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Bangalore -56, Karnataka, India. Ph: 08971725451
Email: primaxecf@gmail.com, kvr08@rediffmail.com
www.primaxijcmr.com

Managing Editor:

Prof. T. Rajeswari., M.Sc.,M.A(Eng.),M.B.A.,M.A.(Soc).,

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Sri Venkateswara College of Engineering & Technology, Chittoor.

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Contact:

Prof. T. Rajeswari., M.Sc.,M.A(Eng.),M.B.A.,M.A(Soc)

Founder and Managing Editor,

Primax Commerce and Management Research Academy,

No.25/A, Nagadevanahalli, Boothappa Temple Road

80 Feet Ring Road, Jnanabharathi Post,

Bangalore -56, Karnataka, India. Ph: 08971725451

Email: primaxecf@gmail.com, kvr08@rediffmail.com,

Editor Desk

Director Message...

This is the first issue of the third volume of the **Primaxijcmr (rejuvenated) Primax Publication**. A total of 21 articles are presented in this issue and I sincerely hope that each one of these provided some significant stimulation to a reasonable segment of our community of readers. In any event, since I have received no Letters indicating disappointment in the publication's content.

The scope of the Journal has expanded to accommodate the consequences of the Commerce and Business revolution. We encourage not only traditional theoretical and experimental Business research, case studies, but also welcome New business technique and implementation. In fact, we envision the Journal as the best place to publish all of these levels of research.

Working with our knowledgeable and international Editorial Advisory Board members, the Associate Editors and I can assure you of a rapid, robust and fair peer-review process. We are especially aiming to reduce time to decision, and to monitor reviews for excessive demands for additional experiments, which we feel have become unduly burdensome to many authors.

I would like to express my considerable appreciation to all authors of the articles in this issue of the **Primaxijcmr**. It is their generous contributions of time and effort that made this issue possible. At the same time I would like to encourage all our readers to consider sharing their special insights with the **Primaxijcmr** community by submitting an article. An overview of desired content and orientation can be found in the Scope and Author Guidelines link on the home page of the primaxijcmr.com.

I would like to conclude that the **Primaxijcmr** is providing genuine added value to Faculty members. Wish you all the best

Managing Editor



Prof. T.Rajeswari., M.Sc.,M.A(Eng.),M.B.A.,M.A(Soc)

Managing Editor- PIJCMR.

"Truth is the most valuable thing we have. Let us economize it"..

- Mark Twain.

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DETERMINATION OF QUALITY OF WORK LIFE CYCLE TOWARDS EMPLOYEES VALUE RELATIONSHIPS AND SENSITIVITY CONCERN FOR WELFARE

Dr.Sayeda Meharunisa¹

Abstract

This research paper throws light on the determination of quality of work life cycle towards employees' value relationships and sensitivity concern for welfare in the work environment. There are many variables which plays major role in their development and socio-economic enhancement in their work life structure. The paper takes the shape on emphasis in the perspective of includes job enrichment group work concept, labour management co-operation, workers involvement; co-operative work environment, organizational and industrial effectiveness. The prime issues confronted to this are universal process of managing the quality, Quality Management Systems, Total Productive Maintenance and Quality Circles.

Key words: Quality of Work Life Cycle, Employees, Labour Management Co-operation, Total Productive Maintenance, Quality Circles

Introduction

A national culture attribute that emphasizes relationships and concern for others It is comparatively a new concept. In a broad sense, Quality of Work Life (QWL) includes job enrichment group work concept, labour management co-operation, workers involvement; co-operative work environment, organizational and industrial effectiveness. In a narrow sense it is conducive and encouraging and job and physical environment. Many authors have discussed the components of the QWL. The common components are Adequate and Fair compensation security, safe and healthy environment, development of human capacities, opportunities of growth, social integration. Constitutionalism, total life space and social relevance. It is the responsibility of organizations to adopt a right approach towards the QWL of its employees and therefore it has to. Design organization is a way compatible with its objectives and to use creative capacity of employees and offer them opportunity to participate.

- Ensure minimum crucial specifications of tasks.
- Ensure variance control.
- Ensure efficient information system.
- Develop system for-social support to reinforce positive behavior.

- Attempt to provide high QWL to employees.
- Introduce changes over periods.

Quality of Work Life (QWL)

A growing number of companies recognize that employees are more likely to choose a firm and stay that if they believe that is offers a high quality of work life. A firm's investments in improving the quality of work life also pay off in the form of better customer service. The QWL programme in united steel workers of America is developing new ways to umpire employee morale and working condition. In 1970 a number of studies involving job modification and revision of work relationship were described as efforts to improve quality of working life. Many different experiments have been lumped together under the "Quality of work life" label.

Managing for quality life

Quality management is the process of identifying and administering the activities needed to achieve the quality objectives of an organization. The universal process of managing quality is illustrated in table

¹. Assistant Professor, Department of Human Resource Management, College of Business Administration, Dar Al Uloom University, Riyadh, Saudi Arabia.

Table - 1 : Universal process for managing quality

Quality Planning	Quality Control	Quality Improvement
Establish quality goals	Choose control subjects	Improve the need
Identify customers	Choose units to measure	Identify projects
Discover customer needs	Set goals	Organize project teams
Develop product features	Create a sensor	Diagnose the causes
Develop process features	Measure actual performance	Provide remedies, prove that the remedies are effective
Establish process controls	Interpret the difference	Deal with the resistance
Transfer to operations	Take action on the difference	Change and control Hold the gains

Quality Management Systems (QMS)

The International Organization for Standardization (ISO) is a specialized agency for standardization and comprises the national standards bodies of 95 countries. It has nearly 180 technical committees. Each committee is responsible for one of many areas of specialization—from asbestos to zinc. The purpose of the ISO is to promote the development of standardization and related activities to facilitate international exchange of goods and services and develop co-operation in intellectual, scientific, technological, and economic activities. The results of ISO technical work are published as international standards and the ISO 9000 series is a result of this process.

The ISO is a worldwide standard that establishes requirements for the management of quality. Unlike product standards, these standards are for quality management systems. The impact of these standards is reflected in the widespread distribution of the ISO 9000 series, which has become a best seller in the history of the ISO, under whose auspices they were developed. ISO 9000 even outsold the universal and long-standing international weights and measurements standards. However, it is worth repeating that ISO 9000 is not standards for products, but for the operation of quality management systems.

Total Productive Maintenance (TPM)

In 1971, the Japan Institute of Plant Maintenance (JIPM) defined TPM as a system of maintenance covering the entire life of equipment in every division, including planning, manufacturing, and maintenance. Because of its target to increase equipment productivity, the term TPM is, sometimes, known as Total Productivity Management. TPM involves everyone, from top executives to shop-floor workers to promote productive maintenance through morale-building management and small-group activities in an effort to maximize equipment efficiency. Basically, TPM implies utilizing plant capability to its fullest extent to:

- Reduce equipment stoppages (both line stoppages and stoppages for reworking).
- Quantitatively and qualitatively enhance equipment capability.
- Improve safety, health, and environmental factors in the expectation that such improvements will contribute to better quality and higher profits.
- Utilize small-group activities and prevention.

The JIPM has instituted the annual Productive Maintenance Excellence Award and has a checklist for companies applying for the award. There are 10 main items in the checklist:

- Policy and objectives of TPM
- Organization and operation
- Small-group activities and autonomous maintenance
- Training
- Equipment maintenance
- Planning and management
- Equipment investment plans and maintenance prevention
- Production volumes, scheduling, quality and cost
- Safety, sanitation and environmental conservation
- Results and assessments

QCC operation cycle

The basic purpose of quality circles is to identify and solve work-related problems. Circle members normally meet once a week for one hour. In the first few meetings, time is devoted mainly to train circle members. Once they have acquired the fundamental problem-solving and quality analysis techniques, they start working on problems.

Each problem passes through various stages during the QCC operation cycle.

1. Problem identification

2. Problem selection
3. Problem analysis
4. Generate alternative solutions
5. Select best solution
6. Prepare plan of action
7. Present solution to management.
8. Implementation.
9. Review and follow-up.

Conclusion

To conclude that the employees value relationship and issues regarding welfare is highly related and socio-economic factors are made part analysis in the work environmental scenario and also emphasis on to universal process of managing the quality, Quality Management Systems, Total Productive Maintenance and Quality Circles.

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MICRO FINANCE BY COMMERCIAL BANKS - A STUDY WITH SPECIAL REFERENCE TO WOMEN BORROWERS IN THANJAVUR DISTRICT

Dr. F. Elayaraja¹

Dr. S. Prabhu²

Abstract

Microcredit and microfinance are often used interchangeably, in India, the informal system of giving and receiving credit has always existed in some form or other. It is extremely difficult to describe the origin of credit in India. One of them Micro-credit programmes is run primarily by NABARD in the field of agriculture and SIDBI in the field of Industry, Service and Business (ISB). The success of Micro-credit programme lies in diversification of services.

Key Words: *The MFIs offer a variety of products ranging from deposit services, money transfers, micro-insurance and micro-leasing. - variety of banks involved in microfinance ranging from the savings banks to the traditional commercial banks and the Development Banks, including the Agricultural Development Banks, are involved in the micro finance business mainly by providing wholesale finance*

Introduction

In the history of human development, woman has been as important as man. In fact, the status, employment and work performed by women in society are the indicator of a nation's overall progress. Without the participation of women in national activities, the social, economic or political progress of a country will be stagnated. Women's participation in different development programmes and is having on gender roles and relations within the family and the local community. Specifically, the project explores women's participation in the National Solidarity Programme's (NSP) Community Development Councils (CDCs) as well as Non-Governmental Organisation (NGO)-initiated microfinance groups. Access to microfinance has been highlighted as an important means for poverty reduction around the globe and in India. Microfinance Institutions (MFIs) have certain similar features most of them have large numbers of women clients in their programmes, the size of the loan is usually small, and it is given to clients either as an individual or as a member of a loan group. Each group member is a key guarantor for the rest of the group to ensure repayment.

Role of commercial banks in Microfinance

Commercial banks can engage in microfinance in many different ways, ranging from direct relations with borrowers to a more indirect participation through the raising of capital. Banks can directly lend to micro entrepreneurs. Usually, a participation of this sort is observed in banks founded with the aim of solely serving the microfinance sector.

Banks may also choose to separate their microfinance operations through the creation of a new subsidiary. Primarily, such subdivisions can help banks mitigate the levels of risks associated with lending to the poor. Nevertheless, it can also be seen as a necessary step for banks providing both consumer finance and microfinance, as each sector requires a different approach to business and a distinct training of the employees.

Statement of the Problem

According to the World Bank's gender statistics database, women have a higher unemployment rate than men in virtually every country. These statistics are used to justify giving priority and increasing women's access to financial services on the grounds that women are relatively more disadvantaged than men.

In most poor countries, men's domination of women is strongest within the household. Access to credit and participation in income-generating activities is assumed to strengthen the women's bargaining position within the house hold thereby allowing them to influence a greater number of strategic decisions.

This study deals with the role of microfinance in creating employment and income opportunities to women and subsequently in empowering them to play an active role in the economic, political and socio-cultural sphere in the study area.

It also focuses on improving women's control over material resources and strengthening women's economic

¹. Assistant Professor & Head, Department of Commerce, T.U.K Arts College, Thanjavur, Tamil Nadu.

². Assistant Professor & Head, Department of Commerce, Annai Vailankanni Arts and Science College, Thanjavur, Tamilnadu

security. Women may work in a range of areas, like savings, credit training, skills development, new technologies and so on.

Objectives of the study

1. To assess the extent to which microfinance contributes to women empowerment in socio-economic cultural status.
2. To identifying the role of microfinance in relation to women's time, creating awareness and self-confidence.
3. To compare of selected women's empowerment levels before and after the intervention of microfinance is made.
4. To assess the challenges of women clients in the microfinance institutions in the study area.
5. To give suitable suggestions on the basis of the study.

Hypothesis

The following hypotheses have been framed in the light of the above objectives.

- There is no significant difference in micro finance obtained by women from urban and rural areas.
- There is no significant difference in investment pattern between women in urban and rural areas.
- There is no association between micro finance obtain and empowerment of selected respondents.

Sample Design

This study is empirical in nature based on survey method. For the purpose, of study convenience stratified sampling technique is adopted in Thanjavur District.

There are three revenue divisions in Thanjavur district namely Thanjavur, Kumbakonam and Pattukottai. Of which the researcher has select only two revenue divisions namely Thanjavur and Kumbakonam. The researcher has selected 300 respondents of women micro finance borrowers from commercial banks of the study area.

Period of the Study

The primary data were collected for a period of 9 months from July 2012 to March 2013.

Statistical Tools used

The ultimate object of the study is to assess the extent to which microfinance contributes to women empowerment in Thanjavur district. In order to study the perception towards micro finance, chi-square test, analysis of one-way variance, student 't' test, analysis of co-efficient of variation. To arrive at possible solutions simple percentages are used in this study.

Chapterisation

The present study arranged into five chapters, there are as follows:

- 1) The first chapter presents an introduction to the study towards microfinance and women empowerment.
- 2) The second chapter made by reviews of the previous studies.
- 3) The third chapter consisted in the design and execution.
- 4) The fourth chapter deals with the analysis of women borrowers' perception on micro finance and its impact.
- 5) The final chapter consists of suggestions and conclusions.

Table - 1 : Respondents' Monthly Income Before And After Obtaining Micro Finance

Level of Monthly Income		Urban			Rural			Ftest
		Before	After	Changes	Before	After	Changes	
Up to 2500	Number	55	15	- 40	59	32	-27	1.584
	%	36.67	10.00	-26.67	39.33	21.33	-18.00	
Rs.2501-5000	Number	63	33	-30	82	66	-16	11.561
	%	42.00	22.00	-20.00	54.67	44.00	-10.67	
Rs.5001-7500	Number	30	96	66	5	32	27	4.420*
	%	20.00	64.00	44.00	3.33	21.33	18.00	
>Rs. 7500	Number	2	6	4	4	20	16	8.811**
	%	1.33	4.00	2.67	2.67	13.33	10.67	
Total	Number	150	150	0	150	150	0	
	%	100.00	100.00	0.00	100.00	100.00	0.00	

Source: Computed from primary data * Significant @ 5 % level, ** Significant @ 1 % level.

It is found from Table - 1 that number of low income earners have been decreased in both urban and rural areas, hence the impact of micro finance has been positively affected in economic condition of the respondents.

Table - 2 : Respondents' Monthly Income Before And After Obtaining Micro Finance

Family Monthly Expenditure (₹)		Urban			Rural			Ftest
		Before	After	Changes	Before	After	Changes	
< Rs.1,000	Number	74	19	-55	83	21	-62	2.864
	%	49.33	12.67	-36.67	55.33	14.00	-41.33	
Rs.1,001- 2,000	Number	52	12	-40	44	13	-31	5.672
	%	34.67	8.00	-26.67	29.33	8.67	-20.67	
Rs.2,001-3,000	Number	17	84	67	19	91	72	4.271
	%	11.33	56.00	44.67	12.67	60.67	48.00	
>Rs. 3000	Number	7	35	28	4	25	21	7.684
	%	4.67	23.33	18.67	2.67	16.67	14.00	
Total	Number	150	150	0	150	150	0	
	%	100.00	100.00	0.00	100.00	100.00	0.00	

Source: Computed from primary data * Significant @ 5 % level, ** Significant @ 1 % level.

In order to study the significant difference between urban and rural respondents towards changes in spending capacity before and after obtaining micro finance, it is concluded that micro finance have positive impact on respondents' spending capacity both in urban and rural.

Table - 3 : Respondents' Financial Skills Before And After Obtaining Micro Finance

Level of Financial Skills		Urban			Rural			Ftest
		Before	After	Changes	Before	After	Changes	
Extremely Poor	Number	53	14	39	60	18	42	21.064
	%	35.33	9.33	26.00	40.00	12.00	28.00	
Poor	Number	58	15	43	65	23	42	14.772
	%	38.67	10.00	28.67	43.33	15.33	28.00	
Satisfactory	Number	22	74	-52	18	69	-51	8.640
	%	14.67	49.33	-34.67	12.00	46.00	-34.00	
Good	Number	11	34	-23	5	32	-27	10.481
	%	7.33	22.67	-15.33	3.33	21.33	-18.00	
Excellent	Number	6	13	-7	2	8	-6	9.648
	%	4.00	8.67	-4.67	1.33	5.33	-4.00	
Total	Number	150	150	0	150	150	0	
	%	100	100	0	100	100	0	

Source: Computed from primary data * Significant @ 5 % level, ** Significant @ 1 % level.

Before obtaining micro finance 35.33 per cent urban and 40 per cent of the rural respondents are extremely poor in financial activities but after obtaining the loan it is reduced to 9.33 per cent and 12 per cent in urban and rural respectively. It indicates positive impact of the micro finance on the women's financial skills developments.

Findings related to impact of microfinance

- Before obtaining micro finance, 36.67 per cent of urban and 39.33 per cent of rural respondents earns up to ' 2,500 per month, but after obtaining finance it was reduced to 10 and 21.33 per cent respectively. It is concluded that micro finance has positive impact on respondents' with monthly income both in urban and rural.
- It is concluded that micro finance have positive impact on respondents' spending capacity both in urban and rural.

- It is found that there is no significant difference between urban and rural respondents towards changes in savings. It is concluded that micro finance have positive impact on respondents' savings both in urban and rural.
- There is not a major change in respondents living in rented houses both in urban and rural area. It is found that there is a significant difference between urban and rural respondents towards changes in housing condition.
- Before obtaining micro finance 35.33 per cent of urban and 40 per cent of the rural respondents are extremely poor in financial activities but after obtaining the loan it is reduced to 9.33 per cent and 12 per cent in urban and rural respectively. The 'F' values are found and there is no significant difference between urban and rural borrowers towards women's financial skills development.

Suggestions

- Delay in sanction of loans is a major problem in addition to insufficient capital. Simplification of banking procedures, access credit, etc. will encourage the women to bank with the formal sector which will result in women empowerment.
- Training and retraining programmes on business and management have to be organized to improve awareness and skills of the women to undertake income generating activities.
- Commercial banks may reduce the interest rate and provide proper financial marketing which will improve financial returns of the borrowers.
- Credit facilities should be extended to women especially the less educated and in the rural setting.
- Commercial banks should be strengthened and should expand their support to resource poor women.
- Good knowledge should also be considered always before giving out credit. This will enable the borrowers to utilize the funds according to plan.

Conclusion

Micro finance programme has witnessed noteworthy growth in India during the first decade of 21st century. Various evidences found that these activities are assisting the poor in many ways. But in the past three years, there were many structural and functional changes have created many complexions and caused for poor growth in the loan disbursement. The above findings indicate that the delivery of microfinance had positive impacts in the economic empowerment of the clients, although the income increases were small.

KASHMIR TOURISM AND CHALLENGES

Dr. I. Mercy Priya¹

Dr .T. Siva Shanmugam²

Syed Mohd Hussain³

Abstract

The state of Jammu and Kashmir being the abode of Himalayas represents an epitome of natural beauty and hence has emerged as one of the top most tourist resort of the world. However the recent decades have proved challenging for nations due to emergence and escalation of a wide variety of violent conflicts around the state. Regardless of the motives, violent conflicts prove disastrous in all aspects –Political, Social, Cultural and Economic .Needless to violent conflicts create atmosphere which stunts economic growth, destroys civil life and sows seeds of distrust, frustration and maligns future generations. The tourism industry is playing a tremendous role in the overall development of the growth of Jammu and Kashmir of India. With its back word and forward linking's with other structure and economy, like accommodation, transport, telecommunication, handicrafts etc, tourism has the potential to not only be the economy driver but also became an effective tool for poverty alleviation as ensuring growth and equity, the study was conducted in two stages, in the first stage we have identified the relationship between the growth in the economy of state.

Keywords: Conflict, Kashmir, Peace, Tourist.

Introduction

Kashmir is stunning and captivating land that abounds with natural beauty .Adorned and snow-capped mountains ,wildflower meadows ,immense glaciers and sparkling lakes ,Kashmir has often been compared to heaven on earth .The growth of tourist infrastructure is prerequisite for the development of Jammu and Kashmir tourism .Tourism plays an important role for national economics throughout the world (Korres, G 2008). The tourists are attracted to the destinations not only because of the returns they get an expenditure they do in the tourist place.

Jammu and Kashmir is one of the popular tourist destinations in Asia .the tourism in Jammu and Kashmir offers a wide array of places to see. The delighting backwaters, hill stations and landscape make Jammu and Kashmir beautiful tourist destination. Historical moments, forts, places of religious importance, hill resorts etc, add to the gender of the state, thus they attract the tourists from all over the world. Jammu and Kashmir has a composite culture there is a harmonious blend of art, religion and philosophy. Religions like Christianity, Buddhism, Islam Hinduism, and Sikhism etc has co- existed in Jammu and Kashmir since hundreds of years. Tourism has now become a significant industry in Jammu and Kashmir, contributing enormously to the state's economy and providing employment to the large number of people. Additionally Jammu and Kashmir is also likely to become a major hub for medical tourism if timely steps are taken by the government authorities to exploit this opportunity as well. in this study we have tried to identify the challenges of state of Jammu and Kashmir on the tourism sector.

Objectives

To assess the present study has following specific objectives.

1. To study the potential and employment opportunities of tourism industry of state Jammu and Kashmir.
2. To find out the major challenges and problems of tourism industry in Jammu and Kashmir
3. Impact and challenges of pilgrimage tourism in Jammu and Kashmir.
4. To provide suggestions for the full exploitation and development of Tourism Industry in Jammu and Kashmir.

Methodology

The study is mainly based upon the collection of secondary data. The secondary data was collected from various sources of publications such as Magazines, Journals, Research articles, Internet and published and unpublished records of Ministry of Tourism Government of India and Jammu and Kashmir tourism.

Tourism in Jammu And Kashmir

Tourism is one of the State's major industries. It has played an important role for developing the economy, particularly in the region of the valley and Ladakh. This sector has given jobs to a large number of people of Kashmir and generated economic activities especially in the tertiary sectors. Its impact in Kashmir is visible in the service Industry sectors, such as transport, hospitality, horticulture, handicrafts and small scale industry.

¹. Principal & HOD of Management and Research Studies, AVS College of Arts and Science. Salem, Tamil Nadu.

². Assistant Professor Dept. of Management, and Research Studies, AVS College of Arts and Science. Tamil Nadu.

³. Research Scholar (Bharathidasan University) Assistant Professor Dept. of Management, and Research Studies, AVS College of Arts and Science. Salem Tamil Nadu.

Tourism and Kashmir protect both as they are not mutually exclusive. Both have an indissoluble relationship that has an age. Travelers came here for centuries for the holy silence, heavenly tranquility fragrance of its flowers and to experience the most hospitable and helpful attitudes of the Kashmir's. Kashmir, it has been often said for centuries, is an indefinable beauty. Noted travelers and historians felt it is Nature's blessing to the universe but failed to describe it appropriately as for them words proved inadequate to define beauties of this precious land, its mountains and valleys. Yet, for ages human Endeavour has invested efforts to interact with Kashmir's beauty, explore it and describe and highlight it to the outside world. Almost all the explorers with their rich experience and knowledge could not mention any place or spot in the world that was comparable with this beautiful land. Undoubtedly, Kashmir is the world's most fascinating experience offering variety in climate and landscape. The valley is surrounded by high peaks, diverse terrains and lush green forests all around standing as a chain with no parallel in the world and these lap glaciers, pastures and high attitude lakes offering amazing trekking opportunities and far behind these formations the ice clad summits provide a splendid view. Each spot in the valley plains or up on the highlands excels the other and every small elevation unfolds a new natural set-up bringing altogether new phase of climate and atmosphere. There are several tourist spots with breath taking scenic beauty located throughout the length and breadth of the state that attracts thousands of domestic and foreign tourists. The Valley attracted 1.9 lake tourists in 2011/12, averaging a growth rate of 10 +%. There were early signs of recovery in 2013/14, where tourist arrivals touched 2.1 lakes.

Problems of Tourism Industry in Jammu And Kashmir

Tourism industry in Jammu and Kashmir is still hampered by several problems like:-

- Poor road connectivity and transportation facilities.
- Lack of basic hygienic amenities at halting points.
- Non-standardization of rates and fares.
- Lack of sound marketing and promotion strategies.
- Lack of passionate and trained professionals.
- Inadequate capacity.
- Gap between demand and supply of man power.
- Poor maintenance of Tourist sport.

Challenges of Tourism in Jammu And Kashmir

Kashmir has a number of Tourist sports of great historical significance that need to be developed and promoted, these places would in addition to other infrastructure also require capacity building of the youth to act as Khadims/ guides- a potential employment generator.

Conclusion

Tourism is the life line of Jammu and Kashmir and all the possible efforts need to be undertaken for retaining, maintaining and sustaining it. Tourism opens up new window for resources, both investment generation and revenue generation leading to employment generation as well as socio- economic development of the local populace. The tourism infrastructure like winder and smooth roads, transport including provision for Airlines and Rail services up gradation of hotels, development of tourist places in Jammu and Kashmir should be strengthened. There is dive need to build alternative roads in some places to ensure better connectivity. The state, sparsely populated and scattered as it is needs more airports and better air connectivity as well. Steps should be taken to restore the ancient splendor of the monuments. The tourist sites in all the three regions of Jammu and Kashmir need a very special focus for the development of basic infrastructure to attract tourists in huge numbers.

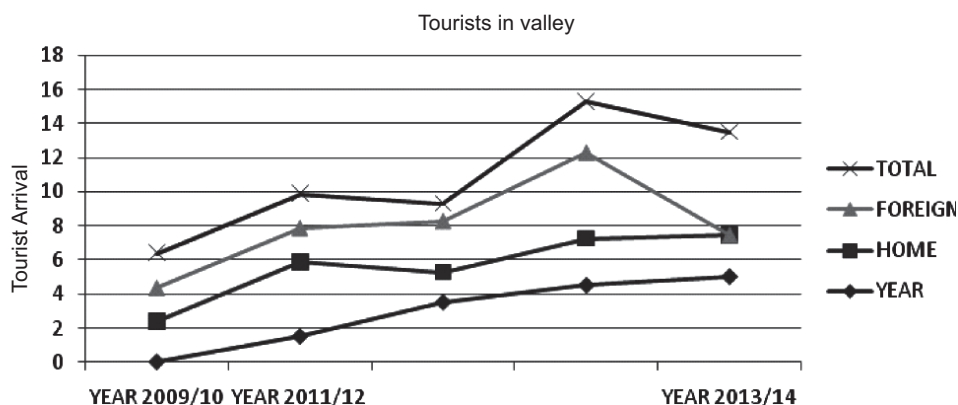


Fig. 1

Table - 1 : Tourist Growth in Jammu and Kashmir

Tourist Growth In Jammu And Kashmir	
YEAR	Tourist in J&K
2005	4482072
2006	4546200
2007	490393
2008	3182251
2009	2191486
2010	2987964
2011	5013571
2012	5412863
2013	5268246

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CONTRIBUTION OF HR SUB-FUNCTIONS OUTSOURCING IN THE IMPROVEMENT OF QUALITY AND INNOVATION OF EDUCATION

Suplab Kanti Podder¹

Arun B K²

Abstract

Quality of education is indicated by the extent to which it builds character and ensures the independent working ability in an individual. This calls for creating a learning environment wherein all stakeholders are encouraged to improve their knowledge and ability. In order to ensure the same, education system needs to be created and sustained. But however, for their survival itself, several educational institutes are resorting to outsourcing of human resource sub-functions such as administration, house-keeping and training with an assumption that such outsourcing would reduce costs. Against this backdrop the present study was undertaken. The study is based on semi-structured interview schedules of randomly selected 120 stakeholders and makes an attempt to assess the contribution of outsourcing in enhancing quality and innovation in higher education in India. Data so collected was carefully collated and analyzed for hidden patterns. The results reveal that out-sourcing has dysfunctional effects on both quality and innovation unless scope for career is provided to non-regular employees belonging to outsourced agencies.

