinion is the rate of GST is high.
- Majority of the respondents facilitate GST.
- Majority of the respondents said GST is not a burden to consumer.
- 100 percent of the respondents are aware about GST.
- Majority of the respondents are not sell non applicable GST goods.
- Majority of the respondents are not ready to give any opinion about one nation one tax policy.

SUGGESTIONS

- Government should take necessary action to create awareness about the pros and cons of GST among consumers and retailers.
- Necessary steps should be taken by the officials to ensure that all retailers are making their registration in GST in proper manner.
- Well defined and clear road map of GST along with proper administrative mechanism should be in place.
- The government must evaluate the way by which the GST rates are executed, so that there is a provision for price reduction.
- People expect an exemption in the GST rates for necessary items or reduced price in near future.
- Rules and regulations in GST can be simplified.

- For successful implementation of GST system it is necessary for the retailers need to upgrade their income tax framework.

CONCLUSION

Under GST various indirect taxes are subsumed and it would result in a simpler tax regime especially for retail sector. Apart from simplification of tax compliances, the rate of tax will also have a significant impact on the retail sector. The price of consumer goods depends not only on the tax rate implemented but subject to other factors also. Retailers are actually expecting some changes in the long term on its implementation is in its initial stage now. So while implementing GST the government and officials should ensure the execution of the tax policy should be beneficial for all retailer, consumer and government.

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CONTENT MARKETING – AN IMPORTANT CONSTITUENT OF DIGITAL MARKETING: AN EFFECTIVE ANALYSIS

***SUNIL M.G**

Assistant Professor, Department of Commerce and Management
Sree Cauvery First Grade College, Sree Cauvery Educational Institutions
Adichunchanagiri Road, K-Block,
Kuvempunagar, Mysuru – 570023

ABSTRACT

The world today is witnessing a number of innovations, which are the results of continuous researches. The eagerness to study and find new things paves way for more researches from number of scientists and scholars. Digitalization, which is currently ruling the world, is a result of such studies and innovations. Such digital processes find its way to every nook and corner of our life. Business, which is one of the great users of digitalization, is bringing digitization across its activities. Marketing meanwhile is also improvised and modernized with digital tools. Digital marketing, which is the key to business success, has an important constituent called content marketing. This is gaining attention in recent decades due to changed customer behaviour. Hence, this article is an attempt to understand about content marketing and its role in digital marketing of any business.

Keywords: Brand, Communication, Content Marketing, Digital Marketing, Strategy

INTRODUCTION

Innovations and discoveries taking place from long centuries are continuously shaping the world into a more comfortable place to live in. The researches to identify the unidentified facts or develop new concepts are undertaken in response to the needs of the people. Huge number of academicians, researchers, scientists, scholars takes up studies in their interested fields and makes huge contribution to various disciplines and world, at large.

The areas of commerce and management have also witnessed a number of innovations and developments which has given smooth transition from traditional system to modern system. Even though some transitions were not smooth as predicted, the results were very much considerable. A striking feature of current modern world is digitalization. It has touched nook and corner of commerce and management.

This research paper highlights and concentrates on one of the trending concepts, called Content Marketing, which is one among the important parts of digital marketing and thus, focusing on the Marketing Function of any business.

Therefore, for this purpose, a brief understanding of the concept, Content Marketing, is given, its role in marketing and digital marketing is explained and also about content marketing strategies is discussed.

LITERATURE REVIEW

This section contains the literature survey conducted for the purpose of the article and to gather valuable information from previous literatures:

The very much trending topic of current world is digitalization. Several studies are taking place to explain it from various perspectives, its usefulness and many more. Further, when digitalization is to be adopted for marketing, number of researchers has explained that content marketing constitutes an important element of digital marketing. In the similar vein, Patrutiu Baltes (2015) in his article title “Content Marketing – The Fundamental Tool of Digital Marketing” has taken up content marketing as the core concept, and has defined the concept, its importance within the marketing policies, as well as the proper means of developing a correct content marketing strategy.

After the research, the author concluded that content marketing is the future of digital marketing and stated that, the content marketing, to be useful and meaningful, should be formed appropriately to meet the needs and interest of target audience.

Another research tells about content marketing as a new trend in marketing field. It is undertaken by authors Angel Wong Kee and Rashad Yazdanifard (2015) under the paper title “A Review of Content Marketing as a New Trend in Marketing Practices”. The authors have described that content marketing is not a new concept, but gaining attention of businesses gradually in recent years. Therefore, authors have attempted to analyze the reasons behind the rise of content marketing in today’s society. Their article constituted discussion about the use of content marketing in business and its benefits to the business.

Authors concluded that, the increased importance of content marketing in recent years is due to the shift in consumer behaviour and technological aspects. They described the six strategies that companies use during the implementation of content marketing and stated that marketing trend is evolving in a way that publishing is replacing marketing.

One more valuable research is conducted on content marketing and its relation with digital marketing, by authors, Selda Basaran and Nezahat Ekici (2016), in the paper “The New Phenomenon of the Marketing World in the Digital Era: Content Marketing”. The authors examined the concept of content marketing in the context of content generated by the companies rather than by the consumers.

They concluded that, content marketing will lead to profound change in marketing, when it is properly utilized considering its purpose, scope, methods and tools used in.

As research goes deep into and wide across the concept, new perspective will be identified and studied. Some concentrate on context, others on digital content marketing and so

on. Similarly, author Charmaine du Plessis (2017), has highlighted the aspect of Social Media in his research article “The role of Content Marketing in Social Media Content Communities”. The purpose of this article was to investigate content marketing’s role in social media content communities to engage with the target audience in an innate manner.

The result of the research revealed a clearer distinction between brand and social media content communities. It provides sufficient evidence regarding benefits it provides to a brand by naturally becoming part of social media conversations.

OBJECTIVES

- To understand content marketing.
- To analyze the content marketing strategy and its benefits.
- To know its role in digital marketing.

METHODOLOGY

This research is conceptual in nature and is based on secondary data, which are obtained from books, journals, research articles and online sources.

