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Dear All

Greetings to one and all.....

We are laying our second step of our journey to attain the committed objectives. I felt immense pleasure and pressure, when I got the feedback from the readers of our first issue of “Primax International Journal of Commerce and Management Research”. The encomiums I received made me enjoy every moment fullest. If there is any one I want to credit for this success, it is team colleagues and scholars who contributed for Primax.

I should candidly admit, it is also a pressure to shoulder the responsibilities to maintain expected standards of academia and the readers

The second issue of primax is on your hand by incorporating most of your suggestions and corrections to overcome the initial teething problems. The updation being continuous process, every suggestions always solicited.

I am signing off stating “Primax’ team is guided by integrity and words in line with each other. We assure our actions align with our principles and values and also our performance speak for us more eloquently than words

I once again thank all our readers’ scholars and entire team who are beside Primax to take it for further heights

“In all our actions, errors and mistakes are our only teachers. Who commits mistakes, the path of truth is attainable by him only”

--Swami Vivekananda

With Regards

Prof. T. Rajeswari., M.Sc.,M.A(Eng.),M.B.A.,M.A(Soc)
Managing Editor- PIJCMR.

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A STUDY ON THE ECONOMIC CONTRIBUTIONS OF COFFEE COOPERATIVES IN YIRGACHEFFE WOREDA, GEDEO ZONE, SNNPR, ETHIOPIA

Dr. R. Karunakaran¹

Muhabie Mekonnen²

ABSTRACT

Cooperatives are people centered business enterprises which operate in all areas of economic activity in almost all countries of the world. In spite of their horrific history, cooperatives are widely acknowledged for their important direct and indirect impacts on economic development of members in terms of promoting and supporting entrepreneurial development, creating productive employment, raising incomes and helping to reduce poverty by reducing their vulnerability through allowing them to accrue savings, build assets, improve investment opportunities and smooth out consumption. Hence, this research aimed at assessing the economic contributions of coffee cooperatives towards their members was conducted by taking 120 sample respondents of five purposively selected CCSs. To achieve the major objective, the study specifically focuses on analysis of members' perception, determinant and the constraining factors. The result of these measures shows that CCSs in the study area (Yirgacheffe Woreda) shows improvement year by year though they were performing below expectations. On the other hand, members perception towards the economic significance of their cooperatives was analyzed using means, percentages, standard deviations and Pearson's correlations and the findings depicts that members were 'Agreed' and 'Strongly Agreed' that their cooperatives are providing most of economic benefits indicated in the liker scale while they didn't agree for some items. This implies that members of cooperatives perceive their societies as a 'good economic performers' which make them moderately satisfied. At the end, a statistical method called binary logistic regression model was intensified in order to identify factors which influences the economic contributions of coffee cooperatives and as a result determinants named Education, Income Generation, Employment, Asset, Productivity, Price, Marketing of produce, Participation, Dividend and Fair-trade benefits were significant explanatory factors at 5% level of significance. Among the major impinging factors that have an effect on cooperatives; insufficient and untimely credit services, inadequacy of capital, infrastructural and technical problems were the dominant ones.

Key Words: Cooperatives, Coffee, Economic Contributions, CCSs, Yirgacheffe

1. Background for the study

In Ethiopia, cooperatives can provide locally needed services, employment, circulate money locally and contribute to a sense of community or social cohesion. Often-marginalized segments of communities have the opportunity to be represented in co-operatives, where in many other organizations they are left out. Through these, cooperatives will contribute to economic development. Today in rural Ethiopia, co-operatives are already playing a strong role in the economies of local communities. Cooperatives play crucial roles in economic and social development. Cooperatives created approximately 82,074 jobs and generated approximately half a billion Ethiopian Birr in wages during 2008. The participation of cooperatives in agro-processing, marketing and finance (saving, credit and banking) is increasing. The social roles of cooperatives are promoted through voicing of common goals, enhanced participation in value chains, and protection of producers from unfair pricing. Cooperatives also create opportunity for networking and working in partnership with other agencies (Bezabih Emana, 2009).

Literatures available at disposal, confirms that very few studies have attempted to measure the economic

contributions of coffee cooperatives in the context of Ethiopia, which means their contribution to economic development has not been well studied. Hence, this research was conducted having the aim of filling the gap on such areas of cooperatives.

2. The Problem Statement

Cooperatives have been noted for their role in enhancing economic activities including agricultural production, economic development and social transformation especially in the rural community (David J, 2008). Among the economic benefits attributed by the co-operatives are increased competitiveness, economies of scale, credit opportunities, innovation and member education. However, cooperative societies were thought to be associations meant only for farmers, small traders and other very low-income earners. This explains why quite a number of cooperative farmers are found, particularly in Ethiopia. The problem is that many people do not know much about cooperative, its mechanisms and role in economic development, and how it is considered in the world as a Third Sector of the Economy, an alternative and countervailing power to both private business and public sector undertakings. Cooperatives can help to overcome

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some of the barriers to poor people's access to markets by generating economies of scale; opening up access to information through better market networks; pooling resources and improving individual bargaining power through collective action (FCA, 2011). But cooperatives face real challenges in the form of over-control and regulation by government; limited access to credit; inability to scale up their activities; and inability to penetrate markets.

In Ethiopia, several coffee farmers cooperative have been established to support peasants, who are handicapped by their lack of negotiating power in the national and global economy. Coffee cooperatives are effective at providing marketing services to their members: the positive and significant impact of membership on price reveals that cooperatives do serve their expected purpose on commercialization through better market opportunities, higher bargaining power or reduced transaction costs (*Bernard T, 2010*). The actual volume of purchase, however, is limited due to financial constraints. They finance their transactions using credit from banks. In cases in which they are unable to repay the credit, they are not granted new credit. Some past purchase records of cooperatives show some years without any purchases because of their failure to repay the banks. The current Ethiopian policies have been effective in releasing the economy from rigid state control, but also mean that Ethiopian people have become exposed to the hazards of both domestic and international free market competition. Coffee farmers were particularly exposed to the international economy, in comparison with domestic staple food farmers (*Demeke, T. 2007; Develtere, P. and Pollet I., 2005*). They usually also face a problem of stiff competition from strong domestic private traders, which are blood seekers of the consuming community and only run for profit.

In the present days of Ethiopian economy; unemployment, poverty, globalization, unfair economic transactions and economic instability continued to plague communities. It is emphasized that many Community Development concerns can be alleviated by cooperative structures that provide communities with the ability for local control, the opportunity to create stable development, and with practical responses to market deficiencies and the impacts of globalization. It is in this context that the intended study attempted to analyze the economic contributions of coffee cooperatives towards their members.

3. Study Objectives

Specific objectives of the study are:

1. To analyze the perception of members towards the economic contributions of coffee cooperatives
2. To analyze the determinant factors that led members' satisfaction on the economic contributions of coffee cooperatives in the study area and
3. To examine the problems that affects the economic contributions of coffee cooperatives towards their members.

4. Scope and Limitations of the Study

It would have been ideal to conduct the research throughout all coffee growing regions of Yirgacheffe. However, due to time and funding constraints, the study has been confined to five coffee cooperative societies of Yirgacheffe woreda, Gedeo Zone, Southern Ethiopia. These CCSs were selected for the large amount of coffee grown in the areas and the greater economic contributions of the societies towards their members. The scope of the study is also delimited to analyze only the economic contributions of selected coffee cooperatives in the study area. Social contributions of coffee cooperatives have not been examined as it is beyond the focus of the study. Moreover, the findings accrued out of the study cannot be generalized to coffee cooperatives of other Woredas and Zones. Yet, the researchers paid due attention in exploring the economic contributions of coffee cooperatives from different dimensions.

5. Methodology and Sampling

In the first place the researchers selected Southern Nations Nationalities People Regional State among other 8 Regions in Ethiopia purposively. This is because; the region is found to be cooperatively developed among others. Since SNNPR is a wider geographical area which includes 13 administrative Zones and 133 Woredas (Districts), it is unmanageable to consider all. Therefore, Gedeo Zone out of 13 was selected purposively. As to selection of Woreda, out of 6 administrative Woreda under Gedeo Zone, Yirgacheffe was selected as a sample Woreda by adopting the procedure as in the case of selection of the Zone. As to selection of study units, among seven coffee cooperative societies (Aramo, Edido, Haru, Koke, Dumerso, Hafursa and Konga), found in the Woreda, only five societies have been selected for the study purpose by taking into account the time and financial shortages and the remoteness of the unselected coffee cooperatives. Among different methods of sample size determination, the one which has developed by Carvalho (1984), as cited by Tamrat G., (2007) was used. Table 1 below shows the intended method.

(Table : 1)

As indicated above the population size of the study is 5,456 which range between 3201 and 10000. Thus, taking into account a small population size variance and the cost of taking samples and time consuming for large sample size, the sample size found between these two extremes will reduce the polarity problems identified. Therefore, the sample size selected for the study under consideration was 120, which is above the lowest and below the highest possible sample sizes (table 1). Therefore, the number of sample respondents taken from each cooperatives based on their number of members were 52, 19, 24, 7 and 18 of Konga, Hafursa, Koke, Dumerso and Haru cooperatives respectively.

Table-1 : Sample Size Determination

Population size	Sample Size		
	Low	Medium	High
51-90	5	13	20
91-150	8	20	32
151-280	13	32	50
281-500	20	50	80
501-1200	32	80	125
1201-3200	50	125	200
3201-10000	80	200	315
10001-35000	125	315	500
35001-150000	200	500	800

(Source: Tamrat G., 2007)

As indicated above the population size of the study is 5,456 which range between 3201 and 10000. Thus, taking in to account a small population size variance and the cost of taking samples and time consuming for large sample size, the sample size found between these two extremes will reduce the polarity problems identified. Therefore, the sample size selected for the study under consideration was 120, which is above the lowest and below the highest possible sample sizes (table 1). Therefore, the number of sample respondents taken from each cooperatives based on their number of members were 52, 19, 24, 7 and 18 of Konga, Hafursa, Koke, Dumerso and Haru cooperatives respectively.

6. Results and Discussions

6.1: Members Perception towards Economic Contributions of Cooperatives

To measure the perception of members towards economic contributions of CCSs, 17 statements have been developed from different literatures and discussion with stakeholders and experts. Each of the statements in the likert scale was given a weight of 1 to 5 where in; 1= Strongly Agree, 2= Agree, 3= Neither Agree nor Disagree, 4= Disagree and 5= Strongly Disagree.

The statistical treatment of this section includes both descriptive and inferential analytical methods for different purposes. Initially; percentages, mean and standard deviation were employed to describe the degree of members' agreement or disagreement towards a specified item. It was appropriate to print means, since the number that was coded can give a feel for which direction the average answer was. The standard deviation was also important as it gives an indication of the average distance from the mean. Secondly, inferential statistics (correlation) was extended so as to determine the association between the likert scale items and the satisfaction of members by the economic services offered by the cooperatives. Use

was made of Pearson's coefficient to determine the level of association between the statements and the outcome variable. The level of association as measured by Pearson's co-efficient falls between -1.0 and +1.0, which indicates the strength and direction of association between the two variables. The Rules of Thumb proposed by Burns & Bush (in van Heerden, 2001) suggests that "moderate" ends at ± 0.60 , and "strong" starts at ± 0.61 . It is also necessary to determine a score (p-value) to evaluate the probability that the correlation (r) falls within a desired significance level. (Table : 2)

Based on table below, results of the likert scale have been discussed. To make the discussion clear, concise and simplified, only the results of mean, Pearson's coefficient (r) and P-value were described. The rest could be inferred by the aforementioned discussion points.

To give all a generalized yardsticks about the average response rate of respondents; as the mean value of a specific item increases, the respondents agreement to the same statement will decreases and vice versa. As shown in table 4.24, eleven statements in the likert scale were found under the scale category of "Agree". These elements include FINANCSTRG, PRICE, FAIRWEGT, COST, DIVDND, QUALTY, MRKTOPPOR, JOBOPR, NEGOTIAN, ECOINEQLTY and TRAING. On the other hand, two statements (EXPLOITN and MRKTSTABLZ) were favorably perceived by members by getting a rate of "Strongly Agree". Of the remaining statements, CREDIT and FARMINPT got a score of "Disagree" and EXTENSN and ECONOPPOR remained undecided (neutral). Here one can conclude that members perceived most of the economic indicators of cooperatives very favorably and indirectly this shows cooperatives are performing well as to economic contribution for their members, especially in the areas of stabilizing the market, saving members from middlemen exploitations, strengthening the members financial power, improving price of produces, receiving

Table-2 : Respondents' Perception towards Economic Contributions of Cooperatives

Contributions	Strongly Agree	Agree	Neither Agree for Disagree	Disagree	Strongly Agree	Response Average / Mean	Std. Deviation	Correlation between scale items & satisfaction (r)	P. Value
Financially strong after cooperative membership (FINANCSTRG)	33 (27.5%)	50 (41.7%)	24 (20%)	10 (8.3%)	3 (2.5%)	2.17	1.007	0.190*	0.038
Cooperatives raise the general price level for products marketed (PRICE)	53 (44.2%)	50 (41.7%)	9 (7.5%)	4 (3.3%)	4 (3.3%)	1.8	0.958	0.204*	0.025
Cooperatives provide fair weight for coffee produce (FAIRWEGT)	44 (36.7%)	59 (49.2%)	7 (5.8%)	4 (3.3%)	6 (5%)	1.90	1.004	0.261**	0.004
Cooperatives reduce processing and handling costs (COST)	32 (26.7%)	37 (30.8%)	23 (19.2%)	21 (17.5%)	7 (5.8%)	2.45	1.275	0.201*	0.027
Cooperatives distributes dividends to farmers (DIVDND)	59 (49.2%)	23 (19.2%)	7 (5.8%)	25 (20.8%)	6 (5%)	2.13	1.353	0.161	0.078
Cooperatives upgrade the quality of supplies (QUALTY)	52 (43.3%)	53 (44.2%)	8 (6.7%)	3 (2.5%)	4 (3.3%)	1.78	0.927	0.151	0.099
Cooperatives develop marketing opportunities (MRKTOPPOR)	48 (40%)	57 (47.5%)	6 (5%)	6 (5%)	3 (2.5%)	1.82	0.923	0.171	0.061
Cooperatives create job opportunities for us (JOBOPR)	45 (37.5%)	58 (48.3%)	10 (8.3%)	3 (2.5%)	4 (3.3%)	1.86	0.919	0.106	0.251
Cooperatives offer credit services for us (CREDIT)	12 (10%)	13 (10.8%)	20 (16.7%)	29 (24.2%)	46 (38.3%)	3.7	1.39	0.142	0.123
Cooperatives provide farm inputs at fair price (FARMINPT)	14 (11.7%)	7 (5.8%)	6 (5%)	25 (20.8%)	68 (56.7%)	4.05	1.383	0.107	0.244
Cooperatives increases the negotiating (NEGOTIAN)	54 (45%)	56 (46.7%)	3 (2.5%)	3 (2.5%)	4 (3.3%)	1.73	0.898	0.266**	0.003
Coops provide economic opportunity for every one (ECONOPPOR)	27 (22.5%)	18 (15%)	20 (16.7%)	37 (30.8%)	18 (15%)	3	1.405	0.117	0.202
Prevention of middlemen exploitation (EXPLOITN)	88 (73.3%)	20 (16.7%)	3 (2.5%)	3 (2.5%)	6 (5%)	1.44	1.029	0.215*	.018
Cooperatives stabilize the market (MRKTSTABLZ)	84 (70%)	26 (21.7%)	4 (3.3%)	4 (3.3%)	2 (1.7%)	1.45	0.849	-0.003	0.974
Cooperatives reduce economic inequality (ECOINEQLTY)	47 (39.2%)	61 (50.8%)	7 (5.8%)	2 (1.7%)	3 (2.5%)	1.78	0.835	0.135	0.141
Cooperatives provide effective training (TRAINING)	47 (39.2%)	55 (45.8%)	8 (6.7%)	6 (5%)	4 (3.3%)	1.88	0.975	0.262**	0.004
Cooperatives offer extension services (EXTENSIN)	21 (17.5%)	52 (43.3%)	21 (17.5%)	6 (5%)	20 (16.7%)	2.6	1.305	0.273**	0.003

members cherry at fair weight, minimizing the cost of production and transaction, providing dividends, keep members coffee quality, selling members' produce in a better market, extension of employment opportunities, negotiating the market on behalf of the members, treating all members equitably and provision of trainings to its members, managements and employees. To the contrary, members' disagreement, cooperatives were not well functioning in cases of credit and farm input provisions.

Likert statements including FINANCSTRG, PRICE, FAIRWEGT, COST, NEGOTIAN, EXPLOITN, TRAIING and EXTENSN were significantly and positively correlated with the satisfaction of members at 1% or 5% levels of significance. The strength of this association has been seen in the p-value obtained and depicted above. The remaining scale items were not significantly correlated with satisfaction (see P-value). With a respective value of Pearson correlations (r) of 0.190, 0.204, 0.261, 0.201, 0.266, 0.215, 0.262 and 0.273, the correlation of above listed (significant) factors were moderately positive as the r value of all was less than 0.6. This implies the members perceived that the identified factors make them moderately satisfied. This result aligned with some of the interviewees' narrative comments during the field survey.

6.2: Members' satisfaction on the economic contributions of coffee cooperatives

Binary logistic regression analysis was performed on 16 independent variables (four discrete and twelve continuous)

that affect the satisfaction level of members of cooperatives. The outcome variable of the study was a dichotomous variable with an expected value of one indicting satisfied and zero otherwise.

Before using logistic regression model for hypothesized variables, it was necessary to test the problem of multicollinearity or association among the potential independent variables. Bivariate correlation analysis was used to see the degree of multicollinearity among sixteen independent variables. By multicollinearity, it means that it may not be possible to tell the difference of one independent variable free from the influence of other independent variables with which it is correlated. Hoshmand (1999) indicated that a high degree of correlation exists between two independent variables when a bivariate correlation is equal to 0.70. Based on the correlation coefficient results the variables had no problem of multicollinearity.

The maximum likelihood method of estimation was used to elicit the parameter estimates of the binomial logistic regression model and statistically significant variables were identified in order to measure their relative importance of members' satisfaction because of their respective cooperatives economic contributions. Results obtained from binary logistic regression analysis were shown in Table 3 below:

Table-3 : Determinants of Members' Satisfaction - Binary Logistic Regression Analysis

Explanatory Variables	Coeff (β)	S.E.	Wald	df	Sig.	Odds Ratio (Exp(β))	95.0% C.I. for EXP(B)	
							Lower	Upper
Constant	-7.780	5.001	2.420	1	.120	.000		
Age	-1.268	0.867	2.139	1	0.144	0.281	0.051	1.539
Education (Illiterate)			8.454	5	0.133			
Education (Able to write and read)	3.151	3.405	0.856	1	0.355	23.356	0.030	1.847E4
Education (Elementary)	-1.884	3.349	0.316	1	0.574	0.152	0.000	107.820
Education (High school)	1.387	3.128	0.197	1	0.657	4.005	0.009	1.843E3
Education (Diploma)	-0.845	3.048	0.077	1	0.781	0.429	0.001	168.635
Education (Degree and above)	10.105	4.533	4.969	1	0.026**	2.446E4	3.388	1.766E8
Income	4.143	1.589	6.801	1	0.009*	63.001	2.799	1.418E3
Employment	1.511	0.684	4.881	1	0.027**	4.533	1.186	17.325
Asset	-2.525	0.985	6.573	1	0.010**	0.080	0.012	0.552
Productivity	1.474	0.675	4.761	1	0.029**	4.365	1.162	16.399
Quality	-0.709	0.629	1.270	1	0.260	0.492	0.143	1.689
Price	2.092	0.790	7.021	1	0.008*	8.104	1.724	38.094
Marketing of produce	2.678	0.932	8.255	1	0.004*	14.559	2.343	90.487
Saving and investment	-1.604	0.825	3.779	1	0.052	0.201	0.040	1.013
Credit	-0.953	0.602	2.509	1	0.113	0.386	0.119	1.254

Participation	5.501	1.583	12.068	1	0.001*	244.895	10.993	5.455E3
Dividend	-2.752	1.205	5.217	1	0.022**	0.064	0.006	0.677
Information Access	-0.123	0.925	0.018	1	0.894	0.884	0.144	5.420
Skill build & techno access	-1.542	1.131	1.858	1	0.173	0.214	0.023	1.965
Fair-trade benefit	-3.225	1.412	5.216	1	0.022**	0.040	0.002	0.633
Nagelkerke R- Square = 0.835 Note: * and ** indicate significance at 0.01 and 0.05 probability level respectively								

(Source: Field Survey, Jan 2012)

The fitted logistic regression model has explained 0.835= 83.5% of the variability in the dependent variable of study (members' satisfaction). The P-value from the likelihood ratio test is equal to 0.000 < 0.05. This shows that the predictor variables used in the logistic regression model were jointly efficient in explaining the satisfaction of members.

Among 16 independent variables used in the model, 10 variables were found to be statistically significant. This implies that they do have a significant effect on the satisfaction of members of cooperatives by their respective cooperative economic contributions. These variables include: Education (Degree and above), Income, Employment, Asset, Productivity, Price, Marketing of produce, Participation, Dividend and Fair-trade benefit. However, the remaining predictor variables were not statistically significant to affect the satisfaction level of members at 5% level of probability. Moreover, many of the covariates i.e. Age, Education (Elementary), Education (Diploma), Asset, Quality, Saving and investment, Credit, Dividend, Information Access, Skill building & technological access and Fair-trade benefit had both significant and insignificant negative effects on members satisfaction.

In binary logistic regression analysis, influential predictor variables are characterized by odds ratios that are significantly different from 1, 95% confidence intervals of odds ratios that do not contain 1, and P-values that are smaller than 0.05, at the 5% level of significance. Accordingly, Participation (OR= 244.895), Income (OR= 63.001), Education (Degree and above) (OR=35.795), Marketing of produce (OR= 14.559), Price (OR= 8.104), Employment (OR=4.533) and Productivity (OR= 4.365) were found to be highly influential at 5% level of significance.

Interpretation of Odds Ratios

Education: is a dummy variable described as 1 if the respondent is illiterate, 2 read and write, 3 elementary, 4 high school, 5 diploma and 6 degree +. Of these categories, only *degree and above* was independently (other than other educational responses) associated with the satisfaction level of members of cooperatives at 5% significance level. Furthermore, those who were degree+ holders were 2.446E4 (35.795) times more likely to be satisfied than illiterates, controlling for all other factors in the model [OR =35.795, 95% C.I: (3.388, 1.766E8)]. This might be due to the reason that more educated people

will better understand the relative economic importance of different business organizations (cooperatives with other trading businesses).

Income Generation: it is the second highly contributing continuous factor for improving the satisfaction level of members of cooperative societies next to participation. The result of the model shows that, other variables remain constant, a one birr increase in income of members from their cooperatives increases the odds of satisfaction of patron-members by about 63 times [OR =63.001, 95% C.I: (2.799, 1.418E3)]. This implies studied cooperatives were performing well in delivering income to their members. The income provided by cooperatives could be in the form of offering better prices for members' supply of red and sundry cherry, dividends, wages and different incentives. The model result augmented with the formerly established hypothesis.

Employment: cooperatives provide not only direct employment, but also self-employment, indirect and induced employment. For example, coffee cooperatives maintain farmers' ability to be self-employed given that for many farmers the fact that they are members of a cooperative and derive income from the services, allows them to continue to farm and contribute to rural community development. And in both urban and rural contexts, the impact of CCSs in providing income to members creates additional employment through multiplier effects including enabling other enterprises to grow and in turn provide local jobs – the indirect employment capacity of cooperatives. Similarly, the study result employing the above model depicts that employment had a direct and significant influence on members' satisfaction. As employment provision by cooperatives increases by one unit, the satisfaction of members of cooperatives will increase by around 4.5 times [OR = 4.533, 95% C.I: (1.186, 17.325)]. This clearly indicated that members of cooperatives were very satisfied in their cooperatives job creation and extending to the final customers (members and non-members who need employment) with a fair wage, more secured jobs and equality of opportunities. This proves the tentative assumption drawn before.

Asset: it was found to have negative and significant influence on the satisfaction of cooperative members. Even though cooperatives enable members to increase their asset accumulations, relative to other self-developed business activities it might be very not worth mentioning. Hence, members' satisfaction by asset building of

cooperatives will be immaterial as compare to other asset accumulation means and finally it will have inverse relationship with the outcome variable [$\hat{\alpha} = -2.525$, OR = 0.080, 95% C.I.: (0.012, 0.552)]. This was against what was hypothesized before.

Productivity: The coefficient of productivity was positive and significantly different from zero at five percent level of significance. It showed that each additional kilogram of members' productivity increases the members' satisfaction by 4.365 times [OR = 4.365, 95% C.I.: (1.162, 16.399)]. This suggests that cooperatives give a hand to its members in increasing the coffee production of members through integrating to latest technologies, advising and educating members about the general processes of coffee production so as to improve the quality and quantity of the produces. The model output coincides with the working hypothesis statement.

Price: it was positively and strongly associated with satisfaction. As described above (table 4.23), the members' satisfaction will be about 8 fold if the price of members' coffee produces determined by cooperatives increases by one birr [OR = 8.104, 95% C.I.: (1.724, 38.094)]. The results were consistent with Y. Kodama (2007) who also found that farmer-members of Yirgacheffe coffee producers tend to be satisfied with the price offered by the cooperatives and are willing to sell more to them. To the same, the output found is in support of the hypothesis already framed.

Marketing of produce: the fourth most influential continuous variable as to satisfaction of members concerns. Small holder farmers are weak in their bargaining potential of marketing of their produces where there is stiff completion. So, it becomes a must to admit coffee cooperative societies which are strong due to their economies of scale. The result of the model was also in confirmation with the descriptive parts of this study analysis; per every kilo gram increase in marketing of produces, will increase the odds ratio towards the satisfaction of cooperative members by 14.559 times holding all other independent variables constant [OR = 14.559, 95% C.I.: (2.343, 90.487)].

Participation: The most influential independent variable over the satisfaction of cooperative members is the variable "level of members participation" as it has an estimated odds ratio of 244.895, a 95% confidence interval of odds ratio of (10.993, 5.455E3 or 162.325), and a P-value of 0.001. This indicates that, other variables remain constant, as participation level of cooperative members' increases by one unit in different societal business undertakings, the satisfaction level of members will also increase by 244.895 times. The result coincides with the fact that unless cooperative members actively participate in their society's activities, how economic benefits will be attracted over? Absolutely impossible. Hence, members participate and cooperatives make available any types of economic

benefits to their patrons and at the end satisfaction will show remarkable increment. This is in support of (Jemal,2008) and in confirmation with the hypothetical premise.

Dividend: is another significant and categorical factor which had an odds ratio of 0.006 and coefficient of -2.752. This implies that not getting dividend by cooperative members, greatly reduces the likelihood of members' economic satisfaction received from their own cooperatives [OR = 0.064, 95% C.I.: (0.006, 0.677)]. As Y. Kodama, 2007 stated that the dividends of Yirgacheffe CCSs are appreciated by farmers and have encouraged them to improve the quality of their coffee. At times of field survey too, most of the CCSs found in that woreda had distributed dividend to participants even if few of the cooperatives didn't do because of their inefficiency. Members from cooperatives which allocate patronage dividend literarily were more satisfied than those who came from non-distributors. Consequently, one can say dividend is a highly important and motivating factor for members of cooperatives and if members didn't get means, automatically their satisfaction level will be downward slopping. It coincides with the hypothesis.

Fair-trade benefit: According to the model output with respect to fair-trade, it was observed that those respondents who were not benefited from fair-trade were 0.040 times less likely to be satisfied by cooperatives economic contributions as compared to those who were benefited [OR = 0.040, 95% C.I.: (0.002, 0.633)]. The result is aligned with the conclusion of (Tora Bäckman, 2009:2); who found that fair-trade does bring economic benefits to farmers by making price of fair-trade coffee higher than that of conventional coffee, enabling farmers to receive a premium that is to be invested in the community and to work in good working conditions. The finding was aligned with the hypothetical framework.

6.3: Problems hindering Economic Contributions of Coffee Cooperatives

The following table gives a clear picture of problems that hold back Yirgacheffe Woreda Coffee Cooperatives accelerating movements. For simplicity purposes, the response rates were divided in to three categories as less, medium and high impact on cooperatives performances. Among problems stated in the table below, the most important (high impact) problems which affect the proper functioning of cooperatives were: Insufficient and untimely credit services (92.5%), Inadequacy of capital (89.2%), Infrastructural problems (road, electricity, water, transportation and storage services) (89.2%), Materials, Machine and Technical Problems (77.5%), Members dissatisfaction (unattractive and untimely provision of dividend, coffee price, credit and incentives) (74.2%), Lack of training, information and integration to technology (74.2%), Lack of skilled man power (72.5%), Unprofitability (70.8%), Management related problems(65%), Lack of

additional projects(63.3%), Inadequate follow up and support by the promotion office and its professionals (62.5%), Inadequate government support(61.7%), Undiversified members' source of income and low saving habit (60.8%) and Marketing related problems (input and output), 59.2%. Additionally, the result of the research revealed that almost all factors have greater and medium impacts other than lesser influence.

Table-5 : Constraints that hinders Economic Contributions of Coffee Cooperatives

Problems	Intensity of Problems					
	High (1)		Medium (2)		Less (3)	
	N	%	N	%	N	%
Lack of awareness	67	55.8	41	34.2	12	10.0
Tough competition	49	40.8	58	48.3	13	10.8
Inadequacy of capital	107	89.2	11	9.2	2	1.7
Insufficient and untimely credit services	111	92.5	7	5.8	2	1.7
Marketing related problems (input and output)	71	59.2	40	33.3	9	7.5
Coffee Production, processing and facilitation problems	55	45.8	49	40.8	16	13.3
Unnecessary expenses	38	31.7	61	50.8	21	17.5
Un profitability	85	70.8	29	24.2	6	5.0
Inadequate government support	74	61.7	38	31.7	8	6.7
Government intervention	66	55.0	38	31.7	16	13.3
Lack of close partnership with different institutions and organizations	34	28.3	71	59.2	15	12.5
Management related problems	78	65.0	33	27.5	9	7.5
Problem of members participation and discussion with managements in cooperative affairs	69	57.5	40	33.3	11	9.2
Lack of skilled man power	87	72.5	27	22.5	6	5.0
Dissatisfaction and un-productivity of Employees	64	53.3	46	38.3	10	8.3
Lack of training, information and integration to technology	89	74.2	25	20.8	6	5.0
Inadequate follow up and support by the promotion office and its professionals	75	62.5	38	31.7	7	5.8
Infrastructural problems(road, electricity, water, transportation and storage services)	107	89.2	11	9.2	2	1.7
Materials, Machine and Technical Problems	93	77.5	24	20.0	3	2.5
Lack of members confidence, loyalty, participation and commitment on their cooperatives and managements	49	40.8	54	45.0	17	14.2
Undiversified members' source of income and low saving habit	73	60.8	38	31.7	9	7.5
Lack of additional projects	76	63.3	36	30.0	8	6.7
Site related problems	71	59.2	38	31.7	11	9.2
Accounting and auditing problems	69	57.5	37	30.8	14	11.7
Natural phenomena's such as bad weather condition	71	59.2	40	33.3	9	7.5
Small and fragmented farm holdings	44	36.7	55	45.8	21	17.5

(Source: Field Survey, Jan 2012)

7: Suggestions

Based on the problems as felt by the member respondents, the following suggestions were made for enhancing the economic contributions of coffee cooperatives in the study area.

- Financial Improvements
- Enhancement of Business Operations of Cooperatives
- Infrastructural Developments
- Betterment of Members, Managements and Employees of Cooperatives
- Promoting Cooperatives and Awareness Creation Campaigns
- Strengthening the Support of Partnering Organizations and Agencies

8: Conclusion

Coffee Cooperatives found to be one of the most effective but challenged rural-centered institutions which are helpful in improving the economic lives of their members through enabling patrons to generate income, employed under their societies, benefited from dividend and fair-trade premium (converted in to infrastructural facilities), selling their produce in a better market for reasonable prices and improving the production and productivity of small holder farmers which at the end impacts on a bit increment of their assets. These economic contributions of CCSs become prevalent due to the fact that their members were actively participated in the business undertakings of cooperatives specially by supplying coffee. And also the members' hope, commitment and perception towards their cooperatives economic contributions are appreciable. To the reverse, the members' participation and the economic return from their cooperatives are hindered by problems of infrastructure, finance, technical and managerial aspects and lack of knowledge about cooperatives. So, if all (government, individuals and organizations) need to improve the life of economically weak people means coffee producers, they have to collaborate with cooperatives which are potentially and practically significant in changing living

standards of members as well as non-members. Overcoming these problems together will enhance the role of cooperatives in uplifting the socio-economic conditions of their members, local communities and economic development of the nation as a whole.

Undoubtedly, considerable contributions have been made by CCSs to improve the economic conditions of Yirgacheffe farmer-members. Nevertheless, there is still much more to be done in the future in order to maximize the cooperatives' economic potential to make a difference on members' livelihood. To this end, all available resources of cooperatives will have to be mobilized and deployed without any further delay.

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AN EMPIRICAL STUDY ON WLB OF MANAGERS IN CORPORATE SECTOR – WITH SPECIAL REFERENCE TO DAMAN

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ABSTRACT

Constant pressure both in work and life front causes stress to work force. In case of managerial personnel, this stress due to imbalance between work and life leads to spillover effects. Understanding the intricacies of the relationship between work and family aspects would enable to address this issue, more particularly among the managers. This study is an attempt in this line of thought.

Introduction:

Managing the balance between *Work* - the source of earning and *Life* - the purpose for which work is being undertaken has become the need of the hour among the work force of all strata. As business becoming more and more global, swift, and demanding, work force which is the backbone of an enterprise's success is easily coming under stress. This stress throws a spillover effect on the personal and family lives of the employees. On the family front, with erstwhile joint/extended family structures crippling and socio economic conditions changing, more time and energy needs to be spent for family wellbeing. Needless to say, for many employees, balancing between Work and Life has become no less difficult than a tight rope walk.

Work Life Balance (WLB) has become the key human resources theme across the organizations, be it public or private, today. Though it is a phrase formulated much earlier, first used in the UK in 1970 and in the US in 1988, of late the phrase is being profoundly understood and practiced more in letter and spirit. WLB is suitable prioritization between a person's work and her life style. It is an art of conflict management, potential or real, that arises out of demands of a person's personal life and the work situation.

Statement of the Problem and Study Objectives:

Work force, in general, is directly or indirectly yield to work pressure. The managerial cadres in the corporate sector do come under greater work pressure that affects their work life balance for the fact that they hold high level responsibilities and accountabilities as the captains of the organization. They do play different roles in organization on interpersonal, informational, and decisional aspects. An attempt to understand the levels WLB of managerial cadre would enable to address the problem that is vital and would prevent any further possible hurt to the organization as a spillover effect.

The study tries to understand the:

- Levels of WLB among the managerial personnel;
- Probable relationship between the issues;

- Measures suggested by the respondents for improving WLB.

Methods and Materials:

The study is based on the *primary data* that was collected through specially designed *questionnaires*. The sample for the study consisted of randomly selected 53 managers working as in corporate sector, public and private limited companies, in Daman.

Daman is the Administrative Head Quarters of the Union Territory of Daman & Diu. Daman enjoyed the industrial promotion concessions announced by central government for successive years. This attracted entrepreneur across the country to set up the industrial units and due to this industrial workers and managerial personnel from different part of the country did come and settle in Daman. Thus, the work force, be it lower or managerial level is cosmopolitan and best suiting for the study of this type. The specially designed questionnaire to collect data for the study had two major parts viz., information relating to personal data and information relating to issues pertinent to work life balance. While the info relating to personal data were obtained through specific questions, that of work life balance were obtained through 14 statements, the response for which was measured, through a seven point *Likert Scale*. Respondents were asked to indicate the extent to which they agree with each item. Their responses may range from 1 (strongly disagree) to 7 (strongly agree). The opposite was true to statements that were formed in negative sense. Higher scores indicate high level of WLB, while lower scores indicate the opposite. Further the 14 statements on WLB were divided into two sets, one each for perspective from work side and perspective from family side.

Descriptive and inferential statistics were used to analyze data and derive inferences. Carl Pearson's Correlation (r) and Chi-Square (χ^2) Test of Significance were used to find the relationship between the variables. Phi Coefficient (Φ) was used to measure the magnitude of any resultant relationship.

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Personal Profile of Respondents:

Age, sex, marital status and family compositions play a significant role in a person's efforts to balance her work and family. With age, maturity and experience comes in hand and provide different outlooks to handle a situation. Different roles are performed by women and men in the

society which has an influence in WLB. Marital Status and the Family Compositions have different responsibilities in discharging household tasks. On the job side, the type of organization and the level of managerial cadre held by a person do have influence on her WLB. A total of 53 managers possessing their demographic characteristics as presented in Table-A, formed the sample for the study.

TABLE-A : Personal Profile of Respondents

Information	Number	Percentage	Information	Number	Percentage
Generation			Managerial Level		
Baby Boomers	17	32	Junior	22	42
Generation X	23	43	Middle	16	30
Generation Y	13	25	Senior	15	28
Gender					
Male	41	77	Pub. Ltd. Co.	19	35
Female	12	23	Pvt. Ltd. Co.	34	65
Family Type					
Joint/ Extended	29	55	Nuclear/Child Less	24	45

(Source: Primary Data)

Work Life Balance:

WFS Vs LFS

As discussed in the methodology section, two sets of seven statements each, one for measuring work related aspects and the other for measuring family/life related aspects were presented before the respondents. Their opinions were converted into comparable/measurable numbers for better understanding through a 7 point scale. Table-B carries the basic statistic information in this regard.

TABLE-B : Work Front Vs Life Front Scores

Category	Mean	Standard Deviation	Range (Min – Max)	Mode
Scores on Work Front	30.867	4.21	19 - 39	28
Scores on Life Front	28.396	4.75	19 - 38	26

The study analysis reveal that the respondents scored *more* with respect to Work Front related aspects, compared to the score relating to Life Front aspect. Their Mean scores; Range and Mode of the scores; and Standard Deviation proclaim this finding.

WFS, LFS and WLBS – interrelationship

Investigation into any probable relationship amongst the three scores viz., Work Front Score (WFS), Life Front Score (LFS) and Work Life Balance Score (WLBS) was carried out. The results revealed the existence of positive relationship between WFS and LFS as the *Karl Pearson* correlation coefficient *r* stood at 0.67. Further, the division among the scores as *Below Average* (scores ranging from 7 to 28 with respect to WFS and LFS; and 14 to 56 with respect to WLBS) and *Above Average* (scores ranging from 29 to 49 with respect to WFS and LFS; and 57 to 98with respect to WLBS) categories stood as 30%, 55% and 38% in *Below Average* category and 70%, 45% and 62% in *Above Average* category with respect to WFS, LFS and WLBS respectively. Table C carries this information.

TABLE-C : WFS, LFS and WLBS Interrelationship

Category	WFS	LFS	WLBS	Karl Pearson Correlation Coefficient between WFS and LFS
Below Average	16 (30%)	29 (55%)	20 (38%)	
Above Average	37 (70%)	24 (45%)	33 (62%)	<i>r</i> = 0.67

WLBS and Personal Profile Aspects – relationship

Further insight was thrown, to trace out any possible relationship that may exist between the five personal profile characteristics of the respondents and their distribution in the two categories viz., *Below* and *Above Average* scores with respect to WLBS. Null hypotheses were formed and the data was put into statistical analysis by applying *Chi Square Test*. The results revealed an existing relationship between respondents' WLBS and their family type. Table-D carries this information.

TABLE-D : Hypotheses Testing

Hypothesis	Calculated Value of X ² and d.f.	Result
There is No relationship between generation of respondents and their WLB scores	2.463(d.f. 1)	H ₀ Accepted
There is No relationship between gender of respondents and their WLB scores	0.993(d.f. 1)	H ₀ Accepted
There is No relationship between family type of respondents and their WLB scores	7.920(d.f. 1)	H ₀ Rejected
There is No relationship between organization type where respondents work and their WLB scores	0.241(d.f. 1)	H ₀ Accepted
There is No relationship between managerial level of respondents and their WLB scores	3.643(d.f. 2)	H ₀ Accepted

Emergence of statistical results indicating the relationship between respondents WLBS and the family type to which they are attached to, lead to further analysis the magnitude of the relationship. *Phi Coefficient* ϕ was calculated for the data presented in Table E, which stood as 0.4.

TABLE-E : Type of Family and WLBS of Respondents

Category / Type of Family	Joint/ Extended	Nuclear / Child Less
Below Average	6 (21%)	14(58%)
Above Average	23 (79%)	10(42%)

Measures for improving WLB

The questionnaire carried a list of possible measures for improvement in WLB and a more positive tilt towards greater work-life satisfaction. They were asked to suggest any other measure, if they feel so, apart from the listed ones. Respondents' suggestion in this respect is presented in Table F.

TABLE-F : WLBS Improvement Measures

Measures	Ranking
More Leisure Activities	II
Yoga & Meditation	I
More Friendly Work Environment	III
More Balance in Accountability and Responsibility	IV

Respondents were more particular towards the personal/ family related aspects than the two job related activities as possible measures to further improve the existing levels of Work Life Balance.

Discussion and Conclusion:

The statistical results established a positive correlation between the WFS and LFS of the respondents. Observed information and statistically derived results clearly indicates that, of the two aspects viz., Life Front and Work Front,

respondents scored better in Work Front aspects. The distribution of respondents among the two conceived categories viz., *Below* and *Above Average* with reference to WFS, LFS and WBL do establish that with respect to LFS more proportion of respondents were found in *Below Average* category, which had a spillover effect on the grouping of WBL scores. Further, the hypothesis testing also established an existing relationship between the family type with which respondents are attached to and their WBL scores. This was substantiated with a considerable phi

coefficient score. On the suggestions front also, as offered by the respondents, they were more tilted towards need for improvement in personal and family life as they ranked first and second for yoga & meditation and more leisure activities respectively.

Thus, the study results conclude that with a more conscious and concentrated improvement in life related activities, the WLB of managerial personnel working in corporate sector can be considerably improved.

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SHOPPING STYLES: THE NEW WORLD OF DIRECT MARKETING - A CASE STUDY WITH REFERENCE TO BENGALURU

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ABSTRACT

In these globalised scenario consumers are becoming more individualistic. The previous techniques mass marketing will no more applicable. To establish brand loyalty & brand equity and get more & more margins the manufacturers or marketers are preferring direct marketing than mass marketing techniques, where there is no provision for one-to-one basis communication. Consumers wanted a perfect blend of their, choices and availability of goods in the market. The consumers need not hop from one shop to other searching goods of their choice. The direct marketing saves money and time. The present study takes place at Bengaluru, Silicon Valley of India and primary data is collected from 500 customers of direct marketing. The main objective of present study is to know the factors, which influence the customers to purchase product through different forms of direct marketing.

Introduction

Direct marketing across the globe is becoming popular since it reaches targeted customers more efficiently and builds more personal one-to-one relationships. The growth of direct marketing in India can be attributed to environmental complex cities with growing strength of bargaining power. At present urban markets especially in India, is exhibiting more competitiveness than never before. The cost of retail shelf outlets in major cities is prohibitive. Besides this with the customer's loyalty on the wane and cost of marketing increasing, firms profits are under pressure. Direct marketing helps the marketers to focus their marketing efforts and thereby leading to more focusing and targeted better than conventional marketing.

The lifestyles are already underwent severe changes in cities and metros. Never before we have seen the trend of power, exercised by customers and today customer is dictating the terms and conditions and likely this trend will continue. The mass marketing techniques of yesteryears no longer can apply. Peter Drucker said that the aim of marketing is 'To know and understand the customer so well that the product fit him and sells itself'. This can be achieved through only direct marketing where it establishes direct communications with targeted customers obtain immediate response.

The present study is structured as follows. Section-I deals with meaning of direct marketing, forms of direct marketing review of literature, objectives of the study, research methodology, hypotheses and Section-I deals with analysis of data and finally conclusion.

What is direct marketing?

Institute of Direct Marketing has defined direct marketing as "An interactive marketing system of communication between distributor (i.e., the marketer) and consumer, which uses one or more media to affect a measureable response and / or transaction at any location." This

definition insists on measurable response typically a customer order. Therefore direct marketing also some times referred to as "direct order marketing". Further this definition says that direct marketing is an interactive system which means that there is a two way communication between the marketer and his/ her target market and the response or non-response of the customer completes the communication loop in the direct marketing programme.

The term marketing has taken on new meanings over the past years. It was selling directly the products required by the customers with the help of salesman. Of late now direct marketing defined as a method by which products and services are offered to one or more segments using multi media in order to make a direct response. At present, direct marketing is conducted through numerous media, including network marketing, mail, telephone, print, television, radio, house shopping networks and internet. The goal of direct marketing is to trace a customer who completes the response of buying goods and services.

A careful analysis of definition given from late seventies till more recent times, focus on the aspects to be included in the definition. Bauer and Miglautech (1992) strongly emphasized the information process and Hoekstra and Raaijmaarkan (1992) stress on long term relationship. A thorough over view and campaign of the various proposed definitions can be found in Murrow and Hyman (1994).

There exist a clarity about essential characteristics of direct marketing, but there exist some disagreement about exact definition of direct marketing. They are as follows

- 1) It is a marketing strategy rather mere using a specific marketing instruments.
- 2) It is an interactive system wherein the customer communicates to the organisation.
- 3) The results of direct marketing can be better measureable than traditional marketing.

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Different forms of direct marketing

- (1) Network Marketing:** It is the most powerful and effective marketing system. These companies eliminates wholesalers, the high cost of advertising, and high cost of employees and offer the products directly to the customers with the assurance of a distributor.
- (2) Internet Shopping:** There exists an innumerable internet users across the globe. Internet marketing results when a firm connects its business systems to its customer, distributors, vendors and suppliers via internet / web. The matter written in internet reaches millions and tries to answer any question and show pictures.
- (3) Teleshopping:** This is also called by the names of home shopping; Direct Response Television shopping is a phenomenon become a part of the lives of Indian TV viewers by early 2000. In India teleshopping networks shown on Teleshopping network (TSN), United Teleshopping (UN), Asian sky shop (ASS). Household appliances, jewels, toys, cosmetics, watches, stationery, leather products herbal medicines etc. are dealt in teleshopping.