Key Words: Outsourcing, HR Outsourcing, HR sub-functions, Innovation, Quality, Improvement of Education.

Introduction

Quality of education is specified by the education that constructs character and guarantees the independent working ability. This calls for creating a learning atmosphere wherein all stakeholders are encouraged to improve their knowledge and ability. Higher education helps to provide the society with competent men and women trained in agriculture, arts, science and technology. This also assists to strive to promote quality and social justice. In order to ensure this, education system needs to be created and sustained.

The Institutions of Education create the education system which facilitates a creative environment to learn and implement the knowledge for the personal and social development. The education system cannot be performed through one or a small group of personnel which require a large number of human efforts, their skills, knowledge, ability and more important of their involvement and contribution.

Through the research work we tried to find out the contribution from outsourcing of human resource sub-functions towards innovation and quality improvement in education. Most of the educational institutions practice outsourcing of human resource sub-functions such as Recruitment, Payroll system, Security, Frontline operations etc. to improve services quality, reduce performance cycle times, lower costs and increase their focus on core competencies.

Review of Literature

Kenneth (1997) explained outsourcing is used to describe different kinds of corporate action: all subcontracting relationships between firms, all foreign production by U.S. firms, hiring of working in non-traditional jobs such as contract workers, and temporary or part time workers, etc. Outsourcing is assumed to be a corporate search for cost saving – typically, a search for lower labour cost. According to this study, outsourcing need not be primarily cost driven and certainly not labour cost driven. Rather, a number of factors are likely to be operating simultaneously, the cumulative effect of activities that firms choose to perform ‘outside’ rather than ‘inside’.

Charles (1997) described outsourcing occurs when employer A contracts with another employer or employers (including independent contractors) to have the employee of that (or those) other employer(s) do work formerly done by employees of employer A. Such a decision suggests that, in the view of employer A, another employer or other employers enjoy competitive advantages in producing the goods or providing services. Among the probable sources of such perceived competitive advantages are: reliability, quality and cost.

Barnett (1992) described about the quality of higher education as the production of qualified human resources. Higher education is seen as a process in which the students are counted as products absorbed in the labour market. Thus, higher education becomes input to the growth and development of business and

¹. Research Scholar, Research and Development Centre, Bharathiar University, Coimbatore

². Professor, and Member of Pool of Recognized Research Supervisors, Research and Development Centre, Bharathiar University Coimbatore

industry. Higher education as training for research career and is the preparation for qualified scientists and researchers who would continuously develop the frontiers of knowledge. Higher education is the efficient management of teaching provision. Many strongly believe that teaching is the core of educational institutions. Thus, higher education institutions focus on efficient management of teaching learning provisions by improving the quality of teaching, enabling a higher completion rate among the students.

Government of India (1966) Education and National Development described the role of educational institutions to improve quality of higher education. Quality of higher education is to seek and cultivate new knowledge to engage vigorously and fearlessly in the pursuit of truth and to interpret old knowledge and benefits in the light of new needs and discoveries. Higher education helps to provide the right kind of leadership in all walks of life, to identify gifted youth and help them develop their potential to the full by cultivating physical fitness, developing the powers of the mind and cultivating right interests, attitudes and moral and intellectual value.

Rationale of the study

The present study was undertaken due to following reasons:

- The researchers were intrigued and curious to find out the contribution from outsourcing of human resource sub-functions towards innovation and quality improvement in higher education. Because of their curiosity, the present study was undertaken.
- There is general perception that day by day higher education system is losing quality and is unable to contribute to build good character of the learners. There is a need to study this phenomenon further. In view of its relevance, the present study was undertaken.
- Existing literature has not addressed the HR sub-function outsourcing in a specific way. In view of these gaps in literature, the present study was undertaken.

Objectives of the study

Keeping in mind the two related research questions of “Whether HR sub-function outsourcing is contributing

to quality?” and “Whether HR sub-function outsourcing is contributing to innovation?”, the following were derived as the objectives of the study:

- To identify the general HR sub-functions that are outsourced.
- To find out the extent of contribution of outsourcing towards quality of education.
- To identify the extent of contribution of outsourcing towards innovation in education.
- Based on the study to list out the suggestions and recommendations.

Research Methodology

Because of the nature of the research questions and thereby the objectives involved, the methodology has two parts – first part aims at identifying such of the HR sub-functions which are generally outsourced by the centers of higher learning. Second part aims at collecting. Delphi technique employing a pre-concurred panel of six experts from diverse backgrounds and intimately connected with the higher education phenomenon were consulted and based on their degree of concurrence, during the course of two iterations, the expert opinion was converted on a scale of 1 to 100. The concurrence in these converted scores helped to identify the HR sub-functions that are generally outsourced.

The data for the study was based on semi-structured interview schedules of randomly selected 120 stakeholders involved in higher education in the metropolitan cities of Bangalore and Chennai. The semi-structured interview schedules were focused on the contribution of outsourcing in enhancing quality and innovation in higher education in India. Data so collected was carefully transformed into quantitative figures and later collated and analyzed for hidden patterns.

The details of identified HR sub-functions which are generally outsourced was based on the “intensity” of opinions provided on a scale of 1 to 100. These details are depicted in Table 1.

Table - 1 : Predominant HR Sub-functions that are Outsourced in Institutes Providing Higher Education Based on Average Rating by Experts of Delphi Panel (Scale: 1= Minimum, 100 = Maximum)

Sectors of Ownership	HR Sub-function Generally Outsourced		
	Administration	Employee Welfare	Part of Training Process
Private Sector	84.50	88.70	80.40
Public Sector	72.50	90.10	77.20

Because of the high convergence as indicated by the average scores, the three HR sub-functions of administration, employee welfare and part of training process were identified as the most generally occurring with respect to outsourcing of HR sub-functions of institutes of higher education.

Results and Analysis

Semi-structured interview responses with respect to impact of HR sub-function outsourcing on quality and innovation in higher education were collated in terms of number of responses.

Table - 2 : Contribution of Outsourcing towards quality of Higher Education (In terms of number of respondents, N = 120)

HR Sub-function Outsourced	Degree of Contribution of Outsourcing (High / Low)		
	High Degree	Medium Degree	Low Degree
Administration	13 / 12	18 / 14	35 / 28
Employee Welfare	25 / 20	18 / 12	25 / 20
Training	22 / 16	24 / 20	20 / 18

Table - 3 : Contribution of Outsourcing towards Innovation in Higher Education (In terms of number of respondents, N = 120)

HR Sub-function Outsourced	Degree of Contribution of Outsourcing (High / Low)		
	High Degree	Medium Degree	Low Degree
Administration	18 / 15	18 / 20	30 / 20
Employee Welfare	26 / 14	18 / 19	23 / 24
Training	14 / 17	15 / 20	27 / 27

The extent of outsourcing of HR sub-function outsourcing in higher education and their impact on Quality and Innovation were captured through qualitative responses. These responses were categorized separately for extent of outsourcing as "High Degree", "Medium Degree" and "Low Degree" and for the level of impact of these categories were referred to High / Low levels of Quality and Innovation. Thus, there were two "3 x 2 contingency tables" involved for the analysis. The results were summarized and tabulated as shown in Table 2 and 3.

In order to understand the phenomenon further, Chi-square test for the each of the two 3 x 2 contingency tables i.e., one for impact on quality and another for impact on innovation were conducted. These results were summarized and presented as shown in Table 4. It was found that there were significant differences in terms of their impact among the three categories of "High Degree", "Medium Degree" and "Low Degree". The results reveal that outsourcing has dysfunctional effects on both quality and innovation unless scope for career is provided to non-regular employees belonging to outsourced agencies.

Table - 4 : Summary of Chi-Square Tests Differentiating Between the Degree of Outsourcing and Its Impact on Quality and Innovation

Category	Sub-Category	Value (in %)	df	Assy. Sig. (Two-Sided)
Quality of Education (High/Low)	High Degree	12.33	2	0.043*
	Medium-Degree			
	Low-Degree			
Innovation of Education (High/Low)	High Degree	13.14	2	0.032*
	Medium-Degree			
	Low-Degree			

*Significant at 0.05 level of significance

Thus, the results may be stated as higher the extent of outsourcing, higher is the impact and vice-versa. Therefore, higher outsourcing was found to result in lower levels of quality as well as innovation. Quality and Innovation in higher education are the continuously evolving and development processes that call for high level of human involvement. The higher educational institutions never expect the Quality or innovation in higher education through outsourced people those who are not permanent employee of the institution.

Conclusions

The phenomenon of outsourcing in higher education plays great roles to perform various HR sub-functions like administration, employee welfare and part of the training with an assumption of that it would reduce the operational costs . But in a broader sense, the outsourcing of human resource may not be effective for improvement of quality of higher education. Because higher levels of outsourcing in HR sub-functions would result in lower levels of quality in higher education. Similarly higher levels of HR sub-function outsourcing were found to have resulted in lower levels of innovation in institutes of higher education. So, we conclude with the statement that the contribution from outsourcing of human resource sub-functions towards Quality and innovation improvement in higher education is very low and ineffective.

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A STUDY ON LEVEL OF AWARENESS AND PREFERENCE OF LIFE INSURANCE POLICIES SPECIAL REFERENCE TO TIRUCHIRAPPALLI DISTRICT

T. Raja¹

Dr. M. Chandrasekaran²

Abstract

Since past couple of years, India has achieved a significant growth in the insurance sector offering the market more choice, better service, quicker settlement, tighter regulations and greater awareness. The present study carried out projects on the specific parameters based on the purchasing decision of the consumers, the customer-orientated accessibility and promptness of services including more returns on investment, tax savings as well as life coverage, which tends to lead a company acquiring the top rank with a huge market share. The buying behavior of customers in respect of Life insurance products in general is initiated by number of factors viz. Psycho graphical, Economical, Social, Politico legal and Demographical. The list is not exhaustive but it is adequate to have the deep understanding of the factors influencing the decision. This paper analyzes & rates all the life insurance companies by analyzing certain variables, the clients perception, purchase behavior & consumer's awareness about the Life Insurance industry and to establish the factors affecting the choice of investors for choose a life insurance policy in Tiruchirappalli.

Introduction

With the leading number of life insurance policies in force in the globe, insurance happens to be a key opportunity in India. It's an industry growing at the rate of 15 -25 % per an-num simultaneously with banking services. It adds about 7% to the country's GDP. The gross premium collection is nearly 2% of GDP & funds accessible with Life Insurance for investments are 8% of GDP. Yet so nearly 65% of the Indian people are without Life Insurance cover up while health insurance & non life insurance continue to be beneath international standards. In India, insurance is commonly considered as a tax-saving tool instead of its additional implied long term financial benefits. Indian people are prone to invest in property and gold followed by bank deposit. They selectively invest in shares also but the proportion is extremely small. Even to this date, Life Insurance Corporation of India dominate Indian insurance segment. With the entrance of private sector players backed by foreign expertise, Indian insurance market has be-come more exciting.

Objectives

Have anyone ever put attention why a business often loses relatively satisfied clientele? Why is it that clients will often indicate they are happy with how they have been treated but then go away for an opponent at the first chance? Why customer defection is often not associated to price? The answers to these and other associated questions are found in coming to an understanding of client liking. The thought that clients prefer one product or one service over a new is not new.

The capability to recognize and calculate the elements of such inclination decisions with any correctness and reliability has only newly become available.

- To assess the clients perception, purchase behaviour & consumer's awareness about the Life Insurance industry in Tiruchirappalli
- To establish the factors affecting the choice of investors for choose a life insurance policy in Tiruchirappalli.
- To study the types of benefits provided by life insurance products in Tiruchirappalli.
- To study the contentment level of investors in life insurance in Tiruchirappalli.
- To know the most preferred life insurance Company in Tiruchirappalli.

Review of Literature

The review of literature shows that a number of studies have been conducted, especially in developed countries R.L Oliver (1994) observed that customer satisfaction results from a process of internal evaluation that actively compare expectations before purchase of a product/service with perceived performance during & at the conclusion of a purchase experience.

Limitations of the Study

- The research will be confined to a certain parts of Tiruchirappalli and does not necessarily represent the choice of other parts of the state.

¹. Research Scholar, Dravidiyan University, Kuppam, Andhra Pradesh

². Professor & Head Department of Management studies, Dhanalakshmi Srinivasn college of Arts & Science for Women, Perambalur, Tamilnadu

- Some respondents might reluctant to divulge personal information which can affect the validity of all responses.

Scope of the Study

- The Indian Insurance industry, taking benefit of optimistic conditions in the economy, has seen a remarkable expansion in the current years after passing LPG (Liberalization, Privatization and Globalization) policies. It has under-gone a major renovation and emerges with noticeable trends.
- A huge boom has been witness in Life Insurance Industry in current times. A large number of new players have entered the market and are vying to expand market share in this swiftly improving market place.
- The study is conducted in the city of Tiruchirappalli and deal with the factors touching a person for going for a life insurance. The study then goes on to estimate and analyze the findings so as to present a clear picture of trends in the Life Insurance sector with respect to satisfaction level and perception of benefits of Life insurance policies in the mind of the people.

Methodology

The study deals principally with the liking in the Life Insurance in Tiruchirappalli city. The diverse segments of the market are divided in terms of Insurance Needs, Age groups; Satisfaction levels etc. The research is primarily both exploratory as well as descriptive in nature. The sources of information are both primary & secondary. Primary data, which are the major source of information for the project, were collected by way of preparation of a well-structured questionnaire. Personal interviews were conducted to gather the customer's perception and buying behavior, through the questionnaire. Secondary data was composed by way of editorials or extracts in relation to life insurance from magazines and newspapers. The sampling patterns adopted were on the whole judgmental and convenient. The sampling units comprise of employees of reputed organizations, Government Employees, Businessmen etc. Total sample size was 125.

Data Analysis & Interpretation

Table - 1 : People Having Life Insurance Policy

Response	Number of Respondents	Share (%)
Yes	85	68%
No	40	32%
Total	125	100%

(Source: Based on primary data)

Table 1 explains that out of the sample size of 125 respondents surveyed, 68% of the respondents are having Life Insurance policy. 32% of the respondents is either not having any Insurance policy currently or their policy is by now matured. his can be explained with the help of figure 1

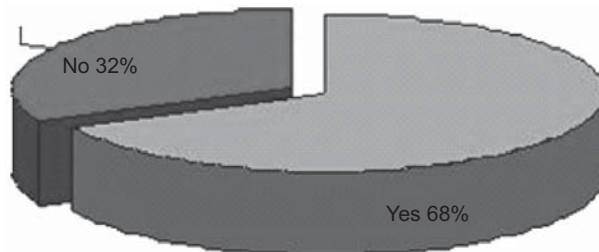


Fig. 1 : Percentage of people having Life Insurance Policy

In order to explain the general characteristics of the population surveyed, we can refer to table 2

Table - 2 : Demographic Profiles of Respondents Having Life Insurance Policies

Demographic	Variables	Frequency
Gender	Male	55
	Female	30
Age Group	Less Than 20 Years	4
	Between 21-30 Years	42
	Between 31-45 Years	23
	45 Years and Above	16
Occupation	Businessman	25
	Professional	15
	Housewives	8
	Salaried People	19
	Others(Students, Fruit Vendors etc.)	18
MonthlyIncome	Less Than Rs. 5000	12
	Between Rs.5000-Rs.10000	17
	Between Rs.10000-Rs.20000	16
	Between Rs.20000-Rs.50000	19
	Above Rs. 50000	21

Source: Based on primary data

From the above table more male members are having Life Insurance policy than females and most of them are within the age group of 21 to 30. It is seen that businessman are seems to be more prone to do Life Insurance policies than others. People take various types of insurance policies. With the help of table 2, people's preference on various kinds of insurance policies could be found out.

Table - 3 : Preference of Respondents & Rating of Life Insurance Companies in Tiruchirappalli

COMPANY'SNAME	NO.OFRESPONDENTS	SHARE(%)	RANKING
L.I.C.	45	52.96	1
Reliance Life Insurance	2	2.35	6
ICICI Prudential	15	17.65	2
SBI Life	1	1.17	7
Birla Sunlife	7	8.24	3
HDFC Standard Life	3	3.53	5
ING Vyasya	2	2.35	6
MAX Newyork Life	1	1.17	7
Kotak Life Insurance	4	4.71	4
Baja Allianz	2	2.35	6
Tata AIG	2	2.35	6
Aviva Life	1	1.17	7
Metlife	0	0	8
Bharti Axa Life	0	0	8
TOTAL	85	100	

Source: Based on primary data

The above table (Table 7.4) presents that the well-established LIC is dominating with 52.97% respondent's preference, ICICI Prudential with 17.65 %, Birla Sun Life with 8.24 % of policy holders. And out of the 85 respondents, only 1.17% of respondents with Max New York Life, SBI Life and Aviva Life while there are some insurance companies MetLife and Bharti Axa which has still to do lot to attract clients. There are too many factors contributing to the successful purchase of a policy, and in that, the important factor is brand awareness and time of establishment of business. We can judge that LIC has maximum policy holders and ranked 1st among other insurance companies, ICICI Prudential, and Birla Sun life hold the 2nd and 3rd ranks respectively.

Table - 4 : Rank Correlation Analysis

Company's Name	X	Y	$D_i = X - Y$	D_i^2
L.I.C.I	1	1.00	0.00	0.00
Reliance Life Insurance	6	7.50	-1.50	2.25
ICICI Prudential	2	2.00	0.00	0.00
SBI Life	4	11.00	-7.00	49.00
Birla Sunlife	7	3.00	4.00	16.00
HDFC Standard Life	5	5.00	0.00	0.00
ING Vyasya	13	7.50	5.50	30.25
MAX Newyork Life	8	11.00	-3.00	9.00
Kotak Life Insurance	9	4.00	5.00	25.00
Baja Allianz	3	7.50	-4.50	20.25
Tata AIG	11	7.50	3.50	12.25
Aviva Life	10	11.00	-1.00	1.00
Metlife	12	13.5	-1.50	2.25
Bharti Axa Life	14	13.5	0.50	0.25
TOTAL				167.50

Source: Based on primary data

Note: X: the ranks based on the market share on consumed policies (Secondary Variable); Y: the ranks based on consumer ratings. (Primary Variable).

Rank correlation has been calculated between the ranks of primary and secondary data by considering the variables of consumed policies and consumer preferences.

Rank Correlation,

$$R = 1 - 6 \left[\frac{D_i^2}{n(n^2-1)} + \frac{1}{12} \left\{ (m_{13} - m_1) + (m_{23} - m_2) + (m_{33} - m_3) \right\} \right] - n^3 - n = 0.61$$

Note: $m_1 = 4$, $m_2 = 3$, $m_3 = 2$, $n = 14$

Table - 5 : Number of Years People Having Insurance Policy

Particulars	No. Of Respondents	Share (%)
Less Than 5 Years	19	22 %
5-10 Years	30	36 %
10-15 Years	23	27 %
15 Years Or More	13	15 %

Table - 6 : Benefits of Insurance Perceived by Respondents

Benefits	No. of respondents	Share (%)
Cover Future Uncertainty	45	53
Tax Deductions	15	18
Future Investment	25	29
Total	85	100

Source: Primary Data

Out of total sample size under study 53% believe that covering the uncertain future is the biggest benefit of an insurance policy which is well proved by the survey about the respondents (Table 6). Rest of which comprises of 18% & 29% believe it as a tax deduction & future investments instruments. We can show this result with the help of the following figure 6

Table - 7 : Features of Insurance Policy that Attracted Respondents

PARTICULARS	NO. OF RESPONDENTS	SHARE (%)
Low Premium	15	17.64
Larger Risk Coverage	19	22.35
Money Back Guarantee	11	12.94
Brand Name	9	10.58
Agents Accessibility	1	1.17
Friendly Service & Responsiveness	1	1.17
Advertisement	1	1.17
Flexibility	3	3.52
High Return on Investment	25	29.46
Total	85	100

Source: Primary Data

According to table 7, major part of the respondent (29.46%) received high Return on Investment in insurance policies as the most attractive feature of the all such policies which is followed by larger risk coverage (22.35%) feature. 44 % of the respondents are of the view that Insurance is a tool to secure future. 23 % of the respondents have perception of Insurance being an Investment option. When it comes to savings aspect, respondents have perception that life insurance is both a simple saving tool (18%) as well as a Tax saving tool (15%). This is clear from the table below (Table 7).

Findings of the Study

1. To insure life is very important for any person in this world and so various policies are made by the people. After doing the survey regarding the needs of the people in relation to the insurance policies in Tiruchirappalli, the following results were found:
2. Out of the 125 respondents approached, 65 % of the respondents are found to have a life insurance policy of one insurance company or the other while the rest 30 % either do not have any insurance policy or their insurance policy has been matured and now do not have any insurance policy.
3. Out of the respondents having Insurance policies, 60 % of them are satisfied with their Insurance Companies while the rest 40 % are slightly dissatisfied with their Insurance Companies in terms of quick response, claim settlement and so on.
4. The respondents having Insurance policies are having almost every type of Insurance products like Term Policies (25%), Endowment Policies (35%) and Unit Linked Insurance Policies (20%). Respondents also prefer to have a mixture of said policies.
5. Majority of the respondents (35%) are having insurance policies having maturity period of 5-10 years and there are some respondents (15%) who prefer to have insurance policies of maturity more than 15 years.
6. Out of 85 respondents that are having insurance policies of one insurance company or the other, 53% purchase policy because it covers future uncertainty. 29 % purchase an insurance policy as they feel it to be a future investment and only 18 % stated that they purchased the policy for income tax deduction. However, there are some respondents who prefer all benefits of insurance policies such as a tool to cover future uncertainty, tax deduction and future investment. From this, we can clearly know that consumers expect more benefits than the single benefit offering..
7. Regarding insurance companies preference and ratings among the respondents in Tiruchirappalli, it was observed that out of 85 respondents of both public and private insurance policy holders, 52.96 % respondents ranked LIC as top of all insurance companies and 17.65 % voted for ICICI Prudential to make it second and which is followed by Birla Sun life (8.24 %). This shows that awareness and growth prospects of LIC are considerably superior to the private players. Nevertheless, with the increasing use of Information technology tools like internet and E-commerce, LIC has to face tough competition from major private players like ICICI, HDFC, Bajaj Allianz, Birla Sun life etc, as its use of

this technology is lower as compared to the private players. On the other hand, private players feel that convenience, time savings and money saving schemes are the key factors to the success of a business, and now, they have clearly tapped consumers' expectations.

8. Regarding the features that attract most, the respondents give more weightage to High return on investment (29.41%) feature and followed by features like larger risk coverage (21.17%) and low premium (18.82%). Respondents are less attracted by advertisements by insurance companies.
9. 44 % of the respondents think life insurance as a tool to protect future which is followed by the perception that it is an investment option (23%).
10. 82 % of the respondents desired to buy an insurance policy when insurance companies approached them while 18 % of the respondents are of the view that they should approach the insurance companies to buy an insurance policy.
11. 59 % of the respondents are ready to buy an insurance policy with the help of an advisor while rest 41% desired to buy an insurance policy on their own and without any help from an advisor.

Conclusion and Suggestions

Conclusion

The present exhaustive research in the field of Life Insurance throw up some exciting trends which became very much clear from the above analysis. A general idea that we gathered during data compilation was the enormous awareness and knowledge among people about diverse companies and their insurance products. People are beginning to look beyond LIC for their insurance needs and are enthusiastic to believe private players with their hard earned money.

The buying behavior of consumers in respect of Life insurance products in general is initiated by number of factors viz.

Psychographical, Economical, Social, Politico legal and Demographical. The list is not exhaustive but it is adequate to have the deep understanding of the factors influencing the decision. The respondents are expecting more benefits than the single benefit being offered by an insurance product and they are generally satisfied with their insurance companies.

Amongst all insurance companies, LIC is most preferred which is followed by ICICI Prudential Life Insurance and Birla sun Life Insurance Companies Limited.

Another inspiring trend was in terms of people viewing insurance as a tax saving and savings instrument as much as a protective one. A very soaring number of

respondents have opted for insurance for such purposes and it shows how insurance companies have been booming to magnetize public money in present times.

Suggestions

Insurance is considered as an instrument to guard their family & a tax saving device. They are conscious of the fact & realizing its importance. So, the insurance companies in tiruchirappalli should try to expand & build up their infrastructure because there is a huge potential for insurance in Tiruchirappalli. The key strategy should be the return maximization and the premium minimization. Mainly private companies should modify the premium and increase the return.

The Insurance Companies should adopt tangibility strategy to increase the sales by brand image, etc. Thus, private players, in this area, have to build brand image in the minds of public to get established in the current market. In order to ensure the reach of all insurance products and services to the ultimate consumers, insurance companies should follow the understandable market segment strategy. Insurance companies should also make more consultancy services, intermediaries or agencies to channelize the distribution of insurance products and service perfectly.

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ORGANIZATIONAL VALUES – A KEY FACTOR OF FACULTY ENGAGEMENT AND DECIDING FACTOR OF ORGANIZATIONAL EFFECTIVENESS

K. Kanchana¹

Abstract

In today's constantly changing and challenging world, organizations tend to face many turnings. The service organizations being one of the most prominent social organizations in the society are not an exceptional case for these dynamic changes and are equally competing with the business organizations in almost all aspects. This study focused on educational institutions, being one among the service sector, by considering college as an organization and teachers as employees. In the fast paced and challenging society, educational institutions seek options to positively impact the engagement level among the faculty members and the best option for the same is the proper "value system", failing which will barely affect the very purpose of the existence of the institution. This study, hence tries to fill the scarcity exist in the area of research on the faculty engagement in colleges in the Indian context, where most of the institutions are now keen on engaging their faculty in all areas apart from just teaching. To focus on this issue, this study was carried out with a sample of 60 teaching faculty from Arts & Science College of various types that include Government, Government-Aided and Self-financing in Chennai with the main objectives 1.to identify the most common top organizational values preferred by the teaching faculty in educational institutions, 2.to identify the relationship, if any, between organizational values and faculty engagement, 3. To study how the value-system and engagement decides the effectiveness of an organization and 3.To develop a model for values-based faculty Engagement. Statistical tools such as Chi-square test, Descriptive statistics and Percentage analysis have been done to analyze the collected data. The findings of the study reveal that there is direct correlation between organizational values and faculty engagement. Later, this paper attempted to suggest measures to improve faculty engagement and conclude that any management strategy that is aligned with organizational values can lead to a greater level of engagement among employees.