DISCUSSION

UNDERSTANDING CONTENT MARKETING:

The increased importance of content marketing has made the businesses to re-think on their marketing strategy. The reason for this is, first and the foremost important point is the evolution of digital era, which has become the core of success of any business. And secondly, digitalization in the marketing function is constituted by an important tool, namely, the content marketing. Therefore, when a business become digital, it will invariable adopt content marketing. If seen from the other way round, rising significance of content marketing, compel business to adopt it, to be competitive and paves the way to go digital.

In this context, many companies are interested to increase the use of the content marketing tool in their marketing strategy as they notice the limitation of the traditional marketing communication strategy, as well as the huge opportunities brought by digital marketing. There is no universally accepted definition of content marketing, but according to the Content Marketing Institute (2015), “Content Marketing is the marketing and business process for creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and understood target audience – with the objective of driving profitable customer action”.

The definition given by Michael Brenner, author of B2B Marketing Insider, Co-Founder of Business 2 Community and Sr. Director of Global Marketing at SAP is, “Content Marketing is about delivering the content your audience is seeking in all the places they are searching for it. It is the effective combination of created, curated and syndicated content”.

Denning (2011), has given the following definition for describing the meaning of content marketing, “Strong brands are based on a story that communicates who is the company; authenticity is to communicate what you really are”. Therefore, the content marketing should be based on the company’s values.

Customers today are smart and intelligent. They know they have the rights to choose what information to receive, in what kind of format that information is in and whether to believe the content (Hipwell & Reeves, 2013). Most customers are tuned in and connected to the digital world all day because they are able to access to internet using their computers, laptops and mobile phones. Consumption of content online is becoming a common habit among online users. Therefore, companies are heavily engaged in presenting latest information on various marketing channels to feed the curiosity of customers.

OBJECTIVES OF CONTENT MARKETING

Regarding the objectives of content marketing, the most common are:

1. Increasing the brand awareness;
2. Building a relationship based on trust with the target;
3. Attracting new leads;
4. Solving the problems related to low audience;
5. Creating a need for a specific product;
6. Developing customer loyalty;
7. Testing a product idea / business;
8. Creating an audience.

The target analysis is necessary in order to know who the target audience / potential clients are (demography, age, hobbies, topics of interest, preference for certain social networking). The type of content marketing used is determined according to the information obtained by the target analysis.

Also, without considering the quality of the content, which is the most important part of digital marketing, the choice of the frequency of promotion and of the right social media plays a significant role in the success of the content marketing campaign.

BENEFITS OF CONTENT MARKETING

Today, people are living in a society, which is a society saturated with marketing messages. Not only are today's consumer more overwhelmed, they are also more informed – making them more skeptical and savvy. With the highly social culture, word-of-mouth or recommendations from friends hold higher value than an ad claim, and finding the truth about a product or organization is just a Google search away.

A business, rather than telling someone why they are the best, when they provide a resource, they show why they are the best, then they can position themselves as an expert and build trust and a reputation over the time.

Thus, benefits of content marketing, goes as follows:

1. Builds trust;
2. Positions the business as an expert;
3. Lets the audience get to know the business – not just what they are selling;
4. Non-invasive;
5. Provides a resource instead of a sell;
6. Highly shareable.

At the end of the day, people don't want to be marketed to; they want to be part of something. Instead of trying to influence decision, content marketing gives consumers the education they need to make informed decisions – an action that will be rewarded with financial support.

BUILDING A SUCCESSFUL CONTENT STRATEGY

Content marketing specialists indicate 9 key areas to be considered in creating a content marketing strategy:

1. Focus on quality first and not on volume;
2. Topics the prospects / customers care about;
3. Don't ignore SEO;
4. Think about variety;
5. Build a social foundation;
6. Get the employee to share;
7. Align content marketing and advertising efforts;
8. Monitor the reactions online by metrics;
9. Engage with people who share and comment

The logical steps to build content which will surely make a content strategy successful can be listed as under:

1. Think Like An Editor.
2. Streamline The Strategy.
 - a. Anchor the content;
 - b. Know its lifespan;
3. Curate The Content.
 - a. Send an email blast;
 - b. Design, print and mail hard copies;
 - c. Promote it;
 - d. Reach out to prominent bloggers;
 - e. Run a series of pay-per-click ads;
 - f. Find outlets that aggregate content;
4. Close The Deal.
 - a. Make the ask match the offer;
 - b. Call when you say you will;
 - c. Don't come on too strong;

The following is the generic framework proposed by Du Plessis (2015) that consists of six proposed essential elements that encompass the field of content marketing identified from an analysis of 55 definitions that included competing terms which were triangulated with some content marketing practitioners' perceptions. These six elements are given below:

1. Medium Element
2. Strategic Element
3. Formation Element
4. Intrinsic Element
5. Communication Element
6. Corollary Element

DIFFERENT WAYS OF IMPLEMENTING CONTENT MARKETING:

1. Localization
2. Personalization
3. Emotions
4. Diversification of Approach

5. Co-Creation and Trust
6. Ethical and Honesty

CONTENT MARKETING EXAMPLES:

1. Broadcasts from The Waffle Shop
2. The Conflict Kitchen's Food Wrappers
3. IBM's "CityOne" Simulation Game
4. F-Secure's "The Inception of PC Viruses" Video
5. Velocity Partners Ltd. – B2B Marketing Manifesto
6. Nike – Nike Better World Microsite
7. LEGO – LEGO Club Magazine
8. BMW – The Future of Mobility Video Series
9. Ford – The Ford Story Online Community
10. Procter & Gamble – "Being Girl" Community
11. Red Bull – "Red Bulletin" Magazine for the iPad
12. Intel – The Museum of Me
13. Zappos – ZN App for iPad
14. Starbucks – My Starbucks Idea
15. Unilever – The Adrenalist Website

FINDINGS

1. In the era of digitalization, the importance of digital marketing has increased from one year to another as part of the marketing strategy practiced by organizations of any type and any size.
2. Content marketing has become the key of a successful online marketing campaign and the most important tool of the digital marketing.
3. Content marketing is generally understood as sharing brand content via owned media to gain earned media in an attempt to encourage conversations about the brand to create, amongst other, more brand awareness.
4. In this information-driven era, customers request for factual and useful information to aid them in decision making process.
5. In recent years, due to increased digitalization and realization of importance of content marketing, businesses are focusing more on content marketing to retain the competitive edge.