Review of Literature:

Gupta, L.P. (2007) investigates that direct marketing of insurance products benefits the customers by reducing the cost of insurance by way of special discounts in insurance premium in lieu of agency commission.

Srinivas, P.U. Uma, P. and Ramar, M. (2008) concludes that marketers must adopt change, especially technological change to attract customers as well as attack competitors. Database marketing a new technological advancement refers to the process of building, maintaining and using customers database and other databases for the purpose of contacting and building customer relationship.

Anil Chandok (2007), explored that direct marketing occurs due to the efforts made by the organisations to directly interact with prospective clients to generate business opportunities.

Objectives of the Study:

- 1) The main purpose of this study is to study variables which influences customers to purchase products

through different form of direct marketing which include network marketing, internet shopping and teleshopping.

- 2) The second most important objective of the study is to make a comparison between different demographic characteristics of respondents. It studies the customers buying under different modes of direct marketing due to similar or different reasons.

Research Methodology: The present study is a description research study. Naturally an attempt is made to study the predictions, narration of facts and characteristics concerning to individuals.

Hypotheses:

- (1)The null hypotheses (Ho) states that the classification of different demographic characteristics namely gender, age, occupation and income are homogeneous in relation to purchasing the products through network marketing, internet shopping and television shopping.

Data collection : The present is based on both primary and secondary data. A carefully prepared and pretested questionnaire was designed to collect primary data. Random sampling technique was used to collect the data 500 customers using products of direct marketing from various socio economic classes of proper Bengaluru of Karnataka state was considered. Bengaluru population at present is around 8 millions as per 2011 census. The period of data collection Jan. 2013 to March 31st 2013. The major sources to secondary data were books, journals, newspapers and brochures of different direct marketing companies and from websites.

Analysis and Interpretation:

Analysis of data was done by using statistical tools of chi-square test. The hypothesis stated above covering all the stated modes of direct marketing is tested by chi-square test. It is applied to know the reasons of purchasing products through different forms of direct marketing. The results obtained are presented below.

Reasons for purchasing products through Network Marketing and Demographic Characteristics of Respondents

Table-1 : Comparison of male and female respondents regarding different variable of net marketing.

Variable	Male			Female			Total
	O ₁	E ₁	Chi	O ₁	E ₁	Chi	
Courtesy, Helpfulness & Friendliness of Distribution	84	72.8	1.72	56	67.2	1.87	140
Features of Product	42	70.72	11.66	84	60.48	9.15	126

Gifts/Offer	18	20.28	0.25	21	0.28	0.28	39
Price of products	39	34.32	0.63	27	0.69	0.69	66
Demonstration by Distribution	77	67.08	1.48	51	1.59	1.59	129
Total	260	-	15.74	-	13.58	13.58	500

(Source: Field Survey), O_1 = Observed, E_1 = Expected, Chi = Chi-square)

Chi-square Analysis

Calculated Value = 29.32	d - f = 5	TV = 11.070
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Table No. 1 reveals that the calculated value is quarter than the T.V. ($29.32 > 11.070$) at 5%. Hence the Null hypotheses is rejected. So, the males and female respondents are not homogenous in relation to reasons of buying products through network marketing. Further, Table-1 shows that courtesy, helpfulness and friendliness of distributors and demonstrations by distributors are the main reasons (62% of the total, combined) to which male respondents buy the products through network marketing. As far as females are concerned that 84 respondents purchase the product due to the reason of features of the product and 56 sample female respondents buy due to courtesy friendliness and helpfulness of distributors.

Table-2 of comparison of respondents regarding different variables of network marketing

Variables	Below 25 years			26-40 years			41-60 years			> 61 years			Total
	O_1	E_1	Chi	O_1	E_1	Chi	O_1	E_1	Chi	O_1	E_1	Chi	
Coutesty, helpfulness and friendliness of distributors	29	28.5	0.00	61	54.3	0.83	34	40.2	0.95	26	27	0.03	150
Features of product	30	26.22	0.54	54	49.96	0.32	33	36.98	0.42	21	24.84	0.59	138
Gifts / Offer	8	6.46	0.36	11	12.30	0.13	7	9.11	0.49	08	6.12	0.58	34
Price of the product	11	11.59	0.03	18	22.08	0.18	19	16.34	0.43	13	10.98	0.37	61
Demonstration by the organisers	17	22.23	1.23	37	42.37	0.67	41	31.35	2.97	22	21.06	0.04	117
Total	95	-	2.16	181	-	2.13	134	-	5.26	90	-	1.61	500

(Source : Field Survey) Note : O_1 – Observed, E_1 – Expected , Chi – Chi square)

Chi-square Analysis

Calculate value 11.06	d-f = 15	t-v = 24.996
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Table-2 shows that calculated value of chi-square is less than the TV ($11.06 < 24.996$) at 5% d-f. The result support null hypotheses and it can be concluded that the different age group of sample respondents are homogenous in relation to variables of buying products through network marketing. Therefore more or less the perceptions of different age groups are similar.

Table-3 comparison between respondents of different income group regarding different variables of Network Marketing.

Variables	<15000			15001-30000			30001-50000			50001			Total
	O ₁	E ₁	Chi	O ₁	E ₁	Chi	O ₁	E ₁	Chi	O ₁	E ₁	Chi	
Courtesy, helpfulness Friendliness	16	20.02	0.80	62	55.7	0.69	41	42.9	0.08	24	24.31	0.00	143
Features of product	21	18.62	0.30	51	51.87	0.01	29	39.9	2.98	32	22.61	3.90	133
Gifts/offers	04	5.18	0.27	6	14.43	4.92	22	11.1	10.70	5	6.29	0.26	37
Price of the product	03	7.42	2.63	26	20.67	1.37	21	15.9	1.63	3	9.01	4.00	53
Demonstrations by Distributors	26	18.76	2.79	50	52.26	0.09	37	40.2	0.25	21	22.78	0.13	134

(Source : Field Survey , Note :O₁ – Observed, E₁ – Expected, Chi - chi-square)

Chi-square Analysis

Calculate value 37.9	d-f = 15	t-v = 24.996
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Table-3 shows that calculated value 37.9 is > T.V. 24.996 at 5%. Hence the null hypotheses is rejected and it can be concluded that different income group sample respondents are not homogeneous in relation to reasons to influencing them to buy products through network marketing. Table further reveals that 62 respondents in the 15001-30000 income group are influenced to buy the products through network marketing. The respondents of least income group(Rs. 15000 below) purchase the product of network marketing because of the influence of sales demonstrated by distributors.

Reasons for buying products through internet shopping and demographic characteristics of respondents.

Table-4 : Comparison between male and female respondents regarding different variable of internet shopping.

Variables	Below 25 years			26-40 years			Total
	O ₁	E ₁	Chi	O ₁	E ₁	Chi	
Online products Comparison	89	88.37	0.00	83	83.24	0.00	172
24x7 business	04	3.09	0.26	02	2.90	0.28	06
Spectacular offers/ gifts	37	37.15	0.00	35	34.84	0.00	72
Global products	78	79.46	0.02	76	74.53	0.02	154
Email from companies	42	41.80	0.00	39	39.20	0.00	81
Self esteem	08	7.74	0.00	7	7.26	0.00	15
Total	258	-	0.28	242	-	0.30	500

(Source : Field Survey, Note :O₁ – Observed, E₁ – Expected, Chi - chi-square)

Chi-square Analysis

Calculate value 0.58	d-f = 5	t-v = 11.070
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The calculated chi-square value is 0.58 lower than the TV 11.170 at 5% d.f. and null hypotheses male and female respondents are buying the products is more or less similar. The table highlights online product comparison and global products, spectacular offers, email from companies are the major reason due to which more male and female sample respondents purchase the products through internet shopping.

Table-5 : Comparison between different age groups respondents regarding different variable of Internet Shopping.

Variables	Below 25 years			26-40 years			41-60 years			> 61 years			Total
	O ₁	E ₁	Chi	O ₁	E ₁	Chi	O ₁	E ₁	Chi	O ₁	E ₁	Chi	
Online product comparison	51	39.38	3.42	65	60.86	0.28	41	43.31	0.12	22	35.44	5.10	179
24x7 business	0	1.98	1.00	6	3.06	2.82	1	2.17	0.63	2	1.78	0.02	9
Spectacular offers/gifts	8	15.4	3.56	34	23.8	4.37	20	16.94	0.55	8	13.86	2.48	70
Global products	32	31.24	0.01	41	48.28	1.07	25	34.36	2.54	44	28.11	8.98	142
Email from Companies	09	15.4	2.66	20	23.8	0.60	23	16.94	2.17	18	13.86	1.24	70
Self esteem	10	6.6	1.75	4	10.2	3.76	11	7.26	1.92	5	5.94	0.15	30
Total	110	-	12.40	170	-	12.90	121	-	7.93	99	-	17.97	500

(Source : Field Survey , Note :O₁ – Observed, E₁ – Expected,Chi - chi-square)

Chi-square Analysis

Calculate value 51.2	d-f = 15%	t-v = 24.996
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Table shows that calculated value 51.2 is being higher than TV at 5% d.f. and hence null hypothesis reveals that online product comparison is the main reason which encourages the longest age group (<25 years) and also 26-40 years age group respondents to buy products through internet shopping. Further the table also reveals that online product comparison is the main reason which encourages the youngest group respondents to buy products. The 24x7 business variable is not the reason for any respondents below 25 years.

Table-6 : Comparison between different income group respondents regarding different variable of Internet shopping

Variables	Below 25 years			26-40 years			41-60 years			> 61 years			Total
	O ₁	E ₁	Chi	O ₁	E ₁	Chi	O ₁	E ₁	Chi	O ₁	E ₁	Chi	
Online product comparison	39	28.05	4.27	48	69.3	6.54	40	36.3	0.38	38	31.35	1.41	165
24x7 business	01	1.53	0.18	05	3.78	0.39	1	1.98	0.48	2	1.71	0.04	09
Spectacular offer / gifts	5	9.86	2.10	39	24.36	8.80	8	12.76	1.78	6	11.02	2.29	58
Global product	32	30.77	0.05	65	76.02	1.60	50	39.82	2.60	34	34.39	0.00	181
Email from companies	6	11.39	2.55	41	28.14	5.88	9	14.74	2.23	11	12.73	0.23	67
Self esteem	2	3.4	0.57	12	8.4	1.54	02	4.4	1.30	4	3.8	0.01	20
Total	85	-	9.72	210	-	24.65	110	-	8.77	95	-	1.98	500

(Source : Field Survey , Note :O₁ – Observed, E₁ – Expected,Chi - chi-square)

Chi-square Analysis

Calculate value 45.12

d-f = 15

t-v = 24.996

Table-6 calculated value being 45.12 is > TV 24.996 at 5% d.f. rejects the null hypotheses. It reveals that classification of different age group respondents is not homogenous in relation to reasons of purchasing products through internet shopping.

Reasons for purchasing products through television shopping and demographic characteristics of respondents.
Table-7 Comparison between male and female respondents regarding different variables of television shopping.

Variables	Male			Female			Total
	O ₁	E ₁	Chi	O ₁	E ₁	Chi	
Novel products	54	65.52	2.02	72	60.48	2.19	126
Discounts	25	31.20	1.23	35	28.8	1.33	60
Presentation by Models / Cine Actors	11	13.52	0.46	15	12.48	0.50	26
Innovative Designs	81	73.84	0.69	61	68.16	0.75	142
Excellent shopping Experience	38	26.52	4.97	13	24.48	5.38	51
Home delivery	28	22.88	1.14	16	21.12	1.24	44
Info from Toll free Number	23	26.52	0.46	28	24.48	0.50	51
Total	260	-	10.97	240	-	11.89	500

Source : Primary Data , Note : O₁ – Observed, E₁ – Expected, Chi - chi-square

Chi-square Analysis

Calculate value 22.86

d-f = 6

t-v = 12.6

In the above table the calculated value is 22.86 > 12.6 the T.V. at 5% d.f. and hence rejects the null hypotheses. It signifies that classifications of male and female respondents are not homogeneous in relation to reasons of buying products through television shopping. The table further reveals that 78 males out of 246 likes television shopping due to innovative designs and 54 males like novel products. It is obvious that females generally like novel products and 72 out of 240 likes novel products.

Table-8 : Comparison between different age group respondents regarding different variables of television shopping

Variables	Below 25 years			26-40 years			41-60 years			> 61 years			Total
	O ₁	E ₁	Chi	O ₁	E ₁	Chi	O ₁	E ₁	Chi	O ₁	E ₁	Chi	
Novel products	30	24.15	1.41	41	46.60	67	39	32.92	1.11	12	18.3	2.16	122
Discounts	7	11.68	1.87	28	22.53	1.32	15	15.93	0.05	9	8.85	0.00	59
Presentation by Models/cine actors	2	5.94	2.61	22	11.46	9.69	6	8.1	0.54	0	4.5	1.00	30
Innovative Design	31	29.90	0.03	48	57.68	1.62	39	40.77	0.07	33	22.65	4.76	151

Excellent Shopping Experience	6	10.09	1.66	22	19.48	0.32	13	13.77	0.04	10	7.65	0.72	51
Home Delivery	10	9.7	0.00	18	18.71	0.02	15	13.23	0.23	6	7.35	0.24	49
Info from Toll free number	13	7.52	3.99	12	14.51	0.43	8	10.26	0.49	5	5.7	0.08	38
Total	99	-	11.57	191	-	14.07	135	-	2.53	75	-	8.96	500

(Source : Field Survey , Note : O_1 – Observed, E_1 – Expected, Chi - chi-square)

Chi-square Analysis

Calculate value 36.73	d-f = 18	t-v = 289
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The calculated chi-square is higher than the table value i.e., $36.73 > 28.9$ at 5% d.f.. Thus hypotheses is rejected. Therefore classification of different age group respondents is not homogeneous in relation to reasons of buying products through television shopping. The innovative design offered through TV shopping is the main reason to buy products through television shopping. The age group of above 61 years are more when compare to age group below 25 years. The products are presented on TV shopping networks by models. Their presentation influences the 26-40 years age group respondents to buy products through TV shopping while aged respondents, do not consider the presentation of actors / models as a reason which encourages them to buy products through TV shopping.

Table-9 : Comparison between different income group respondents regarding variables of television shopping.

Variables	Below 15000			15001-30000			30001-50000			50001 & above			Total
	O_1	E_1	Chi	O_1	E_1	Chi	O_1	E_1	Chi	O_1	E_1	Chi	
Novel products	24	24.13	0.00	58	51.05	0.94	31	34.03	0.26	14	17.78	0.80	127
Discounts	38	16.71	26.30	22	35.78	5.30	23	23.85	0.03	6	12.46	3.34	89
Presentation by Models / Cine actors	01	5.89	4.05	12	12.46	0.01	14	8.30	3.91	4	4.34	0.02	31
Innovative Design	19	28.88	3.38	66	61.10	0.39	43	40.73	0.12	24	21.28	0.34	152
Excellent shopping Experience	8	7.41	0.04	10	15.68	2.05	6	10.45	1.89	15	5.46	16.66	39
Home Delivery	2	6.27	2.90	12	13.27	0.12	14	8.84	3.01	05	4.62	0.03	33
Info from Toll	3	5.51	1.14	21	11.658	7.48	3	7.78	2.93	02	4.06	1.04	29
Free Number													
Total	95	-	37.81	201	-	16.29	134	-	12.15	70	-	22.23	500

(Source : Field Survey , Note : O_1 – Observed, E_1 – Expected, Chi - chi-square)

Chi-square Analysis

Calculate value 88.48	d-f = 18	t-v = 28.9
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The chi-square value is higher than the T.V. ($88.48 > 28.9$) at 5% d.f. and thus hypotheses is rejected.

The innovative design variable is one of the main reasons for the income group 15001-30000 to buy products through television shopping. The novel products in toto is the main reason buying products through television shopping.

Conclusion:

Direct marketing is followed in order to boost up customer relationship and in turn customers have welcomed it due to its natural economies. Therefore the present study has both economic and social relevance. Since direct marketing is beneficial to both marketer and customer and the future is bright and hence is worthy of an in depth analysis and interpretation and therefore, it is attempted in the present study.

Direct marketing since it targets individuals and obtain an immediate response and thereby the aim of marketing enables to know and understand the customer and to provide him the deserved and thereby the purpose of marketing is successfully served.

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CHALLENGES BEFORE INDIAN AGRICULTURE AND RURAL DEVELOPMENT

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ABSTRACT

In recent years the Indian government has made huge investments in the development of infrastructure like roads, telecommunication, etc. It has also passed legislation to benefit rural citizens. For example, under universal service obligation, each village should have a village public telephone installed and maintained by the service providers. Also, the "Right to Information Act" passed recently was to make the government system accountable to the citizen. However, civil society organizations are often unaware of such legislation and they fail to leverage the benefits. Corporate houses and largely urban citizen are making effective use of the provisions. Thus, the benefits are inequitably distributed between the rural and urban areas. This rural-urban divide in accessing infrastructure service coupled with inability of civil society organizations to utilize the existing provisions has contributed to the slow growth of livelihood opportunities in rural areas.

Key words: Rural development, Poverty, Livelihood, Cultural Universe, Food Security.

Introduction

Initial poverty eradication efforts in India concentrated on supply of agricultural technologies, inputs and services that were often 'production' orientated. However, they were not targeted towards the poor or were largely inappropriate to the needs of the poor and the benefits were mostly captured by the wealthy. Later, the approach changed towards 'capacity-building' in sector organizations to equip people and organizations with the skills and resources to do a better job but, overall little has changed since the new skills are not used. All these approaches tended to be sect-oral and supply-driven and the results were not very encouraging. The concept of livelihoods and livelihoods analysis emerged in the mid nineties-closely associated with poverty reduction strategies.

Understanding the livelihood systems of the poor is crucial to effective poverty reduction. Livelihoods of the poor can never be understood in any one-track logic-be it economic, social, technical, cultural or political. The livelihood system are made up of very diverse elements which taken together – constitute the physical, economic, social and cultural universe wherein the families live (Hogger, 2006). Thus, the livelihood system is more than just a set of physic economic preconditions for continued existence. It also encompasses psychosocial dimensions of experience of living. The livelihoods approach puts households of the poor as it central focus. It takes holistic consideration of things that the poor might be vulnerable to; assets and resources that help them thrive and survive policies and institutions that impact their livelihoods, how the poor respond to threats and opportunities and what sort of outcomes the poor aspire to.

Agriculture and allied activities support livelihoods of nearly 70% of India's rural population. In recent years, land based livelihoods of small and marginal farmers are increasingly becoming unsustainable, since their land has not been able to support the family's food requirements and fodder for their cattle. As a result, rural households are forced to look at alternative means for supplementing their livelihoods.

Changing Trends in Agriculture since the early 1980s public investment in agriculture has experienced a secular decline, while input subsidies (on fertilizers, power, and canal irrigation) have been rising. In the early years of economic reform, an attempt was made to arrest and reverse these trends (see figure 1), but this effort could not be sustained. As a result the gap between investments and subsidies kept widening. Today input subsidies, together with food subsidies, amount to roughly five to six times the public investment in agriculture.

With a burgeoning subsidy bill and shrinking public investment, The impetus for agriculture has been declining. Private investment in agriculture has been increasing, yet it has not fully compensated for the loss from failing public investment. Investment in rural roads has the most potent effect on poverty alleviation, per million rupees invested, followed by investment in R & D. across regions, the returns on each million rupees invested in the less-favoured areas of western and southern Indian are now higher than in the irrigated tracts of the northwest. These rainfed areas were largely bypassed by the Green Revolution. Thus ay investment in this region has a win-win trial in term of both higher returns (efficiency) and equity. Majority of the India farmers derive their livelihoods from agriculture. During the

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Tenth Five Year Plan, gross domestic product (GDP) originating from agriculture and allied activities was 2.3% compared to 8.0% in the industrial sector and 9.5% service sector. During this plan period, the growth in the agriculture and allied activities averaged 2.3% which is lower than that of 3.2% during the 1990s and 4.4% during the 1980s. Also, there is a shift from staples to cash crops which is the major reason for food insecurity. From 1960-61 to 1998-99 the area under grain crops has gone down from 45 million hectares to 29.5 million hectares, area under cotton has increased from 7.6 to 9.3 million hectares and area under sugarcane has increased from 2.4 to 4.1 million hectares. Since 1990-91, due to the new economic policies, the area under food grains and coarse grains have declined by -2% and -18% respectively while area under non-food cash crops such as cotton and sugarcane have increased by 25 and 10% respectively.

However, production of milk has increased from 84.4m tones (2001-02) to 97.1m tones (2005-06). Production of eggs has increased from 38729 millions (2001-02) to 46231 millions (2005) (Ghatak, 2007). Notwithstanding increased availability of milk, fruits, vegetables, fish and other produce, the agriculture sector is facing the new challenges of diminishing land resources, factor productivity decline, threatened loss of bio-diversity, natural resources degradation, widening economic inequality, etc. that have serious implications on the livelihoods of the poor. Indian agriculture has also come under significant adjustment pressure from market liberalization and globalization.

Household Level Food Security – Its Importance

As P Sainath (2007), puts it: “Seldom has policy been so forcefully implemented as in the 1990s. For ten years, governments have assaulted the livelihoods and food security of the poor. That security does not lie in mountains of grain but in millions of jobs and workdays for people”. Food security at the national, state or district level does not automatically ensure food security at the household level. Today, commercial crops are being recommended by Agriculture Departments to improve the economic status of farmers without explicit consideration of their household level food security. What most small and marginal farmers often need is food crops such as short duration cereals, millets and fodder crops to meet their family’s food and fodder needs.

“The rebirth of jowar would have helped farmer, soil and food security. Suicides are far higher among cash crop farmers than among food crop growers here. It would also have seen the revival of livestock-jowar is where the fodder comes from”. -P. Sainath, 2006

For scientists, modernizing agricultural production through technological alternatives seems to emerge as a natural path to food security. Development and dissemination of

green revolution technologies are classic examples of the approach for attaining national food sufficiency when hunger and starvation were widespread. Farmers in resource rich regions of India successfully adopted these technologies that account for about 35% of the cultivated area. But, in the rainfed areas, the (65%), technology adoption varied considerably. In semi-arid areas, the record is even miserable despite improved technologies being available.

In addition, the labour productivity of the poor is currently impaired by nutrition problems, including “hidden hunger” in the form of micronutrient deficiencies. Agricultural research and production programs should focus on addressing these deficiencies through supplementation, fortification of foods (including complementary foods), and attention to making low-cost foods that are rich in micronutrients. India is a home to a wide range of social safety net programs that together attempt to address the needs of poor households at various stages of the life cycle. For households with young children, the Integrated Child Development Scheme (ICDS) provides take-home food rations linked to acquiring nutrition guidance and crucial health care. To promote higher educational attainment, the Mid-day Meals Program provides meals to children attending school. The Public Distribution System (PDS) provides subsidized food rations to poor households through a vast network of fair-price shops. A range of community public works programs (such as Jawahar Gram Samrithi Yojana or Employment Guarantee Schemes [EGSs]) provide employment to the poor, during periods of economic downturn or during the slack agricultural season. The National Old-Age Pension Program and the Annapurna Program provide cash to destitute elderly households without alternative family support. These programs should be transferred from social assistance to social development programs that contribute directly to the creation of physical and social assets.

Our observations in the semi-arid areas indicate that some small and marginal farmers sought modern agricultural technologies on their own, without any assistance from the extension network; and there is a majority who, despite all extension efforts, refuse to change from their traditional way of farming (Hiremath, et. al. 2004). Figure 1 depicts the importance of both land based livelihood components. Households that face difficulties in ensuring their own food supply, first try to reach this threshold by intensifying production of subsistence crops (maize and pigeon pea). Households that have crossed food security threshold then invest more in commercial crops like tomatoes and brinjal etc. Evidently, it suggests that neither the technologies seem inappropriate nor it appears to be a failure of the extension network. The security of the family’s livelihood system as a whole plays the determining role in technology adoption or non-adoption.

It is important to realize that livelihood security has to

understood from the farmer's perspective. Food security is a subjective concept defined as an individual farmer's own perception as to whether she has been able to support the family's food and fodder requirements adequately round the year using all resources under his control (Hiremath, et. al. 2004). Food security is only one (although extremely important) element of livelihood security. But since farmers never make their decisions in a one-track logic, it seems possible that the one-track security base on food alone would have to be enlarged to the more holistic notion of security of livelihood, or speaking even more simply-life-security. Livelihood security encompasses food security, social security and psychic security. Each one of them has some basic minimum threshold level to achieve and maintain and also must be pursued in a balanced way.

There are evidences to suggest that many of the household decisions (e.g. sending children to school, predication in community organizations etc.) are directly related to whether the households are below or above the food security threshold. In the absence of food security off-farm income from migration becomes a stabilizing component in the over all livelihood security. Many development agencies seek to reduce distress migration by providing opportunities to farmers to increase their income from land based activities through commercialization of agriculture. Often the approaches taken are sectoral and fragmented.

Migration and Livelihoods

Every year millions of poor families migrate in search of work. They are forced to migrate due to a livelihoods collapse in the villages. These distress migrants often lock their homes, take a few meager belongings and move across long distances. The children accompanying their parents are forced to drop out of school. The numbers of such children under the age of 14 years is estimate to be around 9 million.

Being away from their village, they do not belong to the places where they go and increasingly lose acceptance in their own villages. They are disconnected from their community, culture and traditions, unable to take part in festivals, fairs, religious and social functions, which are an integral part of their lives thus losing their sense of identity. The vulnerability of people who cross state boundaries is even greater as they find themselves increasingly at the mercy of their contractors. The family members or children left behind in villages do not know where the family has gone, or how to contact them. Dealing with emergencies, particularly back home is difficult, especially for those who go long distance.

Distress migrants find themselves with hardly any skills, assets or education. Earnings from migration are survival level and not enough to build assets. On the contrary, medical or other personal emergencies and the unsteady

nature of work often push to arrange that they are cared for or just end up selling them off at low prices-thus depleting their assets.

The work sites largely have no basic facilities like water, marketplace, schools, and health centers etc. Migrants are at the mercy of their employers for all their needs. Contractors retain control of labourers not only financially but also injured. If there resident communities nearby, migrants are usually shunned by local people, and regarded as bad elements or thieves.

Given the difficulties encountered by illiterate and under-informed migrants in accessing provisions that have been made for them by the state, there appears to be a need for support form elsewhere. A number of civil society organizations have take up the cause of building the capacity of migrants to demand their rights from contractors and government officials.

A particularly striking example of a successful migrant support program is the one initiated by the Grameen Vikas Trust (GVT). It has worked closely with the panchayats of source villages and has developed an informed system of identity cards for migrants. With these cards, migrants have something to show the authorities at railway stations and bus stands, common points in their journey when they are open to harassment. GVT has liaised with NGOs in the neighbouring state of Rajasthan to set up migrant resource centers that provide them with information on job availability, wages rates and rights.

By all accounts such migrant support programmes have achieved more success than official programmes in ensuring fair pay and better working conditions. The widespread system of subcontracting that operates in non-farm sector employment especially in construction projects fudges responsibility and accountability so that it becomes very difficult for government officials to implement protective legislation. Given the problems associated with agriculture and distress migration, occupational diversification is a means to make livelihoods sustainable as agriculture alone cannot sustain the growing population in villages, it is imperative that the RNFS is strengthened. The RNFS plays a crucial role in providing livelihood security to the poor.

According to the National sample Survey, the percentage of employment in the RNFS in total rural employment increased from 18.4% in 1983, to 21.6% in 1993-94 and 23.8% in 1999-2000. The additional employment in the RNFS during the reform period was 8.54 millions. Out of these, 36% of the additional employment in RNFE during the reform period was due to construction, 27% was due to manufacturing and repair services and 25.5% was due to transport, storage and communication. The contribution of retail trade was 13% while that of hotels and restaurants was only 4%. In the case of community and personal services, there was a decline in employment while the

employment of social services (education and health) increased. The shares show that around 63% of the additional employment was due to construction and transport, storage and communications. It is not clear whether the creation of additional employment in these activities led to improvements in the well being of the poor.

Although the RNFS has tremendous potential of removing unemployment in villages, the government has not been serious to address the basic problems plaguing this sector. Major bottlenecks in the holistic development of the RNFS are poor quality of employment and incomes, shortages of skilled manpower, unavailability of credit facilities, low public investment in villages, lack of basic amenities in rural areas, poor law and order scenario, erratic power supply, etc. Besides, not much has been done to develop technologies relevant for the sector. Entrepreneurs are by NGOs and political groups are engaged in empowering the rural communities to be proactive and develop RNFS enterprises on their own.

Rural Livelihoods are affected by the Process of Globalization

Special economic Zones (SEZ) are created across India to promote exports. Commerce and Industries Ministers Kamal Nath claim that exports will ultimately grow five times, GDP will increase by 2% and 30 Lakh jobs will be generated by SEZs across India. The government also claims that SEZs will attract global manufacturing through Foreign Direct Investment (FDI), enable the transfer of modern technology and create incentives for infrastructure. To date, the central government has approved 237 SEZs in 19 states (occupying 86,107 hectares) out of which 63 of these SEZs have already been notified. Around 23 SEZs are operational, 18 in the IT sector. Total amount of land to be acquired across India is estimated to be around 1,50,000 hectares. This land-predominantly agricultural and typically multi-cropped is capable of producing close to 1m tones of food-grain. If SEZs are seen to be successful the future and more cultivated land is acquired, they will endanger the country's food security.

Correspondingly, the entry of corporate retail into India is nothing but a hijack of India's vibrant, well organized retail service economy. Corporate retail will not create tow million jobs; but it will destroy 38 million livelihoods of people involved in running small shops and street markets. The growth being projected as a new contribution to the economy hides the destruction of the contribution of the 40 million people involved in small retail to the Indian economy.

Corporate retail is being described as organized retail and small scale decentralized and highly networked indigenous retail is being falsely referred to as unorganized. However Indian trade is highly organized and has existed for centuries on the basis of low cost and highly efficiency.

India needs the self organized skill of our traders, shopkeeper, hawkers and venders both to provide employment to millions and affordable friendly community service for basic needs to society.

Our retail democracy is characterized by high levels of livelihoods in retail with nearly 40 million employed accounting for 8% of the employment and 4% of the entire population. It is predominantly self organized with low capital input and highly decentralized. In a country with large population and high levels of poverty, this model of retail democracy is the most appropriate in terms of ecological sustainability and economic viability. By 2011, more than 6600 mega stores are planned with investment of Rs. 40,000crore. Reliance plans to invest \$ 5 billion over next four years to open thousands of retail stores. Walmart's partner Bharti also plans to invest up to \$ 2.5 billion in new stores in the next eight years. The entry of the giant corporate retail in India's food market will have direct impact on India's 650 million farmers and 40 million people employed in tiny retail.

Coping Strategy of the Poor

A review of coping mechanisms reveals that a very small group of medium farmers is able to cope with adverse climatic conditions merely through the sale of available stocks. On the other end of the spectrum, landless labourers can only resort to seasonal migration due to lack of any productive assets or availability of alternative employment options in the village. Small / Marginal farmers use a variety of adaption options such as sale of cattle, shifts to other subsistence crops, wage labour, as well as seasonal migration. This range of options, however, constitutes only temporary coping measures. During adverse periods, farmers have implemented a range of livelihoods and coping strategies to reduce their vulnerability ranging from appeasing the Lord Indra (the good of rain) to some social support system reduction of food consumption and change in the pattern of food consumption changing their occupation to households either sold or mortgage their lands and household assets.

Option that enhance longer-term adaptive capacity (such as institutional credit, crop insurance, and sue of drought-resistant varieties) are not used by farmers due to procedural complexities and stringent eligibility criteria, compounded by lack of awareness.

Social Protection

The policy reforms of the 1990s more or less eliminated the bias against agriculture by lowering industries tariffs and liberalizing exports of agriculture commodities. This change improved the relative entives environment (measured as the ration of agriculture prices to prices of manufactured goods) in favour of agriculture, providing a strong boost to private sector investments in agriculture. The liberalization of agricultural exports also led to a major

upswing in agricultural exports, at least from 1992-93 to 1996-97. But the years 1997-98 through 2002-03 did not augur well for agricultural exports. The world prices of most agricultural commodities fell sharply, primarily triggered by the East Asian crises. This decline highlighted the difficulties in integrating domestic agricultural markets with world markets. Whereas developed countries such as the United States and the European Union countries resorted to subsidizing their farmers, developing country, policy makers did not have many options and accepted the loss of those markets.

Poverty alleviation has been one of the guiding principles of the planning process in India. The role of economic growth in providing more employment avenues to the population has been clearly recognized. The growth-oriented approach has been reinforced by focusing on specific sectors which provide greater opportunities to the people to participate in the growth process. The various dimensions of poverty relating to health, education and other basic services have been progressively internalized in the planning process. Central and state government have considerably enhanced allocations for the provision of education, health, sanitation and other facilities which promote capacity-building and well-being of the poor. Investments in agriculture, area development programmes and afforestation provide avenues for employment and income. Special programmes have been taken up for the welfare of scheduled castes (SCs) and scheduled tribes (STs), the disabled and other vulnerable groups. Antipoverty programmes that seek to transfer assets and skills to people for self-employment, coupled with public works programmes that enable people to cope with transient poverty, are the third strand of the larger antipoverty strategy. The Targeted Public Distribution System (TPDS) protects the poor from the adverse effects of a rise in prices and ensures food and nutrition security at affordable prices.

Poverty rates in India have declined over the last decade, but the incidence of poverty remains high at 28%. India's surge in growth and rapid expansion in public spending in the past decade has created new possibilities for its social protection system. Basic subsistence needs and services remain the priority in some areas but with the need to re-examine delivery mechanisms for traditional safety nets in the changing economy. Other areas face second generation challenges of expanding social protection instruments to deal with economic modernization, and the new risks and vulnerability it brings. Some of the programmes the government has implemented / implementing are Pradhan Manti Gram Sadak Yojana, Swarnjayanti Gram Swarozgar Yojana, Sampoorna Grameen Rozgar Yojana (SGRY), Indira Awaas Yojana, National Rural Employment Guarantee Act, 2005, National Social Assistance Programme, National Food for Work Programme, among other.

However, the importance of social protection is growing as it is reflected in the Government's common Minimum Program. Increased resources and political priority given to social protection stem from social concerns that India's high growth has not been sufficiently inclusive.

Need of good quality information Systems for Rural Livelihood security

Development projects need relevant and good quality information. By definition, development interventions are oriented to changing people's lives. They attempt to target those who are marginalized and vulnerable to disruptions. Until recently top-down methods were dominant in which most essential decisions about what issues will be addressed and how the information will be used were made by "specialists" (as opposed to community members). Projects are designed based on information that they have about the people in question, their needs, conditions, and concerns. When organization, base their actions on insufficient or faulty information, the result is a misplaced intervention that has little correspondence to the needs the poor. Such projects may actually have a negative effect on poor as they undermine traditional practices or cause local communities to invest their scarce resources in unviable activities. Vulnerable populations may actually become more destitute as a result of such poorly informed interventions.

There are many successful information and communication technology (ICT) initiatives in India oriented towards rural development. Now this has received due attention of policy makers, implementers for success of e-government projects through National e-governance plan (NeGP). The objective of NeGP is to provide a portfolio of services to the citizens through common services centers (CSC) integrated with e-government backbone to not only set up a good e-governance system but also to establish a support structure for sustainable livelihood opportunities. In order to support the rural households, the Government of India is planning to set up 1,00,000 common service centers (CSC) for 6,00,000 latest by September 2008. The financial outlay is around Rs. 23,000crores. These centers are expected to provide 80 common services with active support from district, state and central administration as well as business sector.

The CSCs are meant for optimizing transaction cost and time. It is also envisaged that these CSCs will support on-line transactions for government services. This is primarily aimed to reduce the distance that a villager normally travels to transact. A villager usually would prefer a better transaction cycle to happen in the village itself to support their livelihood prospects.

These CSCs are conceptualized on supply-driven model and are expected to provide pre-determined services. Experience of such supply driven projects have ore failures

than successes. This is primarily due to poor sustainability attributed to gap in supply and demand of the services needed by the rural citizens. Therefore there is a need to develop models to capture local demand on participatory mode with a suitable interface with supply-driven government systems.

Conclusion

The rapid changes at the macro level that India witnessed since the early nineties has contributed to the instability of the livelihood systems of the poorer section of both rural and urban households. While the benefits of globalization process have largely accrued to the urban sector growth the rural sector has been left behind. Slowdown in agricultural growth and productivity, changing cropping patterns, increase in distress migration, changing consumption patterns, government policies favouring industrial houses, among others have seriously undermined the food and livelihood security of the poorer households.

Indian agriculture faces promising opportunities in the production and marketing of high-value livestock products, fruits and vegetables, and fishery. To exploit these opportunities, India must liberalize its marketing and trade policies to encourage vertical coordination between farms, firms, and forks (supermarkets); facilitate increased flow of rural credit, especially to smallholders, through, say, nonbanking financial intermediaries; and withdraw any special concessions in support of food grain policies. An integrated, multidimensional and holistic approach to poverty eradication efforts is crucial to preserve and enhance the livelihoods of the poor.

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CUSTOMER SATISFACTION TOWARDS GOVERNMENT AND PRIVATE HOSPITALS IN CHENNAI

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ABSTRACT

This study was conducted to investigate the level of satisfaction of the customers in two types of hospitals. The level of satisfaction is measured by the gap between expectation and perceptions of customers towards service quality of health care service provider. This study was about government and private hospitals in Chennai. Totally 20 government hospitals and 28 private hospitals in Chennai were analysed with the help of 35 questions. Duration of the study was between June 2013 to August 2013. The number of respondents involved in the research was 150 respondents. Private hospitals obtained better ratings than public hospitals on most of the measures of good service, latest technology, nurse behavior, high quality, communication facility, accessible medical shop, service quality, patients satisfaction, good administrative response and updating of patient health condition to their relatives. This improvement is betterment of service quality by both types of hospitals

Keywords: Customer satisfaction, Government and Private Hospital, Quality of service, Facilities, Service quality

Introduction:

Chennai has a good hospital network covering both rural and urban areas. The quality of service in general is of inherent importance in any society. The world's rising population and increasing standard of living have driven significant growth within a global hospital sector, as consumers have begun to demand better hospital facilities to support their life, long and healthy life is one of the 3 basic dimensions of human development.

Totally 20 government hospitals and 28 private hospitals in Chennai were analysed with the help of 35 questions. The number of respondents involved in the research was 150 respondents. This study covers availability of private and government hospitals all over Chennai. Based on the 4 zones. North Chennai covers the following areas like Madhavaram, Puzhal, Moolakkadai, Kolathur, Parry's corner, Royapuram, Tiruvottiyur, Perambur, Kodungaiyur, Korrukupet, Tiruvottiyur, Manali and Villivakkam. Central Chennai covers the areas like Triplicane, Royapettah, Teynampet, Alwarpet, Gopalapuram, Mylapore, Santhome, Mandaveli, MRC Nagar, Nungambakkam, Kilpauk, T. Nagar, Nandanam, Kodambakkam, West Mambalam and Choolaimedu. West Chennai covers the following areas like Ramapuram, Valasaravakkam, Nandambakkam, Porur, Anna Nagar, Padi, Mogappair, Ambattur, Pudur, Korattur, Maduravoyal, Ashok Nagar, KK Nagar, Vadapalani, Saligramam, Virugambakkam and Alwarthirunagar. South Chennai covers the following areas like Meenambakkam, Perungudi, Sholinganallur, Alandur, Adyar, Besant Nagar, Tiruvanmiyur, Saidapet, Guindy, Madipakkam, Velachery, Pallikaranai, Thoraipakkam, Neelankarai and Injambakkam.

Objective of the Study:

1. To find out customer satisfaction level in the Government and private hospital
2. To analyse the facilities involved in government and private hospital
3. To measure the service provided by government and private hospital
4. To study the public perception towards government and private hospital
5. To reveal the difficulties faced by the customer in both the hospitals
6. To analyze the performance level of hospital in Chennai.

Need of the study:

Hospitals play a foremost part in every human life. Especially hospitals in Chennai play a major role. The Tamil Nadu district in this most of the people from rural areas depend upon the Chennai hospital for health service. In their mind there will be confusion about the performance of private and public hospital. So this study is helpful to find the customer's satisfaction towards both hospitals in Chennai. Which will be useful to know the best hospital as per the preferences by customers.

Review of Literature:

According to Naceur Jabnoun, (Associate Professor, University of Sharjah, Sharjah, United Arab Emirates.), Mohammed Chaker, (Assistant Professor, University of Sharjah, Sharjah, United Arab Emirates.) Healthcare is a highly competitive global industry. People accept to travel to remote parts of the world in order to receive the service

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quality. Patients usually prefer to go to private hospitals, hoping to receive high service quality. On the other hand, healthcare organizations operating in the public sector are undergoing pressure from governments and the general public to improve quality and compete effectively with their counterparts in the private sector. This paper compares the service quality rendered by private and public hospitals. A questionnaire based on SERVQUAL is developed and tested for this purpose. This questionnaire is found to have five dimensions; namely, empathy, tangibles, reliability, administrative responsiveness and supporting skills. These dimensions, as well as overall service quality, are compared between private and public hospitals. Finally the implications of the results are highlighted for healthcare managers.

Research Methodology

Research Design	Descriptive research design
Data Collection Method	<ul style="list-style-type: none"> • Primary data collection (Questionnaires and Interview method with respondents) • Secondary data collection (Data's were collected from Websites, Journals, Newspaper, Articles and Discussion made with the public and medicine field person to know the availability of hospital in Chennai.)
Sampling Technique	Convenience sampling method from Non probability sampling technique
Sample Area	Chennai
Sample Size	150 (Due to resource and time constraints, a maximum of 500 samples was planned for the study. About 150 samples were to be collected from each zone in Chennai)
Statistical tools utilised	1. Percentage analysis 2. Chi square analysis 3. Correlations analysis 4. Descriptive analysis 5. One way Anova 6. Factor analysis

Result and Discussions

As per survey best government hospitals in Chennai are Stanley Hospital, Chengalpattu GH, Railway Hospital, Ayanavaram and Gosha Hospital, Triplicane and best private hospitals in Chennai are Appolo hospital, Malar hospital adyar, Sri Ramachandra hospital,porur and Kalyani hospital.

Percentage Analysis

BEST GOVERNMENT HOSPITAL IN CHENNAI as per the survey					
NORTH CHENNAI			SOUTH CHENNAI		
HOSPITALS	No. Of Respondents	%	HOSPITALS	No. Of Respondents	%
Stanley Hospital	74	49.3	Chengalpattu GH	34	22.7
Government general Hospital, Ayanavaram	56	37.3	Govt T.B sanatorium	80	15.3
Government peripheral hospitals (Tondiarpat)	9	6.0	Govt. Hospital (Chrompet)	20	13.3
Kalara Hospital	6	4.0	RM Hospital, Thriuvanmuier	9	6.0
RSRM Hospital	5	3.3	Airport Authority of India Hospital, Meenambakam	7	4.7
Total	150	100	Total	150	100

WEST CHENNAI			CENTRAL CHENNAI		
HOSPITALS	No. Of Respondents	%	HOSPITALS	No. Of Respondents	%
Railway Hospital, Ayanavaram	48	32.0	Gosha Hospital, Triplicane	62	41.3
Madras Medical Mission, Mugappair	43	28	Kilpauk Medical College & Hospital	35	23.3
Military Hospital, Avadi	31	20.7	Royapettah hospital	19	12.7
Arignar Anna Government Hospital, Anna Nagar	16	10.7	Seven wells, Parrys	19	12.7
Govt peripheral hospitals (KK Nagar)	10	6.7	Government General Hospital, Park Town	14	10
Total	150	100	Total	150	100

BEST PRIVATE HOSPITAL IN CHENNAI as per the survey					
NORTH CHENNAI			SOUTH CHENNAI		
HOSPITALS	No. Of Respondents	%	HOSPITALS	No. Of Respondents	%
Appolo Hospital	64	42.7	Malar Hospitals, Adyar	43	28.7
Ezhil Hospital	33	22.0	Global Hospital	35	23.3
Sugam Hospital, Thiruvottur	29	19.3	Hindu Mission, Tambaram	29	19.3
Agash Hospital	9	6.0	Applo Hospitals Enterprises Ltd, Greams Road,	21	14.0
CSI Rainy	9	6.0	Chettinad, Kelambakkam	10	6.7
Rohit Hospital	5	3.3	Royal Balaji, Cromptet	9	6.0
Nagamani Hospital	1	.7	Sri Balaji, Guindy	3	2.0
Total	150	100	Total	150	100
WEST CHENNAI			CENTRAL CHENNAI		
HOSPITALS	No. Of Respondents	%	HOSPITALS	No. Of Respondents	%
Sri Ramachandra, Porur	57	38.0	Kalyani Hospital, Mylapore	46	30.7
MIOT Hospitals, Poonamallee	39	26.0	Raju Hospital	27	18.0
Surya Hospital	9	12.7	Kumaran Hospital, Kilpauk	26	17.3

Vijaya Hospital, Vadapalani	17	11.3	Pavithra Hospital	18	12.0
Bharthi Raja Hospitals , Mugappair	15	10.0	Bill Routh Hospital	17	11.3
AMN Hospital	2	1.3	Amma Hospital	13	8.7
Rakshit Hospital	1	.7	KJ Hospital	3	2.0
Total	150	100	Total	150	100

Descriptive Analysis

Major Drawback Of Private Hospital	N	Minimum	Maximum	Mean	Std. Deviation
High cost	150	1.00	4.00	1.9000	1.17439
Careless	150	1.00	4.00	2.7867	.98708
Untrained doctors	150	1.00	5.00	2.5667	.97909
Lot of formalities	150	1.00	6.00	2.7733	1.11215
Valid n (listwise)	150				

The factor, Which has higher mean, has higher influence on major drawback of private hospital. Carelessness of doctors has highest mean value with 2.79 and has standard deviation of .987; Lot of formalities has a mean value of 2.77 with std. deviation of 1.112; Untrained doctors has a mean value of 2.57 with std. deviation of .979; High cost has a mean value of 1.90 with std. deviation of 1.17; Therefore, we can infer Carelessness of doctors and lot of formalities has a great influence on private hospital drawback.