Keywords: Organizational values, Faculty engagement and Engaged workforce.

Introduction

As all the organizations, educational organizations also exist with the goal to attain maximum utilization of its human resources, i.e., their faculty members, to achieve sustainable organizational effectiveness. Some of the research studies found that teachers perceive enhancement and improvement as the foremost for the quality rather compliance to external standards and accountability. A Few researches argue that the teachers prefer flexibility-oriented values rather than control-oriented values for the quality culture in higher education.

Review of Literature:

Dr. Janetius, Prof. Padmanabhan & Dr. Mini TC (2013) defines engaged employee as "one who is highly resourceful, driven by a pious and holy objective of helping and assisting students in terms of imparting knowledge, development of skills, inculcating values and thus committed to their overall development.

Organizational Values

A phenomenological research of Polat (2012) attempted to identify organizational values that are required for

diversity management. This is a qualitative research based on primary data collected from various school managers. This study suggests that there must a set of organizational values to be present and shared by all the members in the organization for effectively manage the differences which in turn positively contribute to the organizational goals. The most common values proposed by Principals of various schools are Openness to innovation/Self improvement, Democratic attitude, Being fair, Respect to the differences, Giving value to the human, Empathy/Understanding, Indulgence, Honesty, Equality, Accuracy, Disinterestedness, Trust/Reliability, Responsibility, Kindness, Creativity/Productivity, Team spirit/Integration, Openness to criticism, Openness/Clarity, Patience, Courage/Challenge, Participation, Variety/Polyphony, Charity/Sharing, Freedom/Independence, Optimism, Universality and Friendship/Amity.

Faculty Engagement:

Arup Barman, Roy Saikat (2011) in their study developed a proposed model which shows the factors that engages faculty members in colleges and

¹. Research Scholar, Bharathiyar University, Coimbatore.

institutions and how it lead to students' better performance. The authors identified institutional attachment, primary involvement, secondary involvement, recognition and networking, career orientation and guidance and credibility as the factors that engage faculty members.

Organizational Effectiveness:

Idris Adamu Alhaji and Wan Fauziah bt Wan Yusoff (2011) in their study analyzed how the extrinsic and intrinsic motivating factors contribute to the organizational commitment and organizational effectiveness. The study found that work motivation and job satisfaction are the two important variables that help in achieving increased commitment. Further, the study reveals that motivation plays as a mediator that creates impact of organizational commitment on organizational effectiveness.

Methodology of The Study:

- Research design: Empirical
- Sample Size: 60 teachers. 20 each from Government, Government-Aided and Self-financing Colleges in North Chennai.
- Sampling Method: Random sampling (to avoid low response rates)
- Primary Data: Semi-structured questionnaire and Interview.
- Secondary Data: Journals, Magazines, Books, Websites.
- Data analysis: Descriptive statistics, Percentages analysis & Chi-Square.

Objectives of the Study

1. To identify the most common top organizational values teachers prefer and share among themselves.
2. To analyze the relationship between organizational values and teachers' engagement.
3. To study how the alignment of values and engagement lead to effectiveness of an institution.
4. To develop a model of organizational effectiveness.

Pilot Testing

First stage: A list of 30 organizational values was distributed by the author to 10 teaching faculty from various education institutions such as Arts & Science College, ITI, Polytechnic and Schools. The respondents were asked to indicate on a 5 point Likert Scale with 5 representing strongly agree and 1 representing strongly disagree, the degree to which they believed each value was a priority to them and their organization to make them engaged. From the responses, most common top 8 values were considered for this study.

Second stage: An unstructured interview and observation method followed with the senior most members of each institutions to identify the how the proposed organizational values tune the faculty to engage and how the organization overcome the major issues or challenges which they normally face to achieve engaged workforce.

Table : 1 - Demographic Profile Of The Teachers

Institution's Type		FREQUENCY	PERCENTAGE
Government		20	33.33
Government-Aided		20	33.34
Self-financing		20	33.33
	Total	60	100
GENDER		FREQUENCY	PERCENTAGE
Male		24	40
Female		36	60
	Total	60	100
AGE		FREQUENCY	PERCENTAGE
< 30 years		14	23.34
30 to 40 years		32	53.33

> 40 years		12	20
	Total	60	100
MARITAL STATUS			
Married		35	58.33
Unmarried		25	41.67
	Total	60	100
EXPERIENCE IN THEIR PROFESSION			
< 3 years		12	20
3 to 10 years		28	46.67
> 10 years		20	33.33
	Total	60	100

Limitations of the Study

1. The sample size is limited to only 60 and from Chennai City, which is small to represent the whole population.
2. The study faced time constraint in collecting the required data.
3. The ranking order of organizational values or the organizational values itself might have been differed if the samples were large and from different area.
4. The information provided by the employees may not be completely reliable due to their hesitation in disclosing the true facts.

To identify the most common top organizational values from the teachers' perspective to make them engaged.

Every organization, may it be business-oriented or service oriented, is an organization by the people, of the people and for the people.

Table - 2 : Top Organizational Values As Ranked By Teachers

Organizational Values	Weighted Average	Rank
Respect	20.93	2
Recognition	20.80	3
Rewards	19.73	4
Autonomy	20.33	9
Responsibility	19.80	7
Trust	21.13	1
Collaboration	19.27	10
Control	20.47	5
Support	20.33	6
Openness	19.40	8

There is association between organizational values and Faculty Engagement.

Interpretation: After analyzing the data, given the degrees of freedom = 1, Chi-square @ 5 percent = 3.84, it was found that the hypothesis was accepted. Hence, Organizational values and Faculty Engagement are strongly related to each other.

Findings & Major challenges in Faculty engagement:

Table - 3 : Level Of Engagement

Level of Engagement	Frequency	Percentage
HIGH	14	20
MODERATE	29	56
LOW	17	24
TOTAL	60	100

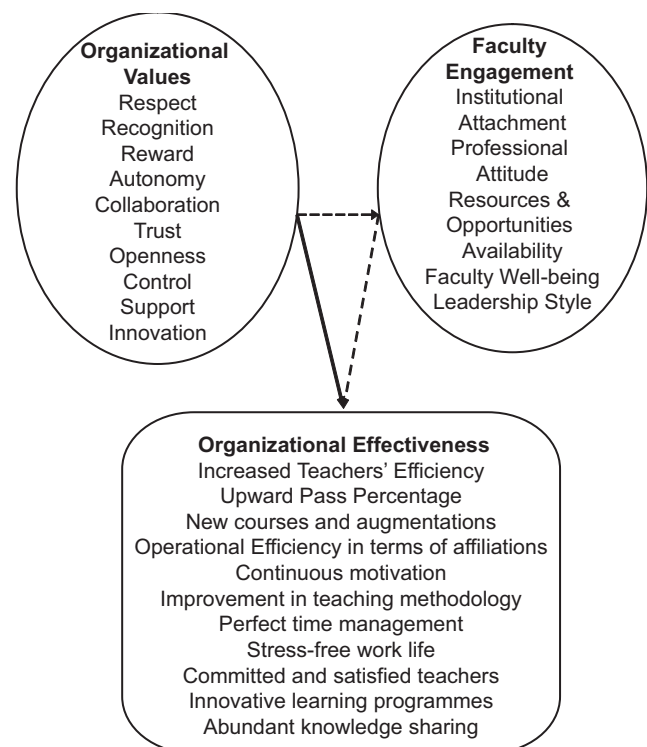
The above table projects the result of engagement level of our respondents in the study. The study reveals that among total of 60 teachers approached, only 14 employees are highly engaged. These people find personal satisfaction with their job and are able to find balance between their personal and work life. 29 employees are moderately engaged, i.e., highest number of respondents fall in this category which shows these employees are committed, loyal and satisfied to the extent their personal life is not getting affected. Finally, 17 employees fall under 'low level engagement' category that neither satisfied with their work nor with their institution, but work just for the sake of salary. The institutions cannot have these employees as they may harm the institution in the long run. The other findings are summarized below:

1. Diversity in workforce in terms of age, gender, experience, personalities, people with different needs and expectations, work habits and other social differences.
2. Faculties' Personal and organizational values conflict that lead to role conflict, which in turn leads to disengagement.
3. Faculty members who often shift to different educational institutions acquire different organizational memberships and change their organizational values.
4. Faculty members prefer flexibility-oriented values from their management.
5. Teacher engagement appears to significantly drop off within the early years of teaching. According to the report, teachers with less than a year on the job are most likely to be engaged, when 35 percent were enthusiastic about and committed to their jobs. The numbers continue to slip to a low of 28 percent for those with between three and five years of teaching experience. Faculty members feel that trusting environment that is not working in schools and that they don't believe their opinions count. That is definitely weighing down the potential of making them more engaged in their workplace.
6. Low Engagement level is due to Unstandardized reward system, lack of concern for employees wellbeing, unfriendly and rude dealings, deprivation

of freedom to perform and, imbalance in personal-work life caused by lack of holidays, leisure time and work over-loads.

7. Most of the faculty members in self-financing colleges have an opinion that they are not paid well. Faculty members in government colleges feel that apart from salary, they are not satisfied with other mechanisms exist.
8. There is lack of "Faculty training on Engagement" to refresh their mind and heart.
9. There is also link between demographic variables of employees and their engagement level.

Development of Values-based Model to improve engagement level and promote effectiveness:

**Fig. 1**

Suggestions offered directly by various teachers to improve their engagement level:

- Scope for personal and professional development.
- Continuous motivation and Recognition at the right time in the right way.
- One-on-One meetings can be held with teachers to know their problems, needs etc.
- Required teaching aids should be provided
- Everyone should work with service motive by being true professionals
- Innovative teaching methodology should be encouraged and implemented

- Management should permit the teachers to participate in workshops, conferences, symposiums, seminars both at national and international level.
- Faculty development/Recharge programmes should be conducted at regular intervals.
- Management should consider the welfare of the faculty both in terms of work environment and monetary benefits.
- Impartial treatment and equal opportunities should be given to teachers to expose their skills.
- Regular meetings can be conducted among all stakeholders to make them adapt to changing environment.
- Workshops can be conducted to teach modern teaching techniques to teachers.
- Creating positive atmosphere for faculty improves work quality.
- Hostels for unmarried women staff are required.
- Teachers with considerable years of experience should be honoured.
- Unaided staff needs to be paid better.
- Conducting regular staff-management meeting.
- Arranging informal get together to promote good working environment.
- Upward communication should be encouraged.
- Interdepartmental meetings and discussion forums will facilitate individual faculty members to express their ideas and opinions and to enable consolidation of those ideas to higher authorities.
- Management should show concern towards personal problems of teachers wherever possible to develop strong bond between teachers and management.
- Proper infrastructure is required.
- Calculative Autonomy at work should be given.
- Faculty grievance redressal mechanism should be strengthened.
- Support from senior faculty members.
- Good salary equal to the hard work.
- A positive and good respectful relationship among all.
- Administration and atmosphere in government colleges should be improved.
- Distance between workplace and home may also reflect in work, so proper transport facility should be given to teachers.
- Motivate the creativity of teachers.
- Emoluments, Awards, Etc. Can be given to teachers based on their outstanding contributions and experience.
- Performance appraisal should be done regularly without any bias.
- Hardworkers and outstanding contributors should be motivated both financially and non-financially.

Conclusion

The study insists that with proper management strategies challenges could be converted into strengths and concludes that the teaching faculty who are the backbones of every educational organizations should be made to feel valued in all aspects to make them engaged. In today's educational system, pressure from the educational board or the universities have drastically increased the responsibilities of the faculty members. Faculty members are more tend to involve in clerical work, wherein they rarely find time to interact with faculty. This scenario should be changed and the management should think of new initiatives in forms of Faculty Development Programme/Teachers' Recharge Programme or Workshop to develop the engagement level through values communication. On a sad part, these days, we are also come across increased number of educational institutions run with business cum economical profit motives, the noble teaching profession in the Indian context, has become an easy job-seeking arena for many young graduates thus reducing the quality of commitment needed for the profession, increases the number of non-committed un-engaged teacher and makes faculty engagement as an unanswered riddle. Management should exercise and articulate its proposed values in its every activity towards the various stakeholders namely teachers, students, public and parents on daily basis. This will result in positive impact on the engagement among faculty members, through which the organization can be taken forward towards effectiveness.

Scope for Future Research

Research studies can be undertaken to find the differences, if any, exists in the engagement level and the factors determining the engagement among the faculty members of various types of colleges like medical, engineering colleges, etc

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STORE CHOICE DETERMINANTS

K. V. Priyadharshini¹

Abstract

The purpose of this paper is to find out customer preference for Departmental Stores in Pollachi. A total of 210 customers have been selected and surveyed with structured Questionnaire. The study is restricted to Pollachi town. This study will help the management of departmental store to understand the customer's preference and their requirement. The preference of customers is sometimes influenced by additional facilities such as parking facility, making fast billing and improved sales services. Customer preference is defined individual taste, as measured by utility of various goods. The preferences are dependent of income and prices. Ability to purchase goods does not determine a customer's likes and dislikes. The preference is measured by the level of satisfaction of the customer. This study was carried out with women as the exclusive respondents. There are departmental stores are Shri Kannan Departmental store, Ganesh Departmental store and Pazhamudir Supermarket familiarity in Pollachi, which from the study unit for the present reasons are used to analyses this study.

Introduction

A Departmental store is a retail establishment which specializes in satisfying a wide range of the consumer's personal and residential durable goods product needs; and at the same time offering the consumer a choice of multiple merchandise lines, at varied price points, in all product categories. Departmental store usually sells products including apparel, furniture, home appliances, electronics, and additionally select other lines of products such as hardware, cosmetics, and toys. Customer's preference of store attributes influenced by retail formats, type of products, cultural value, shopping intention and customer base. Bearden (1977) states that store atmosphere, location, parking facilities, and friendliness of store people are the salient factors that influence consumer store patronage. A departmental store is a large retail unit with an extensive assortment (width and depth) of goods and services that are organized into separate departments for purposes of buying, promotion, customer service and control. It has the greatest selection of any general merchandise Department Stores are unique in terms of the shopping experience they offer, the services they provide and the atmosphere of the store.

A departmental store is started at strategic places, to please the consumers by giving them the choice of selecting that all they want. Every business is based on consumers and by providing different kinds of products that the consumers want. Every businessman has to make some effort to convince of the consumer to buying a product in his particular shop.

A Departmental store is a retail establishment which specializes in satisfying a wide range of the consumer's personal and residential durable goods product needs; and at the same time offering the consumer a choice of multiple merchandise lines, at varied price points, in all product categories. Departmental store usually sells products including apparel, furniture, home appliances, electronics, and additionally select other lines of products such as hardware, cosmetics, and toys. Customer's preference of store attributes influenced by retail formats, type of products, cultural value, shopping intention and customer base. Bearden (1977) states that store atmosphere, location, parking facilities, and friendliness of store people are the salient factors that influence consumer store patronage. A departmental store is a large retail unit with an extensive assortment (width and depth) of goods and services that are organized into separate departments for purposes of buying, promotion, customer service and control. It has the greatest selection of any general merchandise Department Stores are unique in terms of the shopping experience they offer, the services they provide and the atmosphere of the store.

Review of the Literature

Fotheringham and Trew (1993) carried a study on chain image and store choice. It was found that higher income consumers were not willing to spend their extra time on the lowest store price. The store was selected by the consumers behaviour is depending on their income.

Letecia Moye et al. (1998) carried a study on the relationship between age, store attributes, shopping

¹. Research Scholar & Assistant Professor, NGM College, Pollachi

orientation and approach avoidance behaviour of elderly apparel consumers. The findings suggested that aged consumers preferred the retail store wherein the store personnel were helpful and patient. According to this study the shopping orientation influenced the importance of store attributes among aged consumers.

Beyoungho Jin and Janiokkim (2003) carried a study on shopping motives, store attributes and outcomes of Korean discount shoppers. The findings suggested that the retailer marketing strategy would have to take into account two sets of attributes (i) Loyalty Drivers and (ii) Shopping Experience Enhancers.

Tinyiko Virginia Rikhotso (2004) carried a study on personal characteristics, perception of store attribute and store choice of black female clothing shoppers. It was found that consumers paid price, quality and more attention to the services.

Sanjeev Tripathi and Sinha (2006) carried a study on family store choice. This study analysed about store choice by an individual and the family. The results indicated that the household income had a major effect on the consumption. The number of working member in the family was expected to be related to the income of the family and consumption level.

Objectives

- i. To examine the shopping behaviour of customers.
- ii. To find out the reasons for preference of departmental store.
- iii. To ascertain the level of satisfaction of customers.

Methodology

The research methodology employed for carrying out the study is explained in the following paragraphs.

Data

The data required for the study is primary and questionnaire method has been followed. The questionnaire consists four parts, namely personal profile, shopping behavior, customer preference and customers satisfaction.

Sampling Procedure

Three departmental stores, namely Shri Kannan Departmental Store, Ganesh Departmental Store, Pazhamudir Supermarket operating in Pollachi are considered for the purpose of the study. A sample of 210 customers 70 per departmental store residing in Pollachi and villages nearby pollachi has been considered for the purpose of this study. Convenience sampling procedure has been followed to collect data from the customers.

Framework of Analysis

Tools used for this study is

1. Simple percentage analysis
2. Weighted average method
3. Chi-square test

The levels of confidence chosen for are ten, five and one per cent.

Significance of the study

The result of this study may help the retail traders who market their own brands as well as that of the manufacturers. Retailer can understand how they can improve their sales activity. This study also will assist them to take appropriate decisions on the price, quality, quantity and packing. Purchase frequency of customers will help the store operators to time their new products. This kind of information is surely helpful to the management to introduce an innovative product.

Limitations of the study

The area of study is restricted to Pollachi and villages nearby Pollachi, Only three departmental stores namely Shri Kannan departmental Stores, Ganesh Departmental Stores, and Pazhamudir Supermarket are included for the study. Information given by the respondents may not be accurate and therefore due care is to be taken while generalizing the results.

Data Analysis and Findings

Customers Preference

Preference to a store is based on variables like quality, price, choice of products and the like. The intensity of preference is likely to vary across customers of different groups, classified on the basis of area of residence, age and such other variables. The customers have been classified into three groups as those with low, medium and high level of preference.

Area

To examine the level of preference and variables that may be associated. Chi-square test has been used. In order to find out if area of residence is associated with level of preference the following null hypothesis has been framed and tested.

H_0 : Area of residence does not influence the choice of the store

Table - 1 : Area of Residence and Level of Preference

Area of Residence	Low level of preference			Medium level of preference			High level of preference			Total
	Kannan	Ganesh	Pazhamudir	Kannan	Ganesh	Pazhamudir	Kannan	Ganesh	Pazha mudir	
Pollachi	7 (20)	6 (17.65)	9 (23.08)	20 (57.15)	19 (55.88)	23 (58.97)	8 (22.85)	9 (26.47)	7 (17.95)	K=35 G=34 P=39
Villages nearby Pollachi	5 (14.29)	5 (13.89)	2 (6.45)	24 (68.57)	29 (80.56)	27 (87.09)	6 (17.14)	2 (5.55)	2 (6.46)	K=35 G=36 P=31
Total	12	11	11	44	48	50	14	11	9	210

d.f.: 2 Calculated Chi-square Values: K: 0.983 G: 6.577 P: 6.726

Table Value: Ten per cent level: 4.605 Five per cent level: 5.991 One per cent level: 9.210

Note:i. Figures in parentheses represent percentages to horizontal total

ii. K=Shri Kannan Departmental Store G=Ganesh Departmental Store P=Pazhamudir Supermarket.

i. Shri Kannan Departmental Store

As the calculated Chi-square value is lesser than the Table value at five per cent level, it is inferred that area of residence does not influence the level of preference. So, the null hypothesis is accepted.

ii. Ganesh Departmental Store

Area of Residence has been found to be significant in Ganesh Departmental Store and Pazhamudir Supermarket. The Pollachi based customers go to the stores. As the calculated Chi-square value is greater than the Table value at five per cent level, it is inferred that area of residence influences the level of preference. So, the null hypothesis is rejected. The percentages of customers, who live in Pollachi are high level of preference.

iii. Pazhamudir Supermarket

As the calculated Chi-square value is greater than the Table value at five per cent level, it is inferred that area of residence influences the level of preference. So, the null hypothesis is rejected. The percentage of the customers with low level of preference is high with those residing in Pollachi customers prefer Pazhamudir Supermarket.

Age

H₀: Age does not influence the choice of the store

Table - 2 : Age and Level of Preference

Age	Low level of preference			Medium level of preference			High level of preference			Total
	Kannan	Ganesh	Pazhamudir	Kannan	Ganesh	Pazhamudir	Kannan	Ganesh	Pazha mudir	
Upto 30	7 (23.33)	3 (8.57)	7 (24.14)	19 (63.33)	21 (60)	17 (58.62)	4 (13.34)	11 (31.43)	5 (17.24)	K=30 G=35 P=29
31-50	4 (13.79)	6 (22.22)	4 (11.77)	17 (58.62)	21 (77.78)	26 (76.46)	8 (27.59)	0 (0)	4 (11.77)	K=29 G=27 P=34
>50	1 (9.09)	2 (25)	0 (0)	8 (72.73)	6 (75)	7 (100)	2 (18.18)	0 (0)	0 (0)	K=11 G=34 P=07
Total	12	11	11	44	48	50	14	11	9	210

d.f.: 4 Calculated Chi-square Values: K: 3.050 G: 14.060 P: 5.699

Table Value: Ten per cent level: 7.779 Five per cent level: 9.488 One per cent level: 13.276

Note: i. Figures in parentheses represent percentages to horizontal total

ii. K=Shri Kannan Departmental Store G=Ganesh Departmental Store P=Pazhamudir Supermarket.

i. Shri Kannan Departmental Store

As the calculated Chi-square value is lesser than the Table value at five per cent level, it is inferred that age does not influence the level of preference. So, the null hypothesis is accepted.

ii. Ganesh Departmental Store

As the calculated Chi-square value is greater than the Table value at five per cent level, it is inferred that age influences the level of preference. So, the null hypothesis is rejected. Since the percentage of customers with high level of preference with those up to 30 years of age, it is inferred that age group of people prefer Ganesh Departmental Store.

iii. Pazhamudir Supermarket

As the calculated Chi-square value is lesser than the Table value at five per cent level, it is inferred that age does not influence the level of preference. So, the null hypothesis has been accepted.

Marital Status

In order to find out if Marital Status is associated with level of preference the following null hypothesis framed and tested.

H_0 : Marital Status does not influence the choice of the store

Table - 3 : Marital Status and Level of Preference

Marital Status	Low level of preference			Medium level of preference			High level of preference			Total
	Kannan	Ganesh	Pazhamudir	Kannan	Ganesh	Pazhamudir	Kannan	Ganesh	Pazha mudir	
Married	10 (18.18)	8 (14.81)	5 (8.93)	35 (63.64)	39 (72.22)	42 (75)	10 (18.18)	7 (12.97)	9 (16.07)	K=55 G=54 P=56
Unmarried	2 (13.33)	3 (18.75)	6 (42.86)	9 (60)	9 (56.25)	8 (57.14)	4 (26.67)	4 (25)	0 (0)	K=15 G=16 P=14
Total	12	11	11	44	48	50	14	11	9	210

d.f.: 2 Calculated Chi-square Values: K: 0.611 G: 1.719 P: 10.955

Table Value: Ten per cent level: 4.605 Five per cent level: 5.991 One per cent level: 9.210

Note: i. Figures in parentheses represent percentages to horizontal total

ii. K=Shri Kannan Departmental Store G=Ganesh Departmental Store P=Pazhamudir Supermarket.

i. Shri Kannan Departmental Store

As the calculated Chi-square value is lesser than the Table value at five per cent level, it is inferred that marital status does not influence the level of preference. So, the null hypothesis has been accepted.

ii. Ganesh Departmental Store

As the calculated Chi-square value is lesser than the Table value at five per cent level, it is inferred that marital status does not influence the level of preference. So, the null hypothesis has been accepted.

iii. Pazhamudir Supermarket

Marital Status has been found to be significant in Pazhamudir Supermarket. Accordingly married customers prefer this store. As per the calculated Chi-square value is greater than the Table value at five per cent level, it is inferred that marital status influences the level of preference. So, the null hypothesis has been rejected. Since the percentage of the customers with low level of preference is the high with those unmarried customers, it is inferred unmarried customers prefer Pazhamudir Supermarket.

Members in the Family

In order to find out if Members in the family is associated with the level of preference the following null hypothesis has been framed and tested.

H_0 : Members in the Family does not influence the choice of the store

Table - 4 : Members in the Family and Level of Preference

Members in the Family	Low level of preference			Medium level of preference			High level of preference			Total
	Kannan	Ganesh	Pazhamudir	Kannan	Ganesh	Pazhamudir	Kannan	Ganesh	Pazha mudir	
Two	2 (15.39)	0 (0)	3 (42.86)	6 (46.16)	10 (83.33)	3 (42.86)	5 (38.45)	2 (16.67)	1 (14.28)	K=13 G=12 P=07
Three	4 (16.67)	7 (38.89)	3 (18.75)	17 (70.83)	7 (38.89)	12 (75)	3 (12.5)	4 (22.22)	1 (6.25)	K=24 G=18 P=16
Above 3	6 (18.18)	4 (10)	5 (10.64)	21 (63.64)	31 (77.5)	35 (74.47)	6 (18.18)	5 (12.5)	7 (14.89)	K=33 G=40 P=47
Total	12	11	11	44	48	50	14	11	9	210

d.f.: 4 Calculated Chi-square Values: K: 3.815 G: 12.783 P: 5.742

Table Values: Ten per cent level: 7.779 Five per cent level: 9.488 One per cent level: 13.276

Note: i. Figures in parentheses represent percentages to horizontal total

ii. K=Shri Kannan Departmental Store G=Ganesh Departmental Store P=Pazhamudir Supermarket.

i. Shri Kannan Departmental Store

As the calculated Chi-square value is lesser than the Table value at five per cent level, it is inferred that family members does not influence the level of preference. So, the null hypothesis has been accepted.

ii. Ganesh Departmental Store

Members in the family significantly influence preference a store. Those customers in whose families the numbers of members is three prefer Ganesh Departmental Store. As the calculated Chi-square value is greater than the Table value at five per cent level, it is inferred that members in the family influences the level of preference. So, the null hypothesis has been rejected. The percentage of that the customer with low level of preference is the high with those three family members. So, it is inferred that three family members prefer Ganesh Departmental Store.

iii. Pazhamudir Supermarket

As the calculated Chi-square value is lesser than the Table value at five per cent level, it is inferred that members in the family does not influence the level of preference. So, the null hypothesis has been accepted.