6. A business, rather than telling someone why they are the best, when they provide a resource, they show why they are the best, then they can position themselves as an expert and build trust and a reputation over the time.
7. The logical sequence followed in building content holds the key for success of the content marketing strategy.
8. Through Localization, Personalization, Emotions, Diversification of Approach, Co-Creation and Trust, Ethical and Honesty, implementation of content marketing can be done.

CONCLUSION

Content marketing is the present and especially the future of digital marketing and inherently to marketing in general. Therefore, a digital marketing strategy cannot be successful without having a quality content marketing.

In this context, companies need to conduct extensive research on the target in order to create the content marketing that meets their interest.

The main role played by content marketing is to inform and educate audiences in order to develop a privileged relationship with them and to determine brand loyalty.

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SIGNIFICANT CHALLENGES AND VIABLE OPPORTUNITIES OF KARNATAKA RURAL TOURISM

***VARADARAJA.D**

Research scholar

Kousali Institute of Management Studies
Karnatak University, Dharwad

****Dr. SHIVAPPA**

Professor

Kousali Institute of Management Studies
Karnatak University, Dharwad

ABSTRACT

Tourism gives relaxation to the mind and it refreshes and provides enthusiasm to body, People want to enjoy natural environment as this will satisfy a wide range of personal needs. Tourism is promoted as a stress reliever and a way to renew both body and soul. Natural environment is retained by rural area and this is promoted as rural tourism. The rural tourism describes local people's culture, traditions and their lifestyles. Rural tourism enhance the rural communities and would leads to the sustainable human development. The main objective of this paper is o clearly identify the role of rural tourism in India and the initiative taken up by the ministry of tourism, government of India. This will create local employment and makes advancement of remote areas and possible ensure sustainable economic development.

Keywords: Rural tourism, challenges, opportunities.

INTRODUCTION

Tourism is the activities of people traveling to and staying in places outside their usual environment for relaxation, business or other purposes for not more than one consecutive year. Tourism encompasses outbound tourism, inbound tourism and domestic tourism. Tourism constitutes a wide variety of sectors that provide diverse products and services to visitors. However, these businesses also provide products and services to local residents. Now a day's, new emerging trend is service sector is rural tourism.

Rural tourism is essentially an activity which takes place in the country-side. Unlike the conventional tourism, the rural tourism is experience-based, nature and environment-friendly and is strictly based on preservation of our culture, heritage and traditions. The benefits of rural tourism are multi-folded. Along with the creation of alternate source of income, it also helps in the revival of the local arts and handicrafts. It helps women empowerment, poverty alleviation and improves the standards of living of the rural folk. That is the reason; Government of India is giving a lot of importance to emphasizing the development of this form of tourism and is offering lots of incentives and subsidies for the same. With almost 74 percent of the population living in rural India and almost 7 million villages, India is ideally suited for this form of tourism. With all major cities in India becoming urban jungles, people are on the lookout for escape route and this form of tourism would definitely help.

Another major advantage is that rural tourism can be an up market experience both for domestic and international tourists. This is one of the primary reasons that the Home-Stay concept introduced by Karnataka Tourism has been a resounding success with more than 3,000 Home-Stays in place.

LITERATURE REVIEW

Rathore (2012) found that rural tourism will emerge as an important instrument for sustainable human development including poverty alleviation, employment generation, environmental regeneration and development of remote areas and advancement of women and other disadvantaged groups in the country apart from promoting social integration and international understanding. It can help inflow of resources from urban to the rural economy.

Ray (2014) concludes eastern India is yet to make a true mark. The number of domestic and foreign tourist visiting Kamarpukur, West Bengal and the neighboring states has been on the rise in the last few years. The rising trend may yield some satisfaction. But a comparison with other states and regions in India shows that the eastern region particularly Kamarpukur has failed to measure up to its potential. The reason is simple. While other states are doing all around publicity to attract tourists, Kamarpukur is lagging behind in its visibility campaign.

Indolia (2012) opined that there is a need of proper marketing plan in rural tourism and it could bring lots of benefits to our society. It could be a sustainable revenue generating project for rural

development of our government. It can help inflow to resources from urban to the rural economy. It can prevent migration of rural people to urban areas. Both short-term and long-term planning, implementation and monitoring are vital in avoiding damage to rural areas.

Raj (2013) stated that Tourism plays an increasingly important role in the development of communities. The benefits of tourism include both tangible (e.g. job creation, state and local tax revenue, etc.) and less tangible (e.g. social structure, quality-of-life, etc.) community effects. In addition, tourism can, and often does, result in less desirable effects on the economic, social, and environmental fabrics of communities. These benefits and costs provide ample opportunity for creative public policy debate. But still we can see that most of the rural areas are untapped. Thanks to television, today a customer in a rural area is quite literate about myriad products that are on offer in the market place.

MAJOR OBJECTIVES OF THE PRESENT STUDY ARE AS FOLLOWS:

1. To give an overview of tourism in India.
2. To clearly identify the role of rural tourism in India and the initiative taken up by the ministry of tourism, government of India.
3. To give an overview of rural tourism in Karnataka.
4. To identify the challenges and opportunities in rural tourism.
5. To offer suggestions for the development of rural tourism.

PRESENT STATUS OF TOURISM INDUSTRY IN INDIA

Today tourism is the largest service industry in India, contribution 6.23 percent to the country's GDP. It accounts for 8.78 percent of the total employment. According to official estimates the Indian tourism industry has out-performed the global tourism industry in terms of the foreign tourist numbers and revenue generation. India saw more than five million annual foreign tourist arrivals and 562 million domestic visitors. India has also made to the list of rising stars as one of the most preferred tourist destinations. The tourism industry in India generated about USD 100 billion in 2008 and that is expected to increase to USD 275.5 billion by 2018 at a 9.4 percent annual growth rate. The ministry of tourism is the main agency for the development and promotion of tourism in India and maintains the "Incredible India" campaign. The

government has revised its economic reforms and has implemented several measures for the benefit of tourism. KSTDC is actively promoting Eco-tourism which needs to be further promoted aggressively to help preserve and sustain India bio-diversity. According to World travel and tourism council, India is set to emerge as a tourism hotspot during 2009-2018. It boasts of the highest 10 year growth potential. According to the travel and tourism competitiveness report 2009 released by the world economic forum, India is Ranked 11th in the Asia pacific region and 62nd overall, moving up three notches on the list of the worlds attractive destination. It is ranked the 14th best tourist destinations for its natural resources and the 24th for its cultural resources. It boasts of many world heritage sites, both natural and cultural, rich fauna, and strong creative industries in the country. India is ranked 37th for its air transport network. It is ranked five in the best country brand for authenticity and art and culture, and the fourth best new country for business. India made it to the list of “rising stars” or the countries that are likely to become major tourist destinations in the five years, led by the United Arab Emirates, China and Vietnam.