Descriptive Analysis

Major Drawback Of Government Hospital	N	Minimum	Maximum	Mean	Std. Deviation
Cleanness	150	1.00	6.00	2.6000	1.65882
No responses	150	1.00	6.00	3.4267	1.52098
Waiting time in queue	150	1.00	6.00	3.9800	1.81148
Doctor's punctuality	150	1.00	6.00	3.5800	1.47129
Doctor's carelessness	150	1.00	6.00	3.7533	1.58405
Corruption	150	1.00	6.00	3.5267	1.90265
Valid n (listwise)	150				

From the above factors, waiting time in queue at government has higher mean value of 3.98 with standard deviation of 1.811. Therefore, we can infer waiting time in queue is the major drawback of government hospitals.

Descriptive Analysis

Government Hospital	N	Minimum	Maximum	Mean	Std. Deviation
North Chennai	150	1.00	5.00	1.8733	.95746
South Chennai	150	1.00	5.00	2.3533	.94930
West Chennai	150	1.00	7.00	2.9467	1.31989
Central Chennai	150	1.00	6.00	2.4533	1.27225
Valid N (listwise)	150				

From the above factors, west chennai government hospitals have higher mean value of 2.9467 with standard deviation of 1.31989. Therefore, we can infer that west chennai government hospital (Railway Hospital, Ayanavaram, Madras Medical Mission, Mugappair, Military Hospital, Avadi, Arignar Anna Government Hospital, Anna Nagar and Govt peripheral hospitals (KK Nagar)) has good opinion among the public.

Descriptive Analysis

Private Hospital	N	Minimum	Maximum	Mean	Std. Deviation
North Chennai	150	1.00	7.00	2.8067	1.50479
South Chennai	150	1.00	7.00	3.0667	1.50019
West Chennai	150	1.00	7.00	2.8200	1.30085
Central Chennai	150	1.00	7.00	3.9400	1.54672
Valid N (listwise)	150				

From the above factors, central chennai private hospitals have higher mean value of 3.9400 with standard deviation of 1.54672. Therefore, we can infer that central chennai private hospital (Kalyani Hospital, Mylapore., Raju Hospital., Kumaran Hospital, Kilpauk., Pavithra Hospital., Bill Routh Hospital Amma Hospital and KJ Hospital) has good opinion among the public.

CHI-Square Tests

Hospital Prefer * Status Crosstabulation	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.915 ^a	2	.000
Likelihood Ratio	25.846	2	.000
Linear-by-Linear Association	23.857	1	.000
N of Valid Cases	150		

The calculated value is 20.421 E2 which means 204.21 and it significant at this level of significance 0.001 at degrees of freedom 2. In SPSS, if the significant value is less than 0.05 then reject null hypothesis and accept alternate hypothesis. In the above obtained result the significant value is less than 0.05 so, reject null hypothesis. Hence there is significant association between availability of ESI hospitals in chennai and preference of ESI hospital by customers.

Correlations

The correlation between ESI, Insurance and satisfaction of private hospital facility is $r = -.006$ and significant values is .941. This indicates that ESI, Insurance and satisfaction of private hospital facility are not dependent to each other. Here the value of r is $-.006$. So it is considered to be a strong negative correlation.

		ESI, Insurance	Satisfaction of Facility in private hospital
ESI, Insurance	Pearson Correlation	1.000	-.006
	Sig. (2-tailed)		.941
	N	150.000	150
satisfy pvt hospi facility	Pearson Correlation	-.006	1.000
	Sig. (2-tailed)	.941	
	N	150	150.000

ANOVA

Satisfy Public Facility	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9.085	2	4.542	3.746	.026
Within Groups	178.248	147	1.213		
Total	187.333	149			

Based on the result generated by SPSS, the significant value is 0.026 and it is lower than 0.05 so reject null hypothesis and accept alternative hypothesis. Hence there is a significance difference in the satisfaction of public hospital facility.

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.791
Bartlett's Test of Sphericity	Approx. Chi-Square	715.328
	Df	105.000
	Sig.	.000

High value of KMO (.791 > .05) indicates that a factor analysis is useful for the present data. The significant value for Bartlett's test of Sphericity is 0.000 and is less than .05 which indicates that there exist significant relationships among the variables (Table-1). The resultant value of KMO test and Bartlett's test indicate that the present data is useful for factor analysis.

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	4.715	31.435	31.435	4.715	31.435	31.435	2.491	16.607	16.607
2	1.677	11.181	42.615	1.677	11.181	42.615	2.464	16.426	33.033
3	1.451	9.675	52.291	1.451	9.675	52.291	2.173	14.488	47.521
4	1.125	7.500	59.790	1.125	7.500	59.790	1.840	12.269	59.790
5	.930	6.197	65.988						
6	.819	5.457	71.445						

7	.721	4.810	76.255					
8	.666	4.439	80.694					
9	.638	4.256	84.950					
10	.528	3.518	88.468					
11	.484	3.226	91.694					
12	.388	2.589	94.282					
13	.334	2.227	96.509					
14	.290	1.932	98.442					
15	.234	1.558	100.000					

Rotated component matrix^a

	Component			
	1	2	3	4
Service quality	.791			
Service	.732			
Nurse behaviour	.584			.568
Latest technology	.573			
Assurance		.740		
Administration		.731		
Update patient health		.703		
Patient satisfaction		.566		
Accessibility		.493		
Ambulance facility			.803	
Blood bank			.762	
Organ			.613	
Medical shop			.517	
Communication				.799
Canteen				.712

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

The above factor analysis consists of 15 questions which can be reduced under four factors like service, administration, facilities and hospitalities. In that service factor includes service quality, good service responses, nurse behaviour and latest technology. Administration factor includes assurance, administrative response, updating patients health, patients satisfaction and accessibility. Facility factor includes blood bank, organ donation, ambulance facility and medical shop facility. And hospitality factor includes canteen facility and communication facility.

Findings

In this study 53% of the respondents are belongs to male and 47% are female. 33% are respondents 22-25 years of

age, 28% are 40 years and above, 15% are 26-30 years, 14% are 31-35 and 11% are 36-40 years of age. 50% respondents are single and married. 26% of the respondents are qualified up to 12th 23 are under graduates 18% are post graduate, 17% are illiterate people 12% are diploma holders and 4% respondents are qualified up to PhD. In designation wise 25% of respondents are private employees 21% are house wives, 20% are students, 14% are self employed and 12% belong to other occupational employees. In status wise 59% of respondents belong to middle class, 25% are upper middle class and 17% of the respondents belong to low class.

69% of the respondents preferred private hospital and 31% of the people preferred government hospital. 37% of the respondents preferred government hospital for less cost and 33% of the people preferred for experienced doctors availability. 43% of the respondents' preferred private hospital for quick responses, 25% for facilities and 23% respondents preferred for treatment satisfaction. 74% of the respondents felt suggestion box is highly necessary in government hospital. 35% of the respondents said private hospitals are sometimes only giving proper responses to ESI, insurance holder patients. 39% of the respondents are satisfied of public hospital facility. 36% of the respondents assumed private hospital sometimes only accept "CM's-Life Secure Scheme during emergency of patient. Respondents rank the major drawbacks of private hospital in the following aspects viz, high cost, untrained doctor, lot of formalities. Respondents rank the major drawbacks of government hospital in the following aspects like cleanness, waiting time in queue, doctor carelessness, corruption, doctors' punctuality and no responses during emergency. 45% of the respondents are satisfied about the private hospital facility. 31% of the respondents felt availability of patient beds is sufficient in public hospital. 31% of the respondents said public hospital is giving proper responses during the emergency. 30% of the public are aware about ambulance number of the private hospital compared to government hospital in Chennai. 32% of the respondents are satisfied of patient seating facility in public hospital. Majority of the respondents felt public hospital is having enough medicine to all kind of diseases in pharmacy. 25% of the respondents felt private hospitals are charging reasonable cost for scan and x-ray facility. Majority of the respondents are sensitive to ESI government hospital in Chennai. Majority of the respondents are families of ESI hospital at K.K Nagar in Chennai.

Private hospitals in Chennai are better than government hospitals in the following aspects : good service, Latest technology, Nurses behavior, canteen facility, communication technology facility, easy accessible of medicine, service quality, patient satisfaction, good administrative responses, accessibility to patient at all time, giving assurance to patients health and proper updating of patients health condition to their relatives on time. Government hospitals in Chennai are better than in private hospital by the following aspects: Availability of blood bank and motivate the patient to do organ donation. Finally both government and private hospitals in Chennai is providing good ambulance facility during emergency.

Suggestion

Most of the customers prefer private hospital hence necessary steps should be taken to improve public hospital facilities so that most of the people may use government hospital. Suggestion boxes can be fixed in each government

hospital to know the feedback towards such hospital. Health departments may consider the feedback of respondents. Since private hospitals is giving responses to ESI. High cost and untrained doctors were the major drawbacks of private hospital and waiting time in queue and doctor carelessness were the major drawbacks of private hospital so essential steps can be taken to overcome the above barriers.

Conclusion

It was proposed that the incentive structure in the private and public hospitals would explain differences in the quality of services provided by these organizations. This contention was largely supported since private hospitals obtained better ratings than public hospitals on most of the measures of good service, latest technology, nurse behavior, high quality, communication facility, accessible of medical shop, service quality, patients satisfaction, good administrative response and updating of patient health condition to their relatives. These differences suggest that private hospitals are playing a meaningful role in society, justifying their existence, continuation, and growth.

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FINANCIAL HEALTH ASSESSMENT OF NATIONALIZED BANKS IN INDIA THROUGH CAMEL MODEL

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ABSTRACT

Banks are one of the major contributors of the economic development by supply finance to industry. The nationalized banks are playing the pivotal role in development by achieving multi societal and economic objective and it is considered the back bone of banking system. A minute impact of the nationalized banks will collapse the economic development. So it is important to evaluate the performance of these banks by round the clock. Hence the researcher has evaluated the soundness and strength of banks through universally accepted tool CAMEL model from 2008-2012. The analysis discloses that the financial health of the banks under study is sound and satisfactory concerned with CAMEL model.

Key words: Financial Health Assessment, Nationalized Banks, CAMEL Model, Soundness and strength

Introduction

Nationalized banks in India are the major players in Indian banking system and dominating the banking system of India. It also plays a pivotal role in the economic development of the country at the same time. Major contribution for the economic development and national income is from the banking sector so it is considered as a back bone of developing countries. The banking has a major impact on the economy as a whole, analysis and evaluation of a banking sector of an economy is of great importance to assess their performance from several aspects. The strength and financial soundness will be analyzed through five parameters and several sub parameters. Capital Adequacy, Asset Quality, Management Ability, Earnings Quality, Liquidity are the parameters for analyzes.

Statement of the Problem

The predominant contribution for economic up gradation is from banks. Public sector are the major players in the banking system till now after nationalization initiative but the entry of new private and foreign banks after liberalization have impacted the performance of public sector banks in every aspects like business profitability and so on. An impact in a banking system may collapse the economic development and banking practice of the country. The major contributors should be closely observed than the other sectors of economy. Hence the studies under take to evaluate their recent performance by worldwide known and approved camel approach.

Objective of the Study

1. To assess the financial health of nationalized banks through CAMEL Ranking and CAMEL Rating.

Research Methodology

CAMEL is a ratio based model for evaluating the performance of banks. The researcher has selected twenty

nationalized banks for study and the strength of banks was measured through CAMEL model for five years from 2008- 2012. The data for analyzes were drawn from CMIE, RBI bulletin and money control and respective banks financial reports. The researcher has used certain abbreviations for the study. B1: Allahabad Bank, B2:Andhra Bank, B3:Bank of Baroda, B4:Bank of India, B5:Bank of Maharashtra,B6:Canara Bank, B7:Central Bank of India, B8:Corporation Bank, B9:Dena Bank, B10:IDBI Bank, B11:Indian Bank, B12:Indian Overseas Bank, B13:Oriental Bank of Commerce, B14:Punjab and Sind Bank, B15: Punjab Nationalized Bank, B16:Syndicate Bank, B17:UCO Bank, B18:Union Bank of India, B19:United Bank of India, B20:Vijaya Bank.

Review of Literature

Girish and Thirumal (2007) have conducted a study on "Profitability and Growth of RRBs in India with reference to the profit making RRBs". The objective of the study is to examine the progress and growth of profit making RRBs in India. Region wise RRBs in India have been considered for analysis from 1997 to 2007. To analyze the profitability and growth the researcher has used CAMEL method and correlation analysis. It is concluded that amongst the RRBs the southern region has a remarkable performance during the study period. It is also suggested that with the advantage of local feel and familiarity RRBs should capitalize on better position to achieve the objective of rural development and financial inclusion.

Mihir Dash and Annyesha Das (2009) have studied "A CAMEL Analysis of the Indian Banking Industry". The analysis is performed with 58 banks constituents of 29 public sector and 29 private/foreign banks from 2003 to 2008 prior to the global financial crisis. It is suggested that the public sector banks should adapt flexibility towards

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market conditions in order to compete with private/foreign banks.

Haseeb Zaman Babar and Gul Zeb (2011) have evaluated the "CAMEL Rating System for Banking Industry in Pakistan". Main aim of the study is to answer, does CAMELS system provide similar rating as Pakistan Credit Rating Agency (PACRA) system in assessing the performance of banks in Pakistan. The researcher has selected seventeen banks from Pakistan and compared the CAMELS ranking with PACRA for the year 2007. It is concluded that the rating published by PACRA show almost all banks are financially strong and stable where as results of CAMELS are completely different from these rating, so there is no similarities in the results of these rating system.

Siva and Natarajan (2011)¹ have analyzed the "CAMEL Rating Scanning (CRS) of SBI Groups". In order to measure the financial performance of SBI group through CAMEL rating by selecting eight constituents of SBI group using evaluator type of research methodology. It is concluded that there is a significant difference in ratios in CAMEL among the SBI group in India.

Prasad and Ravinder (2012)² have analyzed a study entitled "A Camel Model Analysis of Nationalized Banks in India". The performance of twenty nationalized banks in India was analyzed through camel model for the period from 2005-2010. The analysis results that one on the other aspects some banks are in the top position. It is concluded that the following banks were holding top five positions namely Andhra Bank is ranked first followed by Bank of Baroda, Punjab & Sindh Bank, Indian bank and Corporation Bank. It is also found that Central Bank of India, Bank of Maharashtra, UCO Bank, United Bank of India, and Vijaya Bank were holding least five banks.

Theoretical Background of Camel

CAMEL analysis is developed by federal regulators in the USA in the early 1970's. Motivation for creating this method was to determine when to schedule on-site examination of a bank (Dash & Das, 2009). This purpose is then converted into a motivation to identify banks' overall condition, their strengths and weaknesses in terms of financial, operational and managerial perspectives. In this method, "each bank is assigned a uniform composite rating based on five elements.

C-Capital Adequacy, A- Asset Quality, M- Management Quality, E-Earnings, L-Liquidity

CAMEL stands for, Capital adequacy, Asset quality, Management, Earning, Liquidity. *Capital adequacy*

represents the relationship between equity and risk weighted assets, how to rise equity and measure the ability to which the organization observes the loan losses. The capital adequacy can be calculate with the use of following ratios Capital Adequacy Ratio ($CAR=X1$), Debt-Equity ratio ($D/E=X2$).

Asset quality, the quality of a portfolio, assesses the portfolio risk and shows the productivity of long term assets. The asset quality can be calculate with the use of following ratios Non-Performing Assets / Net advances ($NNPA/NADV=X3$), Standard advances / Total advances ($STDADV/TADV=X4$).

Management, to know the board of directors functions weather they are performing well or not and its decision making ability. It also evaluates the performance of human resource management weather they give support and clear guidance to staff, all the facilities which staff needed i.e. incentive system for personnel, training, etc. Computerized information system is also taking into consideration whether the systems are operating well and provide accurate and timely reports to the management. The management ability can be calculate with the use of following ratios Total advances to total deposits ($CDR=X5$), Profits per Employee ($PEMP=X6$).

Earnings, quantifies the performance of the institution to increase and maintain the total worth through earnings from operations. It also assesses the interest rate policy, management examine and adjust the interest rate on micro finance loans and evaluate the adjusted return on assets that how well the assets are utilized (Sarker, 2005, p. 7). The earnings quality can be calculate with the use of following ratios Return on assets ($ROA=X7$), Income Spread/Total assets ($SPREAD/TA=X8$).

Liquidity Management scrutinizes institution liabilities like interest rate, payment terms, tenor etc. It also evaluates fund availability to meet its credit demand and cash flow requirements (Sarker, 2005, p. 8). The liquidity position can be calculate with the use of following ratios Cash/ Total Assets ($CASH/TA=X9$).

Camel Rating

The regulators have augmented bank supervision through CAMEL (capital adequacy, asset quality, management quality, earnings and liquidity) rating model to include explicit assessment of bank's ability to manage its performance. CAMEL rating is a subjective model which indicates financial strength of the banks.

Camel Ranking Procedure of banks is as follows (Sriharsha Reddy)

¹ www.aafm.us/GNair-RRB-Full- Paper. PDF

² Dash, Mihir and Das, Annyesha,(2009), "A CAMELS Analysis of the Indian Banking Industry", Available at SSRN: <http://ssrn.com/abstract=1666900> or <http://dx.doi.org/10.2139/ssrn.1666900>

³ Babar Haseeb Zaman, Zeb Gul, (2011), "CAMEL Rating System for Banking Industry in Pakistan", UMEA School of Business, Master Thesis, UMEA University, Source:www.barnesandnoble.com

1. Calculating related ratios reflecting performance in terms of parameters like Capital Adequacy, Asset Quality, Management, Earnings and Liquidity.
2. Calculate the average value of each sub parameters in all banks and rank it from largest to smallest.
3. Calculate the group average of all parameters for all banks and rank it from smallest to largest, Smaller the rank higher the value.
4. In order to measure the overall CAMEL ranking sum all group averages of all parameters, calculate the average and rank it from smallest to largest.
5. For example, consider ranking of two banks A and B using above methodology. According to ratios considered in Capital adequacy bank A is assigned 2nd rank for ratio 1, 10th rank for ratio 2 and 15th rank for ratio 3. Group score is obtained by estimating simple average of the three ranks. In the above case, bank A will get group score of 9 in Capital adequacy category. Similarly, if we assume that bank B got group score of 10, bank A gets 1st rank and bank B gets 2nd rank in Capital adequacy category. Similarly, if we assume that bank A got 2nd rank in Asset quality, 1st rank in management quality, 2nd rank in earnings quality and 1st in Liquidity position, then the composite score of bank A will be $1.4 [(1+2+1+2+1)/5]$. Bank B will get a composite score of $1.6 [(2+1+2+1+2)/5]$. Finally, bank A gets 1st rank and bank B gets 2nd rank, as composite score of bank A is lower than that of bank B.

Results and Discussion

- Table 1 indicates the ranking of all parameters of nationalized banks during 2008 to 2012. The average of all the banks are more than the RBI prescribed capital adequacy ratio level 9 per cent and it is clear that the banks are having the capacity to meet the operational losses efficiently. B3 has secured the top position with 14.11 per cent followed by B6 and B8 with 13.98 per cent and 13.64 per cent respectively. In case of debt to equity ratio B14 has secured the high position with 12.58 per cent. The B11 has secured the least position with 7.47 per cent. On the basis of group average of sub parameter in capital adequacy B14 has secured the 1st rank with a least average of 4.5 per cent among all the banks. B4 has secured the 20th rank with the highest average of 16 per cent.
- The assets quality of the banks has been analyzed two sub parameters such as net non performing assets to net advances and standard advances to total advances. B17 has secured the top position with the average of 1.63 per cent followed by B19 has secured the second top position with the average of 1.51 per cent. In case of standard advances to total advances B2 has secured the 1st rank with the average of 27.87

per cent followed by that B7 has secured the 2nd rank with average of 4.01 per cent. On the basis of asset quality B7 and B19 has secured the 1st rank with the least average of 2.5 per cent followed by that B17 has secured 3rd rank with the average of 3 per cent. B8 has secured the highest average of 18.5 per cent and it has obtained the 20th rank.

- The management efficiency of the banks has been analyzed through the sub parameters such as credit deposit ratio and profit per employee. B10 has secured the 1st rank in credit deposit ratio with the average of 0.92 per cent. B12 and B15 have secured the 2nd rank with the average of 0.75 per cent. Profit per employee is highest rank in B19 during the study period with the average of 10.33 per cent. B20 has secured 2nd rank with the average of 9.84 per cent. B1 and B9 have secured the 3rd rank with the average of 7.85 per cent. In case of overall management efficiency B1 and B9 has secured with the least average of 9.00 per cent followed by that seven banks has secured the 3rd rank with the average of 9.50 per cent.
- To measure the earning quality return on assets and income spread to total assets has calculated. In first sub parameter return on assets B11 has secured the 1st rank with 0.16 per cent. B6 has secured the 2nd rank with the average of 0.14 per cent. B7 and B19 have secured the 19th rank with the average of 0.06 per cent. In case of spread to total assets B2, B5, B11 and B15 has secured the 1st rank with the average of 0.03 per cent followed by fifteen banks has secured 2nd rank with the average of 0.02 per cent. B10 has secured 20th rank with the least average of 0.01 per cent. While considering the group average of earning quality B2 has secured 1st rank with the average of 2 per cent followed by B4 and B11 have secured 2nd rank with the average of 3 per cent. B7 and B19 have secured the second bottom 18th rank with the average of 12 per cent. B20 has secured the 20th rank with the average of 17.50 per cent.
- Liquidity Position has been analyzed with cash to total assets ratio and liquid assets to total deposits ratio. B7 and B9 have secured 1st rank with the average of 0.08 per cent in cash to total assets ratio. B3, B4 and B17 have secured the 18th rank with the average of 0.05 per cent. In liquid asset to total deposit B10 has secured 1st rank with the average of 0.51 per cent. B8 and B19 have secured 2nd rank with the average of 0.43 per cent. B4 has secured 19th rank with the average of 0.34 per cent and B3 has secured 20th rank with the average of 0.31 per cent. B8 and B19 have secured 1st rank in liquidity position with the average of 2.50 per cent. B4 has secured 19th rank with the average of 18.50 per cent and B3 has secured 20th rank with the average of 19 per cent.

- Table 2 discloses the overall performance of the banks during 2008-2012. In overall performance of banks, B12 has secured 1st rank with the average of 7 per cent followed by B2 has secured 2nd rank with the average of 7.90 per cent. B7 and B19 have secured 3rd rank with the average of 8.50 per cent. B3 stood at the 20th position with the average of 11.90 per cent.
- Table 3 to 7 elucidates the procedure and computation of CAMEL rating from 2008-2012. B2 and B11 have secured the grade 'M' with the composite rating of 2 points. B4, B7, B17 and B19 have secured the grade 'E' with the composite rating of 4 points. The other fourteen banks have secured the grade 'G' with the composite rating of 3 points.

Conclusion

Capital adequacy ratio of all the twenty banks is at satisfactory and better position than the RBI prescribed norm 9 per cent during the study period. The NNPA of Canara bank (B6) and Vijaya bank (B20) has increased during the study period and depicts that the quantity of nonperforming assets of these banks has increased. In case of credit deposit ratio in management ability the banks like IDBI (B10), Indian overseas bank (B12), and Punjab nationalized bank (B15) have secured the top first and second position during the study period. It indicates that the banks are able to make optimal use of the available resources.

The financial health of the banks under study is sound and satisfactory concerned with CAMEL Ranking. The ratios of the banks are varying and it cannot be judged merely based on the absolute values of the CAMEL ratios. On the basis of CAMEL ranking Indian overseas bank

(B12) has secured the top rank among the other banks. In case of CAMEL rating only four banks have secured the excellent grade. Fourteen banks have secured good and only two banks have secured the moderate grade. The bank which has secured first position in CAMEL ranking has secured the moderate grade in CAMEL rating hence it is also found that the result of the CAMEL raking is entirely different from CAMEL rating.

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- Note:** Appendix details, Please download from our website: www.primaxijcmr.com Article :6

EMPLOYABILITY OF FINANCIAL INCLUSION THROUGH MICROFINANCE

Dr. Nila.Chotai¹

ABSTRACT

Since 1950s Financial Inclusion has been the focus of Indian Government. Nationalization of Banks in 1969, emergence of Regional Rural Banks and Scheduled Commercial Banks were some of the steps to enhance the process of financial inclusion. Unfortunately, the expansion has not brought about the necessary changes in the backward and rural areas as financial services are yet to reach a vast majority of the population. Almost 40% of the Indians don't have a bank account and this situation is particularly poor in rural areas. In order to build an effective inclusive financial system that works for the poor, the Government should re-think its rural finance strategy. Development leads to all inclusive financial system, so talking about growth figures and statistics is useless for the data does not belong to most of the people of India. Microfinance is being seen as a tool to reach the masses that are excluded. With the growth rate it has achieved in the past years, and the growing popularity of the concept around the world, it can be one of the methods to solve the problem of financial exclusion. This paper considers a number of alternative initiatives to increase access to institution's financial services for the under-served people and tries to suggest suitable measures which may go a long way in improving the overall scenario.

Keywords: Microfinance, self-help Group, Financial Inclusion.

Introduction

Overcoming poverty is not a gesture of charity; it is an act of justice. It is the protection of a fundamental human right, the right to dignity and a decent life. I say to all leaders don't look the other way, don't hesitate, recognize that the world is hungry for action and not for words." **Nelson Mandela**

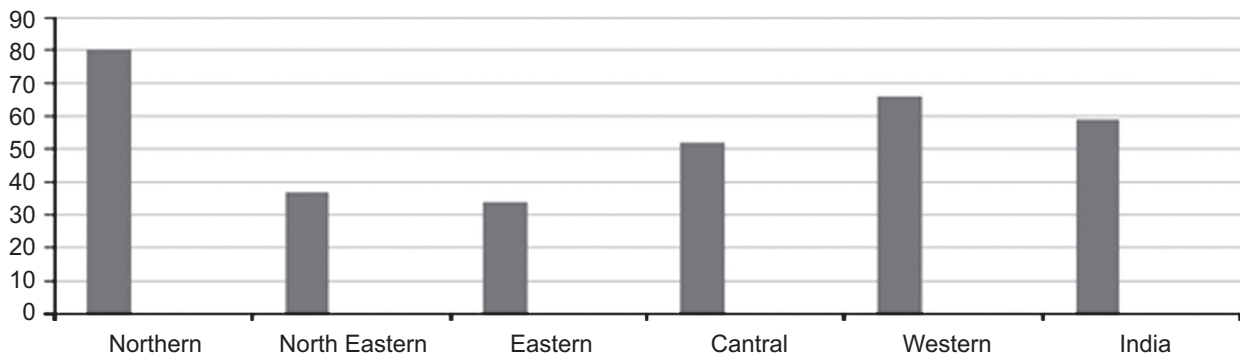
India has the largest number of poor people in the world (The World Bank estimates that near about one-third of the global poor now reside in India) of its 1 billion habitants, an estimated 350-400 million are below the poverty line, 75% of them in rural areas. It has been observed that poverty is linked to financial exclusion. It is estimated that half of the world's population does not have access to financial services. In developing countries, over 70% of the population is excluded. Of the estimated 2.6 billion people living on less than \$2 per day (almost 40% of the world's population), less than 10% have access to formal savings products. According to NSSO 2003 survey 51% of the Indian population does not have access to financial services. Access to financial services is a potential means of alleviating poverty especially when combined with other support for poor households. UN Secretary General Kofi Annan has very truly said that it is a stark reality that

most poor people in the world still lack access to sustainable financial services, whether it is savings, credit or insurance. The great challenge before us is to address the constraints that exclude people from full participation in the financial sector. In the last five years GDP growth rate of India has been 8-9%(most of this growth figures relate to manufacturing and industrial sector while agriculture growth is as low as 2%) only comparable with China in the world. Though India is growing but this growth is not inclusive. The gap between Bharat and India is widening. The Gini index shows that the gap between rich and poor households keeps on increasing. (Gini index is a measurement of the income distribution of a country' groups)

Financial Inclusion Defined

"Financial inclusion may be defined as the process of ensuring access to financial services timely and adequate credit where needed by vulnerable groups such as weaker section and low income at an affordable cost."Report of the committee on Financial inclusion constituted by government of India (chairman: Dr. C. Rangarajan) Jan'2008.

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(Source: Primary Data)

The above mentioned chart shows that 59% of the adult population is covered by banking services in India. The situation is particularly grim in North Eastern and Eastern region of India. The first-ever Index of Financial Inclusion to find out the extent of reach of banking services among 100 countries, India has been ranked 50 Coverage of Financial Services as of Percentage of population (Estimates based on various studies and Market Surveys):

- Check in accounts - 40% Life Insurance - 10.0%
Non-Life Insurance - 0.6%
- Credit Card - 2% ATM + Debit Card - 13%
Geographical coverage
- 5.2% villages are having a bank branch (There are 650,000 villages in India.)

Financial Inclusion should include access to financial products and services like,

- Bank accounts – check in account , Immediate Credit , Savings products ,
- Remittances & Payment services, Insurance – Healthcare, Mortgage
- Financial advisory services, Entrepreneurial credit

Microfinance Defined

Microfinance is generally an umbrella term that refers to the provision of a broad range of financial services such as deposits, loans, payment services, money transfers and insurance to poor and low-income households and their micro-enterprises. (Sharma 2001, p. 1)

It has been observed that microfinance-

- Promotes investment in assets, Facilitates activities to earn a livelihood
- Protect against income shocks , Build social capital and improve quality of life

Two models of microfinance are practiced in India. 1) Self-Help groups (SHGs) Bank linkage model where commercial Banks lend directly to SHGs formed explicitly for this purpose. 2) The Microfinance Institution Model where MFIs borrow funds from banks to on-lend to microfinance clients many of whom form joint liability groups for this purpose.

The first model is predominant in India and is a good example of meaningful liaison between Commercial Banks and informal SHGs.

Credit Is the Most Important Tool; Some Observances

The Director of Grameen Bank Mohammad Yunus states this view forcefully “credit is more than business, just like food, credit is a human right” A rural finance Access survey 2003, conducted by the World Bank and the NCAER, revealed that 79% of the rural households had no access to credit from formal sources. (Basu, 2006)

According to a report of Working Groups Competition Micro-Credit market in India Dr. Arvind Virmani of Planning Commission (Jan'07) both institutional and non-institutional channels exist for supply of credit in rural and urban area, While banks, MFIs and Credit Cooperative comprise the institutional channel, landlords, local shopkeepers traders/ suppliers and money-lenders constitute the non-institutional channels. Share of informal loans in rural credit went down from 91% in 1951 to 45% in 1991. But most of the benefits of this development have gone to relatively better-off people.

Credit is considered to be an essential input to increase productivity, mainly land and labour. It is believed that credit boots income levels, increases employment at the household level and thereby alleviates poverty. Credit facilitates the poor to triumph over their liquidity constraint and undertake some income generating activities. Furthermore, credit helps poor to smoothen their consumption patterns in times of lean periods of the year (Binswanger and Khandekar, 1995). Hence credit will maintain the productive capacity of rural poor households. (Mosely and Hulme 1998)

In order to address the issue of Financial Inclusion the Govt. of India constituted a committee on Financial Inclusion under the chairmanship of Dr. C. Rangarajan. The committee has submitted its final report to Hon'able Union Finance Minister in 2008. The success of Grameen Bank in Bangladesh, Bank Rakyat Indonesia and Boncosol in Bolivia In Indonesia borrowers increased their incomes by 12.9 percent compared to increases of 3 percent in control group incomes. Another study on Bank Rakyat Indonesia borrowers on the island of Lombok in Indonesia reports

that the average incomes of clients had increased by 112 percent and that 90 percent of households had moved out of poverty.

A study of SHARE clients in India documented that three-fourths of clients who participated in the program for longer periods saw significant improvements in their economic well-being (based on sources of income, ownership of productive assets, housing conditions, and household dependency ratio) and that half of the clients graduated out of poverty. There was a marked shift in employment patterns of clients from irregular, low-paid daily labor to diversified sources of earnings, increased employment of family members, and a strong reliance on small business. Over half of SHARE clients indicated that they had used their microenterprise profits to pay for major social events rather than go into debt to meet such obligations.

Studies Interlinking the Concepts of Microfinance and Financial Inclusion

There are a couple of studies that argue that microfinance is very helpful in improving the economic and social welfare of the member households (Hossain, 1988; Remy and Benjamin, 2000; Otero and Rhyne, 1994; Khandker, 1998). The study by Mosley (2001) reveals that the performance of MFIs in Bangladesh and Indonesia is quite impressive and reached reasonably a large number of poor (not the vulnerable poor or extreme poverty).

Zeller and Sharma (1998) argue that microfinance could help to establish or expand family enterprises, potentially making difference between grinding poverty and economically secure life. There are a couple of studies that argue that microfinance is very helpful in improving the economic and social welfare of the member households (Hossain, 1988; Remy and Benjamin, 2000; Otero and Rhyne, 1994; Khandker,

The study by Mosley (2001) reveals that the achievement of microfinance in reducing the poverty in Bolivia, Bangladesh and Indonesia is quite impressive and reached reasonably a large number of poor (not the vulnerable poor or extreme poverty).

The proposed goal of microfinance sector is to improve the welfare of the poor as a result of better access to small loans. Lack of access to credit for the poor may have negative consequences for various household level outcomes including technology adoption, agricultural productivity, food security, nutrition, health and overall welfare. Access to credit, therefore, affects welfare outcomes by alleviating the capital constraints of poor households. Access to credit, in addition, increases the poor households' risk-bearing ability, improves their risk-coping strategies and enables consumption smoothing, over time. By so doing, microfinance is argued to improve the welfare of the poor (Navajas, et al., 2000; Diagne and Zeller, 2001).

India and Microfinance Movement

In India self help groups' linkage model evolved from the pioneering effort of **NABARD** and two **NGOs MYRYADA** and **PRADHAN**. Starting with 500 groups in early 1990s the cumulative numbers of SHGs that have been finance have increased to 1 million by now. **NABARD** has adopted multipronged strategies for addressing various constraints in the success of women entrepreneurship.

- Addressing the capacity building needs of women.
- Increasing the access of women to credit.
- Engineering an appropriate credit delivery system.

In India the National Bank for Agriculture and Rural Development (NABARD) finances more than 500 banks that on lend funds to self help groups (SHG). SHGs comprise twenty or fewer members, of whom the majorities are women from the poorest castes and tribes. Nearly 1.4 million SHGs comprising approximately 20 million women now borrow from banks, which make the Indian SHG-Bank Linkage model the largest microfinance program in the world.

SEWA (Self-employed women's association of India) is a trade union for poor, self-employed women worker in India. SEWA was founded in 1972 by the noted Gandhian and civil rights leader Dr. Ela Bhatt. SEWA's main office is located in Ahmadabad, Gujarat and it works in several states of India. SEWA had a membership of 9, 66,136 in the year 2008. Through the initiative of SEWA Bank, the poor women have been given control of natural and financial resources. SEWA bank is innovative in more ways-organizationally, institutionally, financially. It's most important contribution has perhaps been to encourage the women to participate fully in all phases of banking, lending and saving activities.

SIDBI was established in 1990 to serve as a principal financial institution for promotion, financing and development of SSI. It has launched Microcredit Scheme (MCS) in Feb'1994, to provide support to NGOs for on-lending to the poor individuals or groups for setting up Microenterprises. SIDBI has also launched a Foundation For Micro Credit (SFMC) in Nov.1998 with an initial capital of 100 crore, for effective management of financial risk involved in MCS

Rashtrya Mahila Kosh (RMK) was established as a society under the society's registration Act, 1860, in March 1993. It supports NGOs, Co-operative societies and women development Corporation (WDC) for providing financial services to the poor women.

Aanganwadi Groups: These groups are formed by Department of women & Welfare at the habitation level for implementing health, nutrition and literacy programmes for women. Microfinance is extended to the member for income generating activities to individuals or group enterprise.

DWCRA Groups (Department of Women and Children in Rural Areas) Department of rural development forms groups of maximum 15 members. A lump sum grant of 25,000 is given to the group. Training in leadership attitude and skills for income generation is integral part of the scheme. Ministry of Rural Development is implementing schemes having women component. They are the Swarnajayanti Grameen Swarojgar Yozna (SGSY) Indira Awas Yozna (IAY) National Social Assistance Programme (NSAP), Restructured rural sanitation programme, Accelerated Rural Water Supply Programme (ARWSP), the Integrated Rural Development programme (IRDP) and Jawahar Rojgar

Yozna (JRY). Other programmes such as Working Women's Forum (WWF) in India are very active politically. WWF has a union and advocacy branch as well as a lending programme and has been successful in mobilizing very large number of women for political and legal changes that support women rights and opportunities. According to WWF over 89% of its members had taken up civic action for pressing problem in their neighborhoods, showing that microfinance and political empowerment can be complementary processes. With a portfolio of Rs.9.6 billion and a client base of 3.5 million, ICICI Bank's micro finance programme is one of the largest among private sector banks in India.

Client outreach outstanding Account in millions

SEGMENT	2006-07	2007-08	2008-09	Growth 2009 over 2008
Banking system	38.02	47.1	54.0	6.9
MFIs	10.04	14.1	22.6	8.9
Total	48.06	61.2	77.6	15.4
Total adjusted for overlap	44.97	56.0	70	14

(Source: State of the sector Report 2009 (Access))

It is estimated that 167.09 million (as on May 31, 2009) of Kisan Credit Cards have been distributed to farmers. It is estimated that banks have opened over 50 million no frills accounts' and these have an outstanding balance of over Rs 5,400 crore. The government has decided to pay banks Rs 140 for every no frills account they open as part of the financial inclusion plan. The government has actually decided to give out Rs 50 crore to banks for this purpose in the upcoming fiscal. Under the financial inclusion plan, the government has set a nationwide target of covering 73,000 new habitations, with population of 2,000 and above, with banking services by March 2012. Besides, banks will have to open five crore new accounts nationwide during the period. KYC (Know your Customer) principles have been simplified to open accounts for customers in rural & urban areas. The Budget 2011 has proposed to set up a Rs 100 crore equity fund for the microfinance sector, which has witnessed turbulence in the past few months. The India Microfinance Equity Fund will be administered by the Small Industries Development Bank of India (SIDBI). The budget for 2011/12, which was tabled in parliament on Monday, also sought to allocate Rs 500 crore to SIDBI to refinance commercial banks' lending to micro, small and medium enterprises (MSMEs). This move is also expected to benefit microfinance institutions (MFIs) as they fund micro enterprises. He also said that to empower women and promote their Self Help Groups (SHGs), he intended to create a „Women's SHG's Development Fund' with a corpus of Rs 500 crore. The minister in his last budget speech had advised banks to provide banking facilities to habitations with a population of over 2000 by

March, 2012. The Banks identified about 73,000 such habitations for providing banking facilities using appropriate technologies. A multi-media campaign, "Swabhimaan", had been launched to inform, educate and motivate people to open bank accounts. During the year 2011, banks will cover 20,000 villages. Remaining will be covered during 2011-12 stated the minister.

Conclusion

Focusing on opening a no-frill saving account does not fulfill the task of financial inclusion. If people are taking the services of banks only for deposits and withdrawal, then it is restricted use of banks by majority of the population. A network of banks, MFIs, NGOs, and SHGs is required to overhaul the whole system and to reach the unbanked in a multilateral manner. The percentage of the population covered by Microfinance Institution remains still very low just 5% of the total population is able to get benefit of the movement.. The current crisis in Andhra Pradesh has only triggered this problem as Banks are not lending to MFIs. The local level politics has also heightened this problem as leaders have asked public not to repay. The cost of funds to MFIs is also a issue of concern as they are not able to reduce the interest rate due to small size of the loans and operational cost. Banks rate of interest are also very high. In the light of these circumstances following measures can help to overcome the current situation and lead this sector.

- Government should classify MFI lending as a priority sector lending and fund should be available to them at minimum cost.

- The use of technology should be enhanced as it will reduce the operational cost. High volume of business even at lower margins would be profitable opportunity for banks.
- Financial literacy should be the main agenda of the government as it will itself bring financial inclusion. A new programme launched by SEBI for organizing training session and workshops all across India can be a welcome step in this process.
- Mobile penetration in India can be leveraged to move the agenda of financial

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PREFERENCES AND SATISFACTION OF DOMESTIC TOURISTS VISITING HILL STATIONS IN TAMIL NADU

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Dr. T.Thamilselvi ²

ABSTRACT

Now -a -days, tourism is vital for many countries, due to income generated by the consumption of goods and services by tourists, the taxes levied on businesses in the tourism industry, opportunity for employment and the economic advancement by working in the industry. The development of tourism industry in general and in particular, mainly depends on the level of satisfaction of tourists during their visit which includes attractions, appropriate hotel accommodation, transport facility, medical and communication facilities, etc. Therefore, the present study has aimed to measure the level of attractions and level of satisfactions towards the tourist destinations. Tourist behaviour is determined by various factors that include perceptions and preferences. So an attempt is made to study the tourists' preferences, perceptions and problems faced by the tourists while touring.

Introduction

Tourism is the act of travel for predominantly recreational or leisure purposes and also refers to the provision of services in support of this act. Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.

Tourism is a composition of activities, services and industries that deliver a travel experience, transportation, accommodation, eating and drinking, establishments, shops, entertainment, activity facilities and other hospitality services available for individuals or groups travelling away from home. It encompasses all the providers of visitors and visitors related services.

Tourism also encompasses travel for pleasure during holiday, health, business and trade, pilgrimage and social purpose, historical and geographical research, educational purpose, foreign offices and other official functions. Tourism industry has the capacity to transform certain apparent goods/ services that are economically useless into marketable attraction.

Statement of the Problem

In recent years, tourism has recorded sustained growth but it has to face many challenges like lack of proper infrastructure, professionalism in its management, a shift from long visits to short visits owing to reduction in leisure time, terrorism, natural disasters, technological advancements, changing customer expectations, etc. Added to this, it faces the challenges of constant innovation and repackaging of services with changing customer preferences. Changes in disposable income and working patterns may result in changes in lifestyle, interest and preferences of customers. The tourism sector being a service industry involves direct contact with the customer's needs. Customer satisfaction is very important for attracting

more tourists as well as encouraging and ensuring repeat visits.

Domestic tourism is very important for countries with varied attitude and preferences. In the domestic market, the main target audiences are the local residents and the main destinations are places of pilgrimage, beaches, hill stations and resorts. Among the various tourist places, tourists are attracted towards hill stations irrespective of their age, gender, etc. Hence, the study is under taken.

Objectives of the Study

- To study the socio- economic characteristics of the domestic tourists visiting the hill stations in Tamil Nadu.
- To bring out the interest and preferences of domestic tourists visiting hill stations in Tamil Nadu.
- To examine the satisfaction of domestic tourists with respect to hill station tourism in Tamil Nadu.
- To investigate the problems encountered by the domestic tourists while visiting the hill stations.
- To identify the factors influencing the domestic tourists to visit again to the hill stations.
- To recapitulate the findings and offer suitable suggestions in promoting and strengthening the hill station tourism.

Review of Literature

The review gives a clear perspective of the overall field of research and allows comparing the result of the studies in the particular field with the present research. It provides the researcher with an opportunity of gaining insight into the method and approaches employed by others and help to pursue the research.

Sankaran(2009) in his article " A Study on Consumer Perception on Tourist Point in Southern Most Corner of India" attempted to understand the perception of tourist in

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South corner of India (Kanyakumari). According to this study, the flow of both foreign and domestic tourists has increased during the recent past. Most of the tourists opined that the means of transport was good, at the same time, the behaviours of Transport Authority was not good. Cost of accommodation was moderate and availability and taste of food were satisfactory. Market facility was good but the performance of shopkeepers was not good.

Karanti P. Sowarkar Subodh Kumar Mishra (2010) in his book "Promoting Tourism in India – A Case Study", stated that the potential for development of tourism at a given destination depends as much on the availability of a strong tourism resource base, as on the tourist plant facilities in terms of accessibility, internal transportation, accommodation, recreation and entertainment provisions, travel agency and tour operation services, shopping opportunities and so on.

Uma Krishna (2010) in her article "Travel and Tourism – A Service Marketing Perspective" identified that people in the travel and tourism industry-travel agents, tourist guides, hotel and restaurant staff, transport personnel, etc., played a very important role in brand building and delivering customer satisfaction.

Sravana and Joseph (2011) in their study "Cultural Tourism in Kerala: A Study with Special Reference to Malabar" attempted to study the role of Government in promoting cultural tourism in Kerala. They inferred that the main purpose of visit of the domestic and foreign tourists to Malabar has been identified as pleasure. Age has an influence on the travel need by the tourists. Foreigners stay longer days than domestic travelers with their family as they were on a pleasure trip. But they were not satisfied with basic infrastructure facilities. 4

Hypotheses

- There is no significant difference in the attraction scores of the respondents based on their demographic profile.
- There is no significant relationship among the demographic factors and tourists' interest and preferences towards transport, duration of stay, events and their willingness to visit the tourist destinations again.
- There is no significant difference in the satisfaction level of respondents on factors such as accommodation, boarding, transport and utility services based on their demographic profile.

Methodology

Period of the study: The primary data collected from the sample respondents cover a period of one year from 2010-2011.

Selection of Area: Tamil Nadu in the southern end of the Western and Eastern Ghats is the home to several hill stations. Popular among them are Ooty, Kodaikanal, Yercaud, coonoor, Valpari, Yelagiri, Sirumalai, Kalrayan hills and Kolli hills. The study is confined to three destinations ie., Ooty (Queen of hill stations), Kodaikanal (Princes of hill stations) and Yercaud (Ooty of the poor) because of their familiarity and popularity.

Data Source: The present study involves both primary and secondary data.

Sample Size: A selection of 500 domestic tourists has been made for primary data using Convenience Sampling method.

Tools of Analysis: The simple statistical tools like Simple Percentage Analysis, Descriptive Analysis, Tables, Charts, Simple Ranking Method have been used. Chi-Square test, Kendall's coefficient of concordance, Analysis of variances, 't'- test and Logistic regression analysis have been used.

Demographic Factors: Age, Gender, Education, Occupation, Income, Marital status, Size of the family, Area of residence and State to which they belong.

Tour Related Factors: Frequency of visit, Accompany, Awareness, Transport, Reason for selecting the transport mode, Short distance travel, Duration of stay and Events.