Customers Satisfaction

Opinion on Customer Satisfaction

Customer satisfaction is more important to every business. When customers have more satisfaction they visit the store frequently. Satisfaction is based on the customer likes and dislikes. Price, quality, quantity and other facilities such as parking and response of sales peoples are the important variables that decide the customer satisfaction. Ten reasons were spelt out and the respondents were to express their opinion for each of the statement. Weighted average for the answers given has been arrived at by summing up the product of score by number of customers using five options (Highly satisfied, satisfied, no opinion, Dissatisfied, Highly dissatisfied) and dividing the same by 70 for each store separately. Opinion as expressed are summarized below:

Table - 5 : Opinion on Customers Satisfaction

Factors	Weighted Average		
	Kannan	Ganesh	Pazhamudir
Price	4.36	4.41	4.05
Quality	4.25	4.31	4.06
Quantity	4.16	4.35	4.16
Packing	4.06	4.11	3.85
Parking facility	3.49	3.55	3.75
Proper billing	3.87	3.62	3.63
Responsiveness of salespeople	3.67	3.82	3.72
Complaint handling	3.49	3.40	3.49
Customer services	3.79	3.46	3.89
Variety of products	4.25	4.17	4.37

i. Shri Kannan Departmental Store

Customers are satisfied with price, quality and quantity.

ii. Ganesh Departmental Store

Customers are satisfied with price, quantity and quality.

iii. Pazhamudir Supermarket

Customers of Pazhamudir Supermarket are satisfied with variety of products, quantity and quality.

Suggestions

Based on the findings, the following suggestions have been recommended to improve the Departmental Stores sales.

- One of the most seriously felt problem with the customer is parking facility. They say that they have inadequate space for parking in front of or near stores, resulting in parking of vehicles at faraway places unmindful of safety for the vehicles. This may make the customer to quit the store at the earliest to reducing sales for seller. Therefore, it is recommended that the stores may think of providing safe parking facility to the customers.
- Another problem in the Departmental Stores is billing. The customers felt that they are waiting for long time while making the bill. Therefore, it is suggested all the billing customers are to be operational throughout the day and special customers may be operated on a need basis.
- Online facility is very popular in the competitive world. It helps the customers save time and order can be made through phone to reduce the rush during peak seasons. Exchange of damaged goods, lift facility is some of the expectations of the customers.

Conclusion

Retailing today is not only about selling at the shop but also about surveying the market offering choices to customer at competitive prices and retaining them as well. Supermarkets have grown substantially become more concentrated whole there has been entry of new grocery store forms. This new options provide customers with alternatives in every aspect of shopping. Retailers must understand customers using innovative ideas. They have to identify regular shoppers and build their loyalty. There are equal numbers of customers visit in Shri Kannan Departmental store from Pollachi and Villages nearby Pollachi. Many of the customers prefer Ganesh Departmental Store are up to the age of 30 years. The customers who live in Pollachi prefer Pazhamudir Supermarket. Marital Status and Family Type has been significantly influence the customer preference and satisfaction in all the stores. This research gives a broad frame work of "customer preference for departmental store". This can be used a guideline in the future business plan and making changes in the current activities. Future studies may focus on comparisons of corporate retail houses with locally established retail stores and examine what variables influence in the choice of these stores. Customer locally to kirana stores can be studied with an aim if they will co-exist with high supermarkets. Another area of interesting study may be to explore the impact of big supermarkets on the business of small stores situated around them. Researchers may also stately how far the innovative store format goes well with the expectation of the rural women. The research would highly reward if the present study is an eye-opener for the budding researchers.

ROLE OF BANKS IN PURSUING HIGHER EDUCATION

Dr. M. Pitchaimani¹Dr .P. Na. Kanchana²Dr. R. Thanga Prashath³

Abstract

The main purpose of this article is to clarify the issues relating to higher education. A more professional shift in education, increasing career benefits of a foreign education, conveyance and communication ease and the lack of enough world-class educational institutions in developing countries like India, has increased multifold the number of students going abroad for studies. In spite of a gamut of advantages, financial crunch is one of the major disadvantages that shadow the study abroad dreams of a student. **Educational loans** are seen as one of the important parts of the study abroad plan of a student. **Education loans for studying abroad** are provided by almost all the major banks in India. Similarly, banks prefer giving loans to students seeking admission in government owned/approved institution. However, there does not seem to be any discrimination between students with or without prior work experience, for getting education loan.. This paper is useful to aspiring students. To provide you a nut-shell view, we present below the procedure to receive the educational loans

Key Words: Education Loan, Education System Financial Institutions, Banks

Introduction

Education and development are closely related, as education provides inputs for economic growth among which knowledge is an important one. Modern economic growth, as seen in recent years, is driven by knowledge, for which knowledge creation and utilization acquires significance. Development of knowledge is based on the quantity and quality of education system available, particularly of higher education, in a country. Therefore, higher education significance as creator and supplier of knowledge. Access to and availability of higher education is crucial for creation, spread and application of knowledge for development. Higher education helps people in improving productivity, thus playing greater roles in economic life and earning a better livelihood for themselves and the society. The scope of education has widened both in India and abroad covering new courses in diversified areas. Development of human capital is a national priority and it should be the endeavour of all that no deserving student is denied opportunity to pursue higher education for want of financial support. Loans for education should be seen as an investment for economic development and prosperity. Knowledge and information would be the driving force for economic growth in the coming years. Therefore, higher education significance as creator and supplier of knowledge. Access to and availability of higher education is crucial for creation, spread and application of knowledge for development.

Education System in India

India is fast emerging as one of the biggest knowledge economy of the world. It has one of the largest pools of talent with excellent educational background, qualifying

them for numerous higher educational programs in India and abroad. The cost of education is rising. However, their insatiable desire to acquire and enhance knowledge will stand them in good stead, in competitive times. Despite all odds, towards meeting this end, the students are ready to walk that extra mile. The opportunities are abundant; and the avenues to attain a student's career goals are immense; hence, Indian students want to grab these opportunities and make use of it to their advantage. For achieving their objectives, they are ready to stretch beyond their capacities and means. When their personal financial resources do not provide them with sufficient support, they go for external finance. This is where the role of financial institutions assumes great importance. The Government of India is also lending an active support, by relaxing the norms for granting educational loans to students and pushing the public sector and private sector banks to extend loans.

Role of Higher Education

Higher education has historically included economic development as part of its core mission. The colleges and Universities serving the region have allocated fiscal, physical and human resources and created entrepreneurship system within the institutions to advance economic development. Some important roles of higher education are:

To Create a quality workforce by growing, training and altering the finest talent.

To Support current business and industry

To Improve leading and teaching from pre-school through higher education

¹. Vice Principal & Dean, Dept. of Commerce & Management, Srimad Andavan Arts & Science College, Thiruvani Kovil. Trichy

². Assistant Professor, Dept. of Commerce & Management, Srimad Andavan Arts & Science College, Thiruvani Kovil. Trichy

³. Assistant Professor, Dept. of Commerce & Management, Srimad Andavan Arts & Science College, Thiruvani Kovil. Trichy

- To Take strong and visible roles in regional institutions
- To Disseminate research and promote technology transfer
- To Enhance the technology infrastructure
- To Promote livable communities
- To Employ a diverse workforce

Importance of Higher Education

- i) Creation and dissemination of knowledge,
- ii) Supply of manpower, particularly knowledge workers
- iii) Attitudinal changes for modernization and social transformation
- iv) Formation of strong nation state, and
- v) Promotion of higher quality individual and social life.

Hence, development of higher education becomes significance. Development of higher education depends on various factors, among which finance plays a major role.

Financing higher education has attracted serious attention of policy makers and educational thinkers as higher education system is facing financial crunch in recent years. Alternative ways of financing higher education are being explored and implemented to overcome the problem of deficit finance and cost-recovery. Among them educational loan is increasingly seen as an important source of finance. Higher education develops qualities that are valued by employers, such as problem-solving and communication skills. Doing a higher education course could give you an edge in the job market. An analysis of growth in number of educational institutions, access to higher education institutions, and enrolment of students provides a view of financial assistance by banks. Recognizing the need, the Indian government gave significant attention to higher education system to higher education system and as a result a huge educational loan has been allocated by banks

Review of Literature

In the working paper of Kapur and Mehta (2004), it is observed that the privatization is not a result of change in ideological commitments of the state, the judiciary or India's propertied classes; but, has resulted from a breakdown of the state system and an exit of Indian elites from public institutions. They thus feel that ground has been conceded to private sector institutions both within the country as well as abroad. They further add that due to the discretionary actions of the state, the education system remains suspended between over-

regulation by the state on the one hand, and a discretionary privatization that is unable to mobilize private capital in productive ways, leading to a sub-optimal structuring of higher education.

Singh and Kaur (2008) conclude that the academic inflexibility has boosted the rapid development of private initiatives in higher education; and perhaps, the providers/stakeholders in many of these private institutions are the loners who struggled to change the formal system to cater to the needs of the students.

Agrawal and Meenu (2008) feel that the role of basic education and an increase in contribution of the government, as a percentage of Gross National Product, that is to be devoted to universities and research institutions, are the important determinants to ensure balanced development of education and an improved education systems at all levels.

Privatization and commercialization of education will retard our human resource development at least in two ways (Mallick 2005). First, by shaping education prohibitively expensive and thereby making it unaffordable for the vast multitude, and, secondly, by determining the education priorities, not according to our national needs but to those of a minuscule minority of blood-suckers.

The problem of default is worse, in the case of overseas education; as students change their address without informing the bank (Vidyalaxmi 2006). But, because of political pressures, public sector banks cannot simply stop giving study loans, or stop building their non-performing assets (NPAs), due to loan repayment default. Hence, to minimize the risk, most banks have now made it mandatory for the student's parents or guardians to be co-borrowers and therefore liable for repayment.

The Reserve Bank of India is giving thrust on extending educational loans and the government has proposed to take over the interest burden during the moratorium period, for students from families, whose income is less than 2.5 lakhs per-annum; besides, banks prefer giving loans to meritorious students in order to be doubly sure that the applicant will not turn into a defaulter (Ghosh and Mousumi 2008).

Education Loan in India

Securing education loan in India may sound easy, but is full of obstacles, and formalities. Government, in order to facilitate loan disbursal has simplified the norms; but,

still there remain many more in place, that come in the way of a student getting educational loan. Some of the challenges faced by students as well as banks, includes customization of loan product to suit the requirements of the students and that of courses; margin money requirements; collateral security sufficient enough to cover the loan amount; proof of appropriateness of the University, College and Course applied for; timely approval of loan to meet the admission related deadlines; post disbursement issues etc. These activities consume a lot of energy, time, effort and money. The financial institutions use all relevant information available from different sources, and with the help of credit scoring models, do the credit profiling of the student. This helps it, in working closely with students and parents to try and design appropriate education loan program for them

Educational Loan: An Overview

A more professional shift in education, increasing career benefits of a foreign education, conveyance and communication ease and the lack of enough world-class educational institutions in developing countries like India, has increased multifold the number of students going abroad for studies. In spite of a gamut of advantages, financial crunch is one of the major disadvantages that shadow the study abroad dreams of a student.

Although a number of scholarships and other financial aid options exist for study abroad aspirants, not all students become eligible for them. As a result, **educational loans** are seen as one of the important parts of the study abroad plan of a student. **Education loans for studying abroad** are provided by almost all the major banks in India.

The Educational Loan Scheme outlined below aims at providing financial support from the banking system to deserving/ meritorious students for pursuing higher education in India and abroad. The main emphasis is that every meritorious student though poor is provided with an opportunity to pursue education with the financial support from the banking system with affordable terms and conditions. No deserving student is denied an opportunity to pursue higher education for want of financial support.

Table - 1 : Education Loan Interest Rate

Bank/product name	Interest rate type	Interest Rate (in %) for Loan Amount		
		Upto 4 lakh	4 to 7.5 lakh	Above 7.5 lakh
SBI - India	Floating	11.25	12.75	11.75
Bank of Baroda - India	Floating	10	12	12
IDBI Bank- India	Floating	11.25	11.5	11.5
Allahabad Bank - India	Floating	1.25	11	11
HDFC Bank – India	Fixed	11.25	11	11
Andhra Bank - India	Fixed	12 - 14	12 - 14	12 - 14
Bank of India – India	Floating	9.5	10	10.75
Bank of Maharashtra - India	Floating	10.25	11	11
Canara Bank - India	Floating	11	12	9.75
Central Bank of India - India	Floating	10	10	10
Dena Bank - India	Floating	10	12.5	12.5
Federal Bank - India	Fixed	13.25	14.75	14.75
Indian Bank – India	Floating	12.5	12.5	12.75
Indian Overseas Bank	Fixed	10.25	11.5	11.5
Karnataka Bank - India	Fixed	12.25	13,25	13.25
Oriental Bank of Commerce - India	Floating	10.75	11.5	11.5
Punjab National Bank - India	Floating	10.5	11.25	11.25

State Bank of Mysore - India	Floating	11.25	12.75	NA
UCO Bank – India	Floating	1.25	11.75	11.75
Union Bank of India - India	Fixed	11.75	12.25	11.5
Vijaya Bank – India	Floating	11	11	11
City Union Bank - India	Fixed	13.75	14.5	14.5
Punjab & Sind Bank - India	Floating	12	12	NA
Syndicate Bank - India	Floating	10	10	9.5
United Bank of India – India	Floating	10.25	11	NA
Corporation Bank - India	Fixed	11	12	NA

Source: <http://www.apnaloan.com/education-loan-india/rates.html> [Accessed on 13th Aug., 2010]

The sums of loans for studies in India and abroad, offered by banks are different; with up to a maximum of INR one million for studies in India and up to a maximum of INR two millions for studying in universities abroad. The repayment period roughly ranges between five and seven years. During the moratorium period / repayment holiday, simple interest is charged. However, banks give something like 1 per cent concession in interest rates, if interest is serviced during moratorium period. Only Indian nationals are eligible for education loan. Generally banks do not demand any collateral for loans up to rupees four hundred thousand; but beyond this amount, collateral becomes essential. Most banks have explicitly specified that a student is eligible for loan approval only in case, where the course is recognized by the government or government agencies. Many banks insist upon the mother or father becoming the co-borrower. Banks charge up to 2 per cent penal interest on delayed payments. Processing fee varies from 0 per cent to 0.5 per cent of the loan amount. Loans are extended to cover almost all expenses (viz., tuition fee, hostel fee, library fee, books, equipments, laptops, caution deposits, building fund etc.) required for completion of study. Disbursement of loan can be in full or in installments; so as to match the demands stated by the respective educational institution. Normally, the loan amount cannot be below rupees fifty thousand. Margin money requirement of the bank can vary from 5 per cent for studies in India to around 15 per cent for studies in universities abroad.

Reasons for Education Loan

The new trend in current years with education for the students who want to improve their knowledge but they cannot afford for the educational expense, they need to find the financial aid. There are some reasons why for this trend:

- High cost of quality education
- Reduced subsidy / financial support from Government
- Student should continue and pursue education without break
- No deserving student be denied opportunity to pursue higher education for want of financial support.
- Loans for education is to be seen as an investment for economic development and prosperity
- Knowledge and information would be the driving force for economic growth in the coming years
- Human capital is national priority

The purpose of education loan is to provide the financial support from the banking system or financial institutions for students

- Deserving/ meritorious students to get loans for pursuing higher education in India and abroad
- Affordable terms and conditions
- No deserving student is denied an opportunity to pursue higher education for want of financial support

Students can apply to all commercial Banks operating in U.S or all private sector and Public Sector. When you come there, they will guide to you how to apply for education loan. The implementing bank will have the discretion to make changes suiting to the convenience of the students/ parents to make it more customer friendly.

In short, the scheme aims at providing financial assistance on reasonable terms:

- To the poor and needy to undertake basic education.
- To the meritorious students to pursue higher/ professional/ technical education

Applicability of the Scheme

The scheme detailed below could be adopted by all Commercial Banks. The scheme provides broad guidelines to the banks for operationalising the educational loan scheme and the implementing bank will have the discretion to make changes suiting to the convenience of the students/ parents to make it more customers friendly.

The scheme details are as under:

Eligibility Criteria

Courses eligible

Studies in India:

- School education including plus 2 stage.
- Graduation courses : BA, B.Com., B.Sc., etc.
- Post Graduation courses : Masters & Phd.
- Professional courses : Engineering, Medical, Agriculture, Veterinary, Law, Dental, Management, Computer etc.
- Computer certificate courses of reputed institutes accredited to Dept. of Electronics or institutes affiliated to university.
- Courses like ICWA, CA, CFA etc.
- Courses conducted by IIM, IIT, IISc, XLRI, NIFT etc.
- Courses offered in India by reputed foreign universities.
- Evening courses of approved institutes.
- Other courses leading to diploma/ degree etc. conducted by colleges/ universities approved by UGC/ Govt./ AICTE/ AIBMS/ ICMR etc.
- Courses offered by National Institutes and other reputed private institutions. Banks may have the system of appraising other institution courses depending on future prospects/ recognition by user institutions.

b. Studies abroad:-

- Graduation : For job oriented professional/ technical courses offered by reputed universities.
- Post graduation : MCA, MBA, MS, etc.
- Courses conducted by CIMA- London, CPA in USA etc.

Student eligibility:

- Should be an Indian National
- Secured admission to professional/ technical courses through Entrance Test/ Selection process.
- Secured admission to foreign university/ Institutions.
- Should have scored minimum 60% (50% for SC/STs) in the qualifying examination for admission to graduation courses.

Expenses considered for loan:

- Fee payable to college/ school/ hostel.
- Examination/ Library/ Laboratory fee.
- Purchase of books/ equipments/ instruments/ uniforms.
- Caution deposit/ building fund/ refundable deposit supported by Institution bills/ receipts.
- Travel expenses/ passage money for studies abroad.
- Purchase of computers - essential for completion of the course.
- Any other expense required to complete the course - like study tours, project work, thesis, etc.

Quantum of Finance:

Need based finance subject to repaying capacity of the parents/ students with margin and the following ceilings.

- Studies in India - Maximum Rs.7.50 lacs.
- Studies abroad - Maximum Rs.15 lacs

Margin

Upto Rs.2 lacs	:	Nil
Above Rs. 2 lacs : Studies in India	:	15%
: Studies Abroad	:	25%

- Scholarship/ assistantship to be included in margin.
- Margin may be brought-in on year-to-year basis as and when disbursements are made on a pro-rata

Security:

Upto Rs.2 lacs	:	No security
Above Rs.2 lacs	:	Collateral security equal to 100% of the loan amount or guarantee of third person known to bank for 100% of the loan amount.

Note:-

- The document should be executed by both the student and the parent/ guardian.
- The security can be in the form of land/ building/ Govt. securities/ Public Sector Bonds/ Units of UTI, NSC, KVP, LIC policy, gold, shares/ debentures, bank deposit in the name of student/ parent/ guardian or any other third party with suitable margin.
- Wherever the land/ building is already mortgaged, the unencumbered portion can be taken as security on II charge basis provided it covers the required loan amount.
- In case the loan is given for purchase of computer the same to be hypothecated to the Bank.

Banks who wish to support highly meritorious/ deserving students without security may delegate such powers to a fairly higher level authority.

Loan Repayment Challenges

While plenty of financial institutions offer private education student loans, none of these entities provide substantial help with the process. After signing the loan agreement, family members and relatives are often left to draft their own payment plans and make decisions without understanding their full long-term financial implications.

At College Financing Group, bank offer guidance and advice to this predicament for current students and graduates. Our experts are well-versed in all aspects of:

- Forbearance
- Income-based repayment
- Loan deferment
- Public Service Loan Forgiveness
- Student debt consolidation.

Conclusion

From the analysis it can be concluded that a student pursuing higher, postgraduate professional courses is more likely to get education loan than a student pursuing undergraduate courses. Similarly, students seeking admission in unapproved institution has less chance of getting education loan. Banks do not seem to be discriminating too much between a student with prior work experience and a fresher. Available literatures reveal that default rate on education loan is a perennial problem across globe; especially, when the students leave the country for pursuing higher studies abroad, the risk of default increases further. Here, the students annual family income plays an important role in determining, whether he is extended education loan or not. In such cases either of the parents is made the co-borrower, thus drastically reducing the chances of default. Thus, it can be concluded that a student is more likely to get education loan if he approaches a public sector or private sector bank. Additionally if the student has a higher family income and plans to pursue postgraduate professional study from a government owned / approved institution the chances of getting educational loan is phenomenally higher.

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MICRO FINANCE FOR INCLUSIVE GROWTH - A CASE STUDY OF ANDAMAN AND NICOBAR ISLANDS

Dr. K. V. Ramana Murthy¹

Abstract

Micro Finance could be defined, as the provisions of a brand range of financial services such as Micro Credit, Micro savings and Micro Insurance. Significance of Micro Finance is being increasingly recognized in India, as an affective tool for achieving the objectives of the Monetary Policy, which contribute to socio-economic welfare. The fundamental belief about the Micro Finance is that access to financial services protects and empowers the poor by mitigating them from risks and giving them choices. In this context the Andaman and Nicobar Islands, which are remote, inaccessible and far away from mainland require more attention of the policy makers. The present study focus on Micro Financing in Andaman and Nicobar Islands and its impact on the Inclusive growth. In Andaman and Nicobar Islands, the only model in the microfinance context is to be the SHG-Bank linkage model. With the initiation of NABARD, the NCUI Co-operative Education, Field Project was became the pioneer agency in promotion of Self Help Groups (SHGs) in 1994 for socio-Economic upliftment of poor rural women. There is a steady growth of formation of SHGs, their savings and borrowings year by year.

Introduction

The Union Territory of Andaman and Nicobar Islands located in Bay of Bengal between 920 to 940 East Longitude and 60 to 140 North Latitude are an Archipelago of 572 Islands stretches over a length of 900 Km. From North to South with 36 inhabited Islands. These Islands are located approximately 1200 Km. from the Indian Mainland. Since pre-historic times these islands were the homes of aboriginal tribes namely the Great Andamanese, Ongese, Jarawas and Sentinalese, all of Negrito origin in the Andaman Group of Islands, while the tribes in the Nicobars are the Nicobarese and Shompens, both of Mongloid race. These tribes can be called indigenous people.

The people who came after Independence from various regions of the mainland India with different languages and cultural background. The Islands exhibits the true spirit of our Constitution Unity in Diversity with caste less society. The total population of these Islands are (2011 census) 3,80,581; Male 2,02,871, Female 1,77,710, Literacy rate 86.60%, male 90.30% and female 82.40%.

Micro Finance

The term Micro Finance means Micro Credit, Micro savings and Micro Insurance. Historically, the goal of microfinance was alleviation of poor, which became primary social objective. This has gained worldwide recognition by the efforts of one individual for his work on microfinance is Professor Muhamed Yunus, who won 2006 Noble Peace Prize. It has proved that small credit and small savings brings ability among poor and under

privileged to pull themselves out of poverty. It became noble mission to reach those families, who were hitherto no access to the credit by any formal financial Institution and, therefore, were depending on informal sources and moneylenders. The goal of Microfinance is also to give low income people an opportunity to become self sufficient by providing a means of saving money, borrowing money and insurance. Micro Finance is also a type of banking service that is provided to unemployed individuals. Initially the microfinance was confined to (NGO) Non-Government organisations, slowly the public sector banks started involving in microfinance business.

History of Micro Finance in Andaman and Nicobar Islands;

The first initiative of informal group lending in India took shape during 1986-87 by NABARD. Whereas in Andaman and Nicobar Islands NCUI Co-operative Education Field Project started Self Help Group (SHG) activities in 1994 for socio-economic upliftment of poor rural women. There were initial hiccups in mobilizing the rural population, because of lack of awareness; that they were very dependent on Government Jobs. This trend had started changing during late 1990s, when Government recruitment started declining. At this juncture, the concept of formation of SHG (initially by NCUI) started emerging in these islands due to the growth of population and unemployment.

Micro Finance Scenario in India:

The concept of Micro Finance has gained momentum with the SHG - Bank credit linkage programme initiated

¹. Associate Professor, P.G. Department of Commerce, JNRM, Port Blair, Andaman and Nicobar Islands

by NBARD as a pilot project in 1992. At present Nationalised Commercial Banks including SBI has made study progress in financing SHGs. Micro Finance interventions are being increasingly recognized in the country. Since, it has received a recent impetus (driving force) with a growing number of commercially oriented Micro Finance Institutions emerging and Commercial Banks increasing their exposure to this sector constantly, also considerably. Micro Finance become an effective tool for achieve the distributional objectives of Monetary policy, which contribute to socio-economic welfare.

In recent years considerable emphasis was laid on strengthening credit delivery mechanism with a focus on the development and promotion of Micro Credit Institutions in dispensation of rural credit. The formal Financial Institutions in the country have been playing a leading role in the Micro Finance programme. They have joined hands proactively with informal delivery channels to give Micro Finance sector the necessary momentum. Because of this Micro Finance has registered a phenomenal expansion at the grassroots levels.

Inclusive Growth

Inclusive Growth implies a direct link between the Macro and Micro determinants of growth, which is broad based; the concept is productive employment as a means of increasing incomes for excluded groups.

The growing inequality of annual increase between agricultural sector and service sector bring more uncertainties to the planners. To overcome this problem and to have a balanced development in Indian scenario, Micro Finance is the only way, which can help to raise the pace of growth by utilising more fully parts of the labour force untapped or completely excluded from the growth process.

Objectives of the Study

The main objective of the present study is to focus on Micro financing in Andaman and Nicobar Islands being a remote and inaccessible area, more specifically the study deals with the following.

1. To review the Micro Financing activities and how far it help for inclusive growth in Andaman and Nicobar Islands.
2. To study the problems of Micro Finance borrowers and to suggest measures for improvement.

Methodology

It is a case study of Andaman and Nicobar Islands, which are remote and far-flung. These Islands are totally dependent on Central Government for all basic needs and do not generate any worthwhile revenue for

sustainable development. Against this backdrop the present study, observe the growth of Micro Finance and its roll in the overall development of these islands. This study has relied largely on secondary data related to Micro credit and SHGs in Andaman and Nicobar Islands.

The methodology used in this study involves "Collecting secondary data from Commercial Banks, N.G.Os, NABARD and NCUI, who are nodal Agencies. The Primary data collected through interview method eliciting quantitative and qualitative information. As pre-designed questionnaires are structured and relatively fixed, these usually do not leave much scope for interaction between the researcher and the respondents. Even though, the present study covers whole Andaman and Nicobar Islands but more particularly, South Andaman District which includes Capital city Port Blair. The reason is concentration of Micro Enterprises and SHGs in and around the Capital City Port Blair. Randomly selected member borrowers were covered through structured questionnaire. The Field visits afforded a first hand opportunity to understand the pattern of savings, borrowings, behaviour of the Members and also the problems of Micro Entrepreneurs.