RURAL TOURISM IN INDIA

The form in which rural tourism is now taking shape can be traced to an International Conference and Exhibition on Rural Tourism in India organised by Federation of Indian Chambers of Commerce and Industry (FICCI) in association with the Udaipur Chambers of Commerce and Industry in Udaipur (Rajasthan) in 2001. The basic concept of rural tourism was envisaged with benefit accruing to local community through entrepreneurial opportunities, income generation, employment opportunities, conservation and development of rural arts and crafts, investment for infrastructure development and preservation of the environment and heritage. Early movers in adopting the concept of developing and promoting rural tourism have been Rajasthan and Kerala. The outcome of this workshop was a collaborative effort by the Union Ministries of Tourism & Culture, Rural Development, Other Nodal Agencies and FICCI to plan a 10-year project to market and develop the concept of Rural Tourism in India. A survey commissioned to A F Ferguson for the study for the above project estimated that every one million additional visitors to the country could translate into Rs 4300-cr of revenue for the industry. Besides, every one million of additional investment into the tourism sector has the

potential of generating 47.5 jobs. And every direct job leads to the creation of another 11 indirect jobs.

In an effort to further build on the concept the Ministry of Tourism identified another 55 sites. Government of India has thus come forward with a scheme under which financial assistance would be extended upto Rs.50 lakhs for promoting rural tourism in one centre. The permissible activities under the scheme are improvement of surroundings, roads, illumination, sewerage, wayside amenities, refurbishment of monuments and signage etc. The recognition of rural tourism as an alternative to mainstream is a recent concept. The government (at centre, state, local level), the tourism industry as well as groups/ organisations on the ground are putting in concerted efforts to see that these models of community-based tourism find success. However, caution must be heeded in relation to the impacts that this may have on the environment and the people of the region, and therefore to fore-plan the negation / minimization of the negative impacts

INITIATIVES OF MINISTRY OF TOURISM

Initiative of the ministry of Tourism has been great influence on promotion of rural tourism. It is focusing on the rural tour circuits. The ministry is focusing on home stay arrangement with greater push for foreign as well as native tourists. Rural Holiday circuits which are now being focused are Hodka, Kachch District, (Gujarat), Kumbalangi, Ernakulam District, (Kerala), Aranmula, Pathanamthitta District, (Kerala) Karaikudi (Chettinad), Sivaganga District, (Tamil Nadu) Pochampalli, Nalgonda District, (Andhra Pradesh), Banawasi, Uttar Kannada District, (Karnataka), Pranpur, Ashok Nagar District, (Madhya Pradesh), Naggar, Kullu District, (Himachal Pradesh). Source: The report of the Tourism ministry, Government of India 2011. The Rural Tourism centers which are around main cities with better connectivity are promoted actively India can do better if standards of accommodation provided at rural tourism centers can meet the expectations of comfort needed by international tourists. (Market research division, ministry of tourism, government of India. 2012). Heavy emphasis is being given by Ministry of Tourism, Govt. of India while financing these schemes.

TOURISM IN KARNATAKA-AN OVERVIEW:

Karnataka is situated in the Southern part of India, and the state of Karnataka spreads over the Deccan plateau. Karnataka is the eighth largest state in India in both area and population (source: census 2011). It was formerly known as Mysore. On November 1, 1973, the name Mysore was changed to Karnataka. The name of the land Karnataka has come from “Karinadu”, meaning the land of black soil say the scholars while some others hold that “Karunadu” also mean beautiful country. The state of Karnataka is situated between 74°E and 78°E longitudes and between 11°N and 18°N latitudes. Four passes provide access to the coast. They are Subramanya Ghat, Channarayana Ghat, Shiradi Ghat, and famous Agumbe Ghat. The Western Ghats slope gently towards the Bay of Bengal. This is the plateau region drained by the two principal rivers Krishna and Kaveri. The average elevation of the plateau is about 610 meters above sea level.

Karnataka is attracted with a slogan one state many world this includes everything that interests the visitors. The wildlife sanctuaries at Bandipur, Nagarhole and Dandelli, the Ranganatittu Bird's sanctuary 5 km from Srirangapatna which is itself a well known tourist center., hill stations like Nandi hills and Kemmannagundi and Mercara, Beach resorts like Karwar, Ullal, Malpe, Maravanthe, the world famous Brindavana Garden at Krishnarajasagara, Monolithic statue of Gommateshwara at Shravanabelagoala, Gol Gumbaz with its whispering gallery at Bijapur, the Jog falls and other waterfalls at Shivana Samudra, Magod, Unchelli, Halguli at Yallapur, Abbi falls at Madikeri and other places indicates the variety and richness of the attraction at Karnataka state retains the interest of the visitors. There are many places of historic and religious importance which are also attracting lot of tourists. The great Acharyas, viz. Shankara, Ramanuja and Madhwa preached in this region. Great reformers such as Sri Basaveshwara, Mathematicians like Bhaskaracharya, Saint Poets like Purandaradasa and Kanakadasa, great writers like Pampa, Harihara and Kumaravyasa have all enriched the heritage of Karnataka.