Findings

Objective 1 : To Know the Socio-economic Characteristics and Profile of the Domestic

Respondents Visiting Hill Stations in Tamil Nadu.

Demographic Profile of the Respondents

- The study reveals that the majority of 46 per cent of the respondents belong to the age group of 21 to 40 years.
- The study reveals that the majority of 54.2 per cent of the respondents are male.
- It is clear from the study that the majority of 39.8 per cent of the respondents are graduates.
- It is found that the majority of 50.8 per cent of the respondents are married.
- It is clear that regarding occupation of the respondents, the majority of 35.2 percent belong to the student category.
- The study shows that the majority of 36.2 per cent of the sample respondents are having monthly income of Rs.10,000 to Rs.20,000.
- It is clear that the majority of 58.6 per cent of the respondents have 3 to 5 members in their family.
- It is inferred that the majority of 34.8 per cent of the respondents are coming from rural areas.

- Out of 500 respondents, the majority of 63.2 per cent of them belong to the State of Tamil Nadu.

Tour Related Factors

- It is evident that the majority of 28 per cent of the respondents visit the tourist destinations occasionally.
- It is inferred that the majority of 55.6 per cent of the tourists visit the tourist destination along with their family members.
- The study shows that the majority of 61.2 per cent of the tourists are aware about the destinations through their friends and relatives.
- Out of 500 respondents, 40.8 per cent of them prefer Private bus for their journey.
- It is observed from the reason for selecting the transport mode that, 43.2 per cent of the respondents prefer private bus as their mode of transport due to convenience and best suited for group travel.
- It is clear from the study that the majority of 37.8 per cent of the respondents prefer to visit short distance places by walk.
- A majority of 58.2 per cent of the respondents prefer to stay at the tourist destination for two to three days.
- It is clear from the study that among various events organized in all the three destinations the majority of 51.6 per cent of the respondents are attracted by the event Annual Flower Show.

Objective-2: To Examine the Interest and Preferences of Domestic Tourists Visiting Hill Station Tamil Nadu.

To study this objective, the analysis is divided into three parts,

1. Reasons for visiting the tourist destinations

- Among the various reasons such as spending holidays, scenic beauty, climatic condition, tourism festival, research/study and interest, climatic condition prevailing in the destination is the first and foremost reason for the respondents to visit the tourist destinations namely Ooty, Kodaikanal and Yercaud.
- Kendall's Coefficient of Concordance '(W)' has been applied to find whether there is a similarity among the respondents in the order of assigning ranks. The 'W' value found out for the given items is 0.374, 0.326 and 0.382 for Ooty, Kodaikanal and Yercaud respectively. The result shows that there is a moderate level of similarity among the respondents in the order of assigning the ranks.

2. Interest and Preferences towards the Places of Attractions in Hill Stations

Analysis of Variance and 't'- test reveal that all the factors of demographic factors do not influence the attractions in Ooty and Kodaikanal whereas with respect to Yercaud except the size of the family, other factors do not significantly influence the attractions in Yercaud.

Hill Stations	Most attracted place	Least attracted place
Ooty	Government Botanical Garden (67.6 per cent)	Mini Garden (15.6 per cent)
Kodaikanal	Kodaikanal Lake (61.5 per cent)	Silver Cascade (20.5 per cent)
Yercaud	Yercaud Lake (70.0 per cent)	Bears Cave (18.0 per cent)

The table shows that among the various tourist attractive places, the majority of the respondents are attracted by Government Botanical Garden in Ooty whereas mini garden is the least attractive place. In Kodaikanal, Kodaikanal Lake is most attractive place and least attractive place is silver cascade. In Yercaud, the majority of the respondents are mostly attracted by Yercaud lake Whereas bears cave is the least attractive place

3. Interest and Preferences of Tourists with respect to Transport, Duration of Stay, Events and Recurrence

- The study on the relationship between demographic factors of tourist respondents and their interest and

preferences towards transport reveals that private conveyance system dominates the tourists than the conveyance owned by the State owned corporation.

- With regard to duration of stay the majority of the respondents prefer to stay for a period of two to three days.
- As regard to events preferred by the respondents, Annual Flower Show conducted in all the three destinations secured the first place.
- The study reveals that the majority of the domestic respondents prefer to visit the destinations again.

Demographic Factors and variables – Chi-Square Test

Variables	Significantly Influencing Factors	Not Significantly Influencing Factors
Transport	Occupation, Income, Area of Residence, State	Age, Gender, Educational Qualification, Marital Status, Size of the Family
Duration of Stay	Gender, Marital Status, Occupation	Age, Educational Qualification, Income, Size of the Family, Area of Residence, State
Events	Gender Age, Marital Status, Occupation	Age, Educational Qualification, Marital Status, Occupation, Income, Size of the Family, Area of Residence, State
Recurrence		Gender, Educational Qualification, Income, Size of the Family, Area of Residence, State

(Source: Secondary Data)

The Results of Chi-Square Test reveal that occupation, income, area of residence and state to which they belong are the factors influencing their interest and preferences in selecting the mode of transport and the other factors do not show any significant influence.

In case of duration of stay, gender, marital status and occupation are significantly influencing their interest and preferences in deciding the duration of stay at tourist destination. The other six factors do not influence.

Gender alone is significantly influencing the interest and preferences in enjoying the events. The factors age, educational qualification, marital status, occupation, income, size of the family, area of residence and state are not significantly influencing their interest and preferences in enjoying the events in the tourist destinations.

It is inferred that age, marital status and occupation are the three factors significantly influencing their interest and

preferences to visit the tourist destinations again. The other six factors do not significantly influence their interest and preferences in visiting the tourist destinations again.

Objective 3 : To Examine the Satisfaction of Domestic Tourists with respect to Hill Station

Tourism in Tamil Nadu.

The satisfaction of domestic tourists with respect to hill station tourism is examined with the help of infrastructure facilities such as accommodation, boarding, transport and utility services available in Ooty, Kodaikanal and Yercaud.

For determining the level of satisfaction, the statistical tools such as Mean and Standard Deviation have been used based on the factors considered for the study for all the three selected destinations. In order to find the significant difference between demographic factors and satisfaction scores with respect to accommodation, boarding, transport and utility services, ANOVA/ 't' - Test has been employed.

Satisfaction Results – Mean Scores

Facilities	Highest Satisfaction Score			Lowest Satisfaction Score		
	Ooty	Kodaikanal	Yercaud	Ooty	Kodaikanal	Yercaud
Accommodation	Room Facilities (4.1)	Room Facilities (4.1)	Room Facilities(4.0)	Room Tariff (3.5)	Room Tariff (3.0)	Room Tariff (3.2)
Boarding	Quality & Hygienic and Accessibility (4.0)	Quality & Hygienic and Accessibility (4.1)	Quality & Hygienic (3.9)	Cost of Food (3.4)	Cost of Food (3.0)	Cost of Food (3.2)
Transport	Entry fee, Conditions of Transport Vehicle and Information about Timings	Conditions of Transport Vehicle (4.0)	Entry fee (3.9)	Road Condition(3.4)	Road Condition (3.2)	Behaviour of Taxi Drivers (3.5)

	and other needed matters (3.9)					
Utility Services	Boating Charges, Communication Services and Entertainment Activities (4.0)	Entertainment Activities (4.2)	Entertainment Activities (3.9)	Courtesy of Officials and Banking Facilities (3.6)	Courtesy of Officials (3.4)	Banking facilities (3.5)

The table exhibits that the level of satisfaction of accommodation facilities in the three destinations, room facilities has the highest mean satisfaction score. Invariably, the factor room tariff has secured the lowest mean satisfaction score.

The level of satisfaction of boarding facilities in Ooty as well as in Kodaikanal, the factors quality and hygienic and accessibility have secured the highest mean satisfaction score. With regard to Yercaud, quality and hygienic has secured the highest mean satisfaction score. Invariably, the factor cost of food has secured the lowest mean satisfaction score for all the three destinations.

The level of satisfaction of transport facilities in Ooty, the factor entry fee, conditions of transport vehicle and information about timings and other needed matters have the same highest mean satisfaction score. In Kodaikanal, the conditions of transport vehicle has secured the highest mean satisfaction score. In case of Yercaud, the entry fee

has the highest mean satisfaction score. The factor road condition has secured the lowest mean satisfaction score regarding Ooty and Kodaikanal whereas regarding Yercaud, the behaviour of taxi drivers has secured the lowest mean satisfaction score.

The level of satisfaction of utility services in Ooty, the factors namely boating charges, communication services and entertainment activities have secured the same highest mean satisfaction score. The Factor entertainment activities in Kodaikanal has secured the highest mean satisfaction score. The factors communication services and entertainment activities in Yercaud have secured the highest mean satisfaction score. The factors courtesy of officials and banking facilities have the lowest mean satisfaction score regarding Ooty whereas in Kodaikanal, the courtesy of officials has secured the lowest mean satisfaction score. In case of Yercaud, banking facilities has secured the lowest mean satisfaction score.

Satisfaction Results- ANOVA / 't'- Test

Facilities	Significantly Influencing Factors	Not Significantly Influencing Factors
Accommodation	Age, Income	Gender, Educational Qualification, Marital Status, Occupation, Size of the Family, Area of Residence, State
Boarding	Age, Educational Qualification, Marital Status, Occupation, Income, Size of the Family, Area of Residence	Gender, State
Transport	Educational Qualification, Occupation, Income	Age, Gender, Marital Status, Size of the Family, Area of Residence, State
Utility Services	Educational Qualification, Occupation, Income, Size of the Family, Area of Residence	Age, Gender, Marital Status, State

The demographic factors age and income are significantly influencing satisfaction with respect to accommodation. The other factors are not significantly influencing the satisfaction.

The demographic factors such as age, educational qualification, marital status, occupation, income, size of the family and area of residence are influencing the satisfaction with respect to boarding. The factors gender and state are not influencing the satisfaction.

The demographic factors namely educational qualification, occupation and income are influencing the satisfaction with respect to transport. The factors are not significantly influencing the satisfaction.

Educational qualification, occupation, income, size of the family and area of residence are significantly influencing the satisfaction with respect to utility services. The Factors are not significantly influencing the satisfaction.

Objective 4: To Investigate the Problems Encountered by the Domestic Tourists while Visiting the Hill Stations

Problems Faced by the Respondents – Ranking Analysis

Problems	Rank
High Cost	I
Poor Maintenance and Services	II
Non Availability of Rooms During Season	III
Drinking Water Facilities	IV
Cheaters and Brokers	V
Poor Sanitary Condition	VI
Environment Problems	VII
Parking Facilities	VIII
Indecent Behaviour of Taxi Drivers and Shopkeepers	IX
Others (Overcrowd, Fuel Demand, Insufficient number of Street Lights, etc)	X

The most important problem faced by the respondents is high cost followed by poor maintenance and services. Non availability of rooms during the season is the third pressing problem. The problem of non-availability of drinking water facilities is in the fourth place. Fifth rank is assigned to the problem of misbehaviour of cheaters and brokers, Apart from these problems, sanitary problem, environment problem, parking facilities and indecent behaviour of taxi drivers and shopkeepers have secured sixth, seventh, eighth and ninth place respectively. The other problems include overcrowd, fuel demand, insufficient number of street lights, electricity problems, etc.

Objective 5: To Identify the Factors Influencing the Domestic Tourists to Visit Again to the Hill Stations

- With regard to recurrence of the respondents to the tourist destinations, 86.6 per cent have answered affirmatively and only 13.4 per cent negatively. Therefore, it is inferred that the majority of them are interested in visiting the destination again.
- Among the various factors influencing the recurrence of the respondents, 54 per cent have rated first rank to the Climatic condition followed by scenic beauty with the score of 45.7 per cent and the least rank is given to Infrastructure facilities by majority of 37 per cent.
- From the Mean Scores and Rank assigned to various factors which are influencing the respondents for their recurrence, it is noted that Climatic Condition (1.89) has secured first rank for visiting the destination again

followed by Scenic Beauty (2.35). The least importance is given to Infrastructure Facilities (4.68).

- The result of Kendall's Coefficient of Concordance shows that there is a moderate level of similarity among the respondents in the order of assigning the ranks to the factors influencing the recurrence of the respondents to the tourist destinations.
- The probability of domestic tourists visiting the tourist destinations again is studied with the help of Logistic Regression Analysis (LRA). The results show that all these variables included in the model do not significantly predict the visit again. Only few variables namely frequency of visit, expectations, marital status and occupation has significantly predicted visiting again at 5 per cent and 1 per cent level.

Suggestions and Recommendations

- Keeping in view the ever changing tourists' priorities and preferences for attractions, activities and facilities, the Department of Tourism, Tamil Nadu could follow the system of conducting regular surveys on tourist motives and their expectations and satisfaction level. So that appropriate supply-mix could be offered.
- It is confirmed that the majority of 40.8 per cent of the respondents prefer private buses for visiting the destinations because of its convenience, comfort, speed, etc. So in the transport sector, the bus and tourist cab services need improvement both in qualitative and quantitative terms.

- The absence of demand-supply equilibrium in accommodation coupled with exponential growth of influx of tourists, the hoteliers exploit the situation to their advantage by fixing unaffordable prices for accommodation and food stuffs. Lack of supervision by the local authorities in the pay and use public toilet which dismays the tourists with foul odour. Suitable steps need to be taken to alleviate these problems.
- A humble suggestion is made to augment the infrastructure, so that the facilities are made available equitably throughout the year.
- Cleanliness and hygiene and public utility services at every tourist complex are much important from tourist point of view. These have been widely quoted as a major shortcoming by the tourists. Trade center may regulate the price of the products.
- Last but not the least is the need for close co-ordination between private and public sector tourism organisations at different levels. It is the key to success in tourism development where State tourism must play a central role.

Conclusion

The tourism sector is now playing a major role in the economic development of many countries. The ever changing customer preferences and shorter breaks make it essential for the tourism industry to constantly innovate its products and services in line with changing trends and customer requirements. Constant innovation is the key to sustain growth and enhance competitiveness in the market. A common information system for enquiry and booking rooms in lodges and hotels has to be installed and services of guides and their payments may be fixed by the Government. The hill stations in Tamil Nadu especially Ooty, Kodaikanal and Yercaud are unique locations and a good tourist point. Therefore, the Government, Private agencies

and local authorities may take necessary steps to develop these places for promoting tourism industry, which will generate employment, enhance per capita income and eradicate poverty. The Tamil Nadu tourism can concentrate more on the advertisement and publicity to create awareness and to solve the problems faced by the tourists while touring. If the various tourism development programmes and strategies are being evolved and put in use, the future of tourism in Tamil Nadu will be indeed very bright.

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A STUDY ON EMPLOYEES' QUALITY OF WORK LIFE IN EID PARRY (INDIA) LTD, PETTAVAITHALAI.

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ABSTRACT

The success of any organization or an enterprise will depend upon the ability, strength and motivation of the persons working in it. Quality of work life [QWL] is a philosophy, a set of principles, which holds that people are the most important resource in the organization as they are trustworthy, responsible and capable of making valuable contribution and they should be treated with dignity and respect. Culture, customs and norms, images and attributes conferred by society on particular jobs, professions and occupation and the workers home life play a strong motivational role. Quality of work life covers all aspects of worker's life with special reference to his interaction with his work and his working environment. The present study was aimed to assess the level of QWL. The satisfied random sampling method was adopted by this research. The universe of the sample or total work force of the EID parry Industry is 540. So the sample size 10% or 54 respondents from the universe. All over the world, people are craving for their human dignity and respect. Besides their aspirations and expectations are rising along with rapid changes in times and technologies. There is growing significance attached to human resources. Therefore, it is necessary to ensure quality work life for all-round peace and prosperity.

Introduction

The success of any organization or an enterprise will depend upon the ability, strength and motivation of the persons working in it. Quality of work life [QWL] is a philosophy, a set of principles, which holds that people are the most important resource in the organization as they are trustworthy, responsible and capable of making valuable contribution and they should be treated with dignity and respect. Quality of work life refers to the favorableness or unfavorableness of work environment.

A worker's life cannot be divided into two water light compartments, one inside the factory, and the other outside it. The two are closely bound together. So that the troubles and joys of off job cannot be put aside when reporting for work in the mornings, or can factory matters be dry when returning home after work. Culture, customs and norms, images and attributes conferred by society on particular jobs, professions and occupation and the workers home life play a strong motivational role.

The term quality of work life appeared in research journals only in 1970's. it is not only monetary aspects that modern employee concerns himself with but also conditions of employment, interpersonal conflicts, role conflicts, job pressure, lack of freedom of work and absence of challenging work life etc. As such, productivity and efficiency of an organization largely depend upon the quality of work life provided by the organization.

Definitions

J. Richard and J. Loy

"QWL is the degree to which members of a work organization are able to satisfy important personnel needs through their experience in the organization".

Harrison

"QWL is the degree to which work in an organization contributes to material and psychological well-being of its members".

Cohan

"It is a process of joint decision-making, collaboration and building mutual respect between management and employees".

Statement of the Problem

In any organization man power management is of great importance as it implies identification of training needs of the man power from time to time and taking action towards all round development of the human resources to achieve its predetermined goals on the basis of efficient working of its trained and motivated manpower.

For achieving the objectives of the organization proper man power management and suitable quality of work like programs are essential. Quality of work life covers all aspects of worker's life with special reference to his interaction with his work and his working environment. Its focus is on the problem of creating a human work

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environment where employees work cooperatively and contribute to organizational objectives.

Objective of the Study

The following objectives were coined by the researcher for this study.

1. To identify the factors influencing the quality of work life.
2. To determine how work related factors enhance better quality of life.
3. To evaluate how the QWL improves the performance of employees.
4. To know verify the problems faced by employees in relationship to improve the Quality of work.

Methodology of the Study

Research methodology includes steps, procedures and strategies for gathering and analyzing the data in a research investigation. The present study was aimed to assess the level of QWL. The satisfied random sampling method was adopted by this research. The universe of the sample or total work force of the EID parry Industry is 540. So the sample size 10% or 54 respondents from the universe.

Review of Literature

Mankidy (2000) studied the relationship between Quality of work life and industrial relation processes. The factors includes the measurement tool are better wages, flexible hours of work, conducive work environment, employment

benefits, career prospects, job satisfaction, meaningful employee involvement in decision making etc. It concluded that the improved Quality of Work Life will naturally help to improve the family life of the employees and would also improve the performance of the organization¹.

Lowe (2000) evaluated how the Canadian Workers rated their job and their employers with respect to the prevailing Quality of Work Life in their workplace. While rating their workplace on a scale includes the areas of involvement in decisions affecting their work, job security, time of training, effective performance, feedback, recognition for doing a good job and advancement opportunities. It was found that Canadians have engrained commitment to work, a good number of them tend to express discontentment when they are asked about specific features of their jobs or to evaluate their employers².

Lisa C. Yamagata-Lync (2002) examined a professional development program for integrating technology into school by studying the activities of teachers who participated in the program in two Indiana school districts as they introduced new curricula. The findings suggest that by participating in the program teachers were given the opportunity to share new curricula with other teachers and university staff. The program expectations and expectations from school districts brought about new pressures to teachers' work life. Consequently, teachers managed their time to gain new skills and confidence. Additionally, participant teachers gained respect from their local colleagues because they had a successful technology curriculum they could share and demonstrate⁴.

ANALYSIS AND INTERPRETATION

Table-4.1 : Classification of the Respondents based on the Income

Sl. No	Income Groups	No. of Respondents	Percentage
1.	Below Rs. 5000	15	27.8%
2.	Rs. 5001 to 10000	17	31.5%
3.	Rs.10001 to 18000	9	16.7%
4.	Rs.18001 to 25000	6	11.7%
5.	Above Rs. 25001	7	13.0%
	Total	54	100%

The above table shows that 31.5% per cent of the respondents are in the low income group of Rs. 5001 to 10000 income per month. 27.8 per cent of the respondents are in the low income group of below Rs. 5000 income per month. 16.7 per cent of the respondents are in the income group of Rs. 10001 to 18000 income per month. Hence it can be inferred that monetary benefits are provided by management are satisfied the employees, so it improves the employees quality of work life, in the study unit.

Table-4.2 : Classification based on the Satisfaction of Working Conditions

Sl. No.	Satisfaction of Working Conditions	No. of. Respondents	Percentage (%)
1.	Highly Satisfied	11	20.4%
2.	Satisfied	20	37.0%
3.	Dissatisfied	11	20.4%
4.	Highly Dissatisfied	12	22.2%
	Total	54	100.0%

The above table shows that 37.0% of the respondents are satisfied their working conditions. 22.2% of the respondents is highly dissatisfied their working conditions. 20.4% of the respondents neither satisfied nor dissatisfied their working conditions. Hence it can be referred as maximum number of worker are satisfied their working conditions.

Table-4.3 : Classification of Satisfaction of motivating factors Working Environment

Sl. No.	Satisfaction of motivating factors working Environment	No. of. Respondents	Percentage (%)
1.	Extremely Motivating	10	18.5%
2.	Fairly Motivating	14	25.9%
3.	No opinion	11	20.4%
4.	De-motivating	19	35.2%
	Total	54	100.0%

The above table shows that 35.2% of the respondents are express their views about factors of working environment are de-motivating. 25.9% of the respondents are expressing their views about factors of working environment are fairly motivating. 20.4% of the respondents are expressing their views about factors of working environment are neither motivating nor de-motivating. Hence it can be referred as maximum number of worker are not satisfied their factors of working conditions.

Table-4.4 : Classification of Satisfaction of harmonious relationship of the employees

Sl. No.	Satisfaction of harmonious relationship of the employees	No. of. Respondents	Percentage (%)
1.	Highly Satisfied	12	22.2%
2.	atisfied	16	29.6%
3.	Dissatisfied	13	24.1%
4.	Highly Dissatisfied	13	24.1%
	Total	54	100.0%

The above table shows that 29.6% of the respondents are satisfied harmonious relationship of the employees. 22.2% of the respondents is highly satisfied their harmonious relationship of the employees. 24.1% of the respondents are dissatisfied their harmonious relationship of the employees. Hence it can be referred as maximum number of worker are satisfied their harmonious relationship of the employees.

Table-4.5 : Classification based on the Satisfaction of Sense of Belongingness

Sl. No.	Satisfaction of Sense of Belongingness	No. of. Respondents	Percentage (%)
1.	Highly Satisfied	14	25.9%
2.	Satisfied	16	29.6%
3.	Dissatisfied	11	20.4%
4.	Highly Dissatisfied	13	24.1%
	Total	54	100.0%

The above table shows that 29.6% of the respondents are satisfied Sense of Belongingness of the employees. 25.9% of the respondents is highly satisfied their Sense of Belongingness of the employees. 24.1% of the respondents are highly dissatisfied their Sense of Belongingness of the employees. Hence it can be referred as maximum number of worker are satisfied their Sense of Belongingness of the employees.

Table-4.6 : Cross tabulation of Usefulness of Training Program and the marital status of the Employees

Sl. No.	Marital Status	Usefulness of Training program				Total
		To Great Extent	To some Extent	Rarely	No Use	
1.	Married	8	12	0	1	21
2.	Un married	5	5	13	2	25
3.	Married by Single	0	0	2	6	8
	Total	13	17	15	9	54

The above table shows that 13 unmarried respondents are expressing their view about the training program given by the management rarely used by their performance. 12 married employees are expressing their view about the training program given by the management uses in some extent. 8 married employees are expressing their view about the training program given by the management uses to great extent. 6 married by single employees are expressing their view about the training program given by the management is no use for their performance. Hence it is understood that majority of the employees are expressing their view about the training program given by the management uses in some extent.

Table-4.7 : Cross tabulation of Gender and Fringe Benefits given by management

Sl. No.	Gender	Fringe benefits given by management				Total
		Insurance	Retirement benefit	Health checkup	All the above	
1.	Male	11	13	13	5	42
2.	Female	0	0	0	12	12
	Total	11	13	13	17	54

The above table shows that 13 male respondents are receive retirement benefit from the management. 13 male respondents are receiving health checkup fringe benefit from the management. 12 female respondents are receiving all the fringe benefit given by management. 11 male respondents are receiving Insurance benefits from the management.

Hence it could be understood that majority of the employees are receiving all the fringe benefits given by the management according to their experience.

Findings

- 1) 77.8% of the respondents are male. Hence it is understood that majority of the employees are male.
- 2) 24.1% of the employees are in the age group of below 20 years old. It is understood that majority of the employees are youngsters. So it is more helpful to improve the productivity of the organization.
- 3) 46.3% of the respondents are Unmarried. So it is understood that (46.3%) maximum number of employees are in the group of Unmarried.
- 4) The above table reveals that 40.7% of the respondents are belongs Hindu religion. It could be ascertained that there is no religion based policy in recruitment in the company.
- 5) 27.8 per cent of the respondents are having the qualification of Higher Secondary School. Hence it can be referred as educational Qualification is not constraint in employees Quality of work life.
- 6) 31.5% per cent of the respondents are in the low income group of Rs. 5001 to 10000 income per month. Hence it can be inferred that monetary benefits are provided by management are satisfied the employees, so it improves the employees quality of work life, in the study unit.
- 7) 27.8% of the respondents are having 2 to 5 years of experience. The study reveals that all the respondents are well experienced, so they are well capable of assessing the quality of their work life.
- 8) 37.0% of the respondents are satisfied their working conditions. Hence it can be referred as maximum number of workers are satisfied their working conditions.
- 9) 35.2% of the respondents are express their views about factors of working environment are demotivating. Hence it can be referred as maximum number of workers are not satisfied their factors of working conditions.
- 10) 29.6% of the respondents are satisfied harmonious relationship of the employees. Hence it can be referred as maximum number of workers are satisfied their harmonious relationship of the employees.
- 11) 29.6% of the respondents are satisfied sense of belongingness of the employees. Hence it can be referred as maximum number of workers are satisfied their Sense of belongingness of the employees.
- 12) 40.7% of the respondents are satisfied quality of lunch provided by the management. Hence it can be referred as maximum number of workers are satisfied with Quality of Lunch provided by the management.
- 13) 31.5% of the respondents are expressing their views of Usefulness of Training program given by management is useful to some extent. Hence it can be referred as maximum number of worker expressing their views of Usefulness of Training program given by management is useful to great extent.
- 14) 37.0% of the respondents are satisfied in the adequate compensation provided by the management. Hence it can be referred as maximum numbers of worker are satisfied with the adequate compensation provided by the management.
- 15) 29.6% of the respondents are satisfied in the Rewards provided by the management. It can be referred as maximum numbers of worker are satisfied with the rewards provided by the management.
- 16) 33.3% of the respondents are dissatisfied in the authorities provided by the management. It can be referred as maximum numbers of worker are not satisfied with the authority provided by the management.
- 17) 29.6% of the respondents are highly satisfied in the feel of comfortable of their job. Hence it can be referred as maximum numbers of worker are satisfied with the feel of comfortable of their job.
- 18) 29.6% of the respondents are highly dissatisfied in the Social security provided by the management. Hence it can be referred as maximum numbers of worker are not satisfied with the social security provided by the management.
- 19) 31.5% of the respondents are received all the fringe benefits provided by the management. So it is understood that majority of the employees are received all the fringe benefits provided by the management.
- 20) 40.7% of the respondents are highly dissatisfied with the resources provided by the management. So it is understood that majority of the respondents are highly dissatisfied with the resources provided by the management.

Suggestions

- Employees expect mutual relationship between co-workers, so the management has to conduct programmes like week end parties, employees' tour.
- The employees did not aware of organizational goals and objectives. So the management has to take initiative and give special training to explicit the organizational objectives to the employees.

- Employees need to improve standard of the basic facilities like good water, rest room facilities, toilet etc.
- Employee's needs special training from the company related to their job during working period.
- There is no workers participation in management and the decision making, so it is to be improved the worker participation in decision making.
- There is no promotional offers are given by management, but the promotional offers leads to high productivity and job satisfaction.
- Employees expect the quality of work to be measured periodically be the company.

Conclusion

There is need to roll out the seamless succession planning as it keeps the employees ready for taking up higher positions as well as for facing organizational challenges. Always champion the concept of 'employee first and customer second'. Only the satisfied employees keep their clients satisfied and that leads to strong bottom lines and more returns to shareholder. All over the world, people are craving for their human dignity and respect. Besides their aspirations and expectations are rising along with rapid changes in times and technologies. There is growing significance attached to human resources. Therefore, it is necessary to ensure quality work life for all-round peace and prosperity.

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MARKETING OF PRIVATE HOSPITAL SERVICES IN NAMAKKAL DISTRICT

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ABSTRACT

The current millennium has unfolded new business rules, the most significant of them being that past history or experience in a given product market is no indicator of future success. Market leadership cannot be taken for granted because customer loyalty does not exist. In an era of seamless markets, the customers today has a much wider choice. They do not have to adhere only to the locally available brand/services. Over a period of time, wooing and cajoling the customer will only intensify. Today, marketers have pulled out almost every weapon from their armoury to retain and expand their brand's share in the consumer's mind. The concept of marketing is essentially a concept of customer orientation. For a long time it has been preached by all, including Mahatma Gandhi, that "the customer in king". What this implies is that products/services are bought not merely because of their quality, packaging or brand names, but because they satisfy a specific need of a customer. It also implies that organizations have to provide services to their customer and that too without any obligation. The marketing of hospital services is not an easy job. Many hospitals find it difficult to face the marketing functions. Strategies towards the marketing of medical services are carefully done. In Namakkal District, different hospitals are adopting different strategies to attract the potential patients. Similarly patients are carefully studying the services of hospitals before they choose a particular hospital. Pricing of hospital services, nature of medical services, cost considerations, equipments used, strategies adopted by the competitors, potential for development, population and income distribution of the area are the main factors have to be considered while taking marketing strategies towards medical services.

Introduction

The current millennium has unfolded new business rules, the most significant of them being that past history or experience in a given product market is no indicator of future success. Market leadership cannot be taken for granted because customer loyalty does not exist. In an era of seamless markets, the customers today has a much wider choice. They do not have to adhere only to the locally available brand/services. Over a period of time, wooing and cajoling the customer will only intensify. Today, marketers have pulled out almost every weapon from their armoury to retain and expand their brand's share in the consumer's mind. The concept of marketing is essentially a concept of customer orientation. For a long time it has been preached by all, including Mahatma Gandhi, that "the customer in king". What this implies is that products/services are bought not merely because of their quality, packaging or brand names, but because they satisfy a specific need of a customer. It also implies that organizations have to provide services to their customer and that too without any obligation.

A successful relationship marketing firm leverages its knowledge of customer needs and values in order to determine resource allocation to different customer groups. The relationship marketing process emphasizes on continuous interactions between the firm and the customer. These interactions lead to firms acquiring accurate, timely

and relevant information from the customer, which helps in creating a differentiated or customized offer for each customer, which in turn, leads to higher customer loyalty.

Concept of Service Marketing

Service marketing is based on very different paradigms. Since services are highly intangible, its benefits are felt over a period of time and not immediately. The task of the marketer becomes creating confidence in the customer's mind that the delivered benefits, will at the minimum, be the same as that of the promised ones. There are two categories of products included in the range of services marketing.

Hospitality sector in the service industry offers both tangible and intangible benefits to the customer. The tangible features are properly equipped rooms matching the lifestyle of the target customer, air conditioning, facilities like television, internet connectivity, facsimile machines, bar, refrigerator and other benefits like healthcare services, swimming pool and so on. The intangible dimensions are the services provided by people in the housekeeping, room service and or restaurant services.

Today the service industry plays a significant role in both the global and domestic economies. The significance of the service industry will only increase over a period of time. Thanks to information technology, today companies realize that they should not concentrate only on the manufacturing

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sector. By offering a range of services to the customer, in the real time on the internet they can move up the value chain much faster than if they remain only in manufacturing. Further, with tremendous boost to trade and the market being flooded by a variety of products, the manufacturing sector has come to realize that the key differentiation comes from services rather than the physical product. Hence most companies here also use their services to attract and retain customers and then up sell or cross sell other products to the customer.

Marketing of Hospital Services

Hospital and health care marketing have got its significance during the last decade. However, it is important to remember that marketing is used in public health campaigns throughout history. The communication techniques used to educate population about prevention and treatment procedures for different epidemics and communicable diseases are the beginning of the concept of health care marketing. In fact, health education through Government health departments is the foundation of health care marketing, it is also important to remember that marketing has been used extensively by public health departments, pharmaceutical firms, medical supply businesses and health maintenance organizations during the last few decades.

Statement of the Problem

Today, it is being witnessed that an enormous surge of interest in marketing over the last few years from sectors of our society which formerly disclaimed marketing, such as hospitals, educational institutions and other non-profit organization. The professionals are turning to marketing with great enthusiasm and commitment to cope with a rapidly changing and difficult to understand environments. They see a strong commitment to marketing as something that can help their organizations to strengthen their relationships with existing clients, attract additional clients and improve the efficiency of its business development efforts.

The study is, thus, undertaken to know the various service marketing aspects of hospitals in Namakkal District, Tamil Nadu State, India. Namakkal District, the pioneer of corporate hospitals, is perceived as the fastest emerging centre to treat services as a commercial venture. Most of the hospitals in Namakkal District are very conscious of marketing as an integral tool in health management. These hospitals are also create "brand awareness" by sponsoring medical education, conducting seminars, publishing journals, etc.

In Namakkal District, the private hospitals play a major role in providing medical care to all strata of society and these services are well, utilized by every one. These are also mixed feelings among patients towards private

hospitals about the quality of services, fees for various services and the marketing practices.

Objectives of the Study

The following are the objectives of the study.

1. To focus on the various marketing strategies developed by the hospitals for marketing their services and the methodology employed while developing the marketing strategies.
2. To find out how far the patients assess the quality of the services rendered by the hospitals to choose a right hospital.
3. To know the customer's attitudes towards advertising by hospitals and the criteria employed while choosing a hospital and their expectations from hospitals

Scope of the Study

The scope of the study is limited to the service marketing aspects of private hospitals located in Namakkal District, Tamil Nadu, India. The private sector health care services have grown tremendously in India, especially Metropolitan cities, At this juncture, it is to be remembered that Namakkal District is the place where health care services are treated as a commercial venture. Besides, the District which boasts of many nationality, reputed hospitals which offer specialized treatments, has been drawing large number of patients from outside the city as well as the State. These successful hospitals of Namakkal District are either multispecialty or exclusive specialty centre's for trauma, eye, heart, cancer, diabetes and so on, with state of the art equipment and served by a team of renowned specialists. The growth of this service industry in a short span has attracted and induced the researcher to go for a research on marketing of the hospital services.

Methodology

This study is pertained to Marketing of Hospital Services in Namakkal District in Tamil Nadu State, India. Only private health care sector has been selected for this purpose and the study does not include Government and trust hospitals as they give little attention to marketing practices. Private sector health services can be broadly classified into three categories, viz., hospitals, nursing homes and clinics.

Nursing homes consists of maternity home, small medical facilities or both medical and surgical facilities. Some clinics dispense medicines, while others issue only prescription. Compared to nursing home and clinics hospitals provide variety of core and ancillary services. As there are so many services under one roof to cure chronic ailments in the hospitals, the demand for health service increases in terms of both quality and quantity. Hence, this study has been confined to private hospitals

alone. The study is exploratory in character and therefore the 'Survey Method' has been employed.

Both primary data and secondary data have been utilized to achieve the objectives of this study. The marketing strategies of hospitals would succeed only when the patients are receptive. In order to contribute to the existing fund of knowledge, patients views on hospital marketing and their expectations from hospitals are also elicited.

Hence, two separate interview schedules have been prepared and used as tools to collect information, covering hospitals and patients. All types of private hospital organizations have been included in the study viz., 1. Sole proprietorship 2. Partnership 3. Private Limited and 4. Public Limited. Patients selected for this purpose of study are from various strata of society and who enjoyed the benefits of these private hospitals during the study period.

Sampling Plan

The survey is conducted only on the target population of different categories of hospitals as specified above. For the purpose of taking a sample, the details regarding the two categories of hospitals existing in Namakkal District, have been obtained from Indian Medical Association, Namkkal District, Registrar of Companies and also from the medical practitioners who have adequate knowledge about this. Since there are two different categories of

hospitals available in the District for the selection of samples, stratified random sampling was used.

In Namakkal District there are nearly 231 hospitals such as sole proprietorship hospitals, partnership hospitals, private limited and public limited hospitals. Out of these 10 hospitals are selected as the study units in general category including 3 hospitals in super specialty hospitals. The total number of respondents for this study is confined to 100.

It is observed that (a) even though there are a number of medical practitioners who are under the category of sole- proprietorship, the selection of the sample was confined to the group which satisfy some pre specified requirements as a part of the design of the study. The sole- proprietors are required to have a minimum bed capacity of 10, attached to their hospitals, (b) with regard to the other categories, the criterion for inclusion in the target group are specified as follow. (i) Partnership hospitals should have a minimum of 20 beds, (ii) Private limited and public limited companies should have 50 beds or more and other minimal infrastructure facilities such as specialist services, clinical laboratories, x-ray, scanning etc.

Analysis and Interpretation of Data

For this study the analysis are made by two classifications of factors. They are

- i) Demographic Information
- ii) Selection of Hospitals and Service Quality Assessment

Table-1 : Demographic Information

	Demographic Information	Frequency	Percent
Gender	Male	67	67
	Female	43	43
	Total	100	100
Age	Below 20 Years	48	48
	21 to 40 Years	12	12
	41-60 Years	38	38
	Above 60 Years	2	2
	Total	100	100
Marital status	Married	62	62
	Un Married	38	38
	Total	100	100
Educational status	Uneducated	40	40
	Below 8 th standard	16	16
	SSLC	4	4
	HSC	20	20
	Degree holder	20	20
	Total	100	100

Occupational status	Government	60	60
	Private employee	6	6
	Self-employed	14	14
	Business	8	8
	Others	12	12
	Total	100	100
Monthly Income	Below 5000	34	34
	5,001 – 10,000	20	20
	10,001 – 15,000	40	40
	Above 15,001	6	6
	Total	100	100

Table-2 : Selection of Hospitals and Service Quality Assessment

	Hospitals and Service Quality Assessment	Frequency	Percent
Awareness of the specialists	Family Doctors	52	52
	Advertisements	32	32
	Friends, Co-workers and Relatives	10	10
	Any other	6	6
	Total	100	100
Profession of doctors	M.B.B.S Doctors	84	84
	Post-graduate (Specialist)	16	16
	Foreign Doctors	0	0
	Total	100	100
Special features or private hospitals services	Regarding services	54	54
	Regarding Facilities	22	22
	Cost	16	16
	Others (Specify)	8	8
	Total	100	100
Core services of the private hospitals	Medical Store, x-Ray Scanning, Laboratories	56	56
	Canteen	14	14
	Travel Services	10	10
	Any other	20	20
	Total	100	100
Quality of private hospitals services	Time taken to offer service	40	40
	More patients waiting for treatment	26	26
	Fee	10	10
	Doctors busy in attending patients	20	20
	Doctors with supporting equipments	4	4
	Total	100	100

About the expenses	Very low	40	40
	High	12	12
	Moderate	20	20
	Very High	28	28
	Total	100	100
Satisfaction regarding private hospitals services	Satisfied	76	76
	Highly Satisfied	0	0
	Dissatisfied	18	18
	Highly dissatisfied	6	6
	Total	100	100
Satisfaction regarding private hospitals services Staff(Other than doctors)	Highly Satisfaction	66	66
	Satisfaction	32	32
	Dissatisfaction	2	2
	Highly Dissatisfaction	0	0
	Total	100	100
24 hours facilities services	Yes	44	44
	No	56	56
	Total	100	100
Overall satisfaction	Highly Satisfaction	52	52
	Satisfaction	46	46
	Dissatisfaction	2	2
	Highly Dissatisfaction	0	0
	Total	100	100

Findings

The analysis of the primary data collected by the researcher reveals the following.

Demographic Information

- The Majority 60% of the Respondents is male.
- The Majority 48% are below 20 Years of Respondents.
- The Majority 62% are Married of Respondents.
- The Majority 40% are Uneducated category of Respondents.
- The Majority 60% are Government Category of Respondents.
- The Majority 40% are 10,000 to 15,000 category of Respondents.

Selection of Hospitals and Service Quality Assessment

- The Majority 52% are Family Doctors category of Respondents.
- The Majority 84% are Foreign Doctors category of Respondents.

- The Majority 54% are Regarding Services category of Respondents.
- The Majority 56% are Medical Store, x-Ray Scanning, Laboratories category of Respondents.
- The Majority 40% are Family Doctors category of Respondents.
- The Majority 40% are Very low of Respondents.
- The Majority 76% are satisfied category of Respondents.
- The Majority 66% are Highly Satisfaction category of Respondents.
- The Majority 56% of the Respondents are No category.
- The Majority 52% are Highly Satisfactory category of Respondents

Suggestions

Based on the analysis, the researcher recommends the following suggestions for the better marketing of the hospital services in the study area. They are:

- Patients are different types in the study area. Some of them take medical treatment for the time being

diseases. But some other takes medical treatment for the chronicle diseases. Therefore fees concessions can be give to the patients who are taking treatments for their chronicle disease.

- Place discrimination of pricing of medical services is suggested to satisfy the rural and urban clients. This is because there is income disparity among the respondents in rural and urban areas. But it should be carefully done without affecting others.
- Today the number of hospitals are being established. Therefore there has been growing competition among the medical service providers. In order to fight with the competitors or to maintain the existing patients and to cover the potential patients, state-of-art facilities have to be established.
- Many hospitals in the study area are lacking additional facilities like blood testing centers, X-ray facilities and scanning facilities. Therefore clients have to be move from one place to another place for availing these additional services. Hence, hospitals have to concentrate more on adding additional services.

Conclusion

The marketing of hospital services is not an easy job. Many hospitals find it difficult to face the marketing functions. Strategies towards the marketing of medical services are carefully done. In Namakkal District, different hospitals are adopting different strategies to attract the potential patients. Similarly patients are carefully studying

the services of hospitals before they choose a particular hospital. Pricing of hospital services, nature of medical services, cost considerations, equipments used, strategies adopted by the competitors, potential for development, population and income distribution of the area are the main factors have to be considered while taking marketing strategies towards medical services.

In Namakkal District, marketing of medical services done by the hospitals are satisfactory one. But they must concentrate more on covering more patients in future. At the same time respondents taken in this study area are expecting highly qualified services from the hospitals. The quality of services assured in the advertisements and in any other form of marketing should be offered to the patients. As far as the present study is concerned, the marketing of medical services by the hospitals are better. Marketing strategies and plans should be taken in order to cope with the patients' expectations. If the above said suggestions are accepted and fulfilled, both hospitals as well as patients will benefit much. The policy makers and administrators have to take appropriate policies in this regard.

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STRATEGIC TALENT MANAGEMENT IN INDIAN RETAIL INDUSTRY

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ABSTRACT

In the ever-growing competition in the Indian retail industry, talent issues required to be managed in a strategic manner. The space connecting talent supply and demand in the retail industry is huge and getting large and larger day by day. In order to stay on the right path to derive maximum performance in the battlefield of economic decline and dearth in workforce, retailers ought to promote talent management to a strategic level. In the competitive world, retail industry need a holistic perspective where every component of an organization including the individual employee should be well connected and be dynamic to promote talent. Truly talent-powered organization would recognize and nurture talent like any other unique capability it possesses and to do that four critical dimensions are required to promote talent management to a strategic level. In order to transform in to a talent powered retail organization, it must have the ability to multiply the possessed talent and as and when it is appropriate it must be able to pull external talent to create greater levels of leadership pipe line to enhance its efficiency.

Keywords: Indian Retail Industry, Strategic Talent Management, Talent Powered Organization.

Overview of Indian Retail Industry

In Ethiopia, cooperatives can provide locally needed services, employment, circulate money locally and contribute to a sense of community or social cohesion. Often-marginalized segments of communities have the opportunity to be represented in co-operatives, where in many other organizations they are left out. Through these, cooperatives will contribute to economic development. Today in rural Ethiopia, co-operatives are already playing a strong role in the economies of local communities. Cooperatives play crucial roles in economic and social development. Cooperatives created approximately 82,074 jobs and generated approximately half a billion Ethiopian Birr in wages during 2008. The participation of cooperatives in agro-processing, marketing and finance (saving, credit and banking) is increasing. The social roles of cooperatives are promoted through voicing of common goals, enhanced participation in value chains, and protection of producers from unfair pricing. Cooperatives also create opportunity for networking and working in partnership with other agencies (Bezabih Emana, 2009).

Literature available at disposal confirms that very few studies have attempted to measure the economic contributions of coffee cooperatives in the context of Ethiopia, which means their contribution to economic development has not been well studied. Hence, this research was conducted having the aim of filling the gap on such areas of cooperatives.

According to FICCI and PwC report, India's retail market is estimated to cross 1.3 trillion USD by 2020 from the present market size of 500 billion USD. Modern retail with a dispersion of only 5% is anticipated to grow about six

times from the existing 27 billion USD to 220 billion USD, across all categories and segments. The Indian retail sector accounts for over 20% of the country's gross domestic product (GDP) and contributes 8% to total employment. The cumulative foreign direct investment (FDI) inflows in single-brand retail trading, during April 2000 to June 2011, stood at 69.26 million USD and The Indian retail sector is expected to grow at a CAGR of 15 to 20%. According to A T Kearney's Global Retail Development Index (GRDI) 2012, India is the 5th most encouraging destination for international retailers (Table:1). Of the total Indian retail market, 8% comprises the organised retail segment which is expected to grow at a rate of almost 30% by 2015, and as a result at a much faster speed than the overall retail market which is anticipated to grow by 16% in the same period.

Introduction

Strategic leaders in the retail industry need to expand the right kind of talent approach all through the organization-one capable of increasing the productivity of the employees to drive extraordinary business results. The retail industries entail to address lots of challenges facing it. There is a decline in consumer wealth and consequently in their spending because of recession and as such it's near term goal is to attract customers to both physical retail outlets and to increase its online sales besides reducing costs. Concurrently, retail companies face long run challenge which is not revealed in their daily report. It is nothing but a decrease in the availability of talented employees with requisite qualification, knowledge and experience to perform the significant tasks to attain and sustain high performance in retail organizations.