Present Position

The Novel experiment of formation of Self Help Groups (SHG) by NCUI co-operative Education project spearheaded in Andamans with the emergence of Non Government Organisations (NGO), especially post **Tsunami 2004**. The increased presence of NGOs and special interest taken by NCUI, Andaman and Nicobar State Co-operative Bank Ltd., State Bank of India along with other commercial Banks under the guidance and support of NABARD put Andaman and Nicobar Islands on the Micro Finance Map of India.

As on today in Andaman and Nicobar Islands, there are 5330 Self Help Groups (SHGs) with 54000 members with total savings of Rs.16,92,43,820 , out of 5330 SHGs, 1888 SHGs are credit linked with Commercial Banks including Andaman & Nicobar State Co-operative bank and Advances amounting to Rs.39,79,68,600 were distributed as a credit to the SHGs up to. The A&N state co-op Bank alone has 4530 S,B accounts of 4530 groups with Rs. 98,24,380 savings and credit disbursed is 23,76,28,880. The recovery rate of credit on an average is between 93 -100%. The scale and out reach of the commercial Banks including Andaman and Nicobar State Co-operative Bank Ltd. in SHG –Bank linkage is on a developing path. The volume of SHGs, credit linkage and volume of Advances has been hovering around 7.5 Crore annually for the last few years. It has been rising steadily during these years. As per the data of SBI Lead Bank Office, Port Blair, credit extended to SHGs by all Banks in Andaman and Nicobar Islands taken together up to

end of 3rd quarter on 31/12/2014, amounts 626.84 Lakhs to 1210 credit linked SHGs out of 1750 SHGs formed during the 3rd quarter of 2014-2015 financial year.

Micro Credit is thus one kind of support within a whole spectrum of services provided by Commercial Banks including Andaman & Nicobar State Co-operative Bank in islands. Like savings and credit, Capacity-building programmes helped especially women to take a number of initiatives to uplift their standard of living.

If we observe the data of Andaman & Nicobar State Co-operative Bank, which is the front runner followed by State Bank of India in motivation of SHGs savings, credit link and amount of credit disbursement. The NGOs encourages rural poor people to form SHGs, NABARD in turn provides financial assistance to these NGOs for conducting Capacity Building programmes.

Based on the responses of the beneficiaries, they are demanding more financial services like easy and quick loans, working capital for small and petty business and financial counseling.

The majority respondents clearly indicated the high interest rate sensitivity. 43 out of 50 respondents want interest rate charged on loan should come down. They are comparing interest rate of Micro credit with other Advances of commercial Banks such as motor car advances, where rate of interest is around 9%, which are comparatively 5 to 6% cheaper than micro credit interest rate. Further, the clamour for better market for their products and expensive raw material in these islands discourage the barrowers from Micro credit. Otherwise Micro credit would have play much bigger role in contribution to inclusive growth

INCOME GENERATION ACTIVITIES BY SHGs

1. Tailoring training Center
2. Provision store
3. Kitchen gardening
4. Bakery units
5. Pappad and Pickle making
6. Leaf plates
7. Mid- day meal supply in schools
8. Handicrafts by Cane
9. Soft Toys and Bamboo
10. Stationary shops
11. Jute bags
12. Computer job work
13. Xerox centres
14. Milch cows and buffalos
15. Ice cream parlours

Socio-Economic Impact of Micro Credit in Andaman Islands:

The concept of Micro Finance; SHG-Bank linkage movement in Andaman has brought a glaring change in the banking habits of the SHG members i.e., helping in increasing the savings with banks and also replaced the informal sources of borrowing and the share through SHG increased to 100%. The increase in savings of the members is attributed to the strong will of the members for their economic betterment and institutional requirement as the bank finances the SHG based on funds generated by SHGs. The deployment of savings or the portfolio of savings of the SHG members affects the safety profitability and liquidity of the group. This ultimately improved the quality of life of the members of the groups. The enhancement in social indicators like, improvement of housing, nutrition and children education. The positive impact is out of 5330 SHGs, 5225 SHGs are women groups, which clearly demonstrate that women loan recipient for domestic well being and makes a strong case for making Micro Credit **women Centric**. 30% of respondents used Micro credit for house hold purpose and 40% beneficiaries have been able to set up their small business (Mid-day meal supply, Pan Shop, general stores, cane and wooden toys) 30% beneficiaries used the credit for purchase of Goats, cows and buffalos for Milk production . The main source employment of Andaman & Nicobar Islands depends on the strength of Agriculture, Fisheries and Tourism sectors. Large-scale rural people in the far-flung areas are totally dependent on Agriculture and Fisheries, is the reason, the SHG formation in rural are steadily increasing. Many SHG members are home-based workers (artisans) and therefore require finance for improvement of their living conditions and also for a better utilization of the natural resources. While, their initial loan requirements revolve mostly around fulfillment of house hold needs. The ratio of business loans (Mid-meal supply, Pan Shop, petty business, artisans) and loans for purchase of milch animals has increased in case of repeat loans. As regards the loan repayment is concerned, it is in between 93 to 100% and there is no rise in over dues. There is no much economic stress events, which can cause strains on household incomes and resources, thereby affect their repaying capacity, this is the reason of good rate of recovery of the loans. Hence, there is a steady growth of repeat loans.

Paradigm shift has been brought in the lives of the people with the development of Information Communication Technology (ICT). The needs of the Rural people are also on the increasing path. It is evident from the responses of the beneficiaries, that SHG members are using modern instruments in increasing number as their income permits. The additional income is in the hands of women,

which is the major factor for this positive change. The SHG members have improved their standard of living by enjoying the modern amenities. This has not only resulted in improvement in economic standard but more importantly, it has resulted increase in social status of the families on various parameters.

The women dominated SHG has brought a qualitative change in the pattern of incurring expenditure. This brought an improvement in the standard of living is the result of spending the additional income on family needs. If the same income is in the hands of men, there is possibility of spending on personal needs rather than the family needs. This gender dimension of expenditure is also one of the reasons for success of SHG movement in Andaman and Nicobar Islands. The success stories of SHG (Micro Credit) shows that this can act as a tool to transform the lives of the rural poor and make the growth process inclusive in this remote area. The process of growth can become inclusive if it is demand driven and this should come from under privileged. The Micro Credit and its impact on the inclusive growth of this Andaman and Nicobar Islands will touch new heights in future.

THE STUDY ON IMPACT OF NON-MONETARY FACTORS INFLUENCING EQUITY MARKET WITH REFERENCE TO CHENNAI CITY

Dr. M. Senthil Mathi¹

Abstract

Savings form a part of the economy of any nation, with the savings invested in various options available to the people, the money acts as the driver for a growth of a country. Indian financial scene too presents a plethora of avenues for the investors. Though certainly not the best or the deepest of markets in the world, it has reasonable options for an ordinary man to invest in his savings. One needs to invest and earn return on their idle resources and generate a specified sum of money for a specific goal in a life and make provision for uncertain future. One of the important reason why one need to invest is to beat inflation and here the core area of study is to ascertain the investor preference in equity market and to ascertain the impact of non-monetary factors in equity market so the objective of the study and hypothesis is framed based on this factor, based on this various statistical tools are utilized namely T test and Karl Pearson co-efficient of correlation is implemented therefore the output of the study revealed that investors prefer the stock which are producing high income and in conservation of capital and they prefer the stocks which are defensive in nature with high trading volume in stock exchange and therefore hypothesis one is rejected and to deal with non-monetary factors it is estimated the overconfidence of the investors affect the equity market and self-attribution bias too. To ascertain the major causes and events affecting stock market it is understood that declaration of unemployment rate in developed countries influence equity market and sentiment also influence the future of equity return. Hence based on the above finding following suggestions are made that to understand the fundamental and technical analysis of stock market to succeed in this avenue

Introduction

The money earned is partly spent and rest is saved for meeting future expenses. Instead of keeping the savings idle, it is necessary to park it somewhere to get a return on the capital in future is called as investment. There are various avenues for investment, one may invest in bank deposit, postal deposit, real estate, jewellery, or stock market related instrument like share, debentures, bonds, etc., however the return from the riskier investment, the highest will be the return. For instance, stock market related investment are risky but makes you earn more returns than bank savings. Shares are the most popular form of stock market investments due to their higher potential for capital growth. To attain the capital growth the investor has to consider various factors while investing namely macroeconomic factors, local factors, global factors and of course psychological factors and social events influencing equity market. So for the purpose of study the major non-monetary factors are taken into view to understand the impact of these in equity market.

Review of Literature

Bower (2001) says emotions inform cognitive evaluations the idea that emotions inform cognitive evaluations is also well established by researchers in

psychology and decision-making. That emotions information cognitive evolution can be seen from the body of research which shows that people in positive moods tend to make optimistic judgments, while people in negative moods tend to make pessimistic judgments.

Simon (2003) argued that in order to have a complete theory of human rationality, we have to understand the role emotions plays in it. Researchers investigating the influence of decision maker bounded rationality on economic behavior have been particularly keen to incorporate emotions research into their models.

Boyles and Walter (2003) investigate whether the past performance of the New Zealand national rugby team is related to fluctuations in equity pricing on the New Zealand stock exchange using monthly data from 1950 to 1999. According to psychological research, the performance of a sports team has an important impact on the mood of its fans.

Need For the Study

The global investment landscape has changed dramatically with the rapid strides in the investment sector. Investors vigilance is regarded as the essential milestone for long term sustainability. Every investor runs the investment marathon, dreaming to beat the market

¹. Assistant Professor, PG & Research Dept. of Commerce, D.G Vaishnav College, Chennai

and being super investor. Investors spend an inordinate amount of time and resources in this endeavor. Fluctuations have become the hallmark of investment market. Consequently, the purpose of the study is to understand the non-monetary factors influencing the equity market.

Objectives of the Study

1. To study the profile of investors and their investment details in equity market.
2. To analyze the investor preference of individual investor towards equity market.
3. To analyze the impact of non-monetary factors influencing the equity market.

Hypothesis

1. There is no significant difference among various investors preference towards equity market.
2. There is no significant difference in non-monetary factors influencing equity market

Research Methodology

Questionnaire design

The data was collected by means of three sectioned questionnaire. The investors profile is dealt in section I. Section II enumerates the investors preference in equity market and in section III major non-monetary factors influencing equity market is involved in this section.

Results and Discussion

Data collection procedure

The data collection started with segregating the region of study via Chennai into North Chennai, South Chennai, East Chennai and West Chennai. This was done to insure better region coverage and to receive quality data from sample with diverse characteristics.

Sample size

A Sample size of 100 respondents was taken for the study on a random sampling basis. Among the 100 respondents to whom it was administrated only 95 respondents reverted back filled in questionnaire.

Data analysis

Primary data was collected through formal questionnaire administered to the respondents to identify the investment details, investor’s preference towards equity market and non-monetary factors influencing equity market. The reference for secondary data also made from published works like books, journals, reports, magazine and dailies and also through various websites. The data collected from both sources were scrutinized, edition and tabulated. The data is analyzed using statistical package for social science (SPSS).The primary data collected has been analysed using various statistical tools as under mentioned

1. Percentage analysis
2. T Test
3. Karl pearson co-efficient of correlation.

Table - 1 : Karl Pearson co-efficient of correlation

Factors	Reasons for preference	Safe	Sector	Psychological	Sentiment	Causes
Reasons For preference	1	481(**)	.158(**)	.464(**)	.164(**)	.341(**)
	493	.000	.001	.000	.000	.000
	474	474	471	455	472	480
categories	.481(**)	1	.414(**)	.365(**)	.234(**)	.211(**)
	.000	478	.000	.000	.000	.000
	474	462	443	459	466	
Sector	.158(**)	.414(**)	1	.217(**)	.152(**)	.104(*)
	.001	.000	475	.000	.001	.025
	471	462	445	460	465	
Psychological Factors	.464(**)	.365(**)	.217(**)	1	.462(**)	.459(**)
	.000	.000	.000	460	.000	.000
	455	443	445	452	454	
Sentiment	.164(**)	.234(**)	.152(**)	.462(**)	1	.329(**)
	.000	.000	.001	.000	478	.000
	472	459	460	452	470	
Cause sand events	.341(**)	.211(**)	.104(*)	.459(**)	.329(**)	1
	.000	.000	0.25	.000	.000	486
	480	466	465	454	470	

Correlation is significant at the 0.01 level (2 tailed)

Correlation is significant at the 0.05 level (2 tailed)

Source: Computed Data

From the above table it is ascertained that reasons for preference in equities are directly correlated with stock price ($r = .550$, $p = .000$) is statistically significant at 5% level. This implies that factors driving stock price is one of the reason for the investor preference in equity market. As investors consider that factors driving stock price is one of the major factor for preference in equity market, investors also say that safer categories of stock like defensive stocks, cyclical stocks, growth stock, stocks with high trading volume and stocks listed in stock exchanges are considered for the study is directly correlated with investors preference in equity market at ($r=.481$, $p=.000$) is statistically significant at 5% level.

Similarly investor also say psychological factors is the essential factor which influences the investors behaviour in equity market at ($r=.464$, $p=.000$) at 5% level of significance. Causes and events are also directly correlated at ($r=.464$, $p=.000$) at 5% level of significance which states that psychological factors are also essential for making investment preference in equity market. It is evident from Karl Pearson co-efficient of correlation that causes and events are correlated at ($r=.341$, $p=0.00$) at 5% level of significance for investors preference in equity market.

It is also evident that psychological factors are also correlating with safer categories of investment at ($r=.365$, $P=.000$) at 5% level of significance. Similar to psychological factors diversification is correlating at ($r=.359$, $p=.000$) at 5% level of significance with safer categories of investment. Therefore the hypothesis one is rejected and it is ascertained that there is a significant difference in investors preference in equity market.

Table - 2 : Investment objectives of the investors

Variables	Frequency		Total
	Yes	No	
Conservation of capital	146	354	500
Modest income and no risk on capital	219	281	500
No investment income modest growth of capital	90	410	500
No investment income aggressive growth capital	86	414	500

Source: computed data

The above table shows that modest income and no risk on capital is identified as the investment objective of an equity investor. Next to this variable conservation of capital is the next objective and the next objective is ascertained as they look for growth of capital.

Table - 3 : Safest categories of stock

Variables	N	Mean	Standard deviation	Standard error mean	T Value	Lower
Cyclical stock	500	3.41	.97	.04383	9.423	.000
Growth stock	500	3.122	.97	.04413	2.781	.006
High trading volume	500	3.26	1.121	.05056	5.226	.000
Listed in stock exchange	500	3.1521	1.08	.04905	3.101	.002

Source: computed data

The above table shows the safest categories of stock to be invested of all the four kinds of stock the stock which are cyclical in nature are preferred by investors with the evidence of $T= 9.423$ and next to that stocks with high trading volume are preferred by investors with the statistical value of $T=3.101$ at 5% level of significance.

Table - 4 : Safer sectors of stock for investment

Variables	N	Mean	Standard deviation	Standard error mean	T Value	Lower
Manufacturing sector	500	3.33	1.35	.06197	5.367	.000
Banking sector	500	3.11	1.12	.05080	2.271	0.24
Infrastructure sector	500	2.80	1.23	.05583	-3.415	.001

Source : computed data

Compared to all the three sectors manufacturing sector stocks are high in demand among the investors with $T=5.367$ and the next preference is given to banking sector at $T=2.271$ at 5% level of significance.

Table - 5 : Psychological factors influencing investment

Variables	N	Mean	Standard deviation	Standard error mean	T Value	Lower
People with impaired ability to experience in decision making	500	3.5284	1.22075	.056	9.434	.000
Optimistic investor can make profits	500	3.0680	1.09917	.0499	1.363	.173
Patient investor can make profit	500	3.2141	1.19149	.0535	3.999	.000
Over confidence causes investors to trade too aggressively.	500	3.7020	1.2224	.05521	12.715	.000
Self attribution bias contributes momentum in stock return	500	3.6036	1.23042	.05519	10.937	.000

Source : computed data

The above table shows the psychological factors influencing investment, of the five factors influencing investment, investors with over confidence causes investors to trade too aggressively at $T= 12.715$ at standard deviation 1.2224 and self-attribution bias contributes to the value of $T=10.937$ at standard deviation 1.23042 to influence the investors psychologically.

Table - 6 : Causes and events influencing investment

Variables	N	Mean	Standard deviation	Standard error mean	T Value	Lower
Performance of sports team	500	2.77	1.10305	.04973	-4.496	.000
Gossips	500	3.2992	1.24181	.05565	5.777	.000
Movements of European stock market	500	3.0364	1.15295	0.5187	.702	0.483
Political factors western countries	500	3.2892	1.13155	.05071	5.703	.000
Increase in unemployment rate developed countries	500	3.3085	1.14751	.05152	5.987	.000

Source : computed data

The above table shows that gossips play a vital role in influencing equity investment at $T=5.377$ at 5% level of significance influencing equity market and next to it political factors also influence the equity market at $T=5.703$ at 5% level of significance. Therefore hypothesis two is also rejected and it is understood that non-monetary factors influence equity market.

Table - 7 : Sentiment influencing investment

Variables	N	Mean	Standard deviation	Standard error mean	T Value	Lower
Past market returns determine sentiment	500	3.3078	1.07339	.04844	6.349	.000
Sentiment influences future stock return	500	3.4746	1.11251	.05010	9.473	.000
Sentiment affects individual investors only	500	3.3538	1.12333	.05080	6.964	.000
Sentiment affects small stock only	500	3.0327	1.18864	.05375	.609	.543
Sentiment can be trusted only for short term	500	2.8232	1.23065	.05548	3.1	87.002

Source : computed data

The investors have rightly said that sentiment can affect only individual investors with the mean value of 3.35 at standard deviation of 1.1884. As sentiment affects the stock return, it is evident that the past market returns determines the sentiment with the mean value of 3.3078 at standard deviation of 1.07339 and it is also proved that sentiment can affect small stocks only with the low trading volume of mean value 3.037 at standard deviation of 1.18864.

Findings of the study

This study has been undertaken to identify the investment preference and the major non-monetary factors influencing equity market, and the output of the study revealed the following that investors are keen on modest income on their

investment with no risk on capital and the second priority is given to conservation of capital and to understand the category of stock they prefer it is ascertained that they prefer cyclic stocks and stocks with high trading volume and stocks listed in stock exchange are highly preferred. To analyse the sector preferred for investment it is found out that manufacturing and banking sector stocks are preferred compared to other sector of stock. The second part of the study deals with non-monetary factors influencing equity market and it is ascertained that over confidence of the investors plays a major psychological factors influencing equity market, and it is also estimated that self attribution bias also influence equity investors along with the impaired ability finally to deal with social events unemployment rate, political factors and gossips about equity investment also affect equity market.

Suggestions

- To increase the potential investors it is advisable to enable online trading facilities available in the form of demat account so investors in non-metro city can also trade in equity market.
- It is suggested for the investors to choose only the stocks listed in stock exchanges and it is also advisable to the choose the stocks which are having trading volume as it will increase the chance for demand for the stocks as it will lead to increase in raise of the stock price.
- It is advisable to check for the following factors before selecting the company following are the factors namely divided declared as it reveals about the profitability of the company, the second factor is that investors are advised to select the company which are high in goodwill as it is the intangible asset which will be retained in the long run.
- As the stock market is highly volatile in nature and it is advisable for the investors to be more patient, optimistic and should not be overconfident. On relevant to investor decision making it is advisable for investors not to be influenced by psychological factors and not to be carried away by weather condition prevailing as the investment in equities require very cautious investment behaviour.

Conclusion

At the end of the study it is ascertained that the investors seek for high return on capital on their investment and they also seek for growth of capital and they prefer for manufacturing sector stocks compared to other sector. It is ascertained from the study that the people are much interested in defensive stocks and stocks with high trading volume are preferred among investors. Therefore hypothesis one is rejected that there is a significant difference in investors preference in equity market. The

second objective of the study deals with the influence of non-monetary factors in equity market for which psychological factors, social events are undertaken for the study and it is understood that they have strong influence in the equity market.

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A STUDY ON JOB SATISFACTION OF SELF FINANCING COLLEGE TEACHERS IN CUDDALORE

P. Deepa¹

Dr. K. Murugadoss²

Abstract

Job satisfaction is the end Feeling of a Person after Performing a task. Job satisfaction can be influenced by a variety of factors. This study has been undertaken with a view to identify the level of job satisfaction of Teaching faculties, work load, and need of stress free environment. To discharge their duty with full of information and satisfaction. The success of any organization or institution depends on the satisfaction level of its employees a major part of man's life is spent at the work place. A person with a high level of job satisfaction holds a positive attitude towards the job otherwise holds a negative attitude towards the job.

Key Words : Job satisfaction, motivational factors, hygiene factors, personal characteristics.

Introduction

Human Resource is the only Resource which can produce unlimited quantities through its better ideas. It is the only Factor which appreciates in value with passage of time due to the fact that people become experienced and skilled over the period of time.

In the present world of globalization, it is necessary to identify whether fair and humane treatment is given to the teachers of Higher Educational Institution and how for they are satisfied with their job. Because the Higher Educational Institutions essentially provides job to a large number of individuals and thus it is necessary to measure satisfaction level of teacher working at such institutions.

Teaching profession is special in many aspects, because a teacher is responsible for the provision of knowledge and skills in the society.

A teacher is the only person who is capable of imparting knowledge and shaping the youths to the wider scope of knowledge. Therefore, Teacher plays important role in shaping student's intellectual, emotional and social development. Many teachers choose the field of education and the teaching profession because they have a passion for helping others and enjoyed the personal growth and sense of accomplishment.

Education System in India

Education in Indian has always been valued more than more considering it as a means towards earning for a good living.

Growth of Self Financing Institution

The promotion of Self Financing Courses depends on the initiatives taken by the Colleges. In order to tackle

the Financial Pressure and fulfillment of the requirement of the locality, most of the colleges have introduced Self – Financing Courses in their Curriculum after taking permission from the respective authorities. They are only paying the salary of the permanent teachers and non – teaching staff. A huge amount of money is required for salary of the Part – time or contractual teachers, maintenance of laboratory, purchase of books in the library, infrastructural works, expansion of building etc., So there is no other alternative than to charge extra Fees from the students by introducing Self – Financing Courses.

Teaching Quality

The Former president of India Pranab Mukherjee has also shown a concern over the quality of higher education in India during his speech at the 10th convocation of National Institute of Technology (NIT), He said that through India is witnessing growth in terms of the number of institutes, but the quality of education is still a problem that must be addressed. India has the largest number of higher education institutes in the world and its higher education system is the third highest in terms of enrollment. Growths of private institutions have played a major role in this development.

Job Satisfaction

Employee satisfaction is essential for the success of any business. A high rate of employee contentedness is directly related to a lower turnover rate. Thus, keeping employee's satisfied with their careers should be a major priority for every employer while this is a well known fact in management practices, economic downturns like the

¹. Research Scholar, Department of Commerce, Periyar Govt. Arts College, Cuddalore

². Assistant Professor and Research Guide Scholar, Department of Commerce, Periyar Govt. Arts College, Cuddalore

current one seem to cause employers to ignore it. There are numerous reasons why employees can become discouraged with their jobs and Resin, including high stress, lack of communication within the company, lack of Recognition, or limited opportunity for growth.

Job satisfaction is the level of contentment in which a person feels regarding his or her job. This feeling is mainly based on an individual's perception of satisfaction. Job satisfaction can be influenced by a person's ability to complete required tasks, the level of communication in an organization, and the way Management treats employees. There are the two different levels of job satisfaction. One is the affective job satisfaction and the other cognitive job satisfaction. Affective job satisfaction is a person's emotional feeling towards the job as a whole. Cognitive job satisfaction is how satisfied a person feels concerning an aspect of his or her job, such as pay, hours or benefits.

Teachers Job Satisfaction:

Job satisfaction was extremely important to teachers because their attitudes towards the job impacted the learning environment of students. When the teachers possessed high levels of job satisfaction, they had a greater chance in believing that their role in the college was satisfying over time, cared more about the quality of their work, were more productive and committed to the college and had higher retention rates.

Statement of the Problem

In this highly competitive world, success of any organization depends on its human resource and the satisfaction of such resource. Higher Educational Institutions like colleges are no exception to this. A satisfied, happy and hard working employee is the biggest asset of any organization, including colleges. Therefore the success of higher educational Institution is very important. The success of any organization relates to effective management of human Resource. So to find whether the college teachers are satisfied, they will work with commitment and project a positive image of the institute and the students will also get more benefited.

Particularly, in the private Institutions are involved in revenue generation process and deliver the necessary services in addition to teaching and discipline activity, like drinking water facility, good sanitation and separate place for parking students vehicles, should be an efficient satisfied teacher is essential in order to maintain

congenial and harmonious human relations not only to determine the performance of the organizations but also to increase the growth and performance of the student community.

Significance of the Study

In Private Educational Institutions to Function up to the expectation of the parents, students and others, the operational efficiency of the employees at all levels (both teaching and non teaching) should be improved to enhance the overall competencies. Moreover all groups of employees in the world have started to demand high quality of work environment, development programmes, Fair compensations and other related benefits. Therefore a comprehensive study like present one is essential for addressing various issues inherent in Job satisfaction pertaining to employees of higher education in the Private/Self Financing Colleges.

Research Methodology

Selection of the Study Area

Cuddalore is the District Head Quarters. Cuddalore District has an area of 3.564 km². It is bounded on the north by Villupuram District, on the east by the bay of Bengal, on the South by Nagapattinam District and on the West by Perambalur District.

In Cuddalore Town there are four Arts & Science College Functioning Under Self Finance System of where three for girls and one for boys. For the purpose of study Teaching faculty working in Arts Degree B.Com., BBA., B.A., etc., taken for study area.

Sample Size

Teaching faculty where in the four colleges total no is 250 out of which 120 are in Arts Degree. For the present study 50 members have been selected as samples.

Methods of Data Collection

The data needed for the study has been collected both primary and secondary sources. For the primary data for the study, has adopted Questionnaire method. The Questionnaire was framed in order to collect information such as personnel data of the Respondents Job satisfaction of work. Secondary data has collected from various text books, Journal and Magazines.

Limitations of the Study

- The present study was conducted in a month only.
- No Scientific Sampling was done.

Data Analysis and Interpretation

Table - 1 : Age of the Respondents

	Frequency	Percentage
25 – 30	6	12
31 – 35	8	16
36 – 40	9	18
41 – 45	15	30
Above 45	12	24
Total	50	100

From the above table no.1 percentage analysis it is inferred that most (30%) of the Respondents are in the age group of 41 – 45 years. The next considerable proportion (24%) of the Respondents in the age group of above 45 years.

Table - 2 : Hours spend every day at work place

	Frequency	Percentage
Less 8 hours	14	28
8 – 9 hours	12	24
9 – 10 hours	13	26
10 hours	11	22
Total	50	100

It can be inferred from the table no.2 that majority (28%) of the Respondents spends less 8 hours every day at their work place. The next considerable proportion (26%) of the Respondents spends 9 – 10 hours every day at their work place.

Table - 3 : Whether they face work pressure

	Frequency	Percentage
Yes	32	64
No	18	36
Total	50	100

From the above table no.3 percentage analysis it is inferred that most (64%) of the Respondents states that they are no work under pressure. The next considerable proportion (36%) of the Respondents states that they face work pressure.