Karnataka Rural Tourism Identified by Ministry of Tourism

State	Rural Place	District	Purpose
Karnataka	Kokkare Bellur bird sanctuary	Mandya	Eco-tourism
	Attiveri Bird Sanctuary	Uttara Kannada	Eco-tourism

	Banavasi	Uttarakannada	Stone Machinery, Wood carving, Musical Instrument
	Anegundi	Koppal	Banana Fiber craft
	Coorg	Kodagu	Coffee plantation

Source: Ministry of tourism government of India

OPPORTUNITIES

75% for the respondents are interested for rural tourism, if the trip can bring pleasure and relaxation of body and mind. Once in a year, urbanites have expressed their interest to go for rural tourism. Especially to those area where there is beauty of natural elements like mountains, forests, sea, lakes and the like. Along with that traditional customs, handicraft of the rural folk, traditional foods and their hosting style of the cultural programmes. Rural tourism in India has great future, since it not only provides natural elements of beauty but also the indigenous local traditions, customs and foods. Direct experience with local people can be a unique selling proposition to attract tourists. Every state in India has some unique handicraft, traditions and foods. The Rural tourism should not go for a mass marketing. Rural tourism should develop different strategy for different segment to be successful. Trying to appeal everyone is a common mistake. To be effective and successful, marketer need to focus on particular segment or segments at a time.

MAJOR STAKEHOLDERS OF RURAL TOURISM:

- **Family** Family's top preference is entertainment and natural tourism. Cultural tourism is the next choice. All five types of rural tourism i.e. natural, cultural, health, ecotourism and village tourism are interesting for the families.
- **School Children** The school children are interested for excursion, sporting activities like skiing, trekking, camping, river rafting etc. They are interested to study flora and fauna, the native exotic species of rural India. They are also interested to study the cultural and traditional values of rural India.

- **Foreigners** Foreign tourists are interested in any type of rural tourism. But they are mostly interested in cultural tourism and health tourism. The tour operators have to market them efficiently and effectively.
- **Corporate** They are interested in natural tourism with entertainment and health tourism to come out from the week day's pressurized work in office.
- **Restaurants** Due to the development of tourism in Kodagu , the number of restaurants are increasing day by day. Thus providing various job opportunities for unemployed. The income of the restaurants is increasing steadily, thus increasing the wages of the workers working there from the trained people, like manager to the untrained sweepers, cook and others.
- **Home stays:** Home stays are a very important means to earn income and to generate employment in rural areas. Home stay is a form of tourism that allows the visitor to rent a room from local family to better learn and live.Home stays can occur in any destination of the worldwide; some countries do more to encourage home stays than other as means of developing their tourism industry. Hosting a home stays allows the local family to earn some additional needed income. Home stay has linkage effect. It generates large scale employment opportunities in different ways.
- **Lodges:**The rapid growth of lodges is also the result of growth in tourism. It has created several job opportunities even for the illiterates. The lodges which were almost vacant with dust are now found to be always full of tourists because of the tourism growth
- **Transportation:** Taxies are in great demand as the tourists always want taxies as means of transportation. The taxi owners and drivers are paid whatever money they demand from the tourists. This has also created several job opportunities.
- **Shopkeepers and street traders:** The number of shops and street traders is increasing, thus providing job opportunities for the untrained and unskilled.

MAJOR CHALLENGES

1. The success of rural tourism depends on the projects & destinations. The rail road connectivity plays a decisive role in the success of such tourism. The Government should see that destinations chosen should be very near to nearby rail junction of road terminal.

2. Mobile towers should not be install near to the bird sanctuary, the signals emits from the tower is harmful to the birds.
3. While choosing a destination as a rural tourism spot government should see that such a place is famous for its arts crafts festivities customary tradition unique handicrafts etc.
4. Government should have to take immediate action against forest caught by fire and which destroys bio-diversity.
5. Most of the projects fail to succeed because the businessmen instill urban glance to rural setting & disregard the distinctiveness on a rural setting. Once the rural area turns into an urban / semi urban neighborhood the rural destination loses its originality & charm.
6. There is shortage of rented houses due to the development of home stays .The rents have also reached its peak value and the middle man is struggling to survive, being unable to pay the rent.
7. With the development of tourism sector,only tourism spots are developed,whereas other regions are lagging behind the mainstream of economic growth.
8. With the growth of tourism the increase of theft and other illegal activities are also increasing.
9. Proper details of a person are not demanded in home stays, as their main intention is only money making. As a result it leads to various terrorist activities.
10. The rates of each and every commodity are increasing as the demand for the goods is also increasing. This has made common man to struggle for life.
11. Tourism leads to demonstration effect, as a result youths are completely westernizing themselves adopting western culture and neglecting our precious cultural.

SUGGESTIONS

Government should encourage some traditional artisans or folk dancers living there and try to develop the same as a rural tourism venture.

1. Governments should recognize importance of rural tourism at priority and help in creating healthy competitive business environment.
2. Government should try to generate data for decision-making bodies investing for developing the human resources, create adequate facilities and suitable infrastructure like

accommodation, roads, airport facilities, rail facilities, local transport, communication links and other essential amenities become essential for development of rural tourism.

3. Private sector should take initiative for the rural tourism development and government should exercise control over on it.
4. Customer complaints are needed to be handled with at most care and on priority. A Specially trained police force should be entrusted with the task of providing security to tourist.
5. Tourism department and the district administration are required to work towards the objective of delivering the positive customer experience by co-creating the training and development programmes for the different stakeholders.

CONCLUSION

Proper marketing and planning will emphasize rural tourism and it makes rejuvenation to rural area and it brings lot benefits to the society and local people. Rural tourism will rise as acritical instrument for sustainable human development including poverty alleviation, local employment generation, environmental regeneration and development of remote areas and advancement of women and other disadvantaged groups in the country apart from promoting social integration and international understanding. It can help inflow to resources from urban to the rural economy. Environmental management, local involvement, sound legislation, sustainable marketing, and realistic planning are crucial for development of rural tourism.