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Table-1: The Situation of Retail Talent Problem

Country	2012 Rank	2011 Rank	Change
Brazil	1	1	0
Chile	2	2	0
China	3	6	+3
Uruguay	4	3	-1
India	5	4	-1
Georgia	6	Unranked	N/A
United Arab Emirates	7	8	+1
Oman	8	Unranked	N/A
Mongolia	9	Unranked	N/A
Peru	10	7	-3

Sources: Euro money, Population Data Bureau, International Monetary Fund, World Bank, World Economic Forum, Economist Intelligence Unit, Planet Retail: A.T. Kearney analyst.

According to the survey conducted by Career Builder.com, forty seven percent of the retail employers have stated that they were unable to fill open positions existing in their companies because of the difficulty in locating qualified candidates and approximately one-fourth of the retail employees who were surveyed had a plan to leave their current jobs within a year. Similarly in a recent Retailing Recruitment Survey which was partly sponsored by Retail Council of Canada, 75 percent of retailers surveyed have stated that number-one challenge faced by them is attracting qualified employees from a diminishing talent base.

Decreased in Retail as a Career Decision

The research studies constantly reveal that retail sector is not supposed to be considered as an employer of choice though there is a variation in precise numbers every year. For instance, there were only two retailers name appeared in the list of 55 companies mentioned in the 2008 report by Business Week's "Best Places to Launch a Career" it was Federated Department Stores at #33 and Kohl's department stores at #47. Surprisingly, no retail company made in to the top 10 in the Fortune Magazine's 2008 report of "100 Most Desirable MBA Employers" and only Starbucks Retail Company featured in top 20.

TABLE-2 : Key Players in the Indian Retail Market

Pantaloon Retail Ltd (Future Group venture)	Over 2 million sq ft of retail space spread over 35 cities with 65 stores and 21 factory outlets
Shoppers Stop (K Raheja Group venture)	Over 3.21 million sq ft of retail space spread over 23 cities with 51 stores.
Spencers Retail (part of RP-SG Group)	Retail footage of close to 1 million sq ft across 45 cities with 200 stores
Lifestyle Retail (Landmark Group venture)	Approximately 15 lifestyle and eight Home Centre stores
Bharti Retail	74 Easyday stores with plans to invest about 2.5 billion USD over the next five years to add about 10 million sq ft of retail space in the country
Reliance Retail	700 stores with a revenue of 7,600 crore INR
Aditya Birla 'More'	575 stores with approximate revenue of 2,000 crore INR. Recently, purchased stake in Pantaloon Retail
Tata Trent	59 Westside stores, 13 Starbazaar hypermarkets and 26 Landmark bookstores

Source: The Indian Kaleidoscope: Emerging trends in Retail- PwC-August 2012, FICCI-September2012

The “Gen Y” Workforce

The “Gen Y” workers place an added demand on retailers as this workforce that came of age around the turn of the century. Their shared unique characteristics are strikingly dissimilar from those of their parents or still those who came of age in recent times as the 1980s. These “Gen Y” workers vastly focus on issues like work-life balance, doing work in a meaningful way and sense of corporate responsibility and sustainability.

Widened Gap between Talent and Supply

The gap between supply and demand of talent in the retail industry is escalating. For instance, US Department of Labor in its study has stated that "Retail employers struggle to attract and retain the best and brightest employees because of the misperception that jobs are low-wage and lack growth potential. In reality, today's retail industry is dynamic with diverse career ladders covering a wide range of fields including: information technology, marketing, communications, loss prevention, finance, and merchandise sourcing."

Four Critical Dimensions – Talent Management to Strategic Talent Management

Long term commitment is required to improve retailer's talent management capability at all levels of an organization including making vigilant investments in the areas like recruitment, performance management and learning as well as development of employees. Though the retailers have the ability to respond to urgent talent shortfalls through shared services and outsourcing in the areas which are essential to business feasibility in the short term, they are certainly not able to attract and develop certain types of skills which are in short supply in a reasonable period of time internally. Talent management can be raised to a strategic level in retail industry by implementing four critical dimensions as follows:

1. Identification of Talent Needs

Based on present and future strategic goals, retail managers should identify and clearly communicate key skills and competencies related to mission-critical jobs followed by evaluation of current and future talent needs for critical jobs and matching them. More focus should be given to evaluation of talent on a continuous basis related to attrition rate, engagement of talent, assessing productivity based on actual data on key performance indicators to ensure key skills are matched with right competencies.

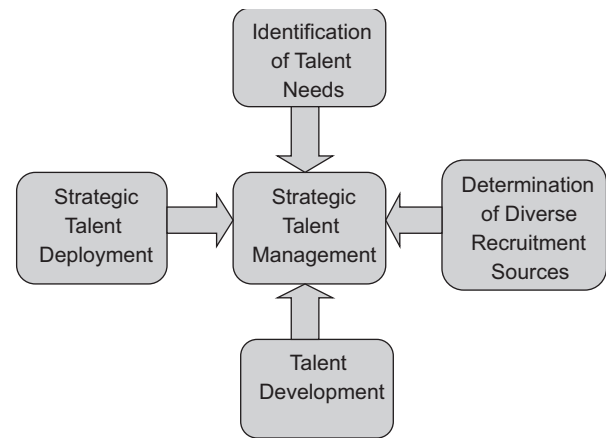


Fig.1 :Talent Management to Strategic Talent Management - Four Critical Dimensions

2. Determination of Diverse Recruitment Sources

Once identification of talent needs and potential gaps are assessed, retail managers should identify various novel sources of recruitment along with evaluation of employee value proposition to attract the specific kind of talent required from the vast talent pool, virtual and mobile, globally. Utmost care should be taken not to depend only on traditional recruitment techniques instead develop innovative recruitment sources which can be used to map new job profiles with performance characteristics of high achieving employees against potential talent pools.

3. Talent Development

In retail industry the emphasis is more on quickly developing talents as possibility of annual attrition rate exceeding 100 per cent. Retail managers should clearly articulate how well a career of an employee can progress after beginning his/her career into retail organization by offering new roles or challenges through appropriate training and development opportunities. This can be achieved by inculcating a learning culture with clear result based measures through technology enabled learning and knowledge sharing. More concentration should be given to design and deliver appropriate training methods that are not only targeting high potential employees but also employees at all levels linked with retail business strategy. Prominence should be given to use technology linked training programme to connect employees quickly to share knowledge and experience in a better manner.

4. Strategic Talent Deployment

Significance should be given to position every talent working in the organization in such a way that employee talent' and aspirations constantly match with strategic goals and operational demands of business.

Retail managers should try to align employee's personal work preferences and performance expectations as it would lead to talent engagement followed with business growth. Opportunities should be created that can share leading best practices to continually renew and shape right kind of talent mix which would pave way for diversity in experiences, in thinking styles and in perspectives of talent powered teams.

Conclusion

The retail industry cannot handle talent challenges in the piecemeal designing makeshift approaches that concentrate only on fraction of the overall talent management equation. Today, in the talent dependent world, retail companies that plan to attain maximum performance necessarily need to understand that talent management as a critical organizational capability with strategic importance. In order to become talent powered retail company, retail managers should understand the

ever changing talent landscape with the talent being the critical element in generating value to the companies. Retail organizations by building superior talent management capabilities and adapting to innovative talent sourcing strategies which can plug talent gaps and provide constant results can become highly talent-powered organizations delivering high performance.

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THE IMPACT OF EFFECTIVE CUSTOMER RELATIONSHIP MANAGEMENT (CRM) ON CUSTOMER LOYALTY IN THE HOTEL INDUSTRY: - A SPECIAL CASE STUDY OF LE ROYAL MERIDIEN HOTEL CHENNAI

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ABSTRACT

The purpose of this study was to determine the impact of Customer Relationship Management (CRM) on customer loyalty in the hotel industry. The study was conducted at the Le Royal Meridien Hotel, Chennai. The objectives of the study were to determine if (CRM) has an impact on customer loyalty, to determine if the practice of effective CRM in organizations leads to a long or short term financial impact, to find out the extent or degree to which effective CRM leads to customer satisfaction and to assess if the services provided by the hotel meets the needs and wants of customers. Questionnaires were administered to both individual and corporate clients of the hotel and the result of this was analyzed. The results showed that 49.3% of the respondents were females whilst 50.7% were males. Most of the respondents had heard about the hotel from newspaper advertisements (40%) and referrals from people who had used the hotel (30%). 80% of the respondents were willing to refer to the services of the hotel to other people whilst 90% of them were satisfied with the services at the hotel. The accommodation and catering facilities were mostly patronized. The perception among respondents about the hotel was good since they gave a positive review of the services. Most of the respondents agreed that they would come back to the hotel. The corporate clients were also satisfied with the services provided at the hotel with 20% having used the hotel for up to 4 years. The corporate clients said they would use the facility again, thus, customer loyalty existed among these clients as well as, the individual clients. It is recommended that the hotel improves the cooling system in the conference room and provide better business centre facilities to attract more customers.

KEY WORDS: Customer relationship management, hospitality industry, Le Royal Meridien, Customized services, Customer loyalty

Introduction

Today, many businesses such as hotels, insurance companies, and other service providers realize the importance of Customer Relationship Management (CRM) and its potential to help them acquire new customers retain existing ones and maximize their lifetime value. At this point, close relationship with customers will require a strong coordination between IT and management departments to provide a long-term retention of selected customers. This paper deals with the role of Customer Relationship Management in Indian hotel sector and the need for Customer Relationship Management to increase customer value by using some analytical methods in CRM applications (Light, 2003).

Companies are facing their toughest competition ever. To win customers and encourage them to stay loyal or repurchase the service, most companies have resorted to meeting and satisfying customer needs by not being only reactive but proactive. They are also interested in finding new ways and means to satisfy the customer. Most

companies are aiming for good customer relationship which means better service to the customer thereby preventing the customer from being promiscuous. A lot of companies are not just attracting customers, but are working at building long term relationships with customers (both local and foreign customers), suppliers, employees, distributors and the general public. These companies are striving to satisfy the maximized expectations of each stakeholder group. Based on the nature of marketing, it involves voluntary "exchange" relationship where both sides must be willing parties. The parties must be able to communicate which could be through different instruments. Therefore, in today's highly competitive environment, businesses need better understanding of their customers.

Problem of the Study

Customer requirements for quality products and service in the tourism industry have become increasingly evident to professionals (Lam and Zhang, 1999; Yen and Su, 2004). Guest relationships are a strategic asset of the organization (Gruen et al., 2000) and customer satisfaction is the

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starting point to define business objectives. In this context, positive relationships can create customers higher commitment and increase their return rate. Long-term and reciprocally advantageous relationships between customers and the hotel is becoming progressively important because of the highly positive correlation between guests' overall satisfaction levels and the probability of their return to the same hotel (Choi and Chu, 2001).

Organizations' have discovered research studies have shown that retaining current customers is much less expensive than attracting new ones. Companies have come to realize that in order to develop successful long-term relationship with customers, they should focus on the „economically valuable? customer, while keeping away and eliminating the „economical invaluable? ones. Proper CRM practices can potentially impact customer satisfaction rating and can potentially lead to increased customer retention, thereby increasing customer loyalty.

Objectives of the Study

The research aims to investigate the impact of customer relationship management on customer's satisfaction, trust, retention in LE ROYAL MERIDIEN in India, in addition to the following:-

- To find the impact of implementing customer relationships management to increase the customers trust to LE ROYAL MERIDIEN.
- To identify if there is an impact of implementing customer relationship management on customer satisfaction in LE ROYAL MERIDIEN.
- To find out if LE ROYAL MERIDIEN implement customer relationship management in its management activities.
- To find the relation between implementing Customer Relationship Management and customer retention in LE ROYAL MERIDIEN.
- To identify the differences of impact of customer relationship management on customers due to their demographic information Determine if CRM has an impact on customer loyalty

Literature Review

According to Light (2003), Customer Relationship Management is a process of managing customer relations in an organized way. They aim at managing each "Moment Of Truth" that is experienced by the customer. There are various contact points where the hotel comes in direct contact with the customer which are known as 'Touch points' in the CRM language. These touch points are considered important as there is direct interaction with

the customer and they provide valuable input to the hotel. The input provided by the customer has to be captured in such a way that it becomes information and can be used by various processes within the hotel. It is based on the argument that "the happier a customer is with a relationship, the greater the likelihood they will stay with an organization". Moreover, the comprehension of the potential life-time value of a loyal customer to the company is also closely connected to its development

In order to achieve customer satisfaction, it is important to recognize and anticipate customers' needs to be able to satisfy them. Enterprises which are able to rapidly understand and satisfy customers' needs, make greater profits than those which fail to understand and satisfy them (Barsky and Nash,2003). Organizations must therefore, develop and manage a healthy and good customer relationship with all the entities they have to deal with.

Customer Relationship Management is also a concept of identifying customer needs; understanding and influencing customer behavior through ongoing communications strategies and an effort to acquire, retain and satisfy the customer. Customer Relationship Management is more than simply managing customers and monitoring their behavior or attitude. It has the potential to change a customer's relationship with a company and increase revenues in the bargain. It also helps to know the customers well enough to decide whom to choose and whom to lose. The objective of CRM is to recognize and treat each and every customer as an individual. Customer relationship management enables organizations to provide excellent real-time customer service through the effective use of individual account information (Kotler and Keller, 2006).

Benefits of CRM

The list of desired benefits will be used as the critical link between CRM initiatives and the development of customer equity. These core benefits of CRM will be linked theoretically to the three types of equity (relationship, value and brand) and ultimately to customer equity. Seven core benefits were identified to serve as value drivers in the model:

- Improved ability to target profitable customers; Integrated offerings across channels;
- Improved sales force efficiency and effectiveness; Individualized marketing message.
- Customized products and services;
- Improved customer service efficiency and effectiveness; and
- Improved pricing.

CONCEPTUAL MODEL RELATING CRM VALUE DRIVERS TO CUSTOMER EQUITY

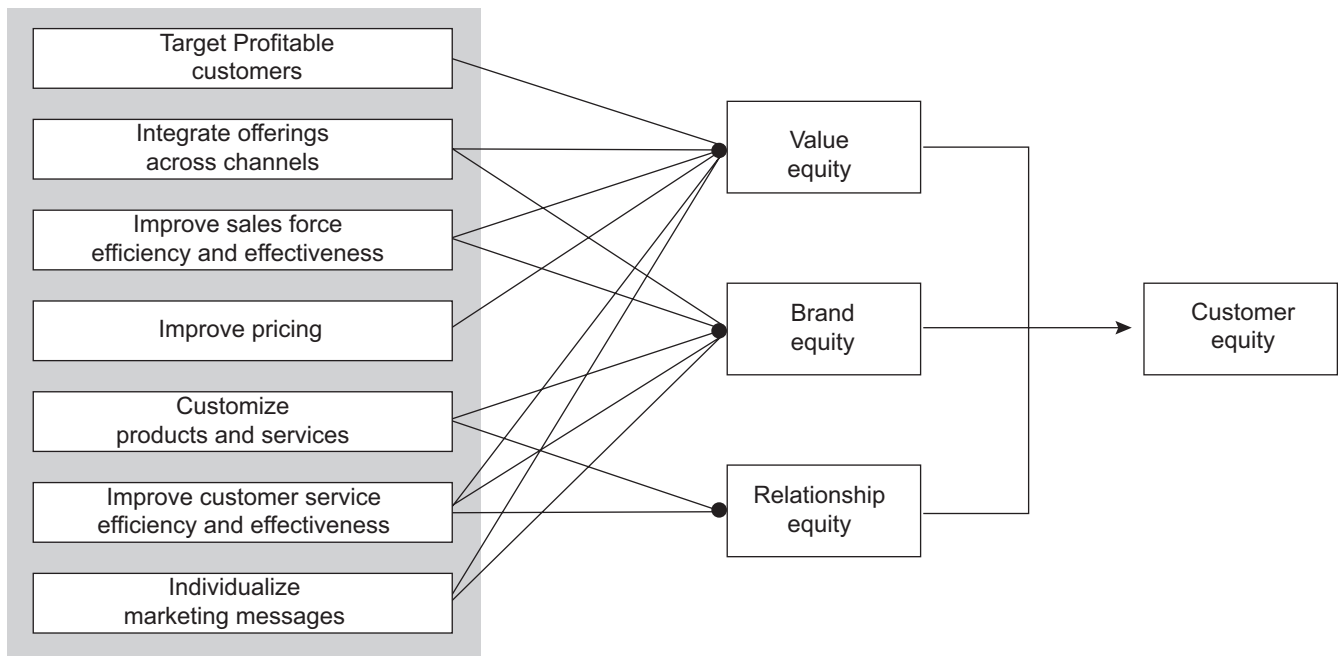


Fig. 1 : CRM Value Drivers

Limitations of Studies and Recommendation for Further Research

Getting respondents to answer questionnaire was very difficult hence this study managed to get 150 respondents after giving out over 200 questionnaires and arranging to meet a couple of corporate organizations. Some reasons for this were 1) Hotel staff mentioned that guests do not want their privacy interrupted. 2) Some clients did not want to be involved in this research. 3) A lot of the clients wanted to remain anonymous and would not even accept to be interviewed.

There could be some factors that may influence repurchase behavior such as hotel charges which these researchers did not investigate. More over question items were limited in number to encourage high response. This might have affected the possible outcome in that some important variables might not have been measured accurately. Probably, there are some moderating factors between CRM and repurchase behavior relationships and also among the concepts explored in this research which this survey cannot explain.

Another weakness of the customer satisfaction management system of Le Royal Meridien hotel is that it appeared as though a structured CRM (Customer Relationship Management) system has not yet been implemented.

Research Methodology

Data Collection

In this research, two types of data have been used; primary and secondary data. Primary data have been

collected through the answers received from side the customers of Le Royal Meridien. Secondary data that have been used in this research are from annual reports and accounts of State Hotel of India, Books, Journals, Periodicals and computer database. All customers' department officials in state hotel of India (Umaid Bahwan) have been deemed as research population.

Hypotheses

H0: There is no impact of implementing customer relationship management to increase the customer trust in Le Royal Meridien.

H0: There is no impact of implementing customer relationship management on customer satisfaction in Le Royal Meridien.

H0: Le Royal Meridien hotel does not implement customer relationship management in its Management activities.

H0: There are no relations between Customer Relationship Management and customer retention in Le Royal Meridien.

H0: There are no differences in impact of customer relationship management on customers due to their demographic information.

Data Analysis & Interpretation

Descriptive statistics were used to summarize respondent's characteristics, including demographic information, such as age, gender; also questions about the participating company's profile, such as the numbers of Customer were included. Furthermore, inferential

statistics were used to test hypotheses to determine the relationship between variables. In particular, Pearson Correlation was used to verify the association of interval level to the construct, whilst Chi-square was used to validate the association between nominal variables and the construct. Moreover, the Cronbach coefficient alpha was used for reliability tests. Lastly, the variable analysis tool, analysis of variance (ANOVA), was used to determine the impact of customer relationship management in State Hotel of India on the level of customer's trust, retention, satisfaction, and management activities.

Description of Personal Factors

Table No. (1) Shows a description of personal and functional factors of the sample individuals, as follows:

- Gender : it is shown that 50.7 % of the sample is male, and 49.3% is female

- Age range : it is shown that 43.3% of the sample their age from 21 to 30 years and 31.3% between 31-40 years, 12.7 % between 51 to 60, 6.7 % of those less than 20 years, and 6.0 % between 41 to 50.
- Monthly income: the table shows that 38.0 % of the sample their income less than 1000\$, 24.7 % between 1001\$ - 2000\$, 19.3 % between 2001\$ - 3000\$, and 18.0 % their income More than 3000\$.
- Occupation: 62.0 % of the sample individuals is working in Private Sector, and 38.0 in Public Sector.
- Education: 36.7 % of the sample study has Post Graduate degree, and 32.0% of the sample has Bachelors degree, 12.7 % of the sample has master's degree, and 18.7 % has High School.

Table-1 : The frequencies and percentages of the personal levels of the respondents

Factor		Frequency	Percentage
Gender	Male	76	50.7
	Female	74	49.3
Age	less than 20 years	10	6.7
	21- 30 years	65	43.3
	31 – 40 years	47	31.3
	41-50 years	9	6.0
	51 -60 years	19	12.7
Income	less than 1000\$	57	38.0
	1001\$ - 2000\$	37	24.7
	2001\$ - 3000\$	29	19.3
	More than 3000\$	27	18.0
Occupation	Private Sector	93	62.0
	Public Sector	57	38.0
Education	High School	19	12.7
	Bachelors degree	48	32.0
	Masters degree	28	18.7
	Post Graduate degree	55	36.7

(Source: Primary Data)

Stability of the Measure

The stability of the measure was tested using Cronbach's alpha coefficient, it is shown from

Table (2) that:

1. Alpha value related to items of trust dimension equals to 0.88.
2. Alpha value related to items of Satisfaction dimension equals to 0.86.

3. Alpha value related to items of management activities dimension equals to 0.93.
 4. Alpha value related to items of customer retention dimension equals to 0.94
 5. Alpha value related to all items equals to 0.96.
- All these values are greater than 0.60, which means that the measure is stable.

Table -2 : Alpha chronbach values

Dimension	Alpha
Trust	0.88
Satisfaction	0.86
Management activities	0.93
Retention	0.94
All items together	0.96

Test of Hypotheses

First Hypothesis

H₀: There is no impact of implementing customer relationship management to increase the customer trust in Le Royal Meridien.

Table 3 shows that all the items have a arithmetic means greater than 3.00 and p-value less than 0.05 which means that they are statistically significant. Item (5) which measure the how much the information gotten from the hotel is accurate, came in the first rank with an arithmetic average of 4.12 with a high degree. Item (3) which measure how much Le Royal Meridien employees have good skills came in the second rank with an arithmetic average of 4.11 with a high degree too. Item (4) which measures the how much Le Royal Meridien employees are trusted came in the third rank with an arithmetic average of 4.05 with a high degree. The other items got medium degrees decently ordered according to the arithmetic mean: 8, 2, 1, 6, and 7.

Test of First Hypothesis

The table shows that all grouped items have a mean of 3.97, and 0.00 level of significance (p-value), which means that this hypothesis is rejected. Which means there is impact of implementing customer relationship management to increase the customer trust in Le Royal Meridien with a medium degree.

Table-3 : Arithmetic mean, standard deviation, t value and significance level (p-value) in terms of trust

Item No	Item details	Mean	Std dev	t -Value	p- Value	Rank	Degree
1	Le Royal Meridien employees have good skills	3.92	0.70	16.29	0.00	6	Moderate
2	You feel confident with dealing with Le Royal Meridien	3.93	0.53	21.33	0.00	5	Moderate
3	Le Royal Meridien employees have good skills	4.11	0.55	24.79	0.00	2	High degree
4	Le Royal Meridien employees are trusted	4.05	0.52	24.54	0.00	3	High degree
5	The information you get from the hotel is accurate	4.12	0.64	21.30	0.00	1	high degree
6	The hotel always exert good efforts to fulfill its promises	3.88	0.65	16.47	0.00	7	Moderate
7	The hotel respects it promises as expected	3.81	0.61	16.43	0.00	8	Moderate
8	You get the hotels services as promised	3.94	0.77	14.94	0.00	4	Moderate
9	All grouped items	3.97	0.47	25.41	0.00	----	Moderate

(Source: Primary Data)

Second Hypothesis

Ho: There is no impact of implementing customer relationship management on customer satisfaction in Le Royal Meridien.

Table 4 shows that all the items have a arithmetic means greater than 3.00 and p-value less than 0.05 which means that they are statistically significant. Item (12) which measures the how much the hotel always provides customers with what he need, came in the first rank with an arithmetic average of 4.05 with a high degree. Item (11) which measure how much Le Royal Meridien hotel comply with its obligations towards customer, came in the second rank with an arithmetic average of 3.95 with a medium degree. Item (9) which measures the how much all of customer's

transactions are highly protected came in the third rank with an arithmetic average of 3.94 with a medium degree. Items number 15, 13,14, 10, 17, 16 got medium degrees. Item number 18, which measures the how much customer is happy in dealing with Le Royal Meridien, came in the last rank with an arithmetic average of 3.48 with a weak degree.

Test of Second Hypothesis

The table shows that all grouped items has a mean of 3.78, and 0.00 level of significance (p-value), which means that this hypothesis is rejected. Which means there is there is impact of implementing customer relationship management on customer satisfaction in Le Royal Meridien with a medium degree.

Table-4 : Arithmetic mean, standard deviation, t value and significance level (p-value) in terms of satisfaction.

Item No	Item details	Mean	Std dev	t -Value	p- Value	Rank	Degree
9	All of yours transactions are highly protected	3.94	0.62	18.70	0.00	3	Moderate
10	The hotel provides quality service consistently	3.76	0.54	17.26	0.00	7	Moderate
11	Le Royal Meridien hotel comply with its obligations towards you	3.95	0.69	16.95	0.00	2	Moderate
12	The hotel always provides you with what you need	4.05	0.69	18.61	0.00	1	high degree
13	Le Royal Meridien provides you with needed information in the specified time	3.78	0.78	12.31	0.00	5	Moderate
14	Le Royal Meridien employees pay you special attention	3.77	0.71	13.25	0.00	6	Moderate
15	Le Royal Meridien employees are willing to provide you with any need	3.81	0.86	11.53	0.00	4	moderate
16	Le Royal Meridien responsibilities towards the customers are respected	3.54	0.97	6.84	0.00	9	Moderate
17	You will not switch to other hotel	3.69	0.57	14.98	0.00	8	Moderate
18	You are happy in dealing with Le Royal Meridien hotel	3.48	0.68	8.61	0.00	10	Weak
	Total	3.78	0.49	19.54	0.00		Moderate

(Source: Primary Data)

Third Hypothesis

Ho: Le Royal Meridien hotel don't implement customer relationship management in its management activities.

Table 5 shows that all the items have an arithmetic means greater than 3.00 and p-value less than 0.05, which means that they are statistically significant. Item (24) which measures the how much customer are informed with any new hostelling product, came in the first rank with an arithmetic average of 4.00 with a high degree. Item (28) which measure

how much Le Royal Meridien always tries to build up very close relationship, came in the second rank with an arithmetic average of 3.99 with a medium degree. Item (25) which measures the how much Le Royal Meridien employees know how to serve customer, came in the third rank with an arithmetic average of 3.94 with a medium degree. The other items got medium degrees decently ordered according to the arithmetic mean: 21, 22, 27, 23, 26, 220, and 29.

Test of Third Hypothesis

The table shows that all grouped items has a mean of 3.70, and 0.00 level of significance (p-value), which means that this hypothesis is rejected. This means that Le Royal Meridien implement customer relationship management in its management activities with a medium degree.

Table-5 : Arithmetic mean, standard deviation, t value and significance level (p-value) in terms of management activities

Item No	Item details	Mean	Std dev	t -Value	p- Value	Rank	Degree
19	Le Royal Meridien services are updated to meet customers need. Actives of management	3.70	0.89	9.65	0.00	11	Moderate
20	There is a flexibility in hotels services	3.75	0.63	14.56	0.00	9	Moderate
21	Le Royal Meridien hotel commit itself to your personal needs	3.92	0.54	20.97	0.00	4	Moderate
22	Information provided by the hotel are trustworthy	3.91	0.43	25.86	0.00	5	moderate
23	The hotel provides you with an access to its services	3.81	0.61	16.43	0.00	7	Moderate
24	You are informed with any new hotel product	4.00	0.73	16.72	0.00	1	High degree
25	Le Royal Meridien employees know how to serve you	3.94	0.70	16.51	0.00	3	Moderate
26	Le Royal Meridien staff know how to solve you problems	3.77	0.78	12.17	0.00	8	Moderate
27	Problems with the hotel are solved quickly	3.81	0.86	11.53	0.00	6	Moderate
28	Le Royal Meridien always tries to build up very close relationship	3.99	0.58	20.87	0.00	2	Moderate
29	Le Royal Meridien service quality is matching with your needs	3.72	0.86	10.25	0.00	10	Moderate
	Total	3.70	0.89	9.65	0.00	----	Moderate

(Source: Primary Data)

Fourth Hypothesis

Ho: There is no relationship between Customer Relationship Management and customer retention in Le Royal Meridien. Table 6 shows that all the items have an arithmetic means greater than 3.00 and p-value less than 0.05, which means that they are statistically significant. Item (37) which measures the problem with the hotel, it can easily solved friendly – retention, came in the first rank with an arithmetic average of 4.01 with a high degree. Item (35) which measure how much hotel policy based on avoiding any potential problems – retention, came in the second rank with an arithmetic average of 3.99 with a medium degree. Item (34) which measures the how the Le Royal Meridien policy respect customer’s own

privacy – retention, came in the third rank with an arithmetic average of 3.98 with a medium degree. The other items got medium degrees decently ordered according to the arithmetic mean:39, 41, 36, 30, 32, 38, 40 33, and 31

Test of Fourth Hypothesis

The table shows that all grouped items has a mean of 3.87, and 0.00 level of significance (p-value), which means that this hypothesis is rejected. Which means that there are relation between Customer Relationship Management and customer retention in Le Royal Meridien with a medium degree.

Table-6 : Arithmetic mean, standard deviation, t value and significance level (p-value) in terms of customer retention

Item No	Item details	Mean	Std dev	t -Value	p- Value	Rank	Degree
30	Hotel tries to keep up with new hotel services	3.87	0.66	16.25	0.00	7	Moderate
31	The hotel keeps you updated with new services Available	3.64	0.67	11.73	0.00	12	Moderate
32	There is a continuous contact from the hotel Side	3.86	0.48	22.03	0.00	8	Moderate
33	Le Royal Meridien employees focus on your own Needs	3.75	0.54	17.00	0.00	11	Moderate
34	The Le Royal Meridien policy respect your own Privacy	3.98	0.67	18.16	0.00	3	Moderate
35	Your hotel policy based on avoiding any potential problems	3.99	0.58	20.87	0.00	2	Moderate
36	The hotel is able to negotiate the problems with You	3.88	0.65	16.47	0.00	6	Moderate
37	When you have a problem with the hotel, it can easily solved friendly	4.01	0.80	15.26	0.00	1	High degree
38	In General Le Royal Meridien services are of high Quality	3.83	0.83	12.27	0.00	9	Moderate
39	You feel respectful by Le Royal Meridien Employees	3.95	0.69	16.73	0.00	4	Moderate
40	You are satisfied in dealing with the hotel	3.82	0.97	10.36	0.00	10	Moderate
41	You like to stay with your hotel	3.88	0.73	14.72	0.00	5	Moderate
	Total	3.87	0.54	19.92	0.00		Moderate

(Source: Primary Data)

Results

1. There is impact of implementing customer relationship management to increase the customer trust in Le Royal Meridien with a medium degree, where Le Royal Meridien employees have good skills, customers feel confident with dealing with Le Royal Meridien hotel, Le Royal Meridien employees have good skills, Le Royal Meridien employees are trusted, the information customers get from the hotel is accurate, the hotel always exert good efforts to fulfill its promises, the hotel respects it promises as expected, and customers get the hotels services as promised.
2. There is impact of implementing customer relationship management on customer satisfaction in Le Royal Meridien with a medium degree, where all of customer's transactions are highly protected, the hotel provides quality service consistently, Le Royal Meridien hotel comply with its obligations towards customer, the ho-

tel always provides customer with what he need, Le Royal Meridien provides customer with needed information in the specified time, Umaid Bhwan employees pay customer special attention, Le Royal Meridien employees are willing to provide customer with any need, Le Royal Meridien responsibilities towards the customers are respected, customer will not switch to other hotel, and customers are happy in dealing with Le Royal Meridien hotel.

3. Le Royal Meridien hotel implements customer relationship management in its management activities with a medium degree, where Le Royal Meridien services are updated to meet customers need. Actives of management, there is a flexibility in hotels services, Le Royal Meridien hotel commit itself to customer's personal needs, information provided by the hotel are trustworthy, the hotel provides customer with an access to its services, customers are informed with any new hotel product, Le Royal Meridien employees know how to serve customer, Le Royal Meridien staff know how to solve customer problems, problems with the hotel are solved quickly, Le Royal Meridien always tries to build up very close relationship, Le Royal Meridien service quality is matching with customer's needs.
4. There are relation between customer relationship management and customer retention in Le Royal Meridien with a medium degree, where the hotel keeps customer updated with new services available, there is a continuous contact from the hotel side, Le Royal Meridien employees focus on customer's own needs, the Le Royal Meridien policy respect customer's own privacy, the hotel policy based on avoiding any potential problems, the hotel is able to negotiate the problems with customer, when customer have a problem with the hotel, it can easily solved friendly, in General Le Royal Meridien services are of high quality, customer feel respectful by Le Royal Meridien employees, customers are satisfied in dealing with the hotel, and customer like to stay with their hotel.
5. There are no differences in impact of customer relationship management on customers due to gender, age, income, occupation, education.

Suggestions

The statistical analysis shows that the Customer Relationship Management has moderate influence on the level of client's satisfaction, confidence and the retaining of the clients of the State Hotel of India. To increase the efficiency of the State Hotel of India, we recommend the followings: -

1. The Le Royal Meridien manager should focus on the staff's scientific and practical skills and capabilities. To raise their positive psychological level, to live up to the best level of dealing with consumers in line with the concept of Customer Relationship Management, the Le

Royal Meridien manager should provide them training and increase their motivation by rewards.

2. The company must continue in management studies in order to identify the consumers' present and future needs and desires to meet their desires and needs as well as they expected. This will be achieved by qualified and trained staff cope with the development of current and future surroundings to win the consumer's satisfaction.
3. The institution should deal consumers trustworthily and credibly through commitment to the delivery dates of orders without bias to gain consumer's trust of the hotel institution.
4. The institution must take care of the staff's external appearance in order to win the consumer's satisfaction.
5. The institution must allocate places for waiting provided with hospitality services so that the consumer does not feel bored during the waiting period this service increases consumer's happiness and satisfaction.
6. The directors of the Hotel should improve the image of the Hotel with regard to the consumer's point of view by good technique and speed in completing the work which increases consumer's happiness and satisfaction.

Conclusions and Recommendations

The study assessed customer relationship management and customer repurchase chennai hospitality industries. The research was conducted as a result of discovering the satisfaction rate and retention rates of these industries. The focus of the study was to determine ineffective CRM has an impact on customer loyalty, a long or short term financial impact on the organization, whether managing customer relationship effectively builds customer trust in the organization and if the customer value benefits in making another purchase. In the process, relevant theoretical literatures were reviewed and it was discovered that CRM is an enterprise approach to understanding and influencing customer behavior through meaningful communications in order to improve customer acquisition, customer retention, customer loyalty, and customer profitability.

The research was designed as a descriptive one because it provides factual, accurate and systematic data description and characteristics about the population or phenomenon being studied. The research population was examined and after careful analysis, the clients and staff of the Le Royal Meridien hotel in Chennai were used as a sample size. Primary data was collected from this institution through a well-designed questionnaire that incorporated both closed and an open-ended question. The responses to the questionnaires were analyzed using SPSS and Microsoft Excel.

This is clearly evident in the customers' willingness to repurchase products depicting that there is a level of satisfaction that makes them willing to repurchase services at the hotel.

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A STUDY ON LIFE SATISFACTION OF WOMEN EMPLOYEES' EMPLOYED IN SELECTED SECTORS AT KANCHIPURAM TOWN

A.Vanitha*

ABSTRACT

Life satisfaction is the primitive source for employees' individual, social, family and job related satisfaction. It is the derived aspects that have an impact on the individual performance and productivity. While compare to men, women are highly attributing the outcome of life satisfaction. The nature and the sources of life satisfaction are also influenced by the category of Job, work nature, type of work along with women's gender and personal profile. The system of life and the involvement of women by aspiring care made her to reach the level of life satisfaction. In order to understand these aspects related to life satisfaction of women employees with special attention on selected sectors have been studied and described in the study.

Key words: Life satisfaction, Individual Performance, Sector, Satisfaction, Women

Introduction

Women, the makers of society and family play a significant role in any economy. The changing economic conditions of family system forces women to look for occupation. It brings their earnings to their family for the welfare and acquires wealth. Women as the occupier expected to play multi task at different places especially in family, society and work places. The need of earning by women in India thrives for minimum occupation. It is based on their educational background, skill, knowledge, ability and interest. The irrespective of occupation taken by women indulge with both positive and negative impact on their personal and social life. In addition to that the family and societal expectations, women are required to meet their more demanding professional tasks. Hence, between the conflict and array of expectations, women are experiencing issues in life satisfaction level. Life satisfaction is defined as having a favourable attitude towards one's life as a whole. The vast majority of studies investigating life satisfaction have been survey based. Although most research on life satisfaction has not been directly focused on the experiences of women, few studies have investigated the unique predictors of life satisfaction for women. Giving this background, the study is carried about the life satisfaction of women employees and to analyze the influence of socio-personal characteristics of women with their life satisfaction with reference to selected sectors..

Review of Literature

Judge, Timothy; Watanabe, Shinichiro (1993) narrates life satisfaction was defined as an individual's global assessment of his or her life in positive terms. Life satisfaction is also defined as an overall assessment of feelings and attitudes about one's life at a particular point in time ranging from negative to positive. **Oswald (1997)** and **Oswald (2002)** claimed Individual wellbeing (or

happiness) depends on many things, ranging from income, labor market status, job characteristics, health, family, social relationships, to security, liberty, moral values, religious faith and many others (above all personality).

Rode (2004) has found that job satisfaction is not significantly related to life satisfaction when other variables such as non-work satisfaction and core self-evaluations are taken into account. Vijaya Patil & Rukmini (2011) Life satisfaction is distinguished from affective appraisal in that it is more cognitively than emotionally driven. Life satisfaction can be assessed specific to a particular domain of life (e.g., work, family) or globally. **Thomas et al., (2006)** found that hours of work, obviously, influence monthly earnings it is worthwhile assessing the effects of income on life satisfaction.

Statement of the Problem

The stress levels are more overwhelming in the case of women employees due to the greater need among them to strike a balance between their personal and professional lives. Recent years have seen a shift in the role played by women, wherein they are no longer handling the expectations of the family and society alone. The women employees' face lots of challenges to make her life stable in her dual role. This study is to find out the way women employees are satisfied in their personal and career life.

Importance of the Study

The study entitled as "A study on life satisfaction of women employees at kanchipuram" helps in understanding the term life satisfaction, measures the method women employees evaluate their life and work environment as a whole rather than their current feelings. It captures a reflective assessment on which life circumstances and conditions are important for subjective well being. It covers various aspects of consciousness of life, career

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development of the women employees at work places in the selected study area of Kanchipuram Town.

Objectives of the Study

- To study the socio-economic profile of women employees in Kanchipuram Town.
- To know the content of their present job
- To understand about their opinion of consciousness of working life
- To study the impact of life satisfaction and important aspects related to it

Hypotheses of the Study

- There is no significant difference exists among women employees about the job content aspects based on their type of sector.
- There is no significant difference exists among the

opinion of women employees about life satisfaction and its related consciousness on their marital status.

- There is no significant difference exists among the opinion about the career development aspects based on their nature of job.
- There is no significant difference exists among the opinion of women about the important aspects of life satisfaction based on their marital status.

Scope of the Study

The study entitled as “A study on life satisfaction of women employees at Kanchipuram Town” covers the opinion of the respondents regarding life satisfaction. It covers the socio-economic profile of the women employees working in different sectors in Kanchipuram Town. It focus on the opinion about the consciousness of life, career development factors, closeness of relations and its impact on life satisfaction.

Research Methodology

Item	Description
Research Design	Descriptive in nature
Type of Study Population	Women employees in Kanchipuram Town
Sample Source	Women employees working in different cadre and belonging to selected sectors of manufacturing, service and others
Sampling Unit	Women employees in manufacturing, service and processing
Sampling Method	Convenience Sampling
Sampling Size	175
Sources of data	Primary and Secondary Data.
Source of Primary Data	Obtained from the respondents of Women employees through structured questionnaire with interview schedule
Source of Secondary Data	Gathered from the previous studies and periodicals
Nature of Questionnaire	A structured questionnaire with suitable scaling
Type of Questions	Open ended, closed ended, itemized ranking and Likert scale.
Pre-testing	The questionnaire was pre tested for its validity and reliability among the selected respondents
Testing of Validity	Was done to check the content, criteria validity.
Testing of Reliability	Testing of Reliability Cronbach alpha value (0.7723 or 77%).
Tools Used	Percentage , Cross tables ,Analysis of Variance and Factor analysis

Limitations of the Study

1. The study was restricted to Kanchipuram Town
2. The respondents were selected through non-probability sources from selected manufacturing, services like teaching, banking and processing sectors.
3. The study was confined to review the opinion of women employees about the life satisfaction through pre-determined and tested variables.
4. The opinion can be not generalized and conceptualized, since it was collected through primary sources.

Analysis and Interpretation

Table-1 : Socio-economic Profile of The Women Employees'

Item No	Socio – Economic Profile	Attributes	Number of Respondents	Percentage to Total
1	Age	Less than 25 Years	37	21.1
		26-30years	34	19.4
		31-35 Years	36	20.6
		41-45 Years	56	29.7
		Above 45 Years	16	9.1
2	Education Qualification	SSLC	18	10.3
		UG Degree	73	41.7
		PG Degree	50	28.6
		Professional Courses	16	9.1
		Others	18	10.3
3	Monthly Income	Less than Rs.20000	107	16.1
		Rs.20000-30000	52	29.7
		More than Rs.30000	16	9.1
4	Marital Status	Unmarried	19	10.9
		Married	127	72.6
		Divorced	14	8.0
		Widow	15	8.6
5	Nature of family	Joint	34	19.4
		Nuclear	125	71.4
		Extended	16	9.4
6	Size of Family	Less than 4	34	19.4
		More than 4	141	71.4
7	Type of Sector	Service	117	6.9
		Manufacturing	50	28.6
		Others	86	4.6
8	Total Experience	Less Than 5 Years	89	50.9
		6-10 Years	54	30.9
		More Than 10 Years	32	18.3
9	Nature of Job	Technical	80	45.7
		Non Technical	70	40.0
		Both	25	14.3
10	Type of Employment	Full Time	141	80.6
		Part-Time	34	19.4

Source: Computed Primary Data

The table 1.0 shows socio economic profile of women employees working in selected study sectors. Regarding the age background 29.7 percent are in the age group of 41 to 45 years, 21.1 percent less than 25 years and 9.1 percent above 45 years. 28.6 percent have post gradational qualifications, 41.7 percent are graduates and 9.1 percent are professionals. According to their earning capacity 61.1 percent obtain less than Rs. 20,000 as monthly income and 9.1 percent

receive the monthly income of more than Rs.30, 000. 72.6 percent are married in that 8.6 percent are widows. Regarding their family nature 71.4 percent are in nuclear family and 9.1 percent are in extended category. 80.6 percent have the family size of more than four. Regarding the sectors of employment 66.9 percent belong to service sector and 28.6 percent in manufacturing sector. Regarding the experience possessed by women employees 50.9 percent have less than 5 years of experience and 30.9 have 6 to 10 years of experience. 45.7 percent of women employees are working in technical cadre and 40.9 percent in non-technical cadre. 80.6 percent of women employees are employed as full time and 19.4 percent as part time.

Table-2 : Respondents' Reason For Choosing Present Occupation Based on Their Type of Sector

S.No.	Reasons	Type of Sector			Total
		Service	Manufacturing	Others	
1	Self Interest	35 (20.0)	21 (12.0)	2 (1.1)	58 (33.1)
2	Noble Aspects	8 (4.6)	3 (1.7)	2 (1.1)	13 (7.4)
3	Service Attitude	0 (0.0)	17 (9.1)	0 (0.0)	17 (9.7)
4	Peaceful Career	13 (7.4)	2 (1.1)	1 (0.6)	16 (9.1)
5	Growth Aspect	9 (5.1)	2 (1.1)	1 (0.6)	12 (6.9)
6	Healthy Working Environment	7 (4.0)	2 (1.1)	0 (0.0)	9 (5.1)
7	All The Above	45 (25.7)	3 (1.7)	2 (1.1)	50 (28.6)
	Total	117 (66.9)	50 (19.4)	8 (4.6)	175 (100.0)

(Source: Computed Primary Data, Figures in Brackets Indicate Percentage to Total)

The table 2 shows the respondents' reason for choosing present occupation based on their type of sector. 20.0 percent of the respondents in service sector and 12 percent in manufacturing sector preferred the present occupation based on their own interest. 25.7 percent of the respondents in service sector preferred because of their own interest, noble aspect, service attitude, peaceful career, growth aspect and healthy working environment. 9.7 percent of the respondents in manufacturing sector preferred due to their service attitude.

TABLE 3 : Respondents' Mode of Joining in The Organization Based on The Nature of The Job

SI.No.	Mode of Joining	Nature of the Job			Total
		Technical	Non-technical	Both	
1	Campus Interview	12 (6.9)	0 (0.0)	4 (2.3)	16 (9.1)
2	Walk-In	7 (4.0)	9 (5.1)	1 (0.6)	17 (9.7)
3	Casual Interview	29 (16.6)	34 (19.4)	12 (6.9)	75 (42.9)
4	Employment Exchange	29 (16.6)	0 (0.0)	5 (2.9)	34 (19.4)

5	Competitive Examinations	0 (0.0)	18 (10.3)	0 (0.0)	18 (10.3)
6	Recommendations And References	3 (1.7)	9 (5.1)	3 (1.7)	15 (8.6)
	Total	80 (45.7)	70 (40.0)	25 (14.3)	175 (100.0)

(Source: Computed Primary Data, Figures in Brackets Indicate Percentage to Total)

Table 3 shows mode of joining in the present job by women employees based on their nature of job. 6.9 percent of women employees in technical cadre joined by campus while compare to non-technical. 5.1 percent of non-technical cadre joined by walk-in while compare to technical. 19.4 percent of non-technical cadres have joined through causal interview while compare to 16.6 percent of technical. 16.6 percent of technical joined through employment exchange. 10.3 percent joined through competitive examinations and 5.1 percent of non-technical cadre joined by recommendations while compare to 1.7 percent of technical.

Table-4 : Respondents Working Hours Based on Their Type Of Sector

Sl.No.	Type of Sector	Hours of work at present job		Total
		Less than 10	More than 10	
1	Service	16 (9.1)	101 (57.7)	117 (66.9)
2	Manufacturing	15 (8.6)	35 (20.0)	50 (28.6)
3	Others	1 (0.6)	7 (4.0)	8 (4.6)
	Total	32 (18.3)	143 (81.7)	175 (100.0)

(Source: Computed Primary Data, Figures in Brackets Indicate Percentage to Total)

Regarding the hours of working of women employees based on their type of sector, 57.7 percent of women employees in service sector works more than 10 hours, 4.0 percent of the respondents belong to other sector like trade, agriculture, business work more than 10 hours and 20.0 percent of women employees in manufacturing sector work more than 10 hours.