Table - 4 : Hours spend every day at work place

	Frequency	Percentage
Very Low	8	16
Neutral	11	22
High	17	34
Very High	14	28
Total	50	100

From the above table no. 4 percentage analysis it is inferred that most (34%) of the Respondents states the high level of stress. The next considerable proportion (28%) of the Respondents states very high level of stress in job.

Table - 5 : Management Supports for Personal Obligation

	Frequency	Percentage
Yes	24	48
No	26	52
Total	50	100

From the above table No.5 percentage analysis it is inferred that most (52%) of the Respondents states that no management supports for personal obligation. The next considerable proportion (48%) of the respondents states that yes for management support. For personal obligation.

Table - 6 : Family support for career development

	Frequency	Percentage
Always	21	42
Very often	12	24
Rarely	10	20
Not at all	7	14
Total	50	100

From the above table no. 6 percentage analysis it is inferred that most (42%) of the Respondents states that always family support for career development. The next considerable proportion (24%) of the Respondents states that very often family support for career development.

Table - 7 : Gender of Respondents

	Frequency	Percentage
Female	32	64
Male	18	36
Total	50	100

From the above table No. 7 Gender Respondents, Female proportion (64%) greater than the Male Respondents (36%) in the study.

Conclusion

Higher education plays vital role in the betterment of any country and the teachers of higher education is considered to be a back bone. If the backbone is unhappy and dissatisfied with their jobs what would be the future of the country. So, it is necessary to concerned about our teachers' condition. It is the time to take the best step to make them satisfied with their job. So, the barrier

responsible for dissatisfaction of a teacher need to be resolved and it is essential to improve the level of job satisfaction of teachers. The satisfaction of the teacher induces them to improve the quality of the students.

Teachers' role is considered important for shaping the students intellectual, emotional and social skills. By providing necessary professional assistance to a teacher of higher education is the way to enhance the level of job satisfaction. Nowadays teachers face number of challenges like, accountability, improving standards, social problems etc., Apart from all challenges a teacher became a successful person when he/she loves the profession of teaching. It may be kept in mind a teacher is a second Mother, Father (care taker) and God (as a maker of good citizen) for the students so the teacher should nurse the students with utmost care and patience.

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“RETENTION OF WOMEN EMPLOYEES IN THREE STAR HOTELS, BANGALORE.”

B. N. Sathyabhama¹

Dr. S. ValliDevasena²

Abstract

Hospitality is a great industry; it presents ample opportunities as well as many challenges. The most successful employee in this industry must have positive attitude and energy in addition being naturally friendly and service-oriented. Studies done regarding employees retention in the service industry across the world indicate that, in the hospitality sector many employees' changing jobs very frequently, this include women employees. Both internal and external causes of labour turnover affect the growth, profitability and customer satisfaction whenever it occurs in workplace. As per International Labour Office (2013) hotels are large and fast-growing part of service sector, with an average women employee's participation of 55.5 % at global level and up to 70 % at regional level. Women are employed in a wide variety of roles, including as cleaners and kitchen staff, front-line customer service workers and senior management. The recruitment, retention and promotion of talented women for technical and managerial leadership positions will be necessary to meet the future skills and productivity requirements of the sector. The main purpose of this study is to find out the reasons and challenges for women employees retention in three star hotels in Bangalore city. Bangalore has around 280 hotels three star hotels. The study shall be in descriptive survey research design. This study may have data of 400 or more women employees working in these star hotels. Simple random sampling method shall be used to pick hotels as well as the respondents for this study.

Key words: Three Star hotels, Women Employees, Retention.

Introduction

The service industry is increasing in global economic importance. Economically speaking, production is tangible or intangible. The tangible, created through manufacturing, are those products developed by raw materials. Intangible products can take the form of ideas, aesthetics, or services provided through human interaction with the consumer (Bryson, Daniels, & Warf, 2004). Employment in the manufacturing industry has decreased and jobs in the service industry have increased during the past three decades (Bryson, et. al, 2004; Koczynski, 2002). Manufacturing cannot exist without the service industry to deliver the goods it produces (Bryson, et al., 2004). Manufacturers and other industries recognize revenue opportunities through product support after the sale (Bank, 2006; Banks, 2006).

The service sector is broad in scope including finance, insurance, transportation, communication, retail, entertainment, non-profit agencies and hospitality (Bryson, Daniels, & Warf, 2004). The hospitality industry can include travel, restaurant, amusement parks, hotels and motels (Williams, 2003). The hotel industry grew exponentially in the latter half of the 20th Century, with that growth consumer demand for quality service increased (Williams, 2003). The hotel industry has traditionally seen “ghettoization and stratification of ethnic

groups into different departments and jobs” (Adler & Adler, 2004, p. 225). Women dominate the hospitality industry in low-wage jobs, such as housekeeping and reception (Guerrier, 1999). The majority of the low-wage jobs go to black, Latino/Hispanic or other minority groups. By pigeonholing certain groups into lower paying jobs, the hospitality industry contributes to classism, often intersecting race and gender in the process (Adib & Guerrier, 2003; Guerrier, 1999). Florence (1998), in her book, *bell hooks' Engaged Pedagogy: A Transgressive Education for Critical Consciousness*, described this social phenomenon: “Patriarchy privileges male over female; White supremacy privileges White peoples over peoples of other races; and classism privileges the elite and economically advantaged over the disenfranchised” (p. 12). Thus there are multiple jobs in the hospitality industry for women employees. Major part of hospitality industry is Hotel, which have patrons who are often in a “party” frame of mind, they may have fewer inhibitions than normal because they are away from home; this often lends to inappropriate behavior. “These long hours involve night, evening, and even holiday shifts. In an environment of heightened—almost forced—social interaction (particularly in smaller hotels with shared employee accommodation), a prime breeding ground exists for the existence of sexual harassment” (Gilbert, Guerrier, & Guy, 1998, p. 51). Add to the fact that many

¹ . Research Scholar, Department of Commerce, Mother Theresa Women University, Kodaikanal, Tamilnadu

² . Assistant Professor, Department of Commerce, Mother Theresa Women University, Kodaikanal, Tamilnadu

service workers are minority women, the likelihood victimization of the worker escalates (Adler & Adler, 2004; Guerrier, 1999)

Review of Literature

“Employee turnover is a ratio comparison of the number of employees accompany must replace in a given time period to the average number of total employees. A huge concern to most companies, employee turnover is a costly expense especially in lower paying job roles, for which the employee turnover rate is highest. Many factors play a role in the employee turnover rate of any company, and these can stem from both the employer and the employees. Wages, company benefits, employee attendance, and job performance are all factors that play a significant role in employee turnover. Companies take a deep interest in their employee turnover rate because it is a costly part of doing business.” (Beam, 2009)

Companies incur direct and indirect expenses, which include the cost of advertising, headhunting fees, human resource costs, loss of productivity, new hire training, and customer retention, every time they have to replace an employee. These expenses can add up to anywhere from 30 to 200 percent of a single employee's annual wages or salary, depending on the industry and the job role being filled. (Beam, 2009)

Potential negative consequences of employee turnover include *operational disruption, demoralization, negative public relations, personnel costs, strategic opportunity costs, and decreased social integration.* (Colema, 1987)

The most common reason for employee turnover rate being so high is the salary scale because employees are usually in the search of well-paid jobs. Those who are desperate for a job may take the first one that comes along to carry them through while searching for better paying employment. Also, employees tend to leave a company because of the unsatisfactory performance appraisals. Low pay represents a good reason for which an employee may be lacking in performance. (Rampur, 2009)

Unequal or substandard wage structures fall under this category as well. *“When two or more employees perform similar work and have similar responsibilities, differences in pay rate can drive lower paid employees to quit. In a like vein, if you pay less than other employers for similar work, employees are likely to jump ship for higher pay, if other factors are relatively equal.”* (Handelsman, 2009)

Worldwide researches have suggested that employee turnover is among the highest in the hospitality industry. Studies have shown that the average turnover level among non-management hotel employees is almost double when compared with management staff. Estimates of average annual employee turnover range from around 60 to 300 percent, according to the research conducted by

the American Hotel and Motel Association. Staff turnover is high in the hospitality industry, and anyone considering management position within this segment should understand the reasons people leave their jobs.

Women employee intention to stay referred to as to “do special things or action with a special attitude, or with means, purpose, or plan in the individual heart” (Chang and Chang, 2008). Besides that, it also refers to the employee's conscious and deliberate likelihood to work with the same organization (Tett and Meyer, 1993). Based on the research by Chang and Chang (2008), effective human resource practices such as education and training, a performance acknowledgement system, communication, authorization, and power were able to lower the intention of employees to leave the organization, which means that they were willing to stay with the same organization. Chew and Chan (2008) stated that training and development as well as remuneration and recognition showed positive relationships with the intention to stay in the organization. However, Altarawmneh and Al-Kilani (2010) claimed that only the implementation of a job analysis will affect the employee's intention to stay or leave.

In addition, Govaerts et al., (2011) said that talented employees are willing to continue working in the organization if the management implements an appreciative learning and working climate. The subsequent cost related to the 100 staff turnover such as recruitment and training of new employees can be reduced through implementation of strategies. Besides that, Mudor and Tooksoon (2011) revealed that supervision, job training, and pay practices are important attributes that could increase the job satisfaction which indirectly reduces the turnover intention of employees. They also stated that organizations' should take into consideration job satisfaction and implement human resource practices in the workplace to reduce turnover and achieve organizational goals. These are likely to increase the intention of employees to stay in the industry. Khan et al. (2011) discovered different results for the quantitative and qualitative methods they used for their studies. The former method, which used the questionnaire distribution approach, showed that work-life balance, training and development, constituent attachment, and culture contributed significantly to the retention of employees. In the interview approach, they found that the prestige offered, learning environment, promotion and growth, empowerment and sense of ownership, facilities, chances of socialization and recreational activities, international brand name and good will, teamwork and cooperation, as well as ease of communication contributed to the retention of employees. Hence, effective human resource practices should be implemented in order to increase the intention of employees to stay or remain in their organization.

Scholars have long noted that the ability to attract and retain high quality workers is critical to organisational competitiveness (Ulrich, 1993; Delery & Shaw, 2001) and a stream of research in strategic HRM has examined the linkage between HR practices and firm performance and effectiveness (Boselie, Dietz & Boon, 2005). However, critical analyses have suggested that a systematic approach to creating a workplace with high performance work systems which serve as an „inimitable resource supporting the effective implementation of corporate strategy and the attainment of operational goals (Becker & Huselid, 1998: 53) may not be sufficient to attract and retain high skilled employees nor lead to firm performance (Combs, Liu, Hall & Ketchen, 2006). Organizations also need to provide employee-focused good employment/ high involvement practices that build a positive workplace experience to attract and retain employees (Boxall & Macky, 2009).

Need of the Study

With rapidly growing population of India and expansion in the economy, the contribution of the hospitality sector in ensuring the growth and development of country cannot be underestimated. The Hospitality Industry consist of hotels, restaurant, bars, rest houses employ thousands of employees who are both skilled and unskilled. This goes a long way in helping to solve the unemployment problem in Bangalore.

Women are in almost all field of life, studying about retention of her in workplace is a privilege for the most dynamic society. Hotels are considered the second home – ‘Home away from Home’, which play an important role in our fast growing economic country. So, Study of Women’s retention in Hotels is also privilege.

Today’s Women work in all shifts, not practicing age old traditional shift – 9am to 5pm every day. This study is not just for casual reading like reading of story or novel. Focus of this study is directly towards ‘Women in work place’ who share with all and their retention in employment-especially in Three Star category Hotels.

A research study is required to evaluate the effect of the women employees’ turnover rate on the socio economic performance of the three star hotels of Bangalore and also suggest and recommend effective ways of reducing the women employees’ turnover rate and retaining in the three star hotels of Bangalore.

Objectives

The main objective of the study is to assess whether women employees’ retention is a challenge.

The specific objectives of this research work are:

- i. To identify the factors that lead to the women employees’ turnover at three star hotels of Bangalore.

- ii. To evaluate the women employees’ turnover at three star hotels of Bangalore.
- iii. To analyze the problems and difficulties faced by the human resource managers at three star hotels of Bangalore.
- iv. To make appropriate recommendations for the study.

Limitation

The study is limited by the availability of data of women employee turnover since most of these hospitality organizations don’t employ professional administrative employees to keep records. Furthermore the study is limited by constraints in administering questionnaire to women employee who have left the organization for a long period to find out the reasons for their departure.

Moreover since human resource management activities overlap and affect each other, this study is limited to one area which is employees’ retention with occasional references to other areas like employees’ motivation, compensation strategies, recruitment, selection and placement.

This study lacks co-operation on the part of management to allow persons outside into the hotels affairs. In order to disrupt the process, they might come up with excuses like busyness, unwillingness to share information, lack of confidence in the researcher, etc.

Some of the respondents due to language barrier may fail to understand the questions asked and therefore their responses would not reflect on what is required. This study is only on Hospitality Industry in particularly Hotels with Three Star Category. There is geographical limitation as it is a study conducted in Bangalore City only.

Conclusion

An organization is as good as its people and nobody can deny the fact that manpower is the greatest asset of a business units. Therefore this research being undertaken by the researcher is significant in the following areas. i. To help managers in the hospitality industry with policies and measures that would retain women employees in the industry. ii. To help improve the unemployment rate facing the nation and helping the women employees to stay in their job, in turn improving the socio economic status of the nation. iii. To add to the body knowledge of women employees’ turnover in the hospitality industry. iv. To serve as a secondary data for future researchers.

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ECONOMIC IMPACT OF SUGARCANE INDUSTRY IN AGRICULTURAL

T. Saritha¹

Abstract

This paper report on the finding of a study "Economic impact of sugarcane industry in agricultural." Agricultural research and extension programs have been built in most of the world's economies. A substantial number of economic impact studies evaluating the contributions of research and extension programs to increased farm productivity and farm incomes and to consumer welfare have been undertaken in recent years. This chapter reviews these studies using estimated rates of return on investment to index economic impacts of sugarcane industry in agricultural. It should provides a framework for setting goals, defining key actions, and mobilizing resources for finding programmers in the industry. promote the development of new factories in viable regions of the country by the private sector.

Introduction

The effect that an event, policy change or market trend will have on economic factor. Such that interest rates, consumer confidence and market activity or unemployment Events such as regulatory changes, supply shortages or natural disasters can have a significant economic impact due to the way that they affect activities, Sugarcane cultivation involves a set of activities, viz. land preparation, planting, pest control, irrigation, nutrient management, harvesting, marketing, etc. Entire cycle of sugarcane production process requires multitude of information by the farmers. Information on cost and availability of inputs, varieties, production and protection technologies, sugarcane marketing, etc. are required by farmers at various level of sugarcane production. For more remunerative production of sugarcane, correct information should reach to farmer as and when required, this are the impact of sugarcane in agricultural.

Objective

1. To institute an orderly system in sugarcane production for the stable, sufficient and balanced production of sugar for local consumption exportation and strategic reserves.
2. To establish and maintain such balanced relation between production and requirement of sugar and such marketing conditions as will ensure stabilized prices at a level reasonably profitable to the producers and fair to consumers.
3. To promote the effectives merchanding of sugar and its by products in the domestic and for markets so that those engaged in the sugar industry will be placed in the basic economic viability.

4. To undertaking such relevant studies as may be needed in planning and implementation of action programs required in attaining the purpose.

Strategic Goals

1. Pro- active and effective policies and regulations to ensure viability, environmental sustainability of the sugarcane industry.
2. Product diversifications, development and promotion.
3. Respective technical assistance and extension service to sugarcane industry.
4. Sustained development of expertise and human resources in the field of sugarcane industry development and related areas.

Sugarcane Industry

- Historical Trade Patterns
- Modern Sugar Market
- Sugar Production
- Bibliography

Historical Trade Patterns:

The decline in the price of sugar had two divergent impacts on the economy. First, lower sugar prices reduced the cost of a primary input for a variety of industries (i.e., bakeries, breweries, and the makers of jams). Second, lower sugar prices impoverished producers in the colonies. The same policy scenario applies to the present-day United States. Sugar tariffs pit the interest of sugar producers against the interests of confectionary manufacturers. The ultimate dispensation of this debate depends on the relative political power of each sector through rentseeking

¹. Assistant Professor In Commerce, Sri Bharathi Arts & Science College, For women, Kaikkurichi-Pudukkottai

behavior. One response to the declining sugar prices both in the nineteenth and in the twenty-first centuries is the establishment of import tariffs or quotas to increase the domestic price and, thereby, protect domestic sugar producers.

Modern Sugar Market:

At the beginning of the twenty-first century, most countries that support their internal sugar price use a form of the tariff rate quota (TRQ) which is allowed under the Uruguay Round Agreement on Agriculture. The TRQ is a system of two tariffs. The first tariff allows the sale of a fixed quantity (or minimum access) of a commodity at a lower or first tier tariff. Any quantity of that commodity imported above this fixed quantity is charged a higher (typically prohibitive) tariff. Given that the second tariff level is prohibitive, the country can increase the price received by domestic producers by reducing the fixed quantity imported under the first tier tariff. This is the policy instrument used by both the United States and the EU to increase the price of sugar for their respective producers.

Sugar Production

Certain characteristics of sugar production have implications for vertical integration in the market channel for sugar. Sugar is produced from two different primary crops: sugarcane and sugar beets. While the end product (i.e., sucrose) is identical for each process, each crop implies a different market channel. The production of sugarcane typically occurs in tropical or subtropical climate zones. The stalks containing the sucrose are removed from the field for milling that produces a raw form of sugar that is relatively stable. The raw sugar is then later refined into table sugar, removing impurities that may affect the flavor. Technical considerations require that these mills be located close to production. When the stalks are harvested in the field the sucrose content of the sugarcane starts to deteriorate.

Bibliography:

Production of sucrose from sugar beets does not face the same climatic constraints as sugarcane. Further, the sucrose content of sugar beets is more stable than sugarcane, extending the period for the extraction of sucrose from sugar beets. Thus sugar beet producers have less impetus for vertical integration than producers and processors of sugarcane.

Transplanting technique in Tamil Nadu:

At Mayiladuthurai in Tamil Nadu, Nagendran and Secker, working then at NPKRR Cooperative Sugar Mills reported in an article published in 'The Hindu' during 1988 that 'bud chip seedlings transplanting technique' as most suitable for adoption in the wet lands of Cauvery delta. The very good foundation laid earlier at Tanuku Sugars,

encouraged Narendranath to go in for 500 acres of sugarcane with bud chip raised seedlings. He emphasized that it was three times more cost-effective than the way Sugarcane is normally planted. In his ISSCT presentation during 1992, he reported that for seven weeks there was a saving in management costs on 99 acres, since one acre nursery was sufficient to produce seedlings for planting 100 acres.

SSI principles

1. Raising nursery using single budded chips
2. Transplanting young seedlings (25-35 days-old)
3. Maintaining wider spacing (49X2feet) in the main field.
4. Providing sufficient moisture to plants & avoiding flooding of fields
5. Encouraging application of organic manures, better cultural and plant protection measures.

Benefits of SSI

1. Seed cost can be reduced up to 85%.
2. Better germination/ sprouting percentage.
3. Reduction in the plant mortality rate in the field.
4. It is easy to transport the young seedlings for longer distance .
5. Intercultural operations can be carried out easily due to wider spacing.
6. Increases in the length and weight of each cane.
7. High number of mill able canes.
8. Reduction in the duration of crop.

Impact on Economics of Sugarcane Cultivation:

This section assesses the impact of organic farming on the economics of sugarcane cultivation on sample farms in study districts with specific focus on input use, costs, yields, gross returns and profits.

Impact on Input Use

The sugarcane sector is one of the important employment generating sector employing over 7.50 per cent of total rural population in India (GOI 2004). The data presented in also indicates that sugarcane cultivation, especially the OS cultivation, needs large number of human labour days. For example, on an average the human labour use was found to be higher by 16.90 per cent for OS crop than the IS crop. This is mainly attributed to increased labour requirement for carrying out operations such as preparatory tillage, maturing, green maturing and managing the pests.

Emerging Constraints and Future Policies:

The sample farmers reported that the period involved in conversion from conventional farming to organic farming is the most difficult, This is mainly because;

- (a) Lack of knowledge about the principles of organic farming.
- (b) Shift to organic farming brings in several significant changes in agricultural practices.
- (c) At least it takes three years to the conversion period,
- (d) No premium prices.

These factors form the major hurdle in the adoption and spread of organic farming. Therefore, it is recommended that the beginners should receive not only the training but also the support in organic production methods certification and marketing during this period. If feasible, the beginners should shift to organic in stages rather than trying to convert all the landholding at once. It is suggested that the beginners themselves should also prepare for transition period in terms of time required, crops to be taken, inputs management, financial provision, etc. to pass the period of transition rather smoothly. Moreover, all the farmers having contiguous fields should be encouraged to shift to organic methods to avoid problems related to leaching and or contamination of chemical fertilizers and pesticide.

Economic difficult in Production:

Sugarcane and sugar production in India typically follow a 6 to 8 year cycle, wherein 3 to 4 years of higher production are followed by 2 to 3 years of lower production. After two consecutive years of declining sugar production (MY 2007/08 and 2008/09), production resurged in MY 2009/10, and is set to gain strongly in the upcoming MY 2010/11. 2009/10 centrifugal sugar production estimate is revised higher to 19.5 million tons due to lower diversion of cane for production of alternative sweeteners (khan sari and guru) and better than anticipated cane production.

After drought like conditions in June through mid August, most of the cane growing areas received adequate and well scattered rains from mid August through October during the crop growth stage. Low winter temperature and scattered rains in December January further contained expected crop damage due to early dry conditions. The release order for levy sugar has to made transparent as some mills are able to manage to avoid the release of their levy sugar when the sugar prices in open market are high. The system needs to be transparent.

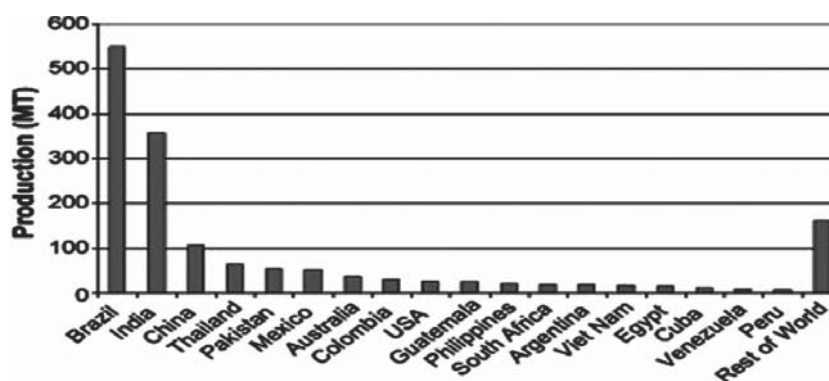


Fig. 1

The 2010-2015 Strategic Plan:

The Industry Strategic Plan for 2010-2015 provides a road map of how the industry intends to be a "world class multi-product sugarcane industry." To enable the Government achieve its strategic objectives of being a middle-income country by the year 2030, this revised strategic plan aims at making the industry more efficient, diversified and globally competitive to contribute to the overall objective outlined in the Agricultural Sector Development Strategy (2009-2020) and the Kenya Vision 2030. The Plan provides a framework for setting goals, defining key actions, and mobilizing resources for funding programmers in the industry. Factors limiting imports include Indian prices being the lowest in the world. Even at zero per cent duty, import prices are still higher than domestic prices. Most of mills have field officers who have good knowledge of sugarcane cultivation and other management practices. They used to guide the farmers as and when required. Most of the private sugar mills also provide some subsidy for pesticides.

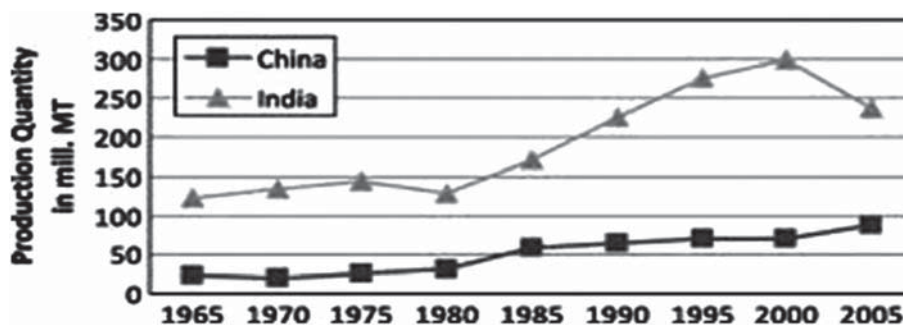


Fig. 2

The new vision for the industry is to be 'a world-class multi-product sugarcane industry. The new mission of the industry is to 'facilitate a multi-product sugarcane industry that is efficient, diversified and globally competitive' through: enhanced industry's competitiveness through cost reduction strategies and efficiency improvements, expanded product base, improved infrastructure and strengthened regulatory framework.

Trade policy

India's imports are forecast lower at 1.2 million tons due to forecast improved domestic supplies. Industry sources expect imports mostly during the early part of the season. The GOI may withdraw the relaxed import policy on improving domestic supplies and lowering of sugar prices to more comfortable levels as the domestic crushing season progresses. Despite forecast higher sugar production, relatively tight domestic supplies preclude any significant commercial exports of sugar in MY 2010/11; exports will be largely limited to quota countries. Import estimate is revised lower to 4.5 million tons based on the current pace of imports reported by industry sources. Trade sources estimate India's sugar imports during the October 2009 to February 2010 at 2.9 million tons; of which about 2.3 million tons is raw sugar. sources expect additional imports of raw sugar in August/September before the beginning of the next crushing season. Consequently, MY 2009/10 imports are forecast to reach a record level of 4.5 million tons. Forced by the severe domestic shortages and abnormally high sugar prices since beginning of 2009, the GOI took several measures to relax import restrictions to augment domestic supplies. Although the local industry has been advocating rationalization of cane pricing policy by lining it with domestic/world sugar prices, industry sources do not expect policy

Most major staple crops, however, are grown in monoculture. Even such systems may contain other dimensions of agricultural biodiversity: intensive rice "monocultures," for example, can support small areas of vegetable cultivation (on the dikes between paddies) as well as ash cultivation. In fact, in some rice-growing areas in South and Southeast Asia, ash may provide most of the local dietary protein. Genetic diversity can

be manifest in different phenotypes and their different uses. It can be characterized by three different facets: numbers of different entities (such as the number of varieties used per crop or the number of alleles at a given locus); evenness of the distribution of these entities; and the extent of the difference between the entities (as in the case of pedigree date, for example) (UNEP/CBD 2004). Crop genetic diversity can be measured at varying scales (from countries or large agro ecosystems to local communities, farms, and plots), and indicators of genetic diversity are scale-dependent. Farmers usually do not follow the recommended mix of early, medium and late varieties of sugarcane required to maintain continuous supply of cane to the mills.