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MAJOR SIGNIFICANCE OF FINANCIAL INCLUSION STRATEGIES AS A MAJOR TOOL FOR BUILDING A SUCCESS MODEL IN THE INDIAN CONTEXT

***VITTAL HUGAR**

Principal

V M Katti First grade arts and commerce college, Bellad Bagewadi,

Research Scholar

Kousali Institute of management studies, Karnatak University Dharwad

ABSTARCT

Today by far financial inclusion is the conveyance of money related administrations at a moderate cost which can be managed an account by very up to this point unbanked conditions, remembering particularly under-favored and low salary shoppers. The administration of India and additionally Reserve bank of India has surely taken significant activities to spread managing an account administration, for example, growing the quantity of provincial bank offices and additionally permitting the saving money reporter model and selection of CBS innovation. Regardless money related incorporation is likewise an incredible business and social chance while it is additionally an overwhelming test in size and degree. Starting at now the primary focal point of money related incorporation in India is to advance supportable improvement and furthermore creating work in country zones for the provincial populace. Today out of 19.9 crore families in India, just 6.82 crore family units approach keeping money administrations. Absolutely an endeavor has been made in this paper to examine the different money related consideration models utilized in India, the difficulties and way out.

Keywords: Financial Inclusion, CBS technology, banking services, affordable cost

INTRODUCTION

Incorporation all things considered is the way toward acquiring a circle the left outs and unquestionably with regards to money related consideration it is the way toward guaranteeing access to budgetary administrations and satisfactory and in addition auspicious credit which were required by helpless gatherings, for instance, low wage gatherings and weaker areas at much moderate expense. At this present scenario crossroads it is particularly imperative to comprehend and envision that a man with sensible access to a portion of the monetary administrations only for satisfying the command of budgetary incorporation absolutely does not translate

consideration in that capacity in obvious sense. Absence of mindfulness and budgetary proficiency among rustic populace of the nation is absolutely frustrating the development of the economy as larger part of populace does not approach formal credit and different foundations of comparable kind. With the end goal to conquer the financial advancement of the nation the saving money division rose with some mechanical developments, for example, ATM, Debit and Credit cards, web keeping money and so forth. This mechanical presentation acquired a change the urban culture yet larger part of country populace is as yet uninformed of these progressions and furthermore is barred from formal managing an account. The issue of budgetary prohibition isn't uniquely looked by India yet in addition entire world. Most recent insights demonstrate that 70% of grown-up populace of developing markets is avoided from advantages of saving money and with regards to India things are not very unique. As of late India has made huge steps towards more noteworthy money related incorporation. India too has been embracing best practices from around the globe that are applicable and furthermore is utilizing the country's inalienable qualities to quicken continuous endeavors towards more prominent budgetary incorporation a basic financial and social basic of the nation.

REVIEW OF LITERATURE:

Since a decade ago money related consideration has been a consuming issue. A great deal has been talked about on the issue by Reserve Bank of India, government authorities and it additionally has been an exploration point everywhere throughout the world. To address the issues of budgetary incorporation a restrictive board of trustees was framed under the chairmanship of Dr. C. Rangarajan report was distributed in January 2008 on the work done giving a definition and degree of rejection and request side components.

World Scenario: Mainly the issue of prohibition has been confronted worldwide and numerous nations till date are endeavoring to handle with accessible wellsprings of data. In that capacity the models utilized by different nations are unquestionably base for Financial Inclusion Plan in India. Along these lines in handling the issue of money related incorporation it might be beneficial to examine the universal experience.

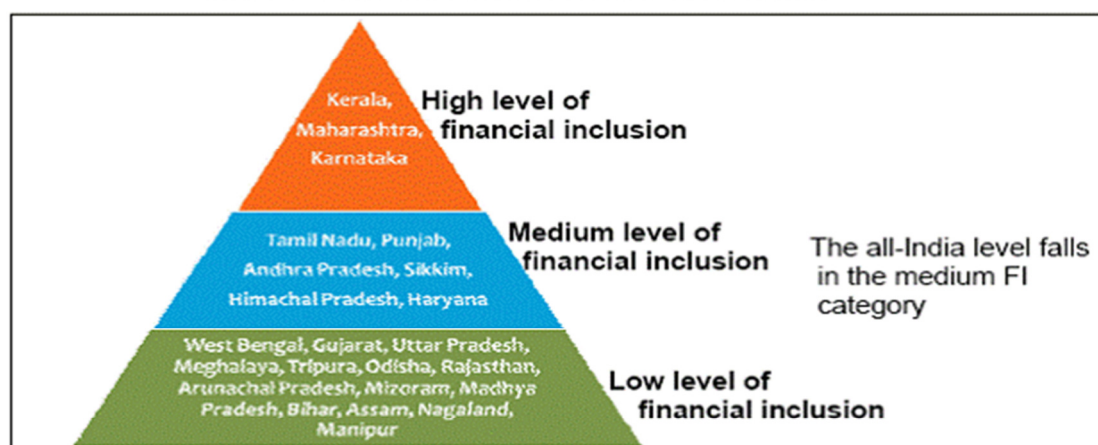
Kamath (2008) endeavored to comprehend the effect of Micro-Finance Institution (MFI) credits on day by day family money streams by breaking down money inflow and outpouring examples

of borrowers of MFI and contrasting and non-MFI families. The Financial journal approach was utilized to gather the information and to monitor 11 months consumption design (September 2008 to August 2009) of the families of Ramanagar region, Karnataka, India, and the Principle Component Analysis (PCA) philosophy was utilized to break down information and reach end

Chakraborty (2011) opines that money related consideration is the way toward guaranteeing access to fitting monetary administrations and items which are required by every one of the areas of society including defenseless gatherings, for example, low wage gatherings and weaker segments at a reasonable expense in a much reasonable and straightforward way more critically by standard institutional players. This issue unquestionably began increasing more pertinence and significance as of late in news media. He additionally closed dependent on his investigations that in India, monetary incorporation has remained a pipe dream with larger part of Indians proceeding to need access and inclusion to managing an account administrations.

As per **arranging commission (2009)** in like manner speech money related incorporation eludes to all inclusive access to extensive variety of budgetary administrations, for example, value and protection items. Family access to money related administrations incorporates access to credit and riches creation, possibility arranging. Access to possibility arranging would help future reserve funds, for example, cradle investment funds, insurable possibilities, retirement reserve funds and access to credit incorporates lodging advances, utilization advances and crisis advances.