Respondents' opinion about the content of the job based on their type of sector

1. Null Hypothesis (H_0): There is no significant difference exists among the women employees about job content aspects based on their type of sector
2. Alternative Hypothesis (H_1): There is significant difference exists among the women employees about job content aspects based on their type of sector

Table 5 : Respondents' Opinion About The Content of The Job Based on Their Type of Sector

Job content aspects		Sum of Squares	df	Mean Square	F	Sig.
Working Environment	Between Groups	5.377	2	1.256	3.064	.013
	Within Groups	304.360	172	.410		
	Total	309.737	174			

Salary And Benefit	Between Groups	2.106	2	22.368	13.043	.000
	Within Groups	279.974	172	1.715		
	Total	282.080	174			
Welfare Measures	Between Groups	1.733	2	1.378	.639	.529
	Within Groups	195.215	172	2.154		
	Total	196.949	174			
Working Condition And Culture	Between Groups	4.995	2	1.032	2.439	.039
	Within Groups	214.182	172	.423		
	Total	219.177	174			
Work Pressure	Between Groups	.222	2	10.753	5.878	.003
	Within Groups	187.527	172	1.829		
	Total	187.749	174			
Superior Support	Between Groups	.105	2	3.785	2.260	.106
	Within Groups	202.832	172	1.675		
	Total	202.937	174			
Peer Support	Between Groups	5.983	2	2.992	3.300	.039
	Within Groups	155.926	172	.907		
	Total	161.909	174			
Promotion And Reward	Between Groups	.530	2	10.957	6.260	.002
	Within Groups	196.978	172	1.750		
	Total	197.509	174			
Recognition	Between Groups	2.112	2	3.627	1.950	.144
	Within Groups	186.208	172	1.860		
	Total	188.320	174			
Scope for Growth	Between Groups	4.398	2	28.180	17.743	.000
	Within Groups	294.836	172	1.588		
	Total	299.234	174			

(Source: Computed Primary Data)

Table 5 shows the respondents opinion about the content of their present job based on their type of sector. In order to verify their opinion about the content of their job and also test the existence of significant difference in their opinion based on their type of sector, ANOVA has been employed at 5 % level of significance. The content of their job like working environment, salary & benefit, welfare measures, working conditions, work pressure, superior and peer support, promotion & reward, recognition and scope for growth have been taken as dependent variables and type of belonging sector have been taken as independent variable. By apply ANOVA the significant difference obtained in the opinion related to their, working environment, salary and benefit, working condition, working pressure, peer support, promotion and reward and scope for growth. Since for all the variables, the obtained significant values are less than 0.05, so the null hypothesis has been rejected.

Respondents' opinion about the life satisfaction about the consciousness of life based on their marital status

1. Null Hypothesis (H_0): There is no significant difference exists among the women employees about opinion about the life satisfaction about the consciousness of life based on their marital status
2. Alternative Hypothesis (H_1): There is significant difference exists among the opinion about the life satisfaction about the consciousness of life based on their marital status

Table 6 : Respondents' Opinion About the Life Satisfaction About the Consciousness of Life Based on Their Marital Status

Job content aspects		Sum of Squares	df	Mean Square	F	Sig.
Health	Between Groups	5.579	3	6.832	4.245	.006
	Within Groups	213.359	171	1.610		
	Total	218.937	174			
Health of Family	Between Groups	1.319	3	4.708	2.726	.068
	Within Groups	131.801	171	1.727		
	Total	133.120	174			
Children's Growth	Between Groups	20.496	3	13.035	7.993	.000
	Within Groups	275.241	171	1.631		
	Total	295.737	174			
Aging Parents	Between Groups	4.295	3	4.112	2.376	.096
	Within Groups	283.682	171	1.730		
	Total	287.977	174			
Enrichment of Vacation	Between Groups	2.881	3	3.627	1.950	.144
	Within Groups	247.153	171	1.860		
	Total	250.034	174			
General Family Life	Between Groups	6.965	3	7.308	3.973	.010
	Within Groups	238.383	171	1.839		
	Total	245.349	174			
Family Support and Understanding	Between Groups	1.389	3	6.697	3.706	.014
	Within Groups	184.040	171	1.807		
	Total	185.429	174			

(Source: Computed Primary Data)

The respondents' opinion about life satisfaction based on their marital status have been tested and verified for its significance by applying ANOVA test at 5 % level of significance. The opinion about life satisfaction factors like health, health of family, children growth, aging parents, vacation general family life and family support have been taken as dependent variables, the marital status has been taken as independent variable. By applying ANOVA, the significant difference has been obtained from the opinion of respondents about health, children growth, general family life and family support and understanding. Since for all the

variables the obtained significant values are less than 0.05, so the null hypothesis has been rejected.

Respondents' opinion towards Career development based on their nature of job

1. Null Hypothesis (H_0): There is no significant difference exists among the opinion of women employees about career development aspects based on their nature of job
2. Alternative Hypothesis (H_1): There is significant difference exists among the opinion of women employees about career development aspects based on their nature of job

Table 7 : Respondents' Opinion Towards Career Development Based on Their Nature of Job

Career development Aspects		Sum of Squares	df	Mean Square	F	Sig.
Competencies	Between Groups	2.444	2	.725	2.618	.029
	Within Groups	264.413	172	.277		
	Total	266.857	174			
Qualifications/Specialty	Between Groups	16.921	2	8.461	8.524	.000
	Within Groups	170.713	172	.993		
	Total	187.634	174			
Self-Development	Between Groups	15.454	2	7.727	7.089	.001
	Within Groups	187.483	172	1.090		
	Total	202.937	174			
Health/Strength	Between Groups	17.367	2	8.683	9.200	.000
	Within Groups	162.348	172	.944		
	Total	179.714	174			
Fortune	Between Groups	9.367	2	4.683	4.458	.013
	Within Groups	180.713	172	1.051		
	Total	190.080	174			
(Senior) Colleagues At Work	Between Groups	8.496	2	4.248	3.677	.027
	Within Groups	198.681	172	1.155		
	Total	207.177	174			
Knowledge	Between Groups	.418	2	14.223	10.129	.000
	Within Groups	171.159	172	1.404		
	Total	171.577	174			
Salary Packages & Benefits	Between Groups	.910	2	10.479	7.928	.000
	Within Groups	179.799	172	1.322		
	Total	180.709	174			
Working Environment & Condition	Between Groups	7.515	2	3.758	4.370	.014
	Within Groups	147.913	172	.860		
	Total	155.429	174			

(Source: Computed Primary Data)

Table 7 highlights the respondents' opinion about career development based on their nature of job. In order to test the significant difference in their opinion ANOVA has been employed. The aspects related to career development like competencies, qualifications, self development, health/strengths, fortune, colleagues at work, knowledge, salary packages and benefits, working environment and conditions have been taken as dependent variables and nature of job has been taken as independent variable. The above said aspects related to career development and respondents opinion towards in influence on their career based on their nature of job significantly differ, since all the obtained significant values are less than 0.05, so the null hypothesis has been rejected

Table 8 : Respondents' Opinion About The Impact of Life Satisfaction Based on Their Type of Sector

	Model	Unstandardized Coefficients		Standardized Coefficients		Sig.	Collinearity Statistics	
		B	Std. Error	Beta	t		Tolerance	VIF
1	(Constant)	1.776	.077		23.027	.000		
	Work	.072	.026	-.201	-2.759	.006	1.000	1.000
	Personal	-.035	.023	-.086	-1.507	.133	.957	1.045
	Health	-.013	.023	-.032	-.555	.579	.917	1.090
	Society	-.038	.021	-.103	-1.802	.073	.945	1.058
	Family	-.044	.021	-.116	-2.039	.042	.961	1.040

(Source: Computed Primary Data)

Table 8 interprets the impact of life satisfaction related factor on life satisfaction of women employees. By applying multiple regression by assuming work, personal, health, society and family aspects as independents variables and life satisfaction level as dependent variable. By assuming significance at 5% level it is observed that work and family related aspects have impact on life satisfaction while compare to factors.

Respondents' opinion about the important aspects of life satisfaction based on their marital status

1. Null Hypothesis (H0): There is no significant difference exists among the opinion about the important aspects of life satisfaction based on their marital status
2. Alternative Hypothesis (H1): There is significant difference exists among the opinion about the important aspects of life satisfaction based on their marital status

Table-9 : Respondents' Opinion About The Important Aspects of Life Satisfaction Based on Their Marital Status

Career development Aspects		Sum of Squares	df	Mean Square	F	Sig.
Work Place Conditions	Between Groups	5.819	3	1.940	3.861	.010
	Within Groups	85.896	171	.502		
	Total	91.714	174			
Individual Attitude	Between Groups	3.899	3	1.300	2.344	.075
	Within Groups	94.821	171	.555		
	Total	98.720	174			
Family System and Support	Between Groups	2.327	3	.776	1.331	.266
	Within Groups	99.650	171	.583		
	Total	101.977	174			
Economic Well being	Between Groups	4.091	3	1.364	2.653	.050
	Within Groups	87.886	171	.514		
	Total	91.977	174			
Health And Safety	Between Groups	3.197	3	1.066	2.158	.095
	Within Groups	84.438	171	.494		
	Total	87.634	174			

Job Security	Between Groups	3.107	3	1.036	2.253	.084
	Within Groups	78.608	171	.460		
	Total	81.714	174			
Material Possession	Between Groups	3.780	3	1.260	3.197	.025
	Within Groups	67.397	171	.394		
	Total	71.177	174			
Social Adjustment and Understanding	Between Groups	3.227	3	1.076	2.052	.108
	Within Groups	89.631	171	.524		
	Total	92.857	174			

(Source: Computed Primary Data)

Table 9 describes the significant difference in the opinion of respondents about the important factors for life satisfaction based on their marital status. By applying ANOVA test, the factors of work place condition, individual attitude, family system and support, economic well being, health and safety, job security, material possession and social adjustment and understanding as dependent variables, marital status as independent variable at 5 % level of significance. From the analysis it is observed that working condition, economic well-being and material possession have been significantly viewed with difference in opinion by the respondents.

Table-10 : Respondents' Preference About The Closeness Aspects on Life Satisfaction

SI.No.	Attributes	Garrett Mean Score Garrett Rank	Attributes
1	Parents	57.1	2
2	Children	58.2	1
3	Relatives	56.6	3
4	Friends obtained through family & Society	52.3	5
5	Neighbors	55.8	4
6	Superior and peer at work	49.9	6
7	Subordinates	48.2	8
8	Friends in other companies	48.1	7

(Source: Computed Primary Data)

Table 10 shows respondents opinion about the aspects influence life satisfaction. By applying Garrett ranking for the ordinal ranked factors, children, parents, relatives and superior and peer at work place have high influence on life satisfaction and they are the aspects have closeness towards life satisfaction.

SUMMARY OF FINDINGS

- It is found from the table 1 that 9.1 percent of women employees are in the age group of more than 45 and where as 21.1 percent are less than 25 years.
- It is found that women employees working in various sectors in the selected study location have almost have graduation background.
- The level of income of 61.1 percent of women employees are less than 20,000 and only 9.1 percent get more than 30000.
- It is found that 72.6 percent are married and for them life satisfaction has become an inevitable source. In addition to that 16.6 percent have the consequences of post marriage.
- It is found that 71.4 percent of them in nuclear family system and for them care taking is an aspect of deficiency that may lead to life satisfaction issues.
- It is found that 66.9 percent of women employees are employed in service sector in that 50.9 percent have less than 5 years of experience.

- It is also found that 45.7 percent employed in technical and 80.6 percent in full time employment.
- It is found from the table 2 that 20 percent of women employees in service sector chose this career for self interest and where in which 12 percent in manufacturing.
- It is also found that 16.6 percent of women employees in technical cadre chose their present organization through casual interview and employment exchange and it is also noted that 10.3 percent of women employees in non technical cadre joined through competitive examinations.
- It is found from the table 4 that 57.7 percent of women employees in service sector work for more than 10 hours and 20 percent in manufacturing work for more than 10 hours. Regarding the women employees opinion about the content of their job, opinion significantly differ about working environment, salary, working condition, work pressure, peer support, promotion & reward and scope for growth based on their type of sector.
- It is found that the consciousness of life satisfaction significantly differ in terms of their health, children growth, general family life and family support based on their marital status.

Conclusion

The vast majority of research studies related to working women and their life satisfaction investigates the scope to which various demographic variables foresee life satisfaction. Working women comprise nearly one fifth of the present day of national population of any country. Hence the development of any country is inseparably linked with the status of development of women in general and working women in particular. It, therefore, becomes the role and responsibility of

governing bodies, scholars, educationists, socialists, media and voluntary agencies also to act as catalyst, an agent of change to cause blend in the minds of men and storm in the minds of women. The working women of present age exhibit their abilities in every field. The study is concluded by the fact that working women in the selected study area observes average level of life satisfaction at all age levels and it is seen that with an increase in age, and the augment of family responsibilities leads to the decrease in the level of satisfaction, with an increase in personal income, the overall life satisfaction increases and with an increase in family income and moral support of their families.

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ROLE OF FINANCIAL INSTITUTIONS IN THE ECONOMIC DEVELOPMENT.

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ABSTRACT

Money works as a blood in the body of economy. The financial institutions are the main sources of supply. This article explains the role of financial institutions in the economic development of India. The main objective of financial institutions is to cater the needs of credit for all sections of the society and also they act as Condit for the transfer of resources from net saver to net borrower. This article focuses on the contribution of the various financial institutions in the development of Indian economy since independence.

Introduction

Money lending in one form has evolved along with the history of mankind, even in ancient times there are references to the money lenders.

Financial institutions and banking system plays very significant role in the economy. It acts as conduit for the transfer of resources from net sever to net borrower.

These institutions are the major source of long-term fund for the economy. It provides varied of products and services to fulfill varied needs of commercial sector. Beside this they also provide assistance to new enterprise, small and medium enterprises which are established in the backward areas. Thus these institutions helped in reducing regional disparities by inducing wide spread industrial development.

Banking in India originated in the last decades of 18th century. The first bank was General Bank of India which started in 1786 and bank of Hindustan in 1790. In the year 1935 the Reserve Bank of India comes in exist with the Reserve Bank of India Act 1934, as a central bank and supreme Monetary Authority of India.

Financial institutions plays very significant role in the economic development of the country. Some of are as follows,

- To caters the need of credit for all sections of the society.
- To mop-up small savings at reasonable rates with several options.

Definitions of Financial Institutions and economic development.

Financial Institutions –

“An organization which acts as a channel between savers and borrowers of funds is called as Financial Institutions.”

Economic Development –

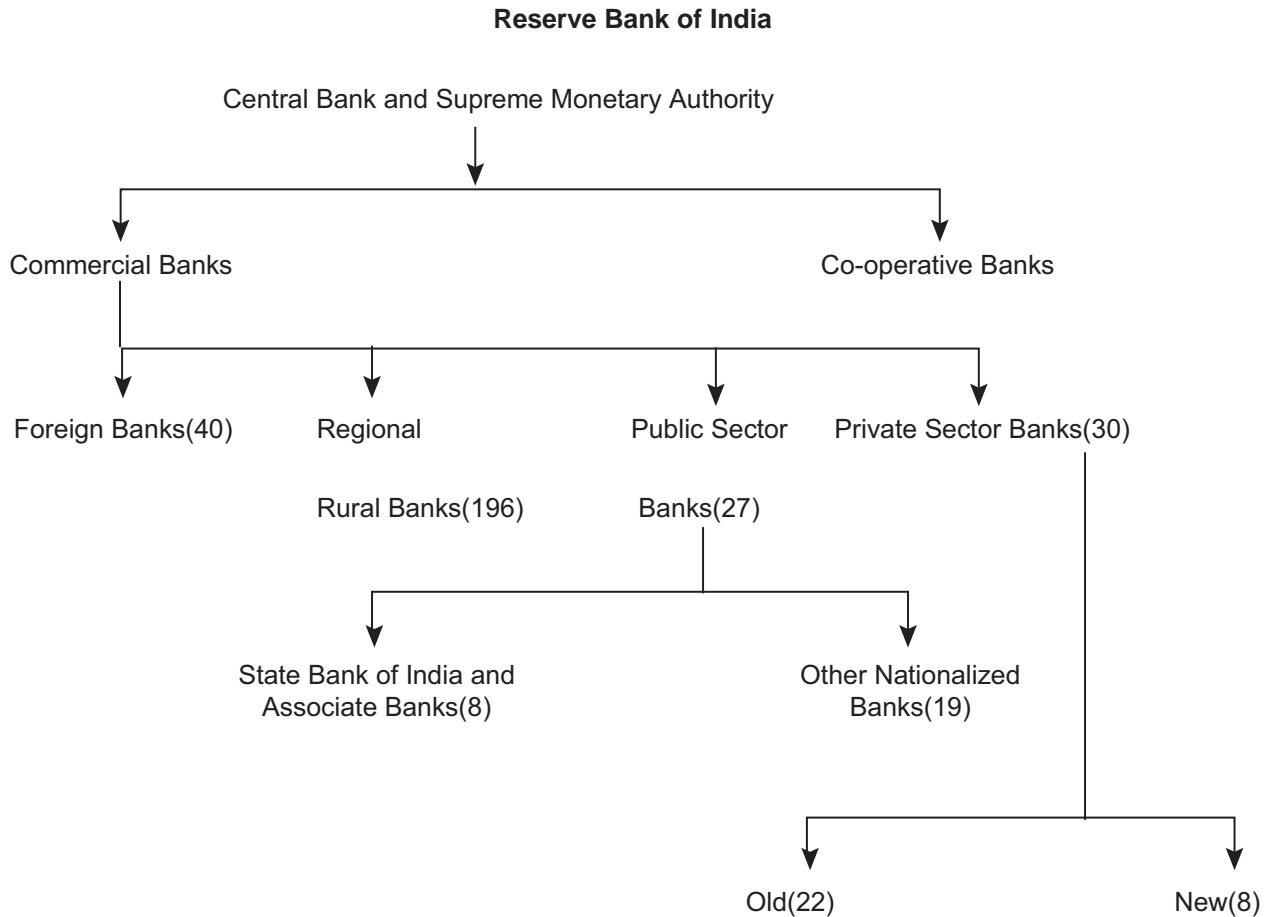
“Economic development refers to the adoption of new technologies, transition from agriculture based to industry based economy and general improvement in living standards.”

Following is the five year plan wise growth rate of economy.

Plan	Year	Target	Achievement
1 st	1951 -56	2.1%	3.6%
2 nd	1956 -61	4.5%	4.27%
3 rd	1961 – 66	5.6%	2.84%
4 th	1969 – 74	5.7%	3.30%
5 th	1974 – 79	4.4%	3.8%
6 th	1980 – 85	5.2%	5.66%
7 th	1985 – 90	5.0%	6.0%
8 th	1992 – 97	5.6%	6.78%
9 th	1997 – 2002	6.5%	5.38%
10 th	2002 – 07	-----	8%

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Following diagram shows the number of the financial institutions in India
(in bracket no. of banks operating)



Pre and post nationalization era –

After the independence of India in 1947, the partition of the country adversely affects the economy. Government of India initiated some measures. Government adopted Industrial Policy Resolution in 1948. It resulted into greater involvement of the state in different segments of the economy including banking and finance.

Prior to nationalization of bank, banking business in India was mostly controlled by private banks marked by city centric banking. There are some adverse issues regarding this, these are,

- Frequent bank failures and Consequent pauperization of numerous small depositors.

Besides these things, banks also fails during these days. In the year 1951 there was 566 Commercial banks were operated but out of that, only 89 banks were survived till 1969 and rest of the banks went in to liquidation in between.

Due to the above mentioned crucial causes ,then the Prime Minister Mrs Indira Gandhi took a very dynamic and controversial decision of nationalization of 14 commercial banks with the effect from the mid nigh of 19th July, 1969. It became a mile stone and revolutionary decision in the banking history of India. After that in the year 1980, 6 more commercial banks come under the heading of nationalization. The RBI stated the reason for the nationalisation was to give the government more control of credit. With this 2nd phase of nationalisation, Government of India controlled around 91% of the banking business.

Savings and capital formation are very important factors for economic development of any country. In the year 1960 – 61 the Gross Domestic Saving in India was at Rs.2544 core and it reaches to Rs.1,57,186 cores in the year 1992-93. Gross savings of corporate sector indicates an annual average growth rate of 14.23%.

Following table shows the annual growth rate of real GDP and Gross Capital Formation,1950-2006

Year	Annual growth rate of GDP at factor cost	Gross Domestic capital formation(% of GDP at factor cost)	Year	Annual growth rate of GDP at factor cost	Gross Domestic capital formation(% of GDP at factor cost)
1950/1		9.07	1980/1	7.2	22.45
1951/1	2.3	11.59	1981/2	6	22.34
1952/2	2.8	8.32	1982/3	3.1	21.79
1953/3	6.1	8.08	1983/4	7.7	20.69
1954/4	4.2	10.04	1984/5	4.3	22.16
1955/5	2.6	13.64	Average	5.6	
Average	3.6		1985/6	4.5	24.02
1956/7	5.7	15.76	1986/7	4.3	23.47
1957/8	-1.2	14.73	1987/8	3.8	25.23
1958/9	7.6	12.64	1988/9	10.5	26.48
1959/60	2.2	13.36	1989/90	6.7	27.23
Average	3.5		Average	5.9	
1960/1	7.1	15.23	1990/1	5.6	29.27
1961/2	3.1	14.18	1991/2	1.3	25
1962/3	2.1	15.95	1992/3	5.1	26.25
1963/4	5.1	15.31	1993/4	5.9	25.39
1964/5	7.6	15.26	1994/5	7.3	28.72
Average	5.0		Average	5.0	
1965/6	-3.7	17.47	1995/6	7.3	29.77
1966/7	1	18.19	1996/7	7.8	26.94
1967/8	8.1	15.17	1997/8	4.8	26.94
1968/9	2.6	14.23	1998/9	6.5	24.59
1969/70	6.5	15.99	1999/2000	6.1	28.43
Average	2.8		Average	6.5	
1970/1	5	16.68	2000/1	4.4	26.37
1971/2	1	17.46	2001/2	5.8	24.97
1972/3	-0.3	16.53	2002/3	3.8	27.51
1973/4	4.6	18.81	2003/4	8.5	29.57
1974/5	1.2	18.28	2004/5	7.5	33.04
Average	2.3		Average	6.0	
1975/6	9	18.79	2005/6	9.0	
1976/7	1.2	19.78	2006/7	9.2	
1977/8	7.5	20.11			
1978/9	5.5	23.85			
1979/80	-5.2	22.85	-----	-----	-----
Average	3.5	-----	-----	-----	-----

(Source: Secondary data) Notes: Up to 1999/2000,old series(base:1993/4). From 2000/1 onwards, new series (base:1999/2000)

Average: author's own calculations. Latest estimates, released by the Ministry of Finance, Economic Survey 2006/z7.

Source: Reserve Bank of India, Hand book of Statistics on the Indian Economy 2006(Table 1 & 237)

According to 1991 census report, in the agriculture sector, near about 67% workforce engaged. Industrial sector also registered a growth rate of 12.17% in 1995 to 96. The contribution of industry sector to GDP has increased from 14.9% in 1950-51 to 28% in 1995-96.

The change in industrial structure has yielded many fruits to Indian economy.

After nationalization of banks and before acceptance of liberalization policy, employment generation in public sector banks records an enormous increase, i.e. from 1,75,368 in 1969 to 8,56,571 in 1991.

Due to active role of nationalized banks, Green Revolution comes in the rural India and we become self sufficient in food production.

In the year 1991, under then the Prime Minister Mr P.V.Narsimharao and the Finance minister Mr.Manmohan Singh, India adopt Liberalization, Globalization and Privatization policy. After introduction of new economic reforms, government of India allowed the setting up of new banks in private sectors. These banks now established themselves in the system and have set new standards of service and efficiency. These banks also give tough but healthy competition to the public sector banks.

Economic Reforms of the Banking Sector in India

Indian banking sector has undergone major changes and reforms during economic reforms. Though it was a part of overall economic reforms, it has changed the very functioning of Indian banks. This reform has not only influenced the productivity and efficiency of many of the Indian Banks, but has left everlasting footprints on the working of the banking sector in India.

Let us get acquainted with some of the important reforms in the banking sector in India.

1. **Reduced CRR and SLR:** The Cash Reserve Ratio (CRR) and Statutory Liquidity Ratio (SLR) are gradually reduced during the economic reforms period in India. By Law in India the CRR remains between 3-15% of the Net Demand and Time Liabilities. It is reduced from the earlier high level of 15% plus incremental CRR of 10% to current 4% level. Similarly, the SLR is also reduced from early 38.5% to current minimum of 25% level. This has left more loan able funds with commercial banks, solving the liquidity problem.
2. **Deregulation of Interest Rate :** During the economic reforms period, interest rates of commercial banks were deregulated. Banks now enjoy freedom of fixing the lower

and upper limit of interest on deposits. Interest rate slabs are reduced from Rs.20 Lakhs to just Rs. 2 Lakhs. Interest rates on the bank loans above Rs.2 lakhs are full decontrolled. These measures have resulted in more freedom to commercial banks in interest rate regime.

3. **Fixing prudential Norms:** In order to induce professionalism in its operations, the RBI fixed prudential norms for commercial banks. It includes recognition of income sources. Classification of assets, provisions for bad debts, maintaining international standards in accounting practices, etc. It helped banks in reducing and restructuring Non-performing assets (NPAs).
4. **Introduction of CRAR:** Capital to Risk Weighted Asset Ratio (CRAR) was introduced in 1992. It resulted in an improvement in the capital position of commercial banks, all most all the banks in India has reached the Capital Adequacy Ratio (CAR) above the statutory level of 9%.
5. **Operational Autonomy:** During the reforms period commercial banks enjoyed the operational freedom. If a bank satisfies the CAR then it gets freedom in opening new branches, upgrading the extension counters, closing down existing branches and they get liberal lending norms.
6. **Banking Diversification :** The Indian banking sector was well diversified, during the economic reforms period. Many of the banks have started new services and new products. Some of them have established subsidiaries in merchant banking, mutual funds, insurance, venture capital, etc which has led to diversified sources of income of them.
7. **New Generation Banks :** During the reforms period many new generation banks have successfully emerged on the financial horizon. Banks such as ICICI Bank, HDFC Bank, UTI Bank have given a big challenge to the public sector banks leading to a greater degree of competition.
8. **Improved Profitability and Efficiency:** During the reform period, the productivity and efficiency of many commercial banks has improved. It has happened due to the reduced Non-performing loans, increased use of technology, more computerization and some other relevant measures adopted by the government.

Structure, Outreach and Operations of Co operative banks in Indian economy:

Cooperative rural credit and banking sector is a century's old institutional set-up now covering almost every village in India numbering about 700 thousand. In number, there are about 160 thousand cooperative credit and banking outlets in rural India mostly serving the agricultural sector providing credit for seasonal operations and for investments besides retailing farm inputs like seeds, fertilizers and pesticides. Agriculture is the mainstay of Indian rural economy on which depends almost 60% of the population

for livelihood. However, contribution to overall GDP has been going down constantly and accounted for only 17% in 2008-09.

Market share of cooperatives in agricultural lending was over 50% a decade ago but this has come down to almost 20% now mainly because of multi-agency approach and aggressive entry of public sector commercial banks and State sponsored regional rural banks and their mandated lending for Government sponsored programmes in pursuit of a policy of financial inclusion. Cooperative Banks credit operations for agriculture during the year 2008-09 aggregate about Rs.400 billion, a bulk of which has gone to small farmers and other rural poor whom the commercial banks consider non-bankable

Contribution of foreign banks in Indian economy:

A large number of foreign banks are now keen on opening shop in India to gain a critical mass by April 2009. Foreign Banks in India always brought an explanation about the prompt services to customers. The share of foreign banks in the business done in the country (deposits and advances) has been hovering between 5 and 7 per cent during the past decade

There are 29 foreign banks are present in India through 273 branches and 871 offsite ATMs. Besides, there are 34 foreign banks operating through representative offices. Four have set up shop in the past one year.

Table-1 : Financial Performance of Foreign Banks in India

Item	2005-06	2006-07	variation Absolute	percentage
A. INCOME (i + ii)	17,662.07	24,959.06	7293.99	41.03
i) Interest Income	12,290.82	18,018.92	5728.09	46.60
of which : Interest on Advance	7379.75	10,941.49	3,561.74	48.26
Income on Investment	3,950.57	5,432.04	1,481.46	37.50
ii) Other Income	5,371.25	6,937.14	1,565.90	29.15
of which : Commission & Brokerage	2,872.39	3,789.29	916.89	31.92
B. EXPENDITURE (i+ii+iii)	14,593.47	20,370.90	5,777.43	39.59
i) Interest Expended	5,149.50	7,615.02	2,465.53	47.88
of which :Interest on Deposits	3,161.17	4,758.24	1,597.07	50.52
ii) Provisions and Contingencies	3,589.84	5,014.65	1,424.81	39.69
of which : Provision for NPAs	96.43	332.48	236.06	244.81
iii) Operating Expenses	5,854.13	7,741.22	1,887.09	32.24
of which : Wage Bill	2,005.17	3,081.11	1,075.94	53.66
C. PROFIT				
i) Operating Profit	6,658.44	9,599.81	2,941.37	44.18
ii) Net Profit	3,068.60	4,585.16	1,516.56	49.42
D. NET INTEREST INCOME/MARGIN	7,141.33	10,403.89	3,262.57	45.69
E. TOTAL ASSETS	1,99,358.03	2,78,016.49	78,658.46	39.46

(Source: Secondary Data)

The above table explains the financial performance of Foreign Banks in India.

The average of income of year 2005-06 and 2006-07 is 41.03%, average expenditures are 39.59%, average profit is 44.18%, average net income is 45.69% and the total assets are 39.46%.

Conclusion:

From the above discussion it is observed that, financial institutions plays very significant role in the economic development of any country. It acts as conduit for the

transfer of resources from net saver to net borrower. These institutions are the major source of long-term fund for the economy. It provides varied of products and services to fulfill varied needs of commercial sector.

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ASSESSMENT OF FUNDAMENTAL INTERPERSONAL RELATIONSHIP ORIENTATION AMONG THE PROFESSIONALS

M. Senthil Vadivel¹

Dr. R. Narayanan²

ABSTRACT

Friction free behavior is inevitable in all organizations. The purpose of this study is to find out the differences in the behavioural dimensions among different genders of professionals from different organizations. The random sample included 54 males and 51 females making a total of 105. The age is not a constraint in this study. The standardized psychological tool Firo-B by Schutz was administered to the DDE students who were professionals of the year 2012. Obtained data is primary. The scores obtained were classified according to the dimensions Expressed and Wanted behavior which included sub-dimensions Inclusion, Affection and Control. The various statistics used were Mean, SD, SDM and t-test. Based on the available data on hand it was confirmed that there is significant differences among the two genders in the dimensions E1, EA, EC and W1, WA and WC.

Key words: Expressed behavior, Wanted Behaviour, Inclusion, Control and Affection

Introduction

Behaviour and its recognition and modification form the centroid of all the training process. One of the measurable personality traits in behavior. So many behavioural psychologists have developed and standardized many tests, scales and inventories to measure the behavior both in ordinal and nominal values. If Men are from Mars; Women are from Venus; is an age old saying which tries to announce the differentiated inmate traits which opens through their behavioural modes. This study used the fundamental interpersonal relation orientation – Behavior scale which was constructed and standardized by William Schutz (1958). Main areas of use of this scale are work, occupational counseling advice, Guidance and in career choices. This test was used in US Navy. This test was restandardized in 1996 with a sample of 1392 by the office of National Statistics of UK. Motivated to identify the differences between Men and Women this test was administered. The various descriptions of the test are as follows.

Psychometric properties of FIRO-B by W. Schutz

This psychological scale tries to give nominal and ordinal data about the behavioural dimension

This is a verbal test with 54 statements grouped in 6 dimensions of behavior

There is no right or wrong answers in the statement lists.

The measurement of scores ranges from 0-9 in each dimension; 0-3 indicates low 4-6 is average and 7-9 is high in degree.

This scale is always above cultural bias

Operational definitions

Expressed behavior (E) is that directed from an individual towards others

Wanted behavior (W) is that directed by others towards the individual

Inclusion (I) refers to an interpersonal need to belong and to establish and maintain satisfactory relationship with others i.e. near and dears

Control [C] indicates the need of person to deal satisfactorily with others with whom one moves

Affection (A) refers to the person's need for love and intimacy with others

Out of these, Schutz have developed EI, EC, EA and WI, WC, WA dimensions to identify the quantity and quality of the person's interpersonal orientation towards behavior.

Review of Literature

Philip H. Siegel (2001) studied about mentoring relationships and interpersonal orientation of CPA firm professionals. The study of big six audit personnel used FIRO-B measure of interpersonal orientation and found that the average social index indicate (S11) of overall interpersonal needs was lower than the national average and higher than prior studies taken of undergraduates accurately and business students. The authors have found that the number of strong support relationships is usually higher at the manager level, as compared with senior level. Interpersonal orientation as measured by FIRO-B scale was positively correlated with both receiving and providing support relationships.

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Mahoney et.al. (2005) studied about the interpersonal and personality dimensions using FIRO-B and the big five. Total sample is 192 students out of them 64 men and 128 women from an urban university. Big five inventory is a personality measure. Results support a two dimensional model of interpersonal control and emotional tone in relationships. Findings for the personality dimensions suggest that extraversion is a pervasive aspect of relationship.

Gorkan Ahmetoglu et.al. (2010) studied the interpersonal relationship orientation. Leadership and managerial level. The authors have assessed the practical usefulness of the FIRO-B in organizations. The sample included 547 participants. Various statistics used are means standard deviations and correlations between the leadership capability, managerial level, AHS (intelligence), age, gender and the six FIRO-B factors EI, EC, EA and WI, WC, WA. The results showed that several scores on the FIRO-B positively predicted ratings of leadership capability and managerial level reached even after controlling for the effect of intelligence and demographics variables. This study also provides some initial evidence for the validity of the FIRO-B in the prediction of perceptual and objective measures of leadership capability. Implications for selection and assessment are also discussed.

Objective

Objective is to cognize the difference in behavior among male and female in the six dimensions EI, EC, EA and WI, WC, WA.

Hypothesis

There are no significant differences in between male and female in the six behavioural dimensions in relation to fundamental interpersonal relation orientation.

Methodology

Sample:

For this study 54 males and 51 females were considered as qualified sample which in total is 105. Age is not a constraint any how they ranged from 25 to 65 years. This sample includes employed persons who underwent PG courses in Directorate of Distance Education, Annamalai University during the year 2012. Area of sample is discrete and belongs to several states of India. Male constituted 51.42% and female constituted 48.57% in the sample.

Tool Used

FIRO-B scale by Schutz (1958), Answer Sheets related scaling key, Names were used.

Collection of data

Data is primary. The investigator used the available students to collect the data.

Analysis of data

The available data was treated descriptively by mean its related degree standard deviation, standard error of the mean and inferentially by t-value.

Results and Discussion

Table -1 : Showing behaviour in Expressed Inclusion

Gender	N	Mean	Degree	SD	SDM	t- value
Male	54	5.50	A	0.53	0.19	0.386
Female	51	5.38	A	0.74	0.26	

(A = Average, L = Low)

Table No. 1 shows the mean of male in EI as 5.50, which belongs to degree “Average”; SD is 0.53 and SDM as 0.19. Without of female the mean is 5.38 which belong to the degree Average; SD of female is 0.26. The mean of male is greater than the female which can be described as male is slightly higher in the average level than the female. Since male received male scores than female they can be considered as they express more inclusion than the female ie. The male express himself to get socially related. The SD of the male is 0.53 and of female is 0.74 which refers to the dispersion of scores of female is more than the male. The t-value which we get through computation is 0.386. The degree of freedom is 103. The table value at 0.025 level is 1.98. The calculated t-value is lesser than the table value. So it is significant. Hence, the null hypothesis which states that there is no significant difference between male and female in the EI behavioural dimension in relation to fundamental interpersonal relation in relation to fundamental interpersonal relation orientation is rejected ie. HA is accepted. This it can be stated that male and female significant differ in the “Expressed Inclusion” dimension of interpersonal relation orientation.

Table -2 : Showing behaviour in Expressed Control

Gender	N	Mean	Degree	SD	SDM	t- value
Male	54	3.88	A	1.13	.40	0.247
Female	51	3.75	A	.89	.31	

(A = Average, L = Low)

Table No. 2 shows the statistical details about expressed control (EC) dimension. Mean of male is 3.88 and of female is 3.50. Both gender falls under the degree average. The SD of male is 1.13 and that of female is 0.89 which shows higher dispersion of scores in male than female. The SDM of male is 0.40 and that of female is 0.31. The t-ratio of the two sample means remains 0.247. This calculated value is lower than the table value 1.98 at 103 degrees of freedom at 0.025 level of significance. So we are to infer that 0.247 is significant. If it is significant we are to reject to HO and accept HA. Thus we can infer the male and female significantly differ in the expressed control dimension of interpersonal relation orientation.

Table-3 : Showing behaviour in Expressed Affection

Gender	N	Mean	Degree	SD	SDM	t- value
Male	54	3.88	A	0.83	0.30	0.782
Female	51	3.50	A	1.07	0.38	

(A = Average, L = Low)

Table No. 3 shows the statistical details about Expressed Affection (EA) dimension. The mean of male is 3.88 and of female is 3.50. Both of the genders fall under the degree 'Average'. Among these male score is high which denotes that male proneness towards expressed affection. The SD of male is 0.83 and of female is 1.07 which shows the dispersion of score is more in female than male. SDM of men is 0.30 for male and 0.38 is for female. The t-ratio of the two sample means remained 0.782 which is lower than the table value. The table value for the degrees of freedom 103 in 0.025 level of significance remained 1.98. Since the calculated value is lower than the table value it is significant table by the null hypothesis is rejected which stated that there is no significant difference in between male and female in the EA behavioural dimension in relation to fundamental interpersonal relation orientation. So rejection of null hypothesis load us to the acceptance of

the H_A and can be interpreted that there is significant difference between male and female in expressed affection dimension of behavior.

When we consider the expressed dimension as the whole the highest score of 5.50 in the mean is with EI with the degree of average and the lowest score is 3.50 which is also average in the degree. Highest mean is with male in EI and the lowest is with female in EA dimension proving the difference in interpersonal relation orientation.

Among these dimensions of expressed lowest SD is 0.53 with male in EI and the highest SD is 1.13 which is also with male in EC. This shows that the dispersion is concentrated in EI and discrete in EC from this we come to know the male choose and how different degree in their expressed behavior. This is also the same trend in female also in choosing and sharing the expressed behavior.

Table-4 : Showing behaviour in Wanted Inclusion

Gender	N	Mean	Degree	SD	SDM	t- value
Male	54	3.13	A	0.99	0.35	0.290
Female	51	3.25	A	0.71	0.25	

(A = Average, L = Low)

Table No. 4 shows the statistical details of Wanted Inclusion (WI) dimension. Mean of female remained 3.31 falls under average degree and that of male is 3.25 which is also average by degree. The SD of male in WI is 0.99 and that of female is 0.71 which indicates the dispersion of scores of female is dense where as that of male is slightly less denser. The SDM of male is 0.35 and that of female is 0.25. The t-value of WI is 0.290 which is lesser than the table value 1.98 which falls under 103 degrees of freedom with 0.025 level of significance. Since the obtained or calculated value is lesser this proves that it is significant, so null hypothesis is to be rejected thereby the HA is accepted and it can be stated that there is significant differences between male and female in fundamental interpersonal relation orientation.

Table-5 : Showing behaviour in Wanted Control

Gender	N	Mean	Degree	SD	SDM	t- value
Male	54	2.88	L	1.55	0.55	0.384
Female	51	3.13	A	0.99	0.35	

(A = Average, L = Low)

Table No. 5 which deals with the related statistical values in relation to wanted control dimension show the mean value of male as 2.88 and that of female is 3.13. When the degree is considered male is low and female is average. Even through the differences among the mean is only 0.25 it shows that the gender differences prevails. The SD of male in WC is 1.55 and that of female is 0.99 which shows that the scores dispersion around the mean is higher in male and lower in female it can be viewed the SDM value of male 0.55 and 0.35 is for female group. The t-value by calculation is 0.384. The table value for 103 degrees of freedom with 0.025 level of significance is 1.98 hence the significance is profound. Since the calculated value is less and significant the null hypothesis in relation to Wanted Control (WC) is rejected which lead to infer that there remains the difference between male and female in relation to fundamental interpersonal relation orientation.

Table-6 : Showing behaviour in Wanted Affection

Gender	N	Mean	Degree	SD	SDM	t- value
Male	54	3.50	A	1.20	.42	0.646
Female	51	3.13	A	1.13	.40	

(A = Average, L = Low)

Table No.6 shows the statistical details in relation to Wanted Affection (WA). The mean value of male in WA is 3.50 and that of female is 3.13. Even though both comes under average degree there lies the slight dominance of male in the mean value. The SD value of male is 1.20 and that of female is 1.13. Here also the density of scores of female is dense and that of male is sparse. The SDM of male is 0.42 and of female is 0.40. The t-value obtained by calculation is 0.646 which shows that it is significant since this value is lower than the table value 1.98 with a degree of freedom of 103 at 0.025 level of significant. So the null hypothesis which stated that there is no difference between male and female in WA of fundamental interpersonal relation orientation is rejected. So it can be concluded that there is significant difference in between male and female in the Wanted Affection dimension of fundamental interpersonal relation orientation.

When all the wanted dimensions WI, WC, WA are compared highest mean value of 3.50 is with male and

lowest mean value is 2.88 is also with male. It can be inferred that range of score is widely spread which is also an indication of wide behavioral mode is with male than with female. As far as the SD is viewed lowest value is 0.71 in W1 with female and the highest is 1.20 is with male in WA. This shows the dispersion levels of the raw scores and its density. As far as the t-value is concealed the lowest value is with EC which is 0.247 and the highest is found as 0.782 in EA.

Based on the statistical work with SPSS all the t-values are lesser than the table value which proves its significance to reject the null hypothesis. In all the sub dimensions EI, EC, EA and WI, WC, WA null hypothesis is rejected and HA is to be accepted.

Since the null hypothesis is rejected there is possibility of Type I error or a error and it can also be stated that since the HA is accepted it can be stated that the sample and population are similar in behavioural aspects of expressed and wanted.

Conclusion

In all the five dimensions the male and female differ in scores but the degree is 'Average'. In the WC dimension Male is low and female is Average. This is an indication that women are more selective is Wanted Control but men are not so in WC.

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RISK TOLERANCE: A CASE STUDY ON FINANCIAL DECISION USING DATA ENVELOPMENT ANALYSIS

Dr. I Francis Gnanasekar¹

R Arul²

ABSTRACT

According to Peter Drucker "Making good decisions is a crucial skill at every level". The financing decisions are decisions concerned regarding the method that are used to raise funds which would be used for making acquisitions. The financing decisions are decisions concerning the liabilities and stockholders' equity side of the firm's balance sheet, such as a decision to issue bonds. A grouping of financial assets such as stocks, bonds and cash equivalents, as well as their mutual, exchange-traded and closed-fund counterparts. Portfolios are held directly by investors and/or managed by financial professionals. Investors are of different types. There are conservative, moderately conservative, Moderate, Moderately aggressive and Aggressive. Moreover, investor's risk tolerance varies on the basis of age, sex, income, financial goals and so on. Data envelopment analysis (DEA) is a nonparametric method in operations research and economics for the estimation of production frontiers. It is used to empirically measure productive efficiency of decision making units (or DMUs). Non-parametric approaches have the benefit of not assuming a particular functional form/shape for the frontier; however they do not provide a general relationship (equation) relating output and input.

Keywords: Risk Tolerance, Estimation Bias, Differential Prediction

INTRODUCTION

Nearly all researchers and financial services practitioners working in the personal and household finance field acknowledge that financial risk tolerance, which is generally defined as a person's willingness to engage in a financial behavior in which the outcomes are uncertain (Grable, 2008), differs among people based on age. In particular, the most common assumption stipulates that older individuals are less risk tolerant than younger persons. Although there is an ongoing debate regarding the risk tolerance-age relationship, with some arguing that there is no age-risk tolerance association (Chaulk, Johnson, & Bulcroft, 2003) or that risk tolerance increases with age, very few studies have addressed the issue of differential prediction associated with the risk tolerance-age association. The purpose of this study was to address this need in the literature. Specifically, differential prediction, as conceptualized in this study, deals with how accurately working adults at different ages in the lifespan are able to estimate their risk-taking propensity.

OBJECTIVES OF THE STUDY

The overall objective of the study is to find out the efficiency of portfolio investors in their financial Decision using Data Envelopment Analysis. The following are the more specific objectives. They are;

1. To use the TORA tool to analyze the input-output of portfolio investors in their financial Decision;

2. To use the TORA tool to analyze the following inputs namely Sex, Age , Religion etc.

METHODOLOGY OF THE STUDY

DATA COLLECTION

In order to perform the above said objectives, the researchers used an online survey to collect data. The data was collected through online survey questionnaire sent to the experience investors enrolled in major share trading concerns in Tiruchirappalli Corporation. The researchers had several round of talks with the leading share trading concerns like ARA Securities Private Limited, Karvy, Angel Broking Limited and so on. They gave a list of experienced, regular, loyal customer investors. After collecting the e-mail id of the selected investors, the researcher used Google Documents as a distributing engine through e-mail. The researcher sent the questionnaire on February 2012. The researcher has sent several reminders to the investors and closed the entry up to June 2012. In this study 100 investors were responded in which 66 are male and 34 are female.

TOOLS USED

Data Envelopment Analysis is a Linear Programming technique which is used for measuring the efficiency of the decision-making units. Usually, efficiency is defined in the ratio of input and output. "TORA" is a tool which is used in this study.