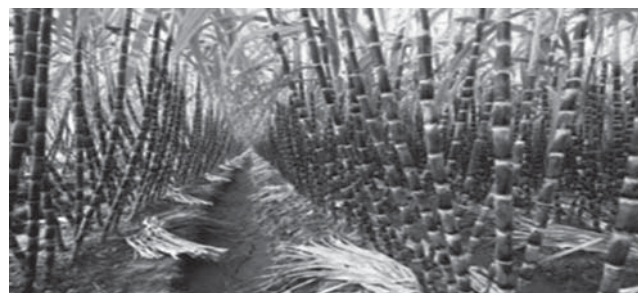


Fig. 3

The conservation and use of plant genetic resources for food and agriculture has been comprehensively reviewed by FAO (FAO 1998). Since 1960, there has been a fundamental shift in the pattern of intra-species diversity in farmers' fields in some regions and farming systems as a result of the Green Revolution.



Fig. 4

Conclusion

The possible ways to increase the sugarcane production and reduce the Impact to meet the need of the teeming population are increase the area under sugarcane cultivation, improve the available water resources, increase the productivity of sugarcane and accelerate adoption and diffusion of new and improved technologies. As there are little chances to increase the area under sugarcane and increase the water resources, the only possible way is to increase the productivity of sugarcane the vertical dimension productivity. This can be done only through innovative technologies, of which SSI is a promising one.

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A STUDY ON SATISFICATION LEVEL AMONG EXISTING CUSTOMERS ON HCL LAPTOP FOR HCL INFOSYSTEM, IN SALEM CITY

Vijay Arun .S¹

Dr.M.Chandrasekaran²

Introduction

The researcher is going to specialize in the area of Marketing and provide a clear knowledge about the factor deciding the satisfaction level of the customer .As an student specializing in Marketing this project help to enhance the understanding of all customer satisfaction related factor.

Research Methodology

In the process of conducting such a study researcher has followed the following methodology to collect the necessary data and to draw useful inference.

Statement of Problem

HCL Info systems wants to know whether their laptop is up to the satisfaction level of customer. With that information they want to make some tactics to overcome the result and want to improve their sales.

Objectives

Primary Objectives:

To find whether the HCL laptops are up to satisfaction level of the customer.

Secondary Objective

- To know the opinion on HCL laptop among its user.
- To know the brand loyalty for HCL among its user.
- To know the factor really expects by the user.

Research Design:

Research design provides the glue that holds the research project together. A design is used to structure the research, to show how all of the major part of the research project, the samples or groups, measures, treatment or programs and method assignment work together to try to address the central research question.

In the present research study descriptive research design is used to describe the satisfaction level on a laptop between the user and the opinion on HCL laptops among HCL user in SALEM.

Review of Literature:

Customer Satisfaction Has Been A Popular Topic In Marketing Practice And Academic Research Since

Cardozo's (1965) Initial Study Of Customer Effort, Expectations And Satisfaction. Despite Many Attempts To Measure And Explain Customer Satisfaction, There Still Does Not Appear To Be A Consensus Regarding Its Definition (Giese And Cote, 2000). Customer Satisfaction Is Typically Defined As A Post Consumption Evaluative Judgement Concerning A Specific Product Or Service (Gundersen, Heide And Olsson, 1996). It Is The Result Of An Evaluative Process That Contrasts Pre Purchase Expectations With Perceptions Of Performance During And After The Consumption Experience (Oliver, 1980). The Most Widely Accepted Conceptualization Of The Customer Satisfaction Concept Is The Expectancy Disconfirmation Theory (Mcquitty, Finn And Wiley, 2000). The Theory Was Developed By Oliver, Who Proposed That Satisfaction Level Is A Result Of The Difference Between Expected And Perceived Performance .Satisfaction (Positive Disconfirmation) Occures When Product Or Service Is Better Than Expected. On The Other Hand, A Performance Worse Than Expected Results Is Dissatisfaction (Negative Is Confirmation). Studies Show That Customer Satisfaction May Have Direct And Indirect Impact On Business Results. Luo And Homburg (2007) Concluded That Customer Satisfaction Positively Affects Business Profitability. The Majority Of Studies Have Investigated The Relationship With Customer Behaviour Patterns (Dimitriades, 2006; Olorunniwo Et Al., 2006; Chi And Qu, 2008; Faullant Et Al., 2008) . According To These Findings ,Customer Satisfaction Increases Customer Loyalty, Influences Repurchase Intentions And Leads To Positive Word-Of-Mouth.

Data Collection Methods:

The methods of collecting data are

- Primary data
- Secondary data

Primary Data:

The primary data is collected through a well-structured questionnaire on customer satisfaction and their opinion. The questionnaires include various factors like satisfaction on a laptop, the processor they will refer and the opinion on HCL laptop. It is to be collected from various customers in SALEM.

¹ . Research Scholar, Bharathidasan University, Trichy

² . Dr.M.Chandrasekaran, Professor and Head, Dept Of Management Studies, Dhanalakshmi Srinivasan College Of Arts & Science For Women, Perambalur

Secondary Data:

The secondary data is collected from in-house documents. The sources like New papers, Journals, Magazines and various Internet sites are used to collect data.

Population: People who are all using HCL laptop in Salem city.

Sampling: It involves the process of selecting a portion of the population.

SAMPLE AREA: Salem city only.

SAMPLING TYPE: convenient sampling

SAMPLE UNITS: HCL Laptop user.

SAMPLING SIZE: sample size is 60.

Tools for Analysis: Data collected through questionnaire tabulated with MS-excel. The various tools used for analysis purpose are Percentage analysis, & Factor analysis

Respondents Categorized By Gender

Among the total respondents met by the researcher the respondents are categorized by gender. It is kind of demographic segmentation. Out of 60 respondents 47 are male and 13 are female.

Table No - 1

Gender	Number of Respondent	Percentage
MALE	47	78
FEMALE	13	22
TOTAL	60	100

Inference from the table no.1 About 78% of the respondents are male and remaining 22% of the respondents are female. Hence the major respondents are male.

Respondents Categorized By Occupation:

Among the total respondents met by the researcher the respondents are categorized by occupation.

Table No - 2

Respondent	Number of Respondent	Percentage
Student	30	50
Doctor	15	25
Business	8	13
Lecturer	7	12
Total	60	100

About table no. 2, 50% of the respondent are students, 25% of the respondent are doctor and remaining 25% of the respondents are business and faculties. The number of respondent using Laptop among student is high compared with others. So the company should concentrate more among students.

Year Of Usage**Table No - 3**

Year Of Usage	Number of Respondent	Percentage
Less Than 1 Year	20	33
1-5 YEAR	40	67
TOTAL	60	100

The above table no. 3 inferred that 33% of the respondents has laptop whose is less than one year, and remaining 67% of the respondent are between 1-5 year. Hence within this year number of usage of HCL is increased when compared with 1-5 year.

TABLE - 4 : Information Regarding HCL Laptop

Respondent	Number of Respondent	Percentage
Friends	24	40
News Paper	10	17
Tv Channels	16	26
Executive	10	17
Total	60	100

Inference from the table No. 4, 40% of the respondents get the information from the friends, 17% of the respondents get the information from the news paper, 26% of the respondents get the information from TV channel and 17% of the respondent get the information from executive. Hence the company should use the facilities like TV channels, Executive and Newspaper properly.

Table no - 5 : Factors That Influence To Buy HCL Laptop

Factors	Very High Influence (5)	High Influence (4)	Moderate (3)	Low Influence (2)	Very Low Influence (1)	Mean Average
Price	20	27	10	2	1	4.05
Quality	27	22	11			4.266
Service	27	20	8	2	3	4.1
Brand Name	22	26	7	5		4.08
Style	7	18	20	12	3	3.233
Warranty	5	10	30	12	3	3.03
Offer	3	9	25	17	6	2.76
Advertisement	5	7	20	13	15	2.56

Inference from the table No. 5 is constructed using the mean score method. Quality is important factor in purchasing a laptop, because of its 4.266 value. Service is next factor that influence to buy a laptop and its mean score is 4.1. Brand name is the another factor in purchasing laptop and its mean score is 4.08 .Hence prospect look for Quality, Service and Brand name to purchase a Laptop.

Respondents Use the Laptop for Various Purposes

Table No - 6

Factors	Always	Not At Some time	Rarely	Some time Only	Never	Mean Scores
Education	32	16	4	4	4	4.13
Entertainment	12	8	20	12	8	3.06
Business	8	16	4	24	8	2.866
Browsing	16	8	8	24	4	3.133
Data Storage	36	8	4	8	4	4.06

Inference from the table no. 6 Most of the respondent use the Laptop mainly for Education purpose and its mean score is 4.13. Respondents also use Laptop for Data Storage and its mean value is 4.06.

Various Processor Used By Respondent

In the market there are different types of processors are available. The major competitors are Intel and AMD. Intel has some advanced models like Intel dual core and core 2 duo processor

Table No - 7

Processor	Number Of Respondents	Percentage
Intel P4	8	13
AMD	4	7
Intel Dual Core	28	47
Intel Core 2 Duo	20	33
Total	60	100

Inference from the table no. 7, About 80% of the respondents use Intel dual core and Intel core 2 duo processor, i.e. 47% of the respondent use Intel dual core and 33% of the respondent use Intel core 2 duo.

Various Capacity Used By Respondent

In the market different type of capacity level are available. The capacity level used by respondents depends upon the purpose they are going to use laptop. 160 GB is the highest level given by the branded products.

Table No - 8

Capacity	Number of Respondent	Percentage
40GB		
80GB	27	45
120GB	16	27
160GB	17	28
TOTAL	60	100

Inference from the table No. 8, 45% of respondent uses 80 GB, 27% of the respondent uses 120 GB and 28% of the respondent uses 160 GB. Most of the respondent use 80GB capacity level.

Various Ram Used By Respondent

RAM is the heart of a system. There are different types of RAM available in the market. The speed of the system is highly depending upon the RAM speed.

Table No - 9

Capacity	Number of Respondent	Percentage
128MB	3	5
256MB	16	27
512MB	23	38
1GB	18	30

Inference from the table No. 9 Most of the respondents use the high speed RAM. 68% of the respondents use 512MB and 1GB RAM. Only few are interested in the usage of 128MB. Majority of the new version software requires high speed RAM.

Number of Respondents Accepts HCL as the Best among Others

Table No - 10

	PERCENTAGE	NUMBER OF RESPONDENTS
YES	67	38
NO	33	22
TOATL	100	60

Inference from the table no. 10, About 63% of the respondents accept HCL as the best among other competitors and remaining 37% of the respondents will not accept HCL as the best among others.

Number of Respondent Will Continue To Buy HCL Laptop

Table No - 11

Will Continue HCL	Number of Respondents	Percentage
YES	36	60
NO	24	40
TOTAL	60	100

Inference from the table no. 11, About 60% of the respondent will continue to buy HCL and 40% of the respondent will not continue to buy HCL.

Number of Respondents Will Recommend HCL to Others

Table No - 12

Will Recommend HCL To Others	Number of Respondents	Percentage
YES	39	65
NO	21	35
TOTAL	60	100

Inference from the table no. 12, About 65% of the respondent recommends HCL laptop to others, and remaining 35% of the respondent will not recommend HCL laptop.

Overall Attitude Towards HCL

Table No - 13

Overall Attitude Towards HCL	Number of Respondents	Percentage
Highly Satisfied	11	18
Satisfied	29	48
Moderate	13	22
Dissatisfied	5	8
Highly Dissatisfied	1	4
Total	60	100

Inference from the table no. 13, About 4% of the respondents are highly dissatisfied toward HCL, 8% of the respondents are dissatisfied toward HCL, 22% of the respondents are moderate toward HCL Laptop, 48% of the respondents are satisfied towards HCL Laptop and 18% of the respondents are highly satisfied toward HCL Laptop.

Suggestion:

Most of the people in SALEM are literate and their family income showing that they are potential customers. Hence HCL have good scope in Salem city also. Most of the customers are having thought to buy a Laptop mainly for education purpose. Hence HCL can advertise their products in that manner.

Conclusion:

The factor strongly recommend by prospect to improve the quality, product features, service, warranty, and offers. These are the factor highly expect by the HCL user. Hence if HCL concentrate on these, the product to improve it will give more sales for HCL.

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E-MAIL BY STUDENTS USE

R. Kavitha¹

Abstract

The purpose of this study was to explore students' uses of e-mail to examine the effect of psychological, social, and demographic antecedents on college student's use. This study was grounded in the uses and gratifications perspective, which posits that people use certain communication and educational channels to fulfilled of students.

Key words: Communication, Education, E – Mail, Student

Introduction

Home computers, with the help of the Internet, are offering people services that are competing with the landline telephone as a main source of communication. Services available through the home computer, such as electronic mail provide users an alternative method of communication. Computer users can connect with friends, family, co-workers, and even meet new people via the Internet and its mediated communication capabilities. Most people love e-mail. It's nonintrusive-our correspondents can read and answer in e-mail when they have the time to do it. It's quick-far quicker than the U.S. Postal Service's snail mail". For people who are logged on at work all day, e-mail can be almost instantaneous. It's free-once we have paid for our computer and Internet account. However, e-mail has its drawbacks, too: because e-mail is more casual than a letter or a memo, some people write things in an e-mail that they would never write in a regular letter. Also, lacking the nuances of face-to-face or phone conversation, an e-mail message can be misunderstood.

E-Mail

E-Mail, short for Electronic Mail, consists of messages which are sent and received using the Internet. While there are many different E-Mail services available that allow we to create an E-Mail account and send and receive E-Mail and attachments, we have chosen to focus this class on the services available through Gmail and Yahoo! Mail because they are free and are two of the more popular E-Mail services available.

E-Mail Functions

Check or read E-Mail - Create or compose E-Mail - Create an address book - Create a signature - Delete or move read messages - Printing E-Mail messages - Options

E-Mail Applications

1972	Unix mail program
1972	APL Mailbox by Larry Breed
1974	The PLATO IV Notes on-line message board system was generalized to offer 'personal notes' (E-Mail) in August, 1974.
1978	E-MAIL at University of Medicine and Dentistry of New Jersey
1981	PROFS by IBM
1982	ALL-IN-1 by Digital Equipment Corporation

Although similar in concept, all these original E-Mail systems had widely different features and ran on incompatible systems. They allowed communication only between users logged into the same host or "mainframe" – although this could be hundreds or even thousands of users within an organization.

College Use of E-Mail

E-Mail is a mechanism for official communication within MCC. The college expects that such communications will be received and read in a timely fashion. Official E-Mail communications are intended only to meet the academic and administrative needs of the campus community.

Assignment of Student E-Mail

Official college E-Mail accounts are available for all enrolled students. The addresses are all of the form User Name @ mccnebraska.net. These accounts must be activated before the College can correspond with its students using the official E-Mail accounts.

Redirecting of E-Mail

Our MCC E-Mail account has identity and security ties to multiple systems. To protect this information and guarantee delivery of E-Mail MCC E-Mail may not be forwarded outside of the MCC Exchange system.

¹ . Assistant Professor in Management, Sree Sastha College of Engineering, Chennai

Expectation of Student Use of E-Mail

Students are expected to check their E-Mail on a frequent and consistent basis in order to stay current with college related communications. Students have the responsibility to recognize that certain communications may be time critical. "I didn't check my E-Mail", error in forwarding mail, or E-Mail returned to the college with "Mailbox Full" or "User Unknown" are not acceptable excuses for missing official College communications via E-Mail. MCC recommends checking E-Mail one a week at a minimum in recognition that certain communications may be time critical.

Educational Uses of E-Mail

Faculty will determine how electronic forms of communication (e.g., E-Mail) will be used in their classes, and will specify their requirements in the course syllabus and ensures that all students will be able to comply with E-Mail based course requirements specified by faculty. Faculty can therefore make the assumption that students' official @mccnebraska.net accounts are being accessed and faculty can use E-Mail for their classes accordingly. Students may not use the student E-Mail system to advertise merchandise, services or anything that would be considered spam, or coming into conflict with the interest of MCC.

Objectives of the Study

1. Characteristic of E-Mail usage.
2. How do users subjectively feel about E-Mail
3. College students uses and motives for E-Mail

Importance of The Study

1. The Study is very significant to know the college students uses and motives for E-Mail
2. The study is very significant to understand the characteristics of E-Mail usage.
3. The study is important to know the college students feeling about the E-Mail.
4. The study is also important to find the behaviour of E-Mail users (College Students) with known and unknown persons.

Research Methodology

Sampling	Convenience
Sample Size	100 respondents
Sampling Technique	Questionnaires
Sources of Data	Primary & Secondary
Technique of Data Collection	Open ended and close ended questions
Area of the study	Chennai -Sree Sastha Colleg of Engineering
Period of the Study	2014– 2015

Limitations of the Study

1. The sample size is only 100.
2. The period of study is limited.
3. Under the study selected college UG & PG students only.
4. The result of analysis made in the study depends fully on the accuracy reliability of information's given by respondents.

Review of Literature

All the studies reviewed for this review of literature used samples whose participants were college undergraduate students. College students' use of social media is happening in rapidly growing amounts as new technology becomes available. Computer-mediated communication allows young adults to interact over social media with family and friends. Few studies have been conducted to examine how using social media and other computer-mediated communication affects communication skills (Baker & Oswald, 2010).

Baym, Zhang, and Lin (2004) studied social interactions of college students across all media. Their results indicated that 64% still prefer face-to-face interaction, 18.4% prefer the telephone, and only 16.1% prefer the internet for making social contacts. The internet interactions reported showed that e-mail was by far the most dominant form of contact, followed by chat and instant-messaging (Baym et al., 2004). Of the 51 participants in the study, 49 reported conducting their social life contacts through at least two, and often three, methods on any given day (Baym et al., 2004). Similarly, one study reported that over 27% of young adults used a social networking site every day in 2009 (Lenhart, Purcell, Smith, & Zickuhr, 2010).

Data analysis:

Table No - 1 : Gender of the Respondents

Factors	Respondents	Percentage
Male	30	30%
Female	70	70%
Total	100	100%

Source: Primary Data/Questionnaire/E-Mail Users

Inference

It is identified from the above table shows that out of 100 respondents 30% of the respondents belong to male category and 70% of the respondents belong to female category. From the analysis, it is concluded that maximum of the respondents are uses belong to female category.

Chart No: 1

Gender of the Respondents

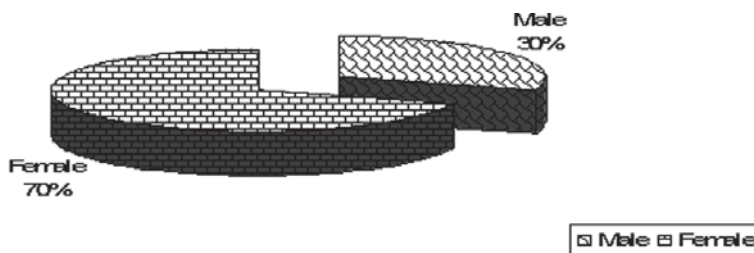


Fig. 1

Table No - 2 :
Educational Qualification of the Respondents

Qualification	Respondent	Percentage
UG I YEAR	7	7%
UG II YEAR	17	17%
UG III YEAR	32	32%
PG I YEAR	12	12%
PG II YEAR	21	21%
OTHER	11	11%
TOTAL	100	100%

Source: Primary Data/Questionnaire/E-Mail Users

Inference

The above table reveals the educational level of the respondent. It is classified into six categories. In the first category 7% of the respondents are Under Graduate First Year. Secondly 17% of the respondents are Under Graduate Second Year. Thirdly 32% of the respondents are Under Graduate Third Year. Fourthly 12% of the respondents are Post Graduate First Year. Fifthly 21% of the respondents are Post Graduate Second Year. Finally 11% of the respondents are Other Categories.

Chart No: 2

Educational Qualification of the Respondents

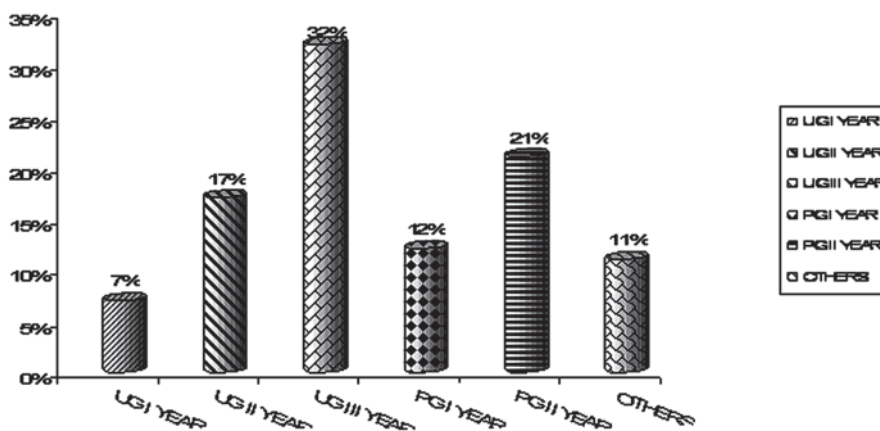


Fig. 2

Table - 3 : Use E-Mail for Other Purpose of the Respondents

FACTORS	STRONGLY AGREE	%	AGREE SOME	%	AGREE SOME & DISAGREE SOME	%	DISAGREE SOME	%	STRONGLY DISAGREE	%	TOTAL	%
MORE POINTS OF VIEW	55	55	16	16	22	22	2	2	5	5	100	100
LOOK FOR INFORMATION	54	54	30	30	11	11	3	3	2	2	100	100
SOMETHING TO EARN	29	29	25	25	24	24	13	13	9	9	100	100
TOTAL	138	46	71	24	57	19	18	6	16	5	300	100

Inference

It is identified from the above table shows that 55% of the respondents are Strongly Agree to use E-Mail to get more points of view. 54% of the respondents are Strongly Agree to use E-Mail to look for information. 29% of the respondents are Strongly Agree to use E-Mail for something to earn during their free time.

Chart No: 3

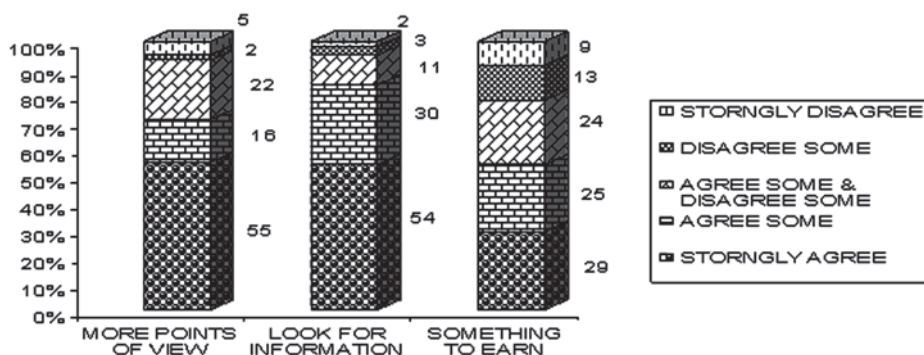


Fig. 3

Table No - 4 : Respondents Using the E-Mail for Study

FACTORS	STRONGLY AGREE	%	AGREE SOME	%	AGREE SOME & DISAGREE SOME	%	DISAGREE SOME	%	STRONGLY DISAGREE	%	TOTAL	%
ASSIGNMENT	28	28%	18	18%	24	24%	16	16%	14	14%	100	100%
MATERIALS	38	38%	16	16%	26	26%	10	10%	10	10%	100	100%
FILE	58	58%	17	17%	13	13%	8	8%	4	4%	100	100%
RESEARCH	54	54%	15	15%	6	6%	11	11%	14	14%	100	100%
TOTAL	178	45%	65	16%	64	16%	49	12%	44	11%	400	100%

Inference

It is identified from the above table shows that 28% of the respondents are Strongly Agree to use E-Mail for co-ordination of group assignments. 38% of the respondents are Strongly Agree to use E-Mail for ask questions about material covered in class with classmates. 58% of the respondents are Strongly Agree to use E-Mail for send and receive files. 54% of the respondents are Strongly Agree to use E-Mail for a way to do research.

Chart No: 4

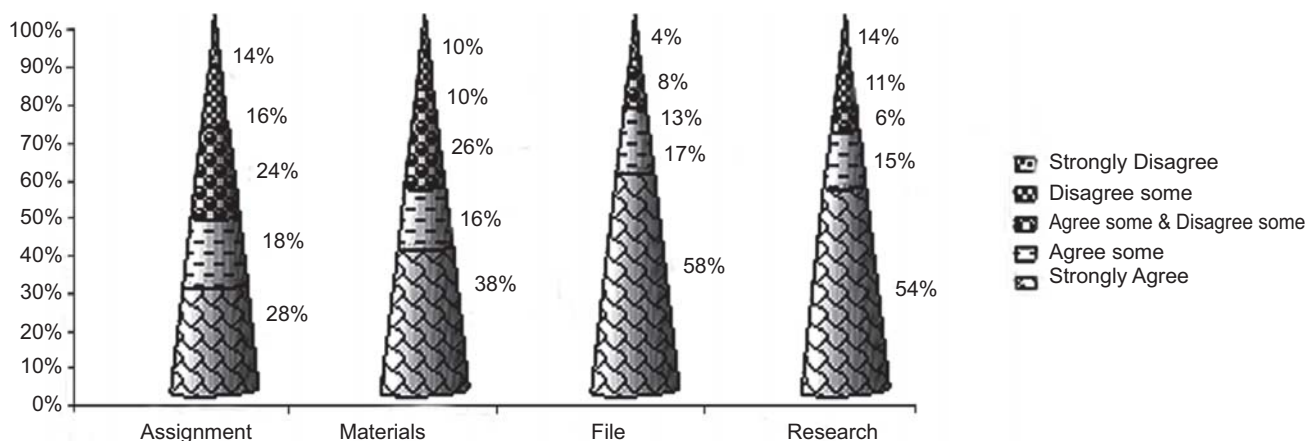


Fig. 4

Table No - 5 : Cross Tabulation between Qualification and Having Electronic Copies of Correspondents

Qualifications	Having Electronic Copies of Correspondents					Total
	Strongly Agree	Agree Some	Agree Some & Disagree Some	Disagree Some	Strongly Disagree	
UG 1st Year	1	2	2	1	1	7
UG 2nd Year	2	5	5	1	4	17
UG 3rd Year	8	10	5	1	8	32
PG 1st Year	2	3	3	3	1	12
PG 2nd Year	6	3	5	5	2	21
Others	2	3	3	2	1	11
Total	21	26	23	13	17	100

Source: Primary Data/Questionnaire/E-Mail Users/???

H₀ : There is no significant relationship between qualification and electronic copies of correspondents.

H₁ : There is significant relationship between qualification and electronic copies of correspondents.

Let us start with the null hypothesis that there is no relationship between the qualification and electronic copies of correspondents. Now we calculate the expected frequency using the formula:

$$\text{Expected Frequency} = \frac{\text{Row Total for the row of that cell} * \text{Column total for the column of that cell}}{\text{Grand Total}} \times 100$$

In the next stage we calculate the X² value.