Chart 1: State-wise index of financial inclusion



Source: RBI Working Paper on Financial Inclusion in India: A case-study of West Bengal by Sadhan Kumar Chattopadhyay

Above Figure showing State wise Index of financial Inclusion

MAJOR OBJECTIVES OF THE PRESENT STUDY

1. To know the different measurements of monetary consideration
2. To investigation the significance of money related consideration in monetary improvement
3. To investigate the advancement of financial consideration in India
4. To know the different models utilized in monetary consideration
5. To investigation the exit plan measures for monetary incorporation in India

VARIOUS DIMENSIONS OF FINANCIAL INCLUSION

The level of money related consideration in India can well be estimated dependent on three basic and substantial measurements. These measurements can be comprehensively grouped and examined under after heads:

- a. Credit Penetration: It essentially takes the normal of three estimates to be specific number of little borrower credit accounts per one lakh populace, number of advance records per one lakh populace and number of agribusiness propels per one lakh populace
- b. Branch Penetration: Penetration of a bank office is estimated as number of bank offices per one lakh populace for a given zone. This additionally alludes to the infiltration of business bank offices and ATM's for arrangement of most extreme formal budgetary administrations to the provincial populace
- c. Deposit entrance: It can be estimated as the quantity of sparing store accounts per one lakh populace. With help of this specific measure the degree of use of formal credit framework can be broke down.

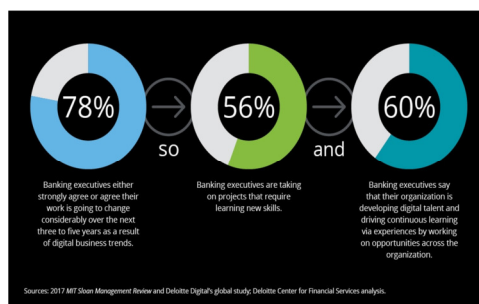
SIGNIFICANCE OF BUDGETARY CONSIDERATION IN MONETARY ADVANCEMENT:

Budgetary consideration accordingly is an all inclusive issue. Today a great deal has been bantered on the relationship which exists between monetary comprehensiveness, neediness decrease and financial development also. It is an all around acknowledged reality today that reasonable access to monetary administrations enable poor families to get ready for their normal

costs to all the more likely cover unexpected costs and furthermore add to encourage better access to more profitable and stable exercises. There is likewise a need that monetarily avoided areas ought to be furnished with those items which are abundantly altered to their necessities. It likewise needs upgrades inside the current formal credit conveyance system and furthermore develops new models for expanding the effort. Comprehensive development all things considered may likewise attempt destitution decrease endeavors more viable by expressly making more gainful financial and social open doors for poor people and powerless areas inside the range of society. In this manner by including rejected populaces; comprehensive development can surely acquire a few different advantages to the economy as far as supportability and by and large development.

EVOLUTIONARY PHASE OF FINANCIAL INCLUSION IN INDIA:

The procedure of development of money related incorporation in India has been done in different stages. In such manner the nationalization of banks was the initial step taken for the reason enhanced with institutional back. The administration to a specific degree reinforced money related conveyance through co-agents and furthermore by nationalizing banks and propelling different creative plans and different projects for producing independent work and adding to economical country improvement because of which parts of business banks and RBI's expanded from 8, 321 in the year 1969 to 69, 288 branches toward the finish of walk 2009. Additionally the normal populace per branch office diminished from 64,000 to 14,000 amid a similar period. The second stage centered towards starting and fortifying money related segment through different changes and furthermore changes in administrative standards amid 1990's. The real features of this stage being simply the presentation enable gatherings, to bank linkages and Kisan charge cards. The concentrate chiefly in this stage was vested on giving credit advantages to the majority and it additionally swung to be a decent achievement particularly for ladies. The current stage from 2005 onwards which is additionally called as third stage has been expressly a strategy choice with more prominent accentuation on augmentation and in addition inclusion. To enhance money related consideration at the present situation numerous activities are taken by both Government and RBI to enhance position and fortify position.



Above image showing financial services analysis

Various Models used in Financial Inclusion

A number of major models used in financial inclusion are as follows:

- **Correspondent Banking:** Reserve bank of India in January 2006 accredited banks to use intermediaries as business correspondents (BC's) or commercial enterprise Facilitators (BF's) for presenting banking and monetary offerings. The banking correspondents are allowed to conduct banking commercial enterprise as agents of banks those places which are far away from bank premises. To make inroads and serve the motive banks were permitted to make use of offerings of nongovernmental businesses, self help agencies, micro finance establishments and different civil society corporations. As per recent norms and regulations numerous categories of people notified and identified by way of banks, Kirana shops and so on in addition to corporate and for income groups are allowed to grow to be enterprise correspondents of banks.
- **Lead financial institution gadget:** beneath this scheme, each district had been assigned to one-of-a-kind banks(each non-public and public) to act as consortium chief to co ordinate the various efforts of banks inside the particular district especially in matters like credit score planning and department enlargement. Below this unique scheme it was focused that every one village above 2000 or more populace may be provided access to economic services. Urban monetary inclusion is likewise used to provide banking offerings to whole population dwelling in metro and different city regions as such
- **Banking on Mobile:** In India mobile penetration may be very excessive. To tap and employ this possibility inexperienced signal changed into given from RBI on October 12, 2008 and 32 banks had been authorized to offer banking on cellular facility. The

objective of attaining monetary inclusion with help of generation seems a ways beyond goal. As a result to improve the situation economic inclusion technology fund turned into installed with standard corpus amount of 5000 million to create generation infrastructure with complete credit score information. As mobile connectivity changed into notion of as reasonably-priced however a good deal reliable version to attain out to people eventually cellular banking recommendations had been issued with the aid of RBI

- **Microfinance Model:** nowadays there are numerous kinds of micro credit fashions running in India making it by way of a ways the sector's nice laboratory for microfinance. The version consists of microfinance system in India inclusive of self help organizations

MAJOR WAY OUT MEASURES FOR FINANCIAL INCLUSION IN INDIA:

One of the reasons in addition to outcomes of poverty and backwardness is insufficient access to all of the kinds of capital. Therefore to look at monetary inclusion in a remote way is intricate. The focus on economic literacy has to be the fundamental step after which reduction in poverty ought to be given identical attention. If economic inclusion has to be triumphant, the eventual benefactor from this recreation plan- the banks- must make upfront investment in economic literacy and financial counseling, which turns into marketplace investment for banks in the end. One of the major motives of much less use of services by way of the lower group isn't always having enough income itself. The trouble may be tackled via imparting sufficient income opportunities and financial inclusion can become the source of it however most effective if it is seen as a business version and now not as a responsibility to be fulfilled. The banks ought to take delivery of enough area to pick the ideal model suitable to the working conditions of the bank.