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Table-1 : Efficiency of Financial Decision of Portfolio Investors in Their Possible Losses or The Possible Gains

Input	Output
V1 Sex = 100	U1 = Always the possible losses = 10
V2 Age = 302	U2 = Usually the possible losses = 16
V3 Religion = 202	U3 = Not sure = 25
V4 Qualification = 357	U4 = Usually the possible gains = 36
V5 Nature of Place of Birth = 157	U5 = Always the possible gains = 13
V6 State = 166	
V7 Occupation = 223	
V8 Income = 232	
V9 Martial Status = 128	
V10 Financial Support = 313	

(Source: Field Data)

Q.NO	U1	U2	U3	U4	U5	BEST	VARIABLE
01.	0.2227	0.3992	0.4785	0.6451	0.2539	0.6451	U4

(Result: This result is taken from TORA Software package)

Inference

For the given output the efficiency of portfolio investors in their financial Decision in their Possible Losses or Possible Gains is unit Four Usually the possible gains is efficient, Always the possible losses, usually the possible losses, Not sure, Always the possible gains are inefficient.

The efficiency of portfolio investors in financial Decision in their Possible Losses or Possible Gains is unit Four Usually the possible gains is efficient. As per TORA result 0.2227 under Conservative Investor Categories, 0.2539 under Moderately Conservative Investor, 0.3992 under Moderate, 0.4785 under Moderate Aggressive Investor categories and 0.6451 under Aggressive Investor categories in their Risks.

Table-02 : Efficiency of Financial Decision of Portfolio Investors in Their Major Financial Decisions

Input	Output
V1 Sex = 100	U1 Very pessimistic = 12
V2 Age = 302	U2 Somewhat pessimistic = 19
V3 Religion = 202	U3 Not sure = 19
V4 Qualification = 357	U4 Somewhat optimistic = 37
V5 Nature of Place of Birth = 157	U5 Very optimistic = 13
V6 State = 166	
V7 Occupation = 223	
V8 Income = 232	
V9 Martial Status = 128	
V10 Financial Support = 313	

(Source: Field Data)

Q.NO	U1	U2	U3	U4	U5	BEST	VARIABLE
02.	0.3101	0.4732	0.3163	0.6745	0.2254	0.6745	U4

(Result: This result is taken from TORA Software package)

Inference:

For the given output the efficiency of portfolio investors in their Major financial Decision is unit Four Somewhat optimistic is efficient, Very pessimistic, Somewhat Pessimistic, Not sure, Very optimistic are inefficient. The efficiency of portfolio investors in their Major financial Decision is unit Four Somewhat optimistic is efficient. As per TORA result 0.2254 under Conservative Investor Categories, 0.3101 under Moderately Conservative Investor, 0.3163 under Moderate, 0.4732 under Moderate Aggressive Investor categories and 0.6745 under Aggressive Investor categories in their Risks.

Table- 03 : Efficiency of Financial Decision of Portfolio Investors in Their Past Financial Decisions

Input	Output
V1 Sex = 100	U1 Very pessimistic = 12
V2 Age = 302	U2 Somewhat pessimistic = 19
V3 Religion = 202	U3 Not sure = 19
V4 Qualification = 357	U4 Somewhat optimistic = 37
V5 Nature of Place of Birth = 157	U5 Very optimistic = 13
V6 State = 166	
V7 Occupation = 223	
V8 Income = 232	
V9 Martial Status = 128	
V10 Financial Support = 313	

(Source: Field Data)

Q.NO	U1	U2	U3	U4	U5	BEST	VARIABLE
03.	0.1773	0.5507	0.6745	0.3733	0.2236	0.6745	U3

(Result: This result is taken from TORA Software package)

Inference:

For the given output the efficiency of portfolio investors in their Past financial Decision is unit Three Medium is efficient, Very small, small, Large, Very Large are inefficient. The efficiency of portfolio investors in their Past financial Decision is unit Three Medium is efficient. As per TORA result 0.1773 under Conservative Investor Categories, 0.2236 under Moderately Conservative Investor, 0.3733 under Moderate, 0.5507 under Moderate Aggressive Investor categories and 0.6745 under Aggressive Investor categories in their Risks.

Table-04 : Efficiency of Financial Decision of Portfolio Investors in Their Current Financial Decisions

Input	Output
V1 Sex = 100	U1 Very pessimistic = 12
V2 Age = 302	U2 Somewhat pessimistic = 19
V3 Religion = 202	U3 Not sure = 19
V4 Qualification = 357	U4 Somewhat optimistic = 37
V5 Nature of Place of Birth = 157	U5 Very optimistic = 13
V6 State = 166	
V7 Occupation = 223	
V8 Income = 232	
V9 Martial Status = 128	
V10 Financial Support = 313	

(Source: Field Data)

Q.NO	U1	U2	U3	U4	U5	BEST	VARIABLE
04.	0.2664	0.4465	0.9277	0.2397	0.1194	0.9277	U3

(Result: This result is taken from TORA Software package)

Inference:

For the given output the efficiency of portfolio investors in their Current financial Decision is unit Three Medium is efficient, Very small, small, Large, Very Large are inefficient. The efficiency of portfolio investors in their Current financial Decision is unit Three Medium is efficient.

As per TORA result 0.1194 under Conservative Investor Categories, 0.2397 under Moderately Conservative Investor, 0.2664 under Moderate, 0.4465 under Moderate Aggressive Investor categories and 0.9277 under Aggressive Investor categories in their Risks.

Table-05 : Efficiency of Financial Decision of Portfolio Investors in Their Ability to Make Good Financial Decisions

Input	Output
V1 Sex = 100	U1 Very small = 11
V2 Age = 302	U2 Small = 21
V3 Religion = 202	U3 Medium = 49
V4 Qualification = 357	U4 Large =13
V5 Nature of Place of Birth = 157	U5 Very large = 6
V6 State = 166	
V7 Occupation = 223	
V8 Income = 232	
V9 Martial Status = 128	
V10 Financial Support = 313	

(Source: Field Data)

Q.NO	U1	U2	U3	U4	U5	BEST	VARIABLE
05.	0.2067	0.4741	0.5872	0.5222	0.2094	0.5872	U3

(Result: This result is taken from TORA Software package)

Inference:

For the given output the efficiency of portfolio investors in their ability to make good financial Decision is unit Three A reasonable amount is efficient, None, A little, A Great deal, Complete are inefficient. The efficiency of portfolio investors in their ability to make good financial Decision is unit Three a reasonable amount is efficient.

As per TORA result 0.2067 under Conservative Investor Categories, 0.2094 under Moderately Conservative Investor, 0.4741 under Moderate, 0.5222 under Moderate Aggressive Investor categories and 0.5872 under Aggressive Investor categories in their Risks.

ANALYSIS AND RESULTS

1. The efficiency of portfolio investors in financial Decision in their Possible Losses or Possible Gains is unit Four Usually the possible gains is efficient.

2. The efficiency of portfolio investors in their Major financial Decision is unit Four Somewhat optimistic is efficient.
3. The efficiency of portfolio investors in their Past financial Decision is unit Three Medium is efficient.
4. The efficiency of portfolio investors in their Current financial Decision is unit Three Medium is efficient.
5. The efficiency of portfolio investors in their ability to make good financial Decision is unit Three a reasonable amount is efficient.

CONCLUSION

The researchers use the TORA tool to analyze the input-output of Efficiency of portfolio investors in their financial decisions. The financing decisions are decisions concerned regarding the method that are used to raise

funds which would be used for making acquisitions. The financing decisions are decisions concerning the liabilities and stockholders' equity side of the firm's balance sheet, such as a decision to issue bonds. In this study, researchers found out some efficiency of portfolio investors. The efficiency of portfolio investors in their Current financial Decision is unit Three Medium is efficient. The efficiency of portfolio investors in their Major financial Decision is unit Four Somewhat optimistic is efficient.

Investors are of different types. In this study the researchers found out various types of investors like conservative, moderately conservative, Aggressive and moderately aggressive. Moreover, investor's risk tolerance varies on the basis of age, sex, income; financial goals and so on.

A STUDY ON CUSTOMERS' PERCEPTION TOWARDS UNIT LINK POLICIES (ULIP) AT ING VYSYA LIFE INSURANCE, TIRUVANNAMALAI DISTRICT

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ABSTRACT

Customer perception, a business term, is a measure of how products and services supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator within business and is part of the four of a Balanced Scorecard. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. Customer perception is an abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service. The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviors such as return and recommend rate. The level of satisfaction can also vary depending on other factors the customer, such as other products against which the customer can compare the organization's products. The research article analyses the customer perception towards ING Life Insurance Unit Linked Plans in Tiruvannamalai region and the usual measures of customer satisfaction involve a survey with a set of statements using a Likert scale. The customer is asked to evaluate each statement in terms of their perception and expectation of performance of the United Linked Insurance Plans.

Key Words: Customer Perception, Customer Satisfaction, Service quality, Life insurance, Investment, etc.

INTRODUCTION

American Customer Satisfaction Index (ACSI) is a scientific standard of customer satisfaction. Academic research has shown that the national ACSI score is a strong predictor of Gross Domestic Product (GDP) growth, and an even stronger predictor of Personal Consumption Expenditure (PCE) growth. On the microeconomic level, research has shown that ACSI data predicts stock market performance, both for market indices and for individually traded companies. Increasing ACSI scores has been shown to predict loyalty, word-of-mouth recommendations, and purchase behavior. The ACSI measures customer satisfaction annually for more than 200 companies in 43 industries and 10 economic sectors. In addition to quarterly reports, the ACSI methodology can be applied to private sector companies and government agencies in order to improve loyalty and purchase intent. The Kano model is a theory of product development and customer satisfaction developed in the 1980s by Professor Noriaki Kano that classifies customer preferences into five categories: Attractive, One-Dimensional, Must-Be, Indifferent, Reverse. The Kano model offers some insight into the product attributes which are perceived to be important to customers. The International Customer Service Institute (TICSI) has released The International Customer

Service Standard (TICSS). TICSS enables organizations to focus their attention on delivering excellence in the

management of customer service. TICSS focuses an organization's attention on delivering increased customer satisfaction by helping the organization through a Service Quality Model. TICSS Service Quality Model uses the 5 P's - Policy, Processes, People, Premises, Product/Services, as well as performance measurement. The implementation of a customer service standard should lead to higher levels of customer satisfaction, which in turn influences customer retention and customer loyalty.

OBJECTIVES OF THE STUDY

- To study the customer perception towards ING Life Insurance Unit Linked Plans in Tiruvannamalai region.
- To study the most preferred plan for investment by the customer.
- To examine the problems faced by the customer in terms of service.
- To find out the relationship between demographics and the amount of investment and risk taking appetite.

SCOPE OF THE STUDY

The research work is confined to Thiruvannamalai region and analyses the Customer Perception towards ULIP in ING Life Insurance and other players in the market. The study analyses the demographic profile of the customers and their preferred scheme for investment considering the risk factors involved in each scheme.

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LIMITATIONS OF THE STUDY

- The study is only limited to Tiruvannamalai region not to the whole market.
- Time is also one of the factors for the study.
- The sample size is 120. The Sampling is also one of the problems for the research.
- The study based on these opinions is likely to differ in future.
- The opinion expressed by the respondents may be biased.

RESEARCH METHODOLOGY

Research design:

Research design is a plan of action that guides the entire research. In this study Descriptive Research Design has been adopted.

Sampling method

Convenience sampling method was adopted to select sample customer. Convenience sampling, as the name implies is based on the convenience of researcher who is to select a sample. The type of sampling is also called as accidental sampling as the respondents in the sample are included in it merely on account of their being available on the spot where the survey is in progress. Thus a

researcher may stand in certain prominent location and interview all those people who arrive there.

Sample size:

The research design is of descriptive design. Further the sampling method is convenience sampling. Hence no statistically valid conclusions about the population are being attempted. Hence a sample size of 10% of the customers of the branch using unit linked insurance plans has been chosen. The sample size is 120.

Method of Data Collection

The data collected for the study includes both primary and secondary data in order to attain the objectives of the study. Apart from this, information regarding the company, future prospects etc have been collected from websites, clipping from newspapers, magazines, journals and books.

Statistical tools used

The role of statistics in research is to furnish a tool in designing research, analyzing its data and drawing conclusions there from, as well known that a researcher cannot ignore the science of statistics. Tools used in the study are as follows:

- Percentage Analysis, Chi-square test, Weighted average method.

DATA ANALYSIS AND INTERPRETATION

Table-1 : Age of The Respondent

Age in Years	No. of Respondents	Percentage %
20-30	10	8.3
31-35	24	20
36-40	33	27.5
41-50	29	24.1
Above 51	24	20
Total	120	100

(Source: Primary Data)

INFERENCE:

From the above table it can be inferred that 27.5% respondents are between the age group 36-40 years, 24.1% of the respondents are between the age group 41-50 years, 20% of the respondents are above 51 years, 20% of the respondents are in the age group of 31-35 years and 8.3% of the respondents are in the age group of 20-30 years.

Table-2 : Gender of The Respondents

Gender	No. of Respondents	Percentage %
Male	74	61.6
Female	46	38.3
Total	120	100

(Source: Primary Data)

INFERENCE:

From the above table it can be inferred that 62% respondents are Male, remaining 38% of the respondents are female.

Table-3 : Education Qualification of The Respondents

Educational Qualification	No. of Respondents	Percentage %
Higher Sec	23	19.1
Graduates	47	39.1
PG	33	27.5
Others	17	14.1
Total	120	100

(Source: Primary Data)

INFERENCE:

From the above table it can be inferred that 39.1% of the respondents are Graduates, 27.5% are Post Graduates followed by Higher Secondary and others with 19.1% and 14.1% respectively.

Table - 4 : Occupation of The Respondents

Occupation	No. of Respondents	Percentage %
Self Employed	25	21
Govt. Employee	28	23
Private Employee	30	25
House Wife	11	9
Retired Person	13	11
Professional	5	4
Others	8	7
Total	120	100

(Source: Primary Data)

INFERENCE:

From the table it can be inferred that 25% of the respondents are private sector employees, 23% of the respondents are Government employees followed by self employees, retired, house wives, others and Professional.

Table-5 : Annual Income of The Respondents

ANNUAL INCOME IN RS.(LAKHS)	NO. OF RESPONDENTS	PERCENTAGE %
BELOW 1	27	22.5
1-2	53	44.1
2-5	18	15
5-10	12	10
ABOVE 10	10	8.3
TOTAL	120	100

(Source: Primary Data)

INFERENCE:

From the above table it can be inferred that 44% of the respondents are in the income group of Rs.1-2 lakhs, 22% of the respondents are in the income group of below Rs.1 lakh, 15% of the respondents are in the income group of Rs.2-5 lakhs, 10% of the respondents are in the income group of Rs.5-10 lakhs and 8.3% of the respondents annual income is above Rs.10 lakhs.

Table-6 : Purpose of Investment in Insurance

Purpose of Investment	No. of Respondents	Percentage %
Life Coverage	72	60
Returns	12	10
Tax Planning	8	6.6
Regular Savings	22	18.3
Others	6	5
Total	120	100

(Source: Primary Data)

INFERENCE:

From the table it can be inferred that 60% of the respondents have invested in Insurance for Life coverage, followed by regular savings, returns, tax planning and others.

Table-7 : Investment in Other Avenues

Investments	No. of Respondents	Percentage%
Mutual Funds	25	20.8
Fixed Deposits	47	39.1
Shares	16	13.3
Real Estate	18	15
Others	14	11.6
Total	120	100

(Source: Primary Data)

INFERENCE:

From the table it can be inferred that 39.1% of the respondents invested in Fixed deposits followed by 20.8% Mutual funds, 18% Real estates and 14% others.

Table-8 : Source of Information About the Unit Linked Plans If ING Life

Source of Information	No. of Respondents	Percentage %
Newspapers	25	20.8
Television	22	18.3
Advisors	55	45.8
Friends	18	15
Total	120	100

(Source: Primary Data)

INFERENCE:

From the table it can be inferred that 45.8% of the respondents got information about the Unit Linked Plans through Advisors followed by Newspapers, Television and Friends.

CHI SQUARE TESTS-1

Null Hypothesis (H_0): There is no significant relationship between the purpose of investment in insurance and the annual income.

Alternate Hypothesis (H_1): There is significant relationship between the purpose of the investment in insurance and the annual income.

INFERENCE:

The tabulated value of X^2 at degree of freedom and at 0.05 level of significance is 21.06. Since the calculated value is less than the tabulated value the null hypothesis (H_0) is accepted and alternate hypothesis (H_1) is rejected. So, there is no significant relationship between the purpose of investment in insurance and the annual income.

CHI-SQUARE TEST-2

NULL HYPOTHESIS (H_0): There is no significant relationship between gender of the respondent and the risk taken while investing.

ALTERNATE HYPOTHESIS (H_1): There is significant relationship between gender of the respondent and the risk taken while investing.

INFERENCE:

The tabulated value of x^2 at 3 degrees of freedom and at 0.05 level of significance is 7.815. Since the tabulated value is less than the calculated value, hence alternate hypothesis (H_1) is accepted and Null hypothesis (H_0) is rejected. There is significant relationship between the

gender of respondents and amount of risk taken while investing.

CHI-SQUARE TEST-3

NULL HYPOTHESIS (H_0): There is no significant relationship between the risk taken while investing and the amount invested.

ALTERNATE HYPOTHESIS (H_1): There is significant relationship between the risk taken while investing and the amount invested.

INFERENCE:

The tabulated value of x^2 at 12 degrees of freedom and at 0.05 level of significance is 21.026. Since the tabulated value is less than the calculated value, hence alternate hypothesis (H_1) is accepted. There is significant relationship between the risk taken while investing and the amount invested.

WEIGHTED AVERAGE METHOD

The term weight stands for the relative importance of the different observations.

$$X_w = \frac{\sum W_i X_i}{\sum W_i} \text{ where}$$

X_w = Weighted arithmetic mean
 X_i = variable
 W_i = Weights attached to the variable X_i
 $i=1, \dots, n$

Table-9 : Weighted Average Method to Find Out The Satisfaction of Respondents.

Weights Parameters	r1=w5	r2=w4	r3=w3	r4=w2	r5=w1	Weighte points	Weighte Average	Rank
Claim settlements	18	9	8	10	2	172	11.47	III
Quarterly reports	14	9	13	10	1	166	11.06	IV
Response for queries	16	9	8	10	4	164	10.93	V
Renewal premium	23	9	8	6	1	188	12.53	I
Others	16	15	7	8	1	178	11.86	II

(Source: Primary Data)

INFERENCE:

From the table it is an evident that renewal premium has given the first rank followed by others, claim settlement, quarterly reports & customer care service.

Table-10 : Weighted Average Method to Find Out The Options Provided By The Insurance Players.

Weights Company	r1=w5	r2=w4	r3=w3	r4=w2	r5=w1	Weighte points	Weighte Average	Rank
LIC	22	14	38	19	27	351	23.4	II
HDFC Standard life	21	19	16	25	39	318	21.2	V
ING Life	37	17	8	32	26	367	24.46	1
BIRLA Sun Life	28	9	21	23	39	324	21.6	IV
BAJAJ ALLIANZ	30	18	15	27	30	345	23	III
Others	16	20	26	16	42	312	20.8	VI

(Source: Primary Data)

INFERENCE:

From the table it can be stated that ING Life has been given the first rank in terms of option to withdraw the money followed by LIC, Bajaj Allianz, Birla sun life and others.

FINDINGS

- Most of the respondents (69%) are satisfied with the service provided by the company.
- Most of the respondents (85%) are having their risk level between low and medium. Investments are made in such avenues where risk is low or medium. 65% of the investments are made in fixed deposits, real estate and others. Rest of them are made in mutual funds and shares.
- LIC has been a major competitor for ING Life in the unit linked insurance plans.
- LIC has been given first rank in terms of safety for the money and options to change the terms of the policy.
- Nearly two third of the respondents are investing below 50,000 and the rest of them are investing above.
- The fundamental principle behind the life insurance is life coverage and this has been confirmed by the respondents to the survey.
- ING Life has been given first rank in terms of option to withdraw the money, service and returns.
- Approximately 66% of the respondents belonged to the income groups of below 1 lakh and 1-2 lakhs.
- Most of the respondents (67%) are graduates and post graduates.
- Approximately 70% of the respondents belonged to the categories of private sector employee, government servants and self employed. Rest of the respondents belonged to the categories of house wife, retired, professional and others.

- There is no significance relationship between the purpose of investment in insurance and the annual Income of the respondents.
- There is significant relationship between the gender of respondents and amount of risk taken while investing.
- There is significant relationship between the risk taken while investing and the amount invested by the respondents.
- There is significant relationship between the purpose of investment in insurance and the occupation of the respondents.

SUGGESTIONS

- The respondents feel that the advisors are a major source of information about the unit linked plans. So ING Life has to improve the effectiveness of other advertising and promotional efforts.
- ING Life is doing well in terms of renewal premium collections, claim settlements and other services. But they have to concentrate on their customer care service.
- Most of the respondents belonged to the income groups of below 1 lac and 1-2 lakhs. So ING Life should concentrate on this group of customers and design products suited for this segment of the population.
- Most of the respondents are having their risk level between low and medium. So ING Life should design unique products for this sort of customers characterized by low/medium risk.
- ING Life can sell the policy through financial consultant.
- Motivate the financial consultant by giving rewards for their work.
- Training should be given to the financial consultant to know about the ING Life products.
- Housewife's, retired persons, Business persons;

Government employees are the right choice for financial consultant because they have more contacts, so Financial Consultants can sell the policy easily.

CONCLUSION

Customer perception has been found through a questionnaire gathering information regarding their awareness about the insurance companies, most preferred area of investment by the customer, problems faced by customers in terms of service, relationship between demographics and the amount of investment and risk taking appetite and preference of customers in terms of different players in the industry.

In terms of the awareness and safety, LIC is occupying the first position. The risk appetites of the customers are mostly between medium and low. Most of the respondents are having insurance for the purpose of life coverage. Mostly the demographics of the respondents have a significant relationship with the amount of investment and risk taking appetite. The respondents mostly prefer the avenues of

fixed deposits and real estate for investment. ING Life insurance is ranked first in terms of service and returns. Private life insurance companies except ING and HDFC don't have the capability to compete with LIC in all perspectives. Customers are facing difficulties in getting responses to their queries and it has been ranked last among the various services provided by the ING Life.

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BANKING SERVICES AND CUSTOMERS OF PRIVATE AND PUBLIC SECTOR BANKS- A STUDY

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ABSTRACT

In seventies banks use to compete among themselves on the physical aspect of services rather than on financial aspects were accepted i.e. banks were allowed to charge and pay distinguishingly for the same type of services. More recently, liberalization, the opening up of the economy in the 90s and the government's decision to privatize banks by reduction in state ownership culminated in the banking reforms based on the recommendations of the committee. The present study proposes banking services and customers of private and public sector banks and determine the underlying workings.

INTRODUCTION

Focusing on banking it could be said that 'Banks are social organizations in the given complex environment and banking services are need, prices and marketed in the environment (institution and individual users in the environment)'². Banks perform as linking agencies between environment and individuals and are called upon to play effective boundary roles.

Banking services are rendered to the customers in the complex behavior settings of the organizational goals, resources, structures, programs and relations among the management, employees and customers. Various interactions occur among the various elements in the setting which forms part of the behavior of management, employees and customers. These interactions are sometimes positive otherwise these can be full of discord. Banks need to cope with these varieties of interactions in the process of realizing the organizational and employee goals, Banks have to prove the strength of their structure and procedure in a continuous manner. The management is expected to search identify and adopt modification requirements and reinforcing mechanisms as and when necessary.

With the phenomenal increase in the country's population and the increasing demand for banking service; speed, service quality and customer satisfactions are going to be key differentiators for each bank's future success. With the current change in functional orientation of banks their purpose of banking is redefined. The main driver of this change is changing customer needs and expectations. Present change in customer attitude has gone in parallel with the development of ATMS, Phone and net banking in conjunction with the availability of service right at the customer's door step. Urban India customers no more want

to wait in long queues and spend hours in banking. The state of services provided by private and multinational banks with their ever sprouting products and service has raised the bar of customer expectations. Meeting the legitimate aspirations of their customers will enable the bank to maintain their image, create confidence and attract funds comparatively at low cost in a competitive environment. Thus it is imperative for banks to get useful feedback on their actual response time and customer service quality aspects of retail banking, which in turn will help them to take positive steps to maintain a competitive edge. Financial services are inherently intangible and high on experience and credence qualities. Services quality can only be assessed during and after consumption, credence quality of services is virtually impossible to evaluate even after consumption. Thus investigating service quality in the financial service industry is interesting as well as challenging one.

After taking into consideration the concept of banks in all regards it's time now to define the bank customer. There is no legal/statutory definition of the customer but from various judgment based on section 131/131 A of Negotiable Instruments Act 1881, a customer means a person who seeks to open account which banker accepts with proper introduction. The initial deposit for opening account is normally accepted in cash. The frequency of transactions, relationships and the duration are not material to constitute relationship. However, a person who only avails services like remittances, safe custody, safe deposits locker, encashment of third party cheques without having an account is not a customer of a bank. When customer deposit to open account and banker accept, the contractual relationship is established. The points given below specify the concept of the bank customer:-

- a. A person who maintains any type of account with the bank, be it deposit account, loan account, safe deposit

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account, locker account (which is duly introduced, as per Goiporia Committee Recommendations)

- b. A person frequently visiting bank's branch for purchasing draft or encasing cheques is not a customer if he does not open an account.
- c. Even a person who fills the account opening form and hands it over to the bank who accepts it, acquire the status of a Customer irrespective of the fact that accounts has not opened in the books so far.
- d. A person can be treated as a customer of a branch where he maintains any account. He cannot be treated the customer of other branches of the same bank.
- e. A bank maintaining any account with another bank also becomes the customer of the Bank.

REVIEW LITERATURE

Kumar Sharad and M. Sreeramulu (2007) The study concludes that the performance of the modern banks (foreign and new private sector banks) was much superior than the traditional banks (public sector and old private sector banks). However, the gap between the performance of modern and traditional banks on all the five variables has shown a decreasing trend, which has significantly reduced during the period of 12 years under study, on account of the measures taken by the traditional banks during the period.

Nikhil Chandra Shil and Bhagaban Das, August 2008, focused on the application of Quality Function Deployment (QFD) on a typical service through designing the house of quality matrix. The study is aimed at understanding how a service provider can improve customer satisfaction. Kaleem M. Khan, (2008) in their study found that there were distinctive segments within the financial market that had significantly different levels of usage of financial distribution channels. Financial customers' satisfaction with human tellers, automated teller machines, money transfer at the point of sale, credit cards, debit cards, internet banking and telephone banking was investigated, and this information was used to determine if relationships exist between customer satisfaction and the usage of financial distribution channels.

OBJECTIVES OF THE STUDY

- To study the various services turns up by banks for customers.
- To make a study of bank customer services provided by banks to satisfy their needs from selected public sector banks and private sector banks

RESEARCH METHODOLOGY

Research methodology comprises not only the research methods but also the rationale behind the use of such methods, so as to make the research results capable of

being evaluated either by the researcher himself/herself or by others. In the present work researcher has followed the secondary method of study. The study is based on the interpretation of the data collected. Secondary data available in published research journals, reports and books open to the public in libraries.

BANKING SERVICE

The task of rendering customer service in banks has changed a lot all through the years. Last decade saw a revolutionary transformation in various industries and banking is not an exception too. With the emergence of universal banking, banks aim to provide all banking product and service offerings under one roof and their Endeavour is to be customer centric. The Indian banking industry is also accepting and implementing technology rapidly. Almost all the banking tasks are now being performed with the help of computers and related devices installed in the banks thus resulting in an efficient and accurate banking system. Majority of private and public sector banks are reengineering and automating their core banking processes. The common aspects to modern banking services are discussed here under :-

1. Electronic Banking

The various services offered by traditional banks to their customers include accepting customer money deposits, providing various banking services to customers, and making loans to individuals and companies. Instead of offering banking services through physical branches; E-banking uses the Internet to deliver traditional banking services to their customers, such as opening of accounts, transferring funds, and payment of bills.

E-banking can be offered in two main ways. First, an existing bank with physical offices can also establish an online site and offer e-banking services to its customers in addition to the regular channel. Secondly there are several e-banks that exist only on the Internet, allowing users to work with a "virtual" bank. Without physical to its customers and waive many fees normally charged by a with a large network of physical branches. The challenge branches. The challenge for Internet- only banks is to provide quality customer services without physical offices.

2. Automatic Teller Machine [ATM]

Prior to the advent of Automatic Teller Machines none of us would have dreamt of such machine and process which could perform the task of lending or depositing of money. With the introduction of the first automatic clearinghouse in the early 1970s, electronic funds transfer (EFT) was made possible, and the ATM was introduced. Since then banks increasingly have turned towards ATM and other computer technology to reduce the high costs associated with maintaining traditional 'brick and mortar' branches staffed by tellers. ATM transactions, along with

transactions made by telephone, have replaced transactions formerly made with human tellers.

3. Mobile Banking

The idea that mobile phones bring economic benefits is now widely accepted. In places with bad roads, few trains and parlous land lines, they substitute for travel, allow price data to be distributed more quickly and easily, enable traders to reach wider markets and generally ease the business of doing business. Leonard Waverman of the London Business School has estimated that an extra ten mobile phones per 100 people in a typical developing

country leads to an extra half a percentage point of growth in GDP per person. To realize the economic benefits of mobile phones, governments in such countries need to do away with state monopolies, issue new licenses to allow rival operators to enter the market and slash taxes on handsets. With few exceptions, they have done so, and mobile phones are now spreading fast, even in the poorest parts of the world. Here it is important to note that the term Scheduled Commercial Bank comprises State Bank of India and its Associates, Nationalised banks, Regional Rural Banks, Foreign Banks and other Indian Scheduled Commercial Banks (in the private sector.)

Table-1 : Particulars of Deposits and Credits along with Number of Banks And Accounts In scheduled Commercial Banks of India as at March 2012

(No. of Accounts in thousand, Amount in Rupees Lakh)

Population Group	No. of Offices	Deposits		Total Credit		Share of small borrowers	
		No. of Account	Amount	No. of Account	Amount	No. of Account	Amount
Rural	30898 (39.77)	168034 (28.89)	30342304 (9.34)	32741 (30.60)	18310681 (7.58)	31166 (32.96)	10369001 (31.32)
Semi Urban	17695 (22.77)	148361 (25.51)	43027971 (13.24)	23817 (22.26)	22903050 (9.48)	21533 (22.77)	8744270 (26.42)
Urban	15275 (19.66)	128021 (22.01)	65769902 (20.24)	13894 (12.98)	38414544 (15.9)	11152 (11.8)	5643705 (17.05)
Metro Cities	13831 (17.80)	137241 (23.59)	185854440 (57.18)	36537 (34.16)	162072378 (67.04)	30704 (32.47)	8345209 (25.21)
All india Total	77699 (100)	581658 (100)	32499461 (100)	106990 (100)	241700652 (100)	94554 (100)	33102185 (100)

(* Source: RBI, Banking Statistics : Basic Statistical Returns of scheduled commercial bank in India, March 2012, ** Figures in brackets are percentage of totals.)

As this discussion pertains to public and private sector banks the number of customers in these sectors is relevant for discussion. The share of public sector banks (Nationalised Banks) and Private sector banks (other scheduled commercial banks) in total deposits and depositors and total borrowings and borrowers in reference to the population group as at March 2012 :-

Table-2 : Particulars of Deposits and Credits along with Number of Bank And Accounts In Public Sector Banks of India as at March 2012

(No. of Accounts in thousand, Amount in Rupees Lakh)

Population Group	No. of Offices	Deposits		Total Credit		Share of small borrowers	
		No. of Account	Amount	No. of Account	Amount outstanding	No. of Account	Amount outstanding
Rural	13183	80115	15822740	13873	9345507	13075	4622107
Semi Urban	8168	72398	19563362	9843	9984730	8912	3595200

Urban	8921	72839	34344715	6677	19108806	5403	2831513
Metro cities	8649	79858	86458228	4420	79538569	3058	2177187
All India Total	38921	305209	156189105	34813	117977612	30447	13226005

(* Source: RBI, Banking Statistics: Basic Statistical Returns of scheduled commercial banks In India, March 2012, ** Table includes all Public Sector Banks except SBI & its associates)

Table-3 : Particulars of Deposits and Credits along with Number of Bank And Accounts In Public Sector Banks of India as at March 2012

(No. of Accounts in thousand, Amount in Rupees Lakh)

Population Group	No. of Offices	Deposits		Total Credit		Share of small borrowers	
		No. of Account	Amount	No. of Account	Amount outstanding	No. of Account	Amount outstanding
Rural	1020	4959	1430654	863	673995	798	270282
Semi Urban	2323	13077	5378733	1811	2336807	1610	574419
Urban	2470	19418	11326750	2689	6650866	2225	925353
Metro cities	2255	26462	47593735	21613	37919610	18634	3903027
All India Total	8068	63916	65729872	26976	47581279	23267	5673081

(* Source : RBI, Banking Statistics: Basic Statistical Returns of scheduled commercial banks In India, March 2012)

The contribution of both the sectors in population wise group can throw light on the real situation. The percentage of deposit accounts of public and private sector banks in total deposits is 52.47% and 10.99% respectively. The total amount of deposits has a share of 48.06% and 20.22% of public and private sector banks respectively. The share of public sector banks in rural deposits is substantial i.e. 52.15% whereas it is meager 4.72% in case of private sector banks. The borrowers are 32.54% and 25.21% of the total borrowers of scheduled commercial banks in public sector and private sector banks correspondingly. The amount borrowed from public sector banks is quite large i.e. 48.81% of the total borrowings as compared to private sector banks borrowings of just 19.69% of the total borrowings. However the percentage of borrowers out of total borrowers is not of much difference,

viz. 32.54% for public sector banks and 25.21% in private sector banks. The amount of rural borrowings is also very high in public sector banks in contrast to private sector banks; it is 51.04% and 3.68% of total borrowings respectively. Public Sector Banks also take a lead in advancing amounts to small borrowers by advancing 39-96% of the total borrowings as just 17.17% is provided to small borrowers by private sector banks. Last but significant is the infrastructure in terms of offices; for public sector banks it is 50.69% of the total bank offices in the country and for private sector banks it is just 10.38% of the total. In order to have deep understanding regarding bank customers it is of use to specify the details of customers in relation to the amount of deposits and credits as well as to the number of bank branches.

Table-4 : Region wise deposits and credits/loans per customer in the two Banking Sectors as at March 2012

Region	Deposits Per Customer		Borrowings per customer	
	Public Sector Banks (Rs.)	Private Sector Banks (Rs.)	Public Sector Banks (Rs.)	Private Sector Banks (Rs.)
Rural	19750	28850	67365	78099
Semi- Urban	27022	41131	101440	129034
Urban	47152	58331	286190	256889
Metropolitan	108265	179857	1799515	175448
Overall average	51174	102838	338890	176384

(* Source: Prepared by the researcher on the basis of 1.2 and 1.3)

The inferences of the table show a higher deposit amount per customer in case of private sector banks whereas the amount borrowed per customer is greater in case of public sector banks. The overall deposit per customer of private sector banks is almost two times that of public sector banks; the picture is vice versa in case of borrowings.

Table-5 : Region wise Customers and Business per Branch in Public Sector Banks

Region	Public Sector Banks (figures per branch)			
	No. of depositors	Deposits (Rs. thousand)	No. of Borrowers	Borrowings (Rs. thousand)
Rural	19750	28850	67365	78099
Semi- Urban	27022	41131	101440	129034
Urban	47152	58331	286190	256889
Metropolitan	108265	179857	1799515	175448
Overall average	51174	102838	338890	176384

(* Source: Prepared by the researcher on the basis of Table I.2)

Table-6 : Region wise Customers and Business per Branch in Private Sector Banks

Region	Public Sector Banks (figures per branch)			
	No. of depositors	Deposits (Rs. thousand)	Borrowers	Borrowings (Rs. thousand)
Rural	4862	140260	846	66078
Semi- Urban	5629	231543	780	100594
Urban	7862	458573	1089	269266
Metropolitan	11735	2110587	9584	1681579
Overall average	7922	814698	3344	589753

(* Source: Prepared by the researcher on the basis of Table I.3)

On an overall basis the number of depositors per branch is nearly equal in both the banking sectors. The depositors are uniformly distributed in various regions in case of public sector banks; the private sector banks have higher number of depositors in metro cities. The amount of total deposits is quite high in case of public sector banks and thus deposits per branch also show elevated figure in these banks. The number of borrowers per branch and the amount borrowed per branch show a substantial figure in private sector banks.

Conclusion

Industry which is playing significant role in customer satisfaction is technological advancements in banking. Today, Indian banks seem to encourage clients to stay away from bank branches even as their clients continue to receive improved financial services. Prior to the discussion of this external aspect of technology, it is relevant to discuss the internal computerization of banks. New Private sector Banks already emerged with computerized bank branches. It's the public sector banks which were lagging behind in this aspect. According to the RBI's report on Trend and progress of Banking in India, computerization of the banking sector is almost complete. The report said that 27 public sector banks cumulatively spent Rs. 17,897 crore on computerization and development of communication networks between September 1999 and March 2013.

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MARKETING OF GARMENTS INDUSTRY IN TIRUPPUR DISTRICT OF TAMILNADU

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ABSTRACT

Textile production is comprised of cotton ginning, cotton yarn, cotton fabric, fabric processing (grey-dyed-printed), home textiles, towels, hosiery & knitwear and readymade garments. These components are being produced both in the large-scale organized sector as well as in unorganized cottage/small & medium units. This study highlights the marketing of garments industry in Tiruppur district

Introduction

The textile sector has spearheaded the Readymade bonanza of manufactured goods for some time. Its share in the economy along with its contribution to Readymade, employment, foreign exchange earnings, investment and value added in industry; make it the single largest determinant of the growth in the manufacturing sector. It has a one-fifty weight age in the quantum index of large-scale manufacturing and a 46 percent share in overall manufacturing activity. Pakistan has emerged as one of the major cotton textile product suppliers in the world market with a share in world yarn trade of about 30 percent and 8 percent in cotton cloth. The share of textiles in Readymade earnings is 68 percent with a value of around \$8 billion. The value addition in the sector accounts for 9 percent of GDP and its share in overall employment is 38 percent. During the last four years, the government in collaboration with the private sector has embarked upon a plan to combat the challenges of opening up to foreign competition in the next calendar year (WTO:2005) and then (SAFTA) when all quotas will be abolished. Pakistan has been seeking the removal of these quota barriers for some time and its vertically integrated textile sector is all set to capitalize on this imminent change in quota regime.

Garment Industry in India

The Garment industry is a key area where India has an opportunity for success on a global scale, given the low cost of labor. Conversely, textile is a labor intensive industry, which has the potential to generate jobs for a large number of people. India competes with countries like China, Bangladesh and Pakistan in this field.

Tiruppur District is one among the industrially well developed districts. Industry and Trade occupy a place of

prominence in the economy of the district. Industries that flourished in early days in and around Tiruppur area were handloom weaving and carpet manufacturing. The advent of modern era has changed these industries to some extent and the power loom weaving is slowly replacing it. The district has high concentration of power loom & Handloom weaving, Rice milling, Edible oil expelling units. The other industries are Tanneries, Chemical & Plastic Products knitted garments Although Tiruppur is a small city compared to Coimbatore, it is the centre of Tamilnadu cotton knitwear industry and successfully markets its products in India and overseas. It is one of the most fastest growing city in India in terms of Industry. It is called the Knits Capital of India as it caters to famous brands and retailers from all over the world. Nearly every international knitwear brand in the world has a strong production share from Tiruppur. It has a wide range of factories which export all types of Knits fabrics and supply garments for Kids, Ladies, Men's garments - both underwear and tops. The city is known for its hosiery exports and provides employment for about 3,00,000 people.

Challenges of Garment Industry

A strong need exists for the liberalization of the textile sector, noting that protection through high tariffs and small scale reservations had hindered its competitiveness.

- Indian textile industry can be affected by SAFTA in following ways,
- India's Huge Consumption
- Severe Competition in the region
- Inexpensive, abundant and skilled labor force in India
- Price Competition
- Economies of Scale and Productivity
- WTO : Will already be in action in 2000

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Garments Industry in Present Scenario

The garment industry provides the highest value addition in the textile sector and is distributed into small, medium and large-scale units, most of them, having 50 machines or less. This sector is attracting considerable investment and many new units are coming up in the organized sector every year. This sub-sector is facing multi-dimensional problems like high value addition in competing countries and its inelasticity in shifting the burden of increased prices of yarn, cotton cloth or other inputs to the end user. The sector performed poorly during July-April 2003-04 because its Readymade declined both in terms of quantity and value by 24.1 percent and 7.5 percent respectively in spite of a 22 percent increase in unit value in the international market. The value of Readymade declined from \$891.2 million last year to \$824.1 million this year.

Statement of the Problem

Tiruppur District in Tamilnadu State is very important market centre for Garment product. Product is received, not only from Tiruppur District, but also from the other parts of Tamil Nadu. The city is located in a cotton growing region, and its industries include cotton ginning and hosier product market. Tiruppur District is one among the industrially developing Districts. Industry and Trade occupy a place of prominence in the economy of the District. Industries that flourished in early days in and around Tiruppur area were handloom weaving and hosiery manufacturing. The district has high concentration of Power loom & Handloom weaving, Garment product market. Although Tiruppur is a prosperous hosier product marketing centre, it has been facing numerous problems in production and marketing. Lack of product diversification, lack of technological up gradation and inability to meet buyers complaints are some

examples of production problems. These problems, in turn, hamper marketing strategies of the garments Ready-made's. Similarly, inordinate delay in getting information regarding buyers, taste and preference and inadequate communication and information about market trend are a few such marketing problems encountered by the garment manufacturers. Additionally In the marketing part lack of innovative ideas and pricing war, fake product, poor bargaining power. These marketing problems have affected the Garments manufacturers in the Tiruppur District.

Objectives of the study

1. To examine the marketing of Garment Industry in Tiruppur district.
2. To analyze the consumers' opinion towards Garment Industry in Tiruppur district.

Collection of Data

In the present study both primary and secondary data are made. Use of primary data have been collected from Garments units in Tiruppur district. Similarly primary data have been collected from the consumers by employing on questionnaire.

Secondary data also have been collected from various books, journals, research abstracts, seminar papers, manuals and new browsing and they are used at appropriate places of the research study.

ANALYSIS OF GARMENTS INDUSTRY

Tiruppur Garments marketing strategy including product strategy, pricing strategy, promotion and distribution strategy has been analysed. Production process, source of raw materials, problems in marketing, marketing plan also analysed here.

Table-1 : Product Strategy of Garments

Product Nature	Type of Industry			
	Small size	Medium size	Large size	Total
Knitwear	11 (24.44)	17 (19.77)	21 (30.88)	49 (24.62)
Woolen Fabrics	08 (17.78)	14 (16.27)	06 (8.82)	29 (14.07)
Hosiery Products	23 (51.11)	47 (54.65)	39 (57.35)	109 (54.77)
Other Products	03 (6.67)	08 (9.30)	02 (2.94)	13 (6.53)
Total	45 (100)	86 (100)	68 (100)	200 (100)

(Source : Primary Data. Figures in parenthesis is in percentage)

Product Strategy of Garments is given in the Table 1. In the size wise industry, Among the 45 small size industry Knitwear products produce 11 units (24.44%), woolen fabrics 8 units (17.78%), hosiery products 23 units (51.11%) other products 3 units (6.67%). It finds that large number (51.11%) of small size Garments units in Tiruppur produced hosiery products. Among the 86 medium size industry Knitwear products produce 17 units (19.77%), woolen fabrics 14 units (16.27%), hosiery products 47 units (54.65%) other products 8 units (9.3%). It finds that large number (54.65%) of Medium size Garments units in Tiruppur produced hosiery products. Among the 68 Large size industry Knitwear products produce 21 units (30.88%), woolen fabrics 06 units (8.82%), hosiery products 39 units (57.35%) other products 2 units (2.94%). It finds that large number (57.35%) of Large size Garments units in Tiruppur produced hosiery products. Among the 200 total Tiruppur Garments industry Knitwear products produce 49 units (24.62%), woolen fabrics 29 units (14.07%), hosiery products 109 units (54.77%) other products 13 units (6.53%). It finds that large number (54.77%) of Garments units in Tiruppur produced hosiery products.

Table-2 : Brand Strategy of Garments

BRAND	Type of Industry			
	Small size	Medium size	Large size	Total
International Brand	11 (24.44)	24 (27.90)	31 (45.59)	66 (33.16)
National Brand	14 (31.11)	36 (41.86)	22 (32.35)	73 (36.18)
Regional Brand	19 (42.22)	17 (19.77)	13 (19.11)	49 (24.62)
Other Brand	01 (2.22)	09 (10.47)	02 (2.94)	12 (6.03)
Total	45 (100)	86 (100)	68 (100)	200 (100)

(Source : Primary Data. Figures in parenthesis is in percentage.)

Brand Strategy of Garments is given in the Table 2. In the size wise industry, Among the 45 small size industry International Brand used 11 units (24.44%), National Brand 14 units (31.11%), Regional Brand 19 units (42.22%) other brands 1 unit (2.22%). It finds that large number (42.22%) of small size Garments units in Tiruppur used Regional Brands. Among the 86 medium size industry International Brand used 24 units (27.90%), National Brand 36 units (41.86%), Regional Brand 17 units (19.77%) other brand 9 units (10.47%). It finds that large number (41.86%) of medium size Garments units in Tiruppur used National Brands. Among the 68 large size industry International Brand used 31 units (45.59%), National Brand 22 units (32.35%), Regional Brand 13 units (19.11%) other brand 2 units (2.94%). It finds that large number (45.59%) of large size Garments units in Tiruppur used International Brands. Among the total 200 Tiruppur Garments units, International Brand used 66 units (33.16%), National Brand 73 units (36.18%), Regional Brand 49 units (24.62%) other brand 12 units (6.03%). It finds that large number (36.18%) of Garments units in Tiruppur used national Brands and 33.16% used International Brand.

Table-3 : Nature of Production Strategy of Garments

Production Nature	Type of Industry			
	Small size	Medium size	Large size	Total
100% Own production	07 (15.55)	49 (56.98)	54 (79.41)	111 (55.27)
Partly own production and partly job work	11 (24.44)	18 (20.93)	12 (17.64)	41 (20.60)
Fully job work	27 (60)	19 (22.09)	2 (2.94)	48 (24.12)
Total	45 (100)	86 (100)	68 (100)	200 (100)

(Source : Primary Data. Figures in parenthesis is in percentage.)