With the high insurance of society its miles feasible to serve the unbanked and make an inexpensive profit as the rule of economies of scale applies to it as properly. The banks have the opportunity to growth the income from the price based offerings and the instance is already set by means of IDBI financial institution. Even as public zone banks have achieved massive broadening in branch outreach, their effectiveness has been restrained via excessive cost and inefficiencies, inadequate incentive structures, confined workforce and insufficient era use.

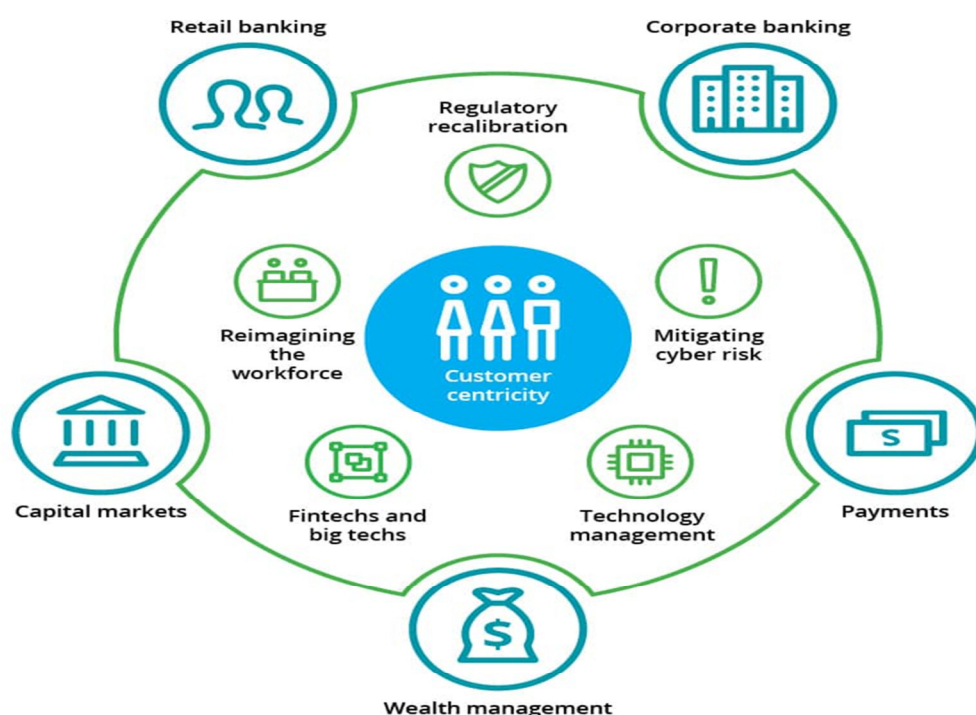
To seize the opportunity the infrastructure base has to be very strong. It desires a development in few regions:

- ✚ Delivery version is the key. What is wanted is a entire eco gadget
- ✚ Introduce products/supply Chain centered credit score centers and fee instruments
- ✚ Introduction of appropriate credit facilities in addition to payment systems and units in commodity markets and manufacturing chains/supply chains seems to be new access points to enhance get right of entry to finance and economic inclusion.
- ✚ Technology these days has end up an enabler for enhancing the reach of banks to the unbanked at an affordable rate.

Cellular banking has the capability of converting lives in a way that may be tough to assume. It can be completed through various hand-held cell devices and other technology that reduce price and feature the potential to file banking transactions and to speak the report of such transactions to the financial institution the use of the internet centers / GPRS. Even though plenty focus has been given on increasing the no frill debts however the real hassle confronted which is inoperativeness of the accounts has no longer been sorted. The government has tried to triumph over it with the aid of imparting OD facility but it's growing at a totally gradual price. The attention must be created to make maximum use of the ability by way of the bad. And further the facilities coming the umbrella need to be accelerated and should now not be confined to just starting a bank account and providing an OD facility of Rs. 500. One can't ignore the reality that MFIs did pass the last mile, did deliver modern practices and did make a contribution a exceptional deal too financial inclusion. Killing the MFI industry might be a large setback for the financial inclusion time table.

The potential demand for micro-loans is big and remains in large part untapped. What's required is a right regulation of the devices. Co-operatives can play an vital function in the procedure. Agreed that the monetary circumstance of cooperatives in previous couple of years has created many doubts and misplaced the confidence of a common guy. A bailout gadget for those in problem may be an alternative because the benefits that come can be very useful in achieving the loads. The difficulties confronted even as starting a new department and convincing a brand new set of clients all collectively will be averted because the primary hassle of offering banking facilities in local language plus making an investment in infrastructure

together with the human resources will be avoided absolutely. Similarly it will include the advantage of already having an amazing purchaser base, a logo image, and a human contact in banking as the care takers will be one of those from the specific masses. A strategy of takeover of cooperatives can paintings certainly properly for the purpose.



Source: Deloitte Center for Financial Services

Above image showing various inclusions for financial services

CONCLUSION

The above research work conducted generally points out the major importance of financial inclusion and also highlights various policies that have been adopted in India to increase same in recent years. The agenda however needs to be more focused and should also be more attentive towards the causes and consequences of failure. From the study it has been conducted that efforts have been made to achieve the goal but for a much diversified country like that of India it is necessary to bring the basics first and also customize the models as per the requirement and need which will certainly lead to financial development of a country and also help accelerate economic growth. Even though enough efforts are being made by all stake holders viz Regulator,

Government, and Financial Institutions and others, the efforts are not yielding the kind of result expected. The regulator has to create a suitable regulatory environment that would keep the interest of all the stakeholders. The concern of banks about profitability is to be addressed by the regulator as the entire process of financial inclusion would be a kind of social work in the first few years. The concerns of the government about the reach, feasibility and implementation of government policies to the last mile needs to be addressed. The easy availability of financial services to the last mile user, the people in tier 3 to tier 6 in entirety needs to be addressed.

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