Nature of Production Strategy of Garments is given in the Table 3. In the size wise industry, Among the 45 small size industry 100% own production strategy adopt 07 units (15.55%), Partly own production and partly job work strategy adopt 11 units (24.44%), Fully job work strategy adopt 27 units (60%). It finds that large number 60% of small size Garments units in Tiruppur used adopt fully job work production strategy. Among the 86 medium size industry 100% own production strategy adopt 49 units (56.98%), Partly own production and partly job work strategy adopt 18 units (20.93%), Fully job work strategy adopt 19 units (22.09%). It finds that large number 56.98% of medium size Garments units in Tiruppur used adopt fully 100% own production strategy. Among the 68 large size industry 100% own production strategy adopt 54 units (79.41%), Partly own production and partly job work strategy adopt 12 units (17.64%), Fully job work strategy adopt 02 units (2.94%). It finds that large number 79.41% of large size Garments units in Tiruppur used adopt fully 100% own production strategy. Among the total 200 units, 100% own production strategy adopt 111 units (55.27%), Partly own production and partly job work strategy adopt 41 units (20.60%), Fully job work strategy adopt 48 units (24.12%). It finds that large number 55.27% of Garments units in Tiruppur used adopt fully 100% own production strategy.

Table-4 : Source of Raw material Strategy of Garments

Source of Raw material	Type of Industry			
	Small size	Medium size	Large size	Total
Direct purchase materials	12 (26.67)	39 (45.34)	42 (61.76)	93 (46.73)
Job work materials	31 (68.89)	33 (38.37)	24 (35.29)	89 (44.22)
Local source	02 (4.44)	14 (16.27)	02 (2.94)	18 (9.04)
Total	45 (100)	86 (100)	68 (100)	200 (100)

(Source : Primary Data. Figures in parenthesis is in percentage)

The Table 4 it is noted that the size wise industry, Among the 45 small size industry Direct purchase material strategy adopt 12 units (26.67%), Job work material strategy adopt 31 units (68.89%), Local source material strategy adopt 02 units (4.44%). It finds that large number (68.89%) of small size Garments units in Tiruppur adopt job work material strategy. Among the 86 medium size industry Direct purchase material strategy adopt 39 units (45.34%), Job work material strategy adopt 33 units (38.37%), Local source material strategy adopt 14 units (16.27%). It finds that large number (45.34%) of medium size Garments units in Tiruppur adopt direct purchase raw material strategy. Among the 68 large size industry Direct purchase material strategy adopt 42 units (61.76%), Job work material strategy adopt 24 units (35.29%), Local source material strategy adopt 02 units (2.94%). It finds that large number (61.76%) of large size Garments units in Tiruppur adopt direct purchase raw material strategy. Among the total 200 Tiruppur Garments units, Direct purchase material strategy adopt 93 units (46.73%), Job work material strategy adopt 89 units (44.22%), Local source material strategy adopt 18 units (9.04%). It finds that large number (46.73%) of Garments units in Tiruppur adopt direct purchase raw material strategy and (44.22%) of Garments units in Tiruppur adopt job work raw material strategy.

Table-5: Production Problems of Garments

Problems in Production	Type of Industry			
	Small size	Medium size	Large size	Total
Lack of material	13 (28.89)	23 (26.74)	17 (25)	53 (26.63)
Lack of Electricity	16 (35.55)	42 (48.83)	41 (60.29)	99 (49.74)
Lack of labour	12 (26.67)	12 (13.95)	07 (10.29)	31 (15.57)
Lack of mobility of material	04 (8.89)	09 (10.46)	03 (4.41)	17 (8.04)
Total	45 (100)	86 (100)	68 (100)	200 (100)

(Source : Primary Data. Figures in parenthesis is in percentage).

Production Problems of Garments in Garments industry is given in the Table 5. In the size wise industry, Among the 45 small size industry lack of material 13 units (28.89%), lack of electricity 16 units (35.55%), lack of labour 12 units (26.67%), lack of mobility of material 04 units (8.89%). It finds that large number 35.55% of small size Garments units in Tiruppur faced lack of electricity problem. Among the 86 medium size industry lack of material 23 units (26.74%), lack of electricity 42 units (48.83%), lack of labour 12 units (13.95%), lack of mobility of material 09 units (10.46%). It finds that large number 48.83% of medium size Garments units in Tiruppur faced lack of electricity problem. Among the 68 large size industry lack of material 17 units (25%), lack of electricity 41 units (60.29%), lack of labour 07 units (10.29%), lack of mobility of material 03 units (4.41%). It finds that large number 60.29% of large size Garments units in Tiruppur faced lack of electricity problem. Among the total 200 units lack of material 53 units (26.63%), lack of electricity 99 units (49.74%), lack of labour 31 units (15.57%), lack of mobility of material 17 units (8.04%). It finds that large number 49.74% of Garments units in Tiruppur faced lack of electricity problem.

Table-6 : Product Plan Strategy of Garments

Production Plan	Type of Industry			
	Small size	Medium size	Large size	Total
New Product plan	17 (39.53)	21 (25.60)	11 (17.19)	49 (25.92)
New Brand Plan	21 (46.66)	27 (32.92)	16 (25)	64 (32.16)
New market plan	07 (16.27)	38 (44.18)	41 (60.29)	87 (43.21)
Total	45 (100)	86 (100)	68 (100)	200 (100)

(Source : Primary Data. Figures in parenthesis is in percentage.)

Product Plan Strategy of Garments is given in the Table 6. In the size wise industry, Among the 45 small size industry New product plan strategy adopt 17 units (39.53%), New Brand plan strategy adopt 21 units (46.66%), New market plan strategy adopt 07 units (16.27%). It finds that large number 46.66% of small size Garments units in Tiruppur used adopt New Brand plan strategy. Among the 86 medium size industry New product plan strategy adopt 21 units (25.60%), New Brand plan strategy adopt 27 units (32.92%), New market plan strategy adopt 38 units (44.18%). It finds that large number 44.18% of medium size Garments units in Tiruppur used adopt New Market plan strategy. Among the 68 large size industry New product plan strategy adopt 11 units (17.19%), New Brand plan strategy adopt 16 units (25%), New market plan strategy adopt 41 units (60.29%). It finds that large number 60.29% of small size Garments units in Tiruppur used adopt New Market plan strategy. Among the total 200 units industry New product plan strategy adopt 49 units (25.92%), New Brand plan strategy adopt 64 units (32.16%), New market plan strategy adopt 87 units (43.21%). It finds that large number 43.21% of Garments units in Tiruppur used adopt New Market plan strategy.

Table-7 : Technological Adoption in Production Strategy of Garments

Technology Adoption	Type of Industry			
	Small size	Medium size	Large size	Total
Fully Automation	12 (27.27)	29 (34.63)	40 (58.82)	81 (40.70)
Semi- Automation	25 (55.55)	44 (51.16)	18 (26.86)	88 (43.71)
Traditional Method	08 (18.18)	13 (15.67)	10 (14.92)	31 (15.98)
Total	45 (100)	86 (100)	68 (100)	200 (100)

(Source : Primary Data. Figures in parenthesis is in percentage.)

Technological Adoptions Strategy of Garments is given in the Table 7. In the size wise industry, Among the 45 small size industry Fully automation strategy adopt 12 units (27.27%), Semi-automation strategy adopt 25 units (55.55%), Traditional strategy adopt 08 units (18.18%). It finds that large number 55.55% of small size Garments units in Tiruppur adopt Semi-automation production strategy. Among the 86 medium size industry Fully automation strategy adopt 29 units (34.63%), Semi-automation strategy adopt 44 units (51.16%), Traditional strategy adopt 13 units (15.67%). It finds that large number 51.16% of medium size Garments units in Tiruppur adopt Semi-automation production strategy. Among the 68 large size industry Fully automation strategy adopt 40 units (58.82%), Semi-automation strategy adopt 18 units (26.86%), Traditional strategy adopt 10 units (14.92%). It finds that large number 58.82% of large size Garments units in Tiruppur adopt Fully automation production strategy. Among the total 200 units industry Fully automation strategy adopt 81 units (40.70%), Semi-automation strategy adopt 88 units (43.71%), Traditional strategy adopt 31 units (15.98%). It finds that large number 43.71% of Garments units in Tiruppur adopt Semi-automation production strategy and 40.70% Garments units in Tiruppur adopt Fully-automation production strategy.

Table-8 : Market Segmentation of Garments

Market Segment	Type of Industry			Total
	Small size	Medium size	Large size	
Global Market	13 (28.89)	43 (50)	40 (58.82)	96 (46.73)
Indian Market	18 (40)	24 (28.57)	13 (19.40)	55 (28.06)
Regional Market	14 (31.11)	19 (22.61)	15 (22.39)	49 (24.48)
Total	45 (100)	86 (100)	68 (100)	200 (100)

(Source : Primary Data. Figures in parenthesis is in percentage.)

Market Segment in Garments is given in the Table 8. In the size wise industry, Among the 45 small size industry Global Market segment 13 units (28.89%), Indian market 18 units (40 %), Regional Market 14 units (31.11%). It finds that large number 40% prefer Indian Market segmentation in small size Garments units in Tiruppur. Among the 86 Medium size industry, Global Market segment 43 units (50%), Indian market 24 units (28.57%), Regional Market 19 units (22.61%). It finds that large number 50% prefer Global Market segmentation in Medium size Garments units in Tiruppur. Among the 68 Large size industry, Global Market segment 40 units (58.82%), Indian market 13 units (19.40%), Regional Market 15 units (22.39%). It finds that large number 58.82% prefer Global Market segmentation in Large size Garments units in Tiruppur. Among the Total 200 industry, Global Market segment 96 units (46.73%), Indian market 55 units (28.06%), Regional Market 49 units (24.48%). It finds that large number 46.73% prefer Global Market segmentation in Garments units in Tiruppur.

Table-9 : Pricing Strategy of Garments

Pricing Strategy	Type of Industry			Total
	Small size	Medium size	Large size	
Cost based pricing	22 (48.88)	20 (23.25)	18 (26.87)	60 (30.15)
Competition-based pricing	16 (36.36)	37 (43.02)	36 (53.73)	89 (45.18)
Cost-cum-competition-based pricing	07 (15.90)	29 (33.72)	14 (20.58)	51 (25.12)
Total	45 (100)	86 (100)	68 (100)	200 (100)

(Source : Primary Data. Figures in parenthesis is in percentage.)

Pricing Strategy of Garments is given in the Table 9. In the size wise industry, Among the 45 small size industry Cost based pricing strategy adopt 22 units (48.88%), Competition based pricing strategy adopt 16 units (36.36%), Cost cum competition based pricing strategy adopt 07 units (15.90%). It finds that large number 48.88% of small size Garments units in Tiruppur used adopt Cost based pricing strategy. Among the 86 Medium size industry Cost based pricing strategy adopt 20 units (23.25%), Competition based pricing strategy adopt 37 units (43.02%), Cost cum competition based pricing strategy adopt 29 units (33.72%). It finds that large number 43.02% of Medium size Garments units in Tiruppur used adopt Competition based pricing strategy. Among the 68 Large size industry Cost based pricing strategy adopt 18 units (26.87%), Competition based pricing strategy adopt 36 units (53.73%), Cost cum competition based pricing strategy adopt 14 units (20.58%). It finds that large number 53.73% of Large size Garments units in Tiruppur used adopt Competition based pricing strategy. Among the Total 200 industry Cost based pricing strategy adopt 60 units (30.15%), Competition based pricing strategy adopt 89 units (45.18%), Cost cum competition based pricing strategy adopt 51 units (25.12%). It finds that large number 45.18% of Garments units in Tiruppur used adopt Competition based pricing strategy.

Table-10 : Pricing Plan in Garments

Pricing Plan	Type of Industry			
	Small size	Medium size	Large size	Total
Maintain the same pricing policy	15 (33.33)	23 (26.74)	14 (20.59)	52 (26.13)
Change depends on competition	13 (28.89)	36 (41.86)	23 (33.82)	72 (36.18)
Change depends on demand of the product	17 (37.78)	27 (31.39)	31 (45.59)	76 (37.69)
Total	45 (100)	86 (100)	68 (100)	200 (100)

(Source : Primary Data. Figures in parenthesis is in percentage.)

Pricing Plan of Garments is given in the Table 10. In the size wise industry, Among the 45 small size industry Maintain the same pricing policy in 15 units (33.33%), Change depends on competition 13 units (28.89%), Change depends on demand 17 units (37.78%). It finds that large number 37.78% of small size Garments units in Tiruppur used Change depends on demand. Among the 86 Medium size industry Maintain the same pricing policy in 23 units (26.74%), Change depends on competition 36 units (41.86%), Change depends on demand 27 units (31.39%). It finds that large number 41.86% of Medium size Garments units in Tiruppur used Change depends on competition. Among the 68 Large size industry Maintain the same pricing policy in 14 units (20.59%), Change depends on competition 23 units (33.82%), Change depends on demand 31 units (45.59%). It finds that large number 45.59% of Large size Garments units in Tiruppur used Change depends on demand of the product. Among the Total 200 units industry Maintain the same pricing policy in 52 units (26.13%), Change depends on competition 72 units (36.18%), Change depends on demand of the product units adopt 76 units (37.69%). It finds that large number 37.69% of Garments units in Tiruppur used Change depends on demand of the product and 36.18% readymade garment units in Tiruppur adopt change depends on competition.

Table-11 : Promotion Plan of Garments

Promotion Plan	Type of Industry			
	Small size	Medium size	Large size	Total
To continue existing promotional activity	26 (57.77)	49 (56.97)	35 (51.47)	110 (55.27)
To go for video media advertising	08 (17.77)	20 (23.25)	16 (23.52)	44 (22.11)
To go for press media activity	07 (15.55)	15. (17.44)	11 (16.17)	33 (16.58)
Others	04 (8.88)	02 (2.32)	06 (8.82)	13 (6.03)
Total	45 (100)	86 (100)	68 (100)	200 (100)

(Source : Primary Data. Figures in parenthesis is in percentage.)

Promotion Plan of Garments is given in the Table 11. In the size wise industry, Among the 45 small size industry, Maintain the same promotional activity 26 units (57.77%), to go for video media advertising 8 units (17.77%), to go for press media advertising 7 units (15.55%) and others 8.88%. It finds that large number 57.77% of small size Garments units in Tiruppur want to continue existing promotion plan. Among the 86 medium size industry, Maintain the same promotional activity 49 units (56.97%), to go for video media advertising 20 units (23.25%), to go for press media advertising 15 units (17.44%) and others 2.32%. It finds that large number 56.97% of medium size Garments units in Tiruppur want to continue existing promotion plan. Among the 68 Large size industry, Maintain the same promotional activity 35 units (51.47%), to go for video media advertising 16 units (23.52%), to go for press media advertising 11 (16.17%) and others 8.85%. It finds that large number 51.47% of Large size Garments units in Tiruppur want to continue existing promotion plan. Among the total 200 industry, Maintain the same promotional activity 40 units (55.27), to go for video media advertising 44 units (22.11%), to go for press media advertising 33 units (16.58%) and others 13 units It finds that large number 55.27% of Garments units in Tiruppur want to continue existing promotion plan.

Suggestions

- There is wide scope for market potentiality, so Government to provide more subsidy for promotion of Garments manufacturing units.
- Financial intuitions to provide more subside loans for encouraging Garments manufacturing units.
- Tiruppur may be announced as Garments Zone.

- Government to provide Tax free for promotion of Garments in Tiruppur
- Government of Tamilnadu have to encourage this types of industry in Tamilnadu.
- Employment opportunity will be provided by garment industry, so this industry will be help to eliminate unemployment problem.
- Garment industry make pollution in Tiruppur area Government will take necessary action to protect the environment.
- Garment industry to promote in all district area in Tamilnadu, It will give more employment opportunity.

Conclusion

From this study the serious analysis and findings, it is concluded that Large number of units in Tiruppur Garments manufacturing to be promoted believing of domestic Source of raw materials and labours. They are facing many problems viz., Raw material problem, production problem, low technology problem, Power Consumption problem. etc, Tiruppur Garments manufacturing units are not able to follow a systematic new technology marketing strategy.

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SOCIO – ECONOMIC CONDITIONS OF FEMALE AGRICULTURAL LABOURERS IN SALEM DISTRICT, TAMIL NADU

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ABSTRACT

The study covers female agricultural labourers and the labours taken into account, engaged in their own agricultural field in salem district tamilnadu. The family farms of the developing countries, like India, where family members participated in the production activities of their own agricultural land. If development is to be real, it must be total in the senses that all the section of the society are drawn in to process of development and got benefited. The place of women in rural economy of a country is largely determined by overall socio-economic activities of developing countries. At the global level, women constitute 50 per cent of the world's population and one third of its labour force, but they could earn only one tenth of the world income and less than one per cent of the world's property. The availability of female labour participation in economic activities is dependent on several socio economic and cultural factors. Such factors also determine economic and non-economic condition of women labourers. Female participation in economic activities is highly correlated with the level of technology. Work participation of women is higher among the lower economic and social groups, and particularly among the weaker section of society.

INTRODUCTION

The study covers female agricultural labourers and their labours taken into account, only the owned labourers engaged in their own agricultural field in salem district tamilnadu. The family farms of the developing countries, like India, where family members participated in the production activities of their own agricultural land..

If development is to be real, it must be total in the senses that all the section of the society are drawn in to process of development and got benefited. The place of women in rural economy of a country is largely determined by overall socio-economic activities of developing countries. At the global level, women constitute 50 per cent of the world's population and one third of its labour force, but they could earn only one tenth of the world income and less than one per cent of the world's property. The availability of female labour participation in economic activities is dependent on several socio economic and cultural factors. Such factors also determine economic and non-economic condition of women labourers. Female participation in economic activities is highly correlated with the level of technology. Work participation of women is higher among the lower economic and social groups, and particularly among the weaker section of society.

REVIEW OF LITERATURE

Vinod K Anand (2009) expressed that the problems of employment-creation, income-distribution and poverty alleviation are common to most low and middle-income countries. The macro-economic management in 1990-91, the social indicators of absolute poverty line, the Gini-

Lorenz ratio, and unemployment rates present a mixed scenario .The number of people below the poverty line declined from a massive 54.9 per cent in 1973-74 to a low of 36 per cent in 1993-94, and inequalities in the distribution of consumption expenditure have declined over time to little less than 0.30, the improvement in the unemployment situation is not very encouraging. The incidence of unemployment, which was 1.90 per cent of the labour force in 1993-94, went up to 2.23 per cent during 1999-2000. According to the available data (Economic Survey, 2001-2002), the incidence of poverty in the country, expressed as a percentage of people living below the poverty line, was 26.10 per cent in 1999-2000. Although it has witnessed a steady decline, the number of poor people remained stable at around 320 million for a fairly long period of two decades, the eighties and the nineties, due to a countervailing growth in population, and beyond that the poor are still subject to periodic malnutrition during periods of man-made and natural disasters. Although poverty has declined at the macro level, the rural-urban and inter-State disparities are still visible.

Kanwalijit Kaur Gill, (2009) analyzed in his study Transformation of agriculture and Female Employment of Indian States. The study point out that the planned economic development Indian agriculture has experienced a qualitative transformation and change in employment structure. Though overall female work participation (FWP) has increased from 19.7 per cent during 1981 to 22.3 per cent in 1991 and further to 25.7 per cent in 2001. Their participation has witnessed decline during the last decade in agriculture FWP, if any, has increased in household

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activities only. The new agricultural technology has led to nasalization and marginalization of female employment in agriculture. This has pushed them into less skilled and less mechanized operations. This paper attempts to investigate how far the introduction of modern technology in agriculture has led to the displacement of female from productive and remunerative activities on one hand and increased exploitation is, however, different in different parts of the Indian states.

SIGNIFICANCE OF THE STUDY

In Indian agriculture sector has demonstrated a remarkable ability to absorb labour in the face of sustained rapid population growth. In our country rural based society nearly 70 per cent of the population continuous to resides in rural areas. This seemingly unending capacity of rural India to generate productive employment has attracted the attention of social studies. The combination of the environmental nature of the agricultural production with social productivity to share resources explained growth in labour absorption. Most of the studies have focused the effect of the Green Revolution with associate increased cropping intensities and agro chemical inputs to stimulate increased labour demand. This study evaluates Indian agricultural sector with special reference to Salem district, Tamilnadu capacity to absorb further increases in labour supply.

IMPORTANCE OF THE AGRI CULTURAL LABOUR DURING PRE-INDEPENDENCE

Our agricultural sector is one of the most important sector of social science research. Enquiries in to land problem were initiated by the people who were concerned with the formulation of land and revenue policies. The task was gradually taken up by the professional social scientists. The official reports of the governmental enquiries made during the pre-independence and post-independence periods contained a wealth of data and rich insights on various aspects of the agrarian structure in different regions of India. The reports of the famine commission (1898,1901), Bengal Land Revenue commission (1938), Royal commission on Agricultural (1928), Royal commission on labour (1929), the central and provincial Banking Enquiry committees (1929) the Gazetteers and settlement Report, etc., had proved helpful to agricultural labour studies during pre-Independence period.

POST-INDEPENDENCE

Post- independence, the Reports of the National commission on Labour (1969), National commission on Agriculture (1976), National commission for scheduled castes and scheduled Tribes (1978,79), various plan documents of planning commission and Report of Dantawala committee on unemployment estimates, are providing insight into various aspects of agricultural problem. The central Government has conducted two Agricultural labour enquiries first in 1950-51, and second in 1956-57, and three Rural labour Enquiries first in 1963-65, second in 1974-75 and third in 1977-78, integrated with the surveys of the National sample survey organization. These reports are fact finders regarding indebtedness, wage and earnings, employment and unemployment and consumption and expenditure of agricultural and rural labourers in India. .

STATEMENT OF THE PROBLEM

In our Agriculture sector plays a dominant role in the economic development of the developing countries like India. In employment agriculture is the main stay of a large part of the population in India. The scope of the present study is limited to the problems of agricultural female labourers in Aranganoor village in Salem district Tamilnadu. The study has been made to trace out the peculiar problems of agricultural female labourers through analysing their socio-economics condition, their household income and dept condition of female agriculture labourers in the study area.

OBJECTIVES

1. To assess the income of Female agricultural labourers.
2. To Study debt conditions of Female agricultural Labourers.

METHODOLOGY AND STATISTICAL TOOLS

The study covers Aranganoor village in Salem district. Tamilnadu The primary data was collected from 75 farmers in the study area. The farmers were categorized into three groups, viz., Marginal farmers (1 to 2 acres), small farmers (2 to 3 acres) and large farmers (3 to 4 acres) accordingly. In the study area each farmers group consists 25 respondents were randomly selected. The primary data was analysed with the help of percentage and correlation analyses, data were collected in the year of 2013.

RESULTS AND DISCUSSION

TABLE – 1 : Family Agricultural Income of Female Labourers

CATEGORIZATION	M F N = 25	SF N = 25	LF N = 25	TOTAL 75
Less than 20,000	7 (28.00)	4 (16.00)	0 (0)	11 (14.66)
	16 (64.00)	11 (44.00)	3 (12.00)	30 (40.00)

40,000 – 60,000	2 (8.00)	9 (36.00)	7 (28.00)	18 (24.00)
60,000 – 80,000	0 (0)	1 (4.00)	12 (48.00)	13 (17.33)
80,000 – 1,00,000	0 (0)	0 (0)	3 (12.00)	3 (4.00)
TOTAL	25 (100)	25 (100)	25 (100)	75 (100)

(Source: Computed Note: Figures in the parentheses denote percentage)

The agriculture income determines living standard of female agricultural labourers, because most of them are engaged in agricultural work. The table 1 explains female agricultural labour income, among the total farmers groups nearly 4 Per cent of female agricultural labourers and family members get an income range of Rs 80,000/- to 1,00,000/-. 17.33 Per cent of respondents and family members get an income range of Rs. 60,000/- to 80,000/-. 24 Per cent of female agricultural labourers and family members get an income range of Rs. 40,000/- to 60,000/-. 40 Per cent and 14.66 Per cent of female agricultural labourers and family members get an income range of Rs. 20,000/- to 40,000/-, less 20,000/- respectively. In compare to all farmer groups income in study area, the large agricultural female labourers and family members got more agricultural income in the study area.

Table – 1a : Correlation Analysis of Income and Land Size of Female Agricultural Labourers

		1 – 2	2-3	3-4				
Mid x		1.5	2.5	3.5				
midy	dx	-1	0	1	Total	Fdy	fdy ²	Fdxdy
	dy							
10000	-40000	7 280000	4 0	0 0	11	-440000	17600000000	280000
30000	-20000	16 320000	11 0	3 -60000	30	-600000	12000000000	260000
50000	0	2 0	9 0	7 0	18	0	0	0
70000	20000	0 -20000	1 0	12 240000	13	260000	5200000000	+220000
90000	40000	0 0	0 0	3 120000	3	120000	4800000000	120000
Total		25	25	25	75	-660000	39600000000	880000
Fdx		25	0	25	0			
Fdx2		25	0	25	50			
Fdxdy		580000	0	300000	880000			

$$r = \frac{\sum f dx dy - (\sum f dx)(\sum f dy)}{N \sqrt{\frac{\sum f dx^2}{N} - \left(\frac{\sum f dx}{N}\right)^2} \sqrt{\frac{\sum f dy^2}{N} - \left(\frac{\sum f dy}{N}\right)^2}}$$

$$= \frac{75 \times 880000 - 0}{\sqrt{75 \times 50 \times 0^2} \sqrt{75 \times 3960000000 - 0 - (-660000)^2}}$$

$$r = \frac{66000000}{\sqrt{3750} \sqrt{2534400000 - 000}}$$

$$r = \frac{66000000}{61.2372 \times 1591979} = .899$$

Table - 1b : Statistical Analysis of Land Size and Agricultural Income of Female Agricultural Labourers

VARIABLES	VALUE OF CORRELATION
1. Land Size and Agricultural Income	0.677

Table – 2 : Debt Condition of Female Agricultural Labourers

CLASSIFICATION	MF N = 25	SF N = 25	LF N = 25	TOTAL 75
Less than 20,000	10 (40.00)	8 (32.00)	0 (0)	18 (24.00)
20,000 – 40,000	12 (48.00)	10 (40.00)	3 (12.00)	25 (33.33)
40,000 – 60,000	3 (12.00)	6 (24.00)	12 (48.00)	21 (28.00)
60,000 – 80,000	0 (0)	1 (4.00)	6 (24.00)	7 (9.33)
80,000 – 1,00,000	0 (0)	0 (0)	4 (16.00)	4 (5.33)
TOTAL	25 (100.00)	25 (100.00)	25 (100.00)	75 (100.00)

(Source: Computed) Note: Figures in the parentheses denote percentage

The table -2 explains the debt conditions of female agricultural labourers. Most of the labourers living in the debt. The main reason is the agricultural worker get less agricultural work in study area. Among the total farmers group nearly 33.33 Per cent of female agricultural labourers family were found to debt burden of Rs. 20000/- to 40000/-. Belonging to 24 Per cent of female labourers and family members have debt less than Rs. 20000/-. 28 percent of labourers and family members have debt burden Rs. 40000/- to 60000/- and 9.33 Per cent, 5.33 Per cent of respondents and family members have debt burden Rs. 60000/- to 80000/- and Rs. 80000/- to 100000/- respectively. In compare to all farmer groups the large famers get more debt in the study area.

Table – 2a : Correlation Analysis of Debt and Land Size of Female Agricultural Labourers

		1 – 2	2-3	3-4				
Mid x		1.5	2.5	3.5				
Midy	dx	-1	0	1	Total	Fdy	fdy ²	Fdx dy
	dy							
10000	-40000	10 280000	8 0	0 0	18	720000	28800000000	280000
30000	-20000	12 240000	10 0	3 -60000	25	500000	10000000000	180000
50000	0	3 0	6 0	12 0	21	0	0	0
70000	20000	0 0	1 0	6 120000	7	140000	2800000000	120000
90000	40000	0 0	0 0	4 160000	4	160000	6400000000	160000
Total		25	25	25	75	1520000	48000000000	740000
Fdx		25	0	25	0			
Fdx ²		25	0	25	50			
Fdx dy		520000	0	220000	740000			

$$r = \frac{\sum fdx dy - (\sum fdx)(\sum fdy)}{N \sqrt{\frac{\sum fdx^2 \sum (\sum fdx)^2}{N} \sqrt{\frac{\sum fdy^2 \sum (\sum fdy)^2}{N}}}$$

$$= \frac{75 \times 74000 - 0}{\sqrt{75 \times 50 - 0^2} \sqrt{75 \times 48000000000 - (1520000)^2}}$$

$$= \frac{5550000}{\sqrt{3750} \sqrt{1289600000000}}$$

$$= \frac{5550000}{61.2372 \times 1135605} = .565$$

$$= \frac{5550000}{69541305} = .12$$

$$r = 0.798$$

Table – 2b : Statistical Analysis of Land Size and Debt Condition Female Agricultural Labourers

VARIABLES	VALUE OF CORRELATION
1. Land Size and Debt	0.798

CONCLUSION

Tables 1 and 2 tell that the correlation value of the land size and the debt condition of the respondents. The large female labourers have got more debt than the marginal and small female agricultural labourers in the study area. When the size of the land increase the cost of cultivation may also increase and the big female agricultural labourers are forced to borrow loan and also the big female labourers with large family size may also force to borrow loan to meet the family expenses.

SUGGESTIONS

The study point out the female agricultural labourers groups, the large farmers get more income and more debt in the study area. Thus, the female agricultural labourers are ambitious or have high ambitions to become better off in their living standards. For that, on the one hand, the voluntary organisations should also come forward to increase the literacy of the uneducated female agricultural labourers, for creating better employment opportunities.

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FINANCIAL INCLUSION PLAN GOING TO AHEAD IN INDIA

Annamalai C*

Dr. K. Vijayarani**

ABSTRACT

In the present study an attempt is made to analyze the present position of financial inclusion scenario in India. Indian financial inclusion ranked very poorly with 50th place out of the top hundred countries in the world, only 40% of Indian citizens having bank accounts. Financial inclusion scheme is access to affordable financial services such as savings, loan, remittance and insurance services by the huge mainstream of the population in the rural areas especially credit and insurance which enlarges livelihood opportunities and empowers the rural poor to take charge of their lives. Such empowerment aids social and political stability. Study objectives helps to increase bank branches, and provide banking services to the entire the poor population residing in the Rural, Semi-Urban, Urban and Metro Cities, in such a way that the rural-urban gap is systemically reduced through the bank networks. The financial inclusion scheme is denotes the extent of availability and usage of banking services in key nations of the world, which is based on indicators like number of ATMs and bank branches per one lakh adults and number of bank deposit and loan accounts per thousand adults. This reinforces the fact that India has a long way to go in the path to achieving 100 percent financial inclusion and inclusive growth.

Key words: Financial Inclusion Services, Commercial Banks Network, Rural Bank Share's.

INTRODUCTION

Money is very important, no money no relationship with anybody, anywhere between the country and world. That's why every county provide financial services to required persons through the financial inclusion services. India is one of the fast developing countries in the world and grow at a rate of 8.4 percent during 2010-11. India has also a large network of commercial bank branches, which almost half are in rural areas. But the rough and deep financial system is mostly focused on the urban areas and has been relatively unsuccessful in bringing the poor and rural households into the growth trajectory by providing them with easy and ready access to the various financial services.

Inadequate access to affordable financial services such as savings, loan, remittance and insurance services by the huge mainstream of the population in the rural areas especially credit and insurance which enlarges livelihood opportunities and empowers the rural poor to take charge of their lives is blocked. Such empowerment aids social and political stability. Financial inclusion is the process of ensuring access to appropriate financial products and services needed by vulnerable groups such as weaker sections and low income groups at an affordable cost. Access to financial products is constrained by several factors which include: lack of awareness about the financial products, unaffordable products, high transaction costs, and products which are not convenient, inflexible and of low quality.

FINANCIAL INCLUSION STRATEGIES

Financial inclusion development can broadly classified into three phases in India. During the First Phase (1960 -1980) focused on the formal banks brought and nationalized, special importance was also laid on weaker sections of the society. Social control of India – 1960, Nationalisation of banks – 1969, Lead bank scheme – 1969, setting up of regional rural banks – 1975

Second Phase (1980-2005) focused mainly on support of the economic growth, financial institutions as part of financial sector improvements. Financial inclusion in this phase was encouraged mainly by initiation of micro finance programme, Self Help Group-bank linkage programme introduced in the early 1990s by NABARD.

During the Third Phase (2005 onwards), the 'financial inclusion scheme was introduced and thrust was on providing bank facility of savings, withdraw and overdraft facilities to rural poor, vulnerable groups, weaker sections, and low income individuals. Major objective of financial inclusion is for reducing the poverty and giving good livelihood for below poverty line people.

STATEMENT OF THE PROBLEM

All the countries currently providing good financial inclusion services which require more funds particularly for developing countries, India is fast developing country in the world and is facing huge problems. Here more than 70% of the people living in rural areas without adequate

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finance, low density of bank branches and services, without proper loan and deposit accounts. Technology facilities like automatic teller machine (ATM), suitable infrastructure facilities including financial literature, are lacking.

OBJECTIVE OF THE STUDY

The objectives of financial inclusion are:

- To assess the increase in bank branches, that provide banking services to the entire poor population residing in the Rural, Semi-Urban, Urban and Metro Cities
- To achieve the objectives in such a way that the rural-urban gap is systemically reduced through the bank network.

METHODOLOGY

The present study used secondary data; the data was collect from banks, journals, various websites, the well equipped library at IIM Bangalore and annual reports.

SYMPTOMS OF BANK IMPROVEMENT

Despite impressive growth claims by banks ever since RBI pushed for financial inclusion, reality seems different. From a narrow priority sector push to a more encompassing financial inclusion target, Indian banks have covered miles, in increasing their penetration over four decades after Independence.

In India, in the current context, the branches of commercial banks and the Regional Rural Banks have extended after nationalization of fourteen major commercial banks in 1969. Across India, commercial banks networks have increased from 8,262 bank branches in 1969 to 99,884 in 2012. Most of the formal banks interested to open the branches in semi-urban, urban and metropolitan places in between the period 1969 to 1975, at the same time rural branches are very low. After that In the year 1975 the Government of India and Reserve Bank of India have taken necessary steps to increase the bank branches all over India,

particularly most of the bank branches opened in rural areas and rural banks network shares also increased from 22 percent in 1969 to highest shares of 59 percent in the year 1985.

Now commercial banks increasing new branches and the rural bank branches also in rise 35,653 all over India, at the same time semi urban areas have low financial network coverage than rural and urban, metropolitan places. After introducing financial inclusion scheme in the year 2005 RBI and GOI which has been giving an equal preference to open new branches at rural, semi-urban, urban and metropolitan places, but the year from 2010 to till now banks are growing meagrely in rural, semi-urban and urban places. As a result, between population and bank density per branch declined from 63,000 per bank branch in 1969 to below 14,000 per bank branch in 2011, it has declined from 82,000 per bank branch in 1969 to 17,000 per bank branch in 2010 showing financial deepening in rural India.

Financial inclusion has become the exhortation for Indian banks ever since RBI urged them to adopt business models and come up with products that would suit poor in 2005. If key data are anything to go by, banks have been successful in increasing their presence. Currently, bank credit encompasses 55% of GDP from a mere 5% in 1970s and there are six branches for every one-lakh people.

BANKS NETWORK

Banks have covered around 70,000 villages in the last two years and over 36% of total bank branches are in rural areas. Between March 2010 and 2012, over 5 crore basic savings accounts have been opened to enable the poor to save more in banks. In last ten years, RBI has relaxed norms on branch licenses, know-your-customer, has told banks to launch simpler products such as no-frill accounts and has introduced "branchless" banking through the business correspondent model to aid financial inclusion. Given the low penetration of bank branches and banks' unwillingness to open branches.

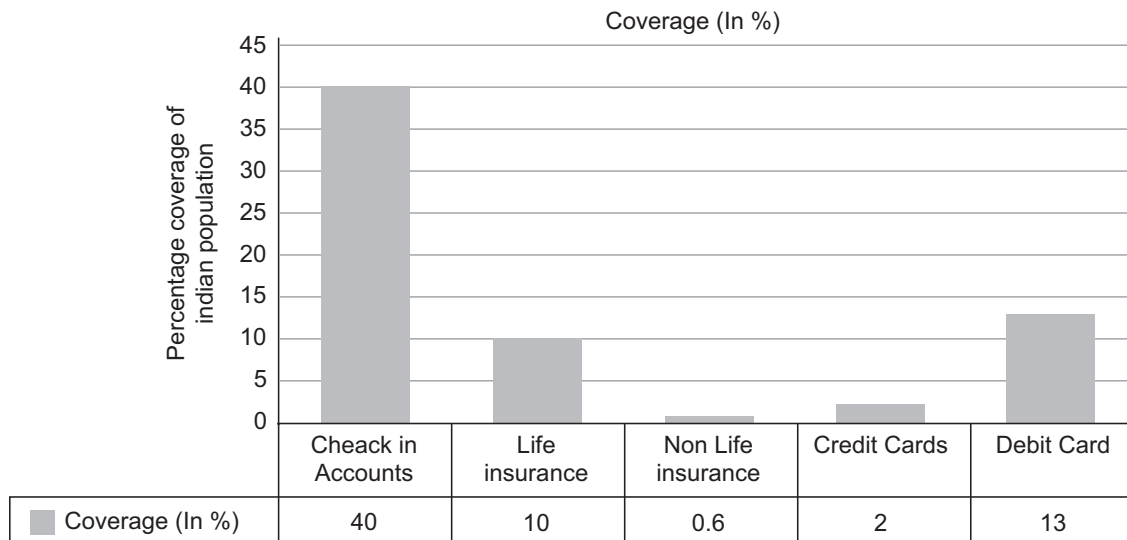
Table-1 : Bank Branches

Year	Rural	Semi-Urban	Urban & Metropolitan	Total	Rural share (%)
1969	1.833	3.342	3.087	8.262	22
1970	3.063	3.718	3.350	10.131	30
1975	6.807	5.598	6.325	18.730	36
1980	15.105	8.122	9.192	32.419	47
1985	30.185	9.816	11.384	51.385	59
1990	34.791	11.324	13.637	59.752	58
1995	33.004	13.341	16.022	62.367	53
2000	32.734	14.407	18.271	65.412	50
2005	32.082	15.403	20.870	68.355	47
2010	32.554	21.053	34.834	88.441	37
2011	33.813	23.236	36.750	93.799	36
2012	35.653	25.542	38.698	99.884	36

(Source: Secondary)

FI COVERED THROUGH THE VARIOUS SCHEME

Financial inclusion aim is providing standard of banking services and life empowerment to the financial and economical affected group as rural poor, urban slum dwellers, migrant labours, and women particularly tribal's. Current situation in India still 6, 00, 000 villages' are not available bank services and more than half of the people excluded from financial include. In India, just 40 percent of Indian citizen having bank account, in that 10% life insurance, 0.6% non life insurance, 2% credit card and 13% debit cards have covered. It is very poor growing compare than other developing and developed countries; India is low global rank means 50th Rank out of first hundred FI growing countries.



Income is one of the main hindrances for financial inclusion and financial literature, infrastructure facilities, technological problem, and above 70% of Indian citizen living in rural areas that is why couldn't improve.

INDIA BREAKS BEHIND EMERGING NATIONS ON FINANCIAL INCLUSION

The international monetary fund's (IMF) financial access survey shows that although India has made strides in financial inclusion in past few years, but our nation is still lags behind other emerging economies by a significant margin. Financial inclusion in India is good, improved in last a decade, but it is not enough compare to other developing countries. The diagram clearly has given four types of important banking services here, most of the developed and developing countries have been giving adequate finance and banking services. Our country is not exhibiting coverage for above mentioned four types of services, the commercial bank branches and ATM facilities are available per one lakh adult population. India is in second position of the low rank only 10.64 CB branches available, Indonesia is first lowest countries and Brazil is highest rank of 46.15 followed by Russia, Mexico, and South Africa., (Fig. 1.1)

Automatic teller machine is 8.9 available per 1,00,000 adults, Russia is providing highest number of ATM facilities and South Africa also providing good ATM facilities because there is low population compare than India.

Financial inclusion scheme is providing good account facilities to the poor communities in all countries, but in that some countries only utilise and reduce the financial inclusion and exclusion gaps. Some developing countries have been getting adequate deposit accounts; India is better fulfilling 953.06 adults of 1,000 adults. South Africa and Brazil are excellent in providing deposit accounts, Mexico and Indonesia are issuing deposits accounts India rank is going poor in issuing loans. Just 142.02 adult people getting loan facilities to 1,000 adults.

DISCUSSION

- Reserve bank of India and government of India have been taken necessary steps to increase the bank branches but, still 40% of Indian individuals getting bank accounts with meagre services, despite India is second largest population in the world.
- Financial inclusion scheme is cover satisfied excluded customers, but still more rural poor's, urban slum dwellers and half of the Indian citizens not included with banks.
- Formal banks are not satisfied to open new branches in rural places, there are variety of problems like no adequate infrastructure facilities like most illiterates, majority of rural citizens are depending on cultivation and related works and are migrate to other places for works.

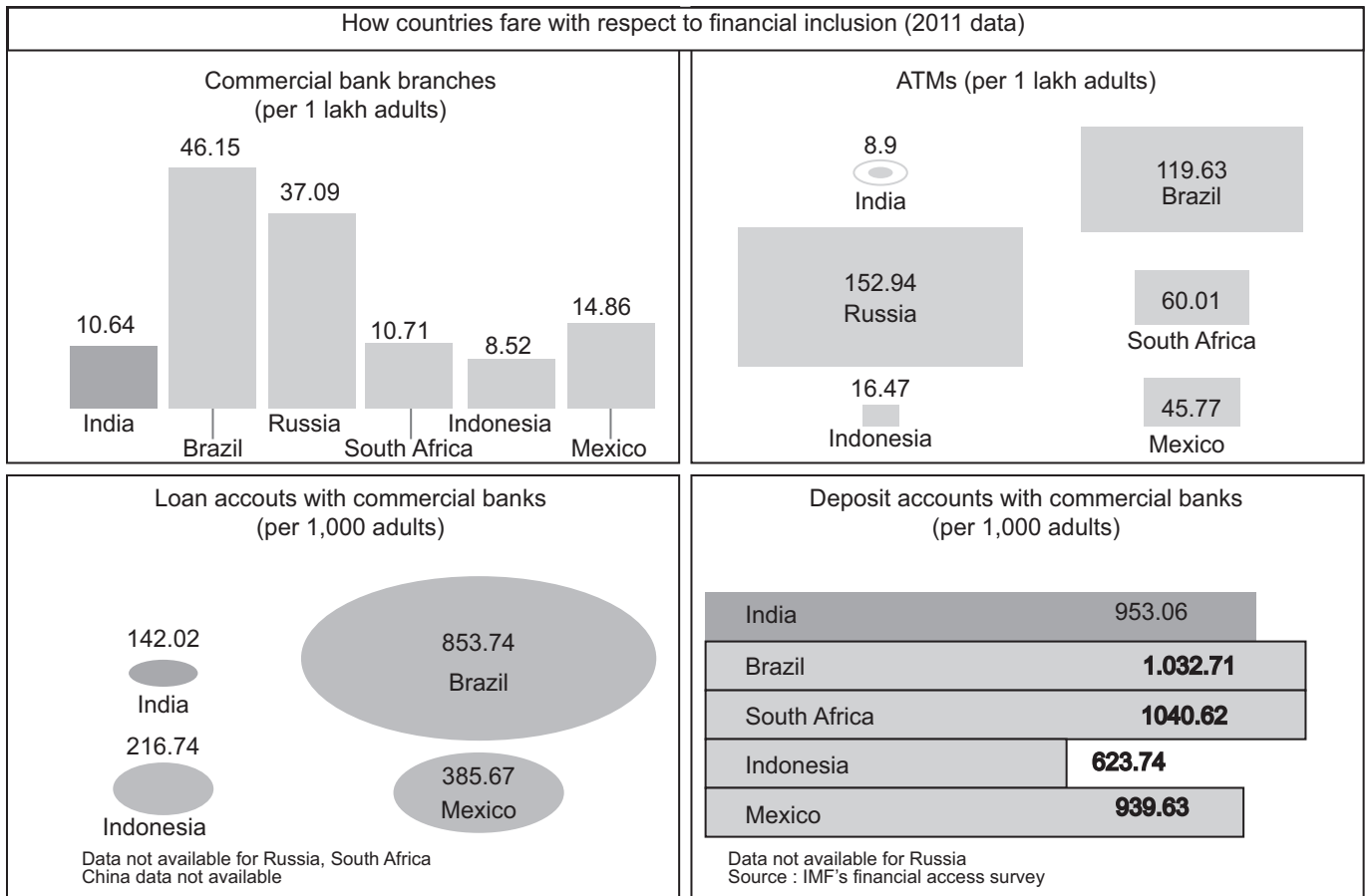


Fig. 1.1 : India Lags Behind Emerging Nations On Financial Inclusion

- Last three years (2010-2012) banks giving first choice to open new bank branches in urban and metropolitan places, and assess rural areas since in India more than 70% of citizens living in rural places.
- Commercial banks are giving ATM services in India, but it's not enough because just 8.9 ATM available per one lakh adults.

SUGGESTION

- Government can take necessary steps to increase bank branches with some infrastructure facilities at rural and semi urban places. Reserve Bank of India (RBI) advised the commercial banks to open new bank branches only above 2000 population in a village, it can reduce the number of villages, having population below 2000.
- India is a developing country and many rural places are improving to become semi urban areas, having insufficient bank branches. Government of India and Reserve Bank of India can take some necessary steps

to increase new commercial bank branches in semi urban places which increase new employment opportunity.

- Most of the rural population being illiterate do not have adequate awareness of the bank benefits and services; Banks can conduct the financial inclusion awareness programme particularly in rural and semi urban places.
- In India automatic teller machine service facilities is very low comparable to Russia, Brazil, South Africa and some other countries, so all financial institutions must increase the ATM facilities without any transaction service charges.

CONCLUSION

Financial inclusion is giving good opportunity to economic development and poverty reduction in all over the world. Since India is a developing country in the world, but our country financial inclusion ranked is very poor, even below Russia, Brazil, South Africa, Mexico and Indonesia in banking services demands immediate attention.

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