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

Observed (O)	Expected (E)	(O-E)	(O-E) ²	$\frac{(O-E)^2}{E}$
1	1.47	-0.47	0.2209	0.150272109
2	1.82	0.18	0.0324	0.017802198
2	1.61	0.39	0.1521	0.09447205
1	0.91	0.09	0.0081	0.008901099
1	1.19	-0.19	0.0361	0.030336134
2	3.57	-1.57	2.4649	0.690448179
5	4.42	0.58	0.3364	0.076108597
5	3.91	1.09	1.1881	0.303861893
1	2.21	-1.21	1.4641	0.662488688
4	2.89	1.11	1.2321	0.42633218
8	6.72	1.28	1.6384	0.243809524
10	8.32	1.68	2.8224	0.339230769
5	7.36	-2.36	5.5696	0.75673913
1	4.16	-3.16	9.9856	2.400384615
8	5.44	2.56	6.5536	1.204705882
2	2.52	-0.52	0.2704	0.107301587
3	3.12	-0.12	0.0144	0.004615385
3	2.76	0.24	0.0576	0.020869565
3	1.56	1.44	2.0736	1.329230769
1	2.04	-1.04	1.0816	0.530196078
6	4.41	1.59	2.5281	0.573265306
3	5.46	-2.46	6.0516	1.108351648
5	4.83	0.17	0.0289	0.005983437
5	2.73	2.27	5.1529	1.887509158
2	3.57	-1.57	2.4649	0.690448179
2	2.31	-0.31	0.0961	0.041601732
3	2.86	0.14	0.0196	0.006853147
3	2.53	0.47	0.2209	0.087312253
2	1.43	0.57	0.3249	0.227202797
1	1.87	-0.87	0.7769	0.404759358
			$\chi^2 = \sum \frac{(O-E)^2}{E}$	14.43139345

CALCULATED χ^2 VALUE = 14.43139345

DEGREE OF FREEDOM = 20

TABLE VALUE = 31.41

SIGNIFICANT LEVEL = 5%

Inference

It is observed from the above table that calculated value of chi- square is **14.43139345**. Table Value for degree of freedom (20) at 5% level of significance is **31.41**.

Conclusion

Since calculated value less than tabulated value. Null Hypothesis may be accepted at 5% level of significant and we may conclude that there is no significant relationship between qualification and electronic copies of correspondents.

Table No - 6 : Cross Tabulation between Express freely and Co-ordinate group assignments with classmates

Express Freely	Co-ordinate group assignments with classmates					Total
	Very Frequently	Often	Sometimes	Rarely	Never	
Strongly Agree	15	5	5	4	2	31
Agree Some	6	5	8	6	3	28
Agree Some & Disagree Some	3	3	5	3	1	15
Disagree Some	3	3	5	2	3	16
Strongly Disagree	1	2	1	1	5	10
Total	28	18	24	16	14	100

Source: Primary Data/Questionnaire/E-Mail Users

H_0 : There is no significant relationship between qualification and electronic copies of correspondents.

H_1 : There is significant relationship between qualification and electronic copies of correspondents.

$$\text{Frequency} = \frac{\text{Row Total for the row of that cell} * \text{Column total for the column of that cell}}{\text{Grand Total}} \times 100$$

In the next stage we calculate the X^2 value.

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

Observed (O)	Expected (E)	(O-E)	(O-E) ²	$\frac{(O-E)^2}{E}$
15	8.68	6.32	39.9424	4.601658986
5	5.58	-0.58	0.3364	0.060286738
5	7.44	-2.44	5.9536	0.800215054
4	4.96	-0.96	0.9216	0.185806452
2	4.34	-2.34	5.4756	1.261658986
6	7.84	-1.84	3.3856	0.431836735
5	5.04	-0.04	0.0016	0.00031746
8	6.72	1.28	1.6384	0.243809524
6	4.48	1.52	2.3104	0.515714286
3	3.92	-0.92	0.8464	0.215918367
3	4.2	-1.2	1.44	0.342857143
3	2.7	0.3	0.09	0.033333333

5	3.67	1.4	1.96	0.544444444
3	2.4	0.6	0.36	0.15
1	2.1	-1.1	1.21	0.576190476
3	4.48	-1.48	2.1904	0.488928571
3	2.88	0.12	0.0144	0.005
5	3.84	1.16	1.3456	0.350416667
2	2.56	-0.56	0.3136	0.1225
3	2.24	0.76	0.5776	0.257857143
1	2.8	-1.8	3.24	1.157142857
2	1.8	0.2	0.04	0.022222222
1	2.4	-1.4	1.96	0.816666667
1	1.6	-0.6	0.36	0.225
5	1.4	3.6	12.96	9.257142857
			$\chi^2 = \sum \frac{(O - E)^2}{E}$	22.66692497

CALCULATED χ^2 VALUE = **22.66692497**

DEGREE OF FREEDOM = **16**

TABLE VALUE = **26.296**

SIGNIFICANT LEVEL = **5%**

Inference

It is observed from the above table that calculated value of chi-square is **22.66692497**. Table Value for degree of freedom (16) at 5% level of significance is **26.296**.

Conclusion

Since calculated value less than tabulated value. Null Hypothesis may be accepted at 5% level of significant and we may conclude that there is no significant relationship between express freely and co-ordinate group assignment with classmates.

Findings

- Maximum (70%) of the respondents are use E-Mail to Female Category.
- 32% of respondents are use E-Mail to Under Graduate Final Year students
- 58% of respondents are have an own computer in their home.
- Maximum of the respondents are have internet access to use their home.
- 57% of the respondents are using the Dial-Up-Modem for connecting the Internet.
- Most (76%) of the respondents have the medium process of internet connection.
- 86% of respondents are using their E-Mail regularly.
- 33% of respondents are strongly agreed to use E-Mail, because it is entertaining.
- 36% of respondents are strongly agreed to use E-Mail, because it is enjoyable.
- 30% of respondents are agreed to use E-Mail, because it is fun.
- 26% of respondents are strongly disagreed to use E-Mail, because of Thrilling.
- 58% of the respondents are using E-Mail, because it is easy to access.
- 30% of respondents are Agree to look Stylish for use of E-Mail.
- 35% of respondents are strongly agreed to look fashionable for use of E-Mail.
- 41% of respondents are strongly agreed to use E-Mail, because it is inexpensive.

- Half (50%) of the respondents are strongly agree to feel involved with what's going in the world.
- 26% of respondents are agreed some to have electronic Copies of their correspondence.
- 44% of respondents are use E-Mail very frequently keeps in touch with friends.
- 41% of respondents are using E-Mail very frequently to keep in touch with relatives who live far away.
- 44% of respondents are never use E-Mail to keep in touch with professors.
- 33% of respondents are never use E-Mail to keep in touch with people known though online.
- 37% of respondents are very frequently to use E-Mail, because it's more Comfortable then talking to people face to face.
- 55% of respondents are never use E-Mail for unknown persons.
- 24% of respondents are strongly agreed to use E-Mail, because they need to talk about problems sometimes.
- 31% of respondents are strongly agreed to use E-Mail, because they can express freely.
- 37% of respondents are strongly agreed to use E-Mail, because it relaxes their mind.
- 31% of respondents are Agree to use E-Mail, because it passes the time away, particularly when they are bored.
- 33% of the respondents are strongly agreed to use E-Mail, because it makes feel less lonely.
- 31% of the respondents are strongly agree to use E-Mail, because to forget about their problems.
- 32% of respondents are strongly agree to use E-Mail, because to get away from pressure and responsibilities.
- 33% of respondents are agreed some and disagree some to use E-Mail, because when they have nothing better to do.
- 32% of the respondents are agree to use E-Mail, when no one else to talk or e with their.
- 44% of the respondents strongly agree to use E-Mail for just like to use it.
- 55% of respondents are strongly agreed to get more points of view from their E-Mail.
- 54% of the respondents are strongly agreed to look for information from their E-Mail.
- 29% of respondents are strongly agreed for something to earn during their free time.
- 28% of respondents are strongly agreed to co-ordinate their group assignment with classmates.
- 38% of respondents are strongly agreed to ask classmates questions about material covered in class.
- 58% of the respondents are strongly agreed to use E-Mail for send and received files.
- 54% of respondents are strongly agreed to use E-Mail for a way to do research.

Chi-Square Results:

- There is no significant relationship between qualification and having electronic copies of correspondents.
- There is no significant relationship between express freely and co-ordinate group assignment with classmates.

Suggestion:

It would be to make it so that when we press the "refresh" button, it automatically fetches whatever mail we have on our linked accounts. It would be nice if email accounts here were pop accessible. We surf through a mobile sidekick 2, and believe, it's impossible to check our email through it. Pop would let my ask mail client access it. It might be worth looking at and might bring more people in peace. There is a problem with E-Mail fetching that should be fixed. It was waiting for an E-Mail the other day, and when it finally arrived it shows that some minutes ago, yet when talked to the guy who sent it she/he said it had been over an hour and a half since she/he sent it. It fetches every 15 minutes when you are active in the UI, or on login. Your account is linked via POP. You might want to have a read about the differences between POP and IMAP connections to your mail accounts to understand this a bit better. This is really annoying, not to mention time consuming. Even turning off the fetching feature and just forwarding the mail from the other account doesn't seem to work all that well.

Conclusion

This study provides a wealth of information about college student's uses and motives. This study allowed for numerous areas to be examined including characteristic of E-Mail usage and how do users subjectively feel about E-Mail. We can conclude younger generation of college students is more interested to spend time for check their E-Mail. E-Mail plays an important role for college student life. College students are used E-Mail for their personal purpose and also education purpose. College students are maintained the study material for their studies. They can very frequently keep in touch with friends and relatives. Various college students are doing their project works through their E-Mail ID. It will be improved Computer mediated communication. More research still needs to be done in the area of the Internet and more specifically,

computer – mediated communication; however, this study provides a great starting point for researchers.

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SERVICES OF AGRICULTURAL COMMODITY MARKETS IN KERALA - AN EVALUATION FROM THE PERSPECTIVE OF BENEFICIARY TRADING UNITS

Sheenasasidharan. V¹

Dr. B. Vijayachandran Pillai,²

Abstract

Planning Commission's 'India Vision-2020' represents the pre-estimates that the employment in agriculture will cut down to 40% from the present level of 56% during the coming next two decades. While considering the other States in India, the impact of such a gradual decline affects Kerala the more, being an agrarian state. The statistical reports about Kerala also supported the statement, by revealing a declining drift towards agricultural activities. As a result of such a decline in the agricultural production, even the traders within the state need to gather poisoned agri products from the nearby states. Ultimately the final consumers in Kerala became the real victims of such a drastic situation. Problems faced by the farmers in marketing their agriculture produce seem to be one of the major reason for such a plunge. In order to tackle with these issues, Government of Kerala has undertaken various projects to support the traders and the organic farmers in Kerala. Among the projects implemented, the popular one is the implementation of six Agricultural Commodity Wholesale Markets (ACWMs) both in the rural and urban regions of Kerala. These wholesale markets were formed with the ultimate aim of supporting both the traders and farmers in the field of marketing by eliminating the intermediaries and thereby providing 'Direct platform facilities'. In this circumstance, it is worthwhile to assess the satisfaction level of those trading units functioning in ACWMs. The present paper is an attempt in this direction. The study concluded that beneficiary trading units in the urban commodity markets are more satisfied when compared to that of rural units.

Key words: Agricultural Commodity Wholesale Markets, Trading units, Direct platform, Security Deposit etc.

Introduction

The six Agricultural Commodity Wholesale Markets in Kerala were established under Kerala Agricultural Markets Project (KAMP) availing assistance from the European Union (EU). These wholesale markets were situated in the southern, northern and in the central parts of the State. Anayara (Thiruvananthapuram), Maradu (Ernakulam) and Vengeri (Kozhikode) are the urban commodity markets. And Nedumangadu (Thiruvananthapuram), Muvattupuzha (Ernakulam), and Batheri (Wayanad) are of rural markets.

Statement of the Problem

Being an agrarian State, 'Kerala' reveals a declining trend in the agricultural activities recently. Problems faced by the farmers during the various stages of production and marketing seem to be the major issue for the turn down. During certain situations, farmers are even forced to sell off their produce even at loss. As a result, even the traders in the state are forced to depend on other neighboring states for agri produces. But the most drastic situation is that, such vegetable produces arriving from the other states are of poisonous one, and the poor consumers of Kerala who consume such produces became the final victims. In order to handle the issue, the Government of Kerala implemented six wholesale markets both in the rural and the urban regions of the

State so as to provide direct platform facility for both traders and farmers in the field of marketing without the interference of intermediaries. These Agricultural commodity wholesale markets are very particular in providing various facilities and services for their immediate beneficiaries specifically the trading units functioning with the markets. Hence, now it is worthwhile to assess the existence of significant difference if any, in the satisfactory levels enjoyed by the trading units functioning both in the rural and urban wholesale markets.

Objective of the Paper and Hypothesis

The specific objective of the present study is to assess the satisfaction level of the trading units functioning in the urban and rural ACWMs in Kerala out of the services provided.

It is hypothesized that, beneficiary trading units in the urban commodity markets are more satisfied when compared to the units in rural commodity markets.

Methodology and Data Base

Primary data were collected with the help of pretested structured interview schedule and interviews and discussions with the proprietors of the trading units and their staff. In addition to this, primary data were also collected through observation. At present, 448 beneficiary trading units are functioning in all the six ACWMs in Kerala. Out of this 208 units were selected for detailed

¹ . Research Scholar in Commerce, University of Kerala, Thiruvananthapuram, Kerala

² . Head, Department of Commerce & Management Studies, University of Calicut, Kerala

study by employing proportional random sampling method. The sample size is fixed with margin error of 5 per cent, confidence interval at 95 per cent and response distribution at 50 per cent. The sample selected consists of 145 units from the urban commodity markets (39 units from Anayara, 63 from Maradu and 43 units from Vengeri market) and 63 units from rural commodity markets (17 units from Nedumangadu, 37 units from Muvattupuzha and 9 units from Sulthan Bathery market). The assessment of the beneficiary satisfaction has been done with the help of selected variables. Suitable mathematical and statistical tools like mean, standard deviation, t-test and F test were used for analyzing the data.

Profile of the Sample Beneficiary Units

Before examining the satisfaction level of the trading units, it is highly relevant to review a brief profile of the sample beneficiary units. That is attempted in this part. For this purpose the following variables have been examined.

1. Number of stalls occupied
2. Mean rent per square meter
3. Amount of security deposit by the units
4. These variables are explained below.

Number of Stalls Occupied

From the survey it is understood that during the initial time of implementation of ACWMs, for the purpose of creating demand for the trading units, certain traders are allotted more than one stalls on rental basis at cheaper rates. Based on the number of stalls occupied by each trader, the sample trading units are classified as trading outlets occupying one stall and that which occupies two stalls. The same is shown in Table 1.

Table - 1 : Classification of Sample Units on the basis of Number of Stalls Occupied

Market		One Stall	Two Stalls	Total
Anayara	N	31	8	39
	%	79.49	20.51	100.00
Maradu	N	57	6	63
	%	90.48	9.52	100.00
Vengeri	N	39	4	43
	%	90.70	9.30	100.00
Nedumangadu	N	15	2	17
	%	88.24	11.76	100.00
Muvattupuzha	N	33	4	37
	%	89.19	10.81	100.00
Sulthan Bathery	N	8	1	9
	%	88.89	11.11	100.00
Total	N	183	25	208
	%	87.98	12.02	100.00

Source: Survey Data.

The table depicts that out of the total sample trading units, major proportion (87.98 per cent) occupy only one stall and the rest (12.02 per cent) occupy two stalls for their trading purpose. From the market wise analysis it is clear that Vengeri market indicates more per cent of trading outlets (90.70) occupying one stall followed by Maradu market (90.48 per cent). Concerned with trading outlets occupying two stalls, Anayara market indicates more percentage (20.51) followed by Nedumangadu (11.76 per cent) and Bathery markets (11.11 per cent).

Mean Rent Per Square Meter

From the survey it is understood that rent paid by the trading units vary according to the size of the units occupied. Classification of sample units on the basis of mean rent per square metre is shown in Table 2.

Table - 2 : Classification of Sample Units on the basis of Mean Rent Per Square Metre (Rs.)

Market	Single	Medium	Double	Total Average
Anayara	NA	47.28	48.83	48.04
Maradu	39.06	39.06	39.06	39.06
Vengeri	68.75	68.75	51.56	61.95
Nedumangadu	NA	55.00	55.00	55.00
Muvattupuzha	33.75	33.75	33.75	33.75
Sulthan Bathery	NA	31.25	49.22	35.24
Total	45.66	46.11	45.25	45.67

Source: Survey Data (compiled from Monthly Progress Report).

From the table it is obvious that trading units in Muvattupuzha market pays the lowest total average rent per metre square (₹33.75) followed by Bathery market (35.24). Units in Vengeri market topped in terms of payment of total average rent per metre square (61.95). It is found that among the medium sized, units in Bathery market indicate the lowest average rent payment (31.25).

Amount of Security Deposits by the Units

It is understood from the survey that units have to pay an advance amount as security deposit for the trading units occupied. The amount so paid varies according to the size of the units allotted. Deposits so collected from the trading units by ACWMs are refundable in nature without any interest as and when the trading units are vacated. Classification of sample units on the basis of amount of security deposits is shown in Table 3.

Table - 3 : Classification of Sample Units on the basis of Amount of Security Deposits

Market	Medium	Double	Average
Anayara	35,000	70,000	52,051
Maradu	50,000	100,000	94,444
Vengeri	48,400	72,600	53,746
Nedumangadu	25,000	50,000	35,294
Muvattupuzha	20,000	25,000	21,351
Sulthan Bathery	25,000	50,000	30,556
Average	34,289.19	70,963.64	53,863.57

Source: Survey Data (compiled from Monthly Progress Report)

It is observed from the table that, trading units in Muvattupuzha market are benefited with the lowest average security deposit payment (₹ 21,351) followed by Bathery market (30,556). It is found that units in Maradu market indicate the topmost position in the payment of average security deposit (94,444).

Assessment of Beneficiary Satisfaction

In this section an assessment has been made with respect to the level of satisfaction of the beneficiary trading units from the various services and facilities offered by ACWMs. Following are the variables analyzed for the purpose.

1. Rent charged
2. Behaviour of officials
3. Promptness in providing service
4. Electricity and water source
5. Street light facilities
6. Transportation facilities
7. These variables are analyzed in detail and explained below.

Rent Charged

Rent charged by ACWMs on the beneficiary units let out varies according to the space occupied. The opinion of the beneficiary units in respect of the same is shown in Table 4.

Table - 4 : Satisfaction Level from Rent Charged.

Particulars		Very Low	Low	Average	High	Very High	Total	Mean	SD	Statistics	
Market	Anayara	N	5	0	14	7	13	39	3.59	1.31	F= 6.022 (sig.= 0.000)
		%	12.82	0.00	35.90	17.95	33.33	100.00			
	Maradu	N	0	4	16	21	22	63	3.97	0.93	
		%	0.00	6.35	25.40	33.33	34.92	100.00			
	Vengeri	N	6	4	22	5	6	43	3.02	1.16	
		%	13.95	9.30	51.16	11.63	13.96	100.00			
	Nedumangadu	N	1	4	7	1	4	17	3.18	1.24	
		%	5.88	23.53	41.18	5.88	23.53	100.00			
	Muvattupuzha	N	1	3	5	8	20	37	4.16	1.12	
		%	2.70	8.115	13.51	21.62	54.05	100.00			

	Sulthan Bathery	N	0	0	3	4	2	9	3.89	0.78	t= -1.527 (sig.= 0.128)
		%	0.00	0.00	33.33	44.45	22.22	100.00			
Region	Urban	N	11	8	52	33	41	145	3.59	1.18	
		%	7.59	5.52	35.86	22.76	28.27	100.00			
	Rural	N	2	7	15	13	26	63	3.86	1.18	
		%	3.17	11.11	23.81	20.63	41.28	100.00			
Total	N	13	15	67	46	67	208				
	%	6.25	7.21	32.21	22.12	32.21	100.00				

Source: Survey Data.

From the table it is found that, out of 208 sample units surveyed, 113 beneficiary units (54.33 per cent) are either “high” or “very high” satisfied in the rent charged by the market authority. At the same time 13.46 per cent of beneficiary units responded as they are not satisfied in respect of the same. Among the markets highest satisfaction level is indicated by the units in Muvattupuzha market, the score being 4.16 followed by units in Maradu market (score is 3.97). The application of statistical test (‘F’) shows that this difference among the units is significant. From the comparison made between the opinions of urban and rural units, it is clear that units in rural region scored more (3.86) when compared to urban region (score = 3.59). However, from the application of t-test no significant difference is noted between the units in both regions.

Behaviour of Officials

Behaviour of market officials is yet another variable which has a great impact on the ethical issues of the beneficiary trading units. Satisfaction level of trading units based on the behaviour of market officials is mentioned in Table 5.

Table - 5 : Satisfaction Level from Behaviour of Officials

Particulars		Very Low	Low	Average	High	Very High	Total	Mean	SD	Statistics	
Market	Anayara	N	1	1	8	10	19	39	4.15	1.01	F= 3.689 (sig.=0.003)
		%	2.56	2.57	20.51	25.64	48.72	100.00			
	Maradu	N	0	0	16	2	45	63	4.46	0.88	
		%	0.00	0.00	25.40	3.17	71.43	100.00			
	Vengeri	N	0	0	0	9	34	43	4.79	0.41	
		%	0.00	0.00	0.00	20.93	79.07	100.00			
	Nedumangadu	N	0	0	0	8	9	17	4.53	0.51	
		%	0.00	0.00	0.00	47.06	52.94	100.00			
Muvattupuzha	N	0	0	3	14	20	37	4.46	0.65		
	%	0.00	0.00	8.11	37.84	54.05	100.00				
Sulthan Bathery	N	0	0	0	9	0	9	4.00	0.00		
	%	0.00	0.00	0.00	100.00	0.00	100.00				
Region	Urban	N	1	1	24	21	98	145	4.48	0.84	t=0.541 (sig.=0.589)
		%	0.69	0.69	16.55	14.48	67.59	100.00			
	Rural	N	0	0	3	31	29	63	4.41	0.59	
		%	0.00	0.00	4.76	49.21	46.03	100.00			
Total	N	1	1	27	52	127	208				
	%	0.48	0.48	12.98	25.00	61.06	100.00				

Source: Survey Data.

It may be noted from the table that, when 86.06 per cent of the total sample units expressed their satisfaction towards this variable, only 0.96 per cent of the same sample opined that they are not satisfied with the behaviour of officials. From the results it is observed that the mean score of units in Vengeri market is 4.79, which are above when compared to the satisfaction level of units in other markets. 'F' test indicates that there is significant difference in the response of the trading units in different markets. Comparison between urban and rural regional units shows that the percentage share of satisfaction level is more in rural units (95.24) followed by the percentage share of urban units (82.07) in this respect. Analytical result of t-test makes it clear that the difference in the satisfactory levels between the regional trading units is not significant.

Promptness in Providing Service

Beneficiary trading units functioning in ACWMs are under the control of the prevailing market authority. Promptness in providing service by the market authority to the beneficiary trading units thus played an important role. The opinion level of the units in this respect is shown in the following Table 6.

Table - 6 : Satisfaction Level from Promptness in Providing Service

Particulars		Very Low	Low	Average	High	Very High	Total	Mean	SD	Statistics	
Market	Anayara	N	5	3	21	1	9	39	3.15	1.25	F = 4.891 (sig.=0.000)
		%	12.82	7.69	53.85	2.56	23.08	100.00			
	Maradu	N	0	9	13	14	27	63	3.94	1.11	
		%	0.00	14.29	20.63	22.22	42.86	100.00			
	Vengeri	N	0	0	11	16	16	43	4.12	0.79	
		%	0.00	0.00	25.58	37.21	37.21	100.00			
	Nedumangadu	N	0	2	1	11	3	17	3.88	0.86	
		%	0.00	11.76	5.88	64.71	17.65	100.00			
	Muvattupuzha	N	0	0	9	28	0	37	3.76	0.43	
		%	0.00	0.00	24.32	75.68	0.00	100.00			
	Sulthan Bathery	N	0	0	3	6	0	9	3.67	0.50	
		%	0.00	0.00	33.33	66.67	0.00	100.00			
Region	Urban	N	5	12	45	31	52	145	3.78	1.13	t = 0.010 (sig.= 0.992)
		%	3.45	8.28	31.03	21.38	35.86	100.00			
	Rural	N	0	2	13	45	3	63	3.78	0.58	
		%	0.00	3.17	20.63	71.43	4.76	100			
Total	N	5	14	58	76	55	208				
	%	2.40	6.74	27.88	36.54	26.44	100.00				

Source: Survey Data.

From the above table, the views of units on promptness in providing service by the market authority are either 'high' or 'very high' satisfied, the percentage being 62.98. The Market-wise analysis shows that 82.36 per cent of units in Nedumangadu market comment that promptness in providing service is satisfied followed by units in Muvattupuzha and Vengeri markets whose percentage share are 75.68 and 74.42 respectively. The F test shows the difference in opinion is statistically significant at 5 per cent level. Mean score of Anayara market showed the lowest (3.15). Region-wise comparison indicates that the rural units in this respect is more satisfied (76.19) than that of the urban units (57.24). However, the application of statistical t-test shows that this difference between the units in regional markets is not significant in respect of promptness in providing service.

Electricity and Water Source

Electricity and water source are provided to the trading units by the ACWMs. Data collected from the units in different wholesale markets are depicted in Tale 7.

Table - 7 : Satisfaction Level from Electricity and Water Source

Particulars		Very Low	Low	Average	High	Very High	Total	Mean	SD	Statistics			
Market	Anayara	N	6	7	5	5	16	39	3.46	1.55	F= 3.498 (sig.=0.005)		
		%	15.38	17.95	12.82	12.82	41.03	100.00					
	Maradu	N	3	1	34	9	16	63	3.54	1.04			
		%	4.76	1.59	53.97	14.29	25.40	100.01					
	Vengeri	N	2	1	24	11	5	43	3.37	0.90			
		%	4.65	2.33	55.81	25.58	11.63	100.00					
	Nedumangadu	N	0	0	2	11	4	17	4.12	0.60			
		%	0.00	0.00	11.76	64.71	23.53	100.00					
	Muvattupuzha	N	0	1	8	12	16	37	4.16	0.87			
		%	0.00	2.70	21.62	32.43	43.24	99.99					
	Sulthan Bathery	N	0	0	2	5	2	9	4.00	0.71			
		%	0.00	0.00	22.22	55.56	22.22	100.00					
	Region	Urban	N	11	9	63	25	37	145	3.47		1.16	t = -4.117 (sig.=0.000)
			%	7.59	6.21	43.45	17.24	25.52	100.01				
Rural		N	0	1	12	28	22	63	4.13	0.77			
		%	0.00	1.59	19.05	44.44	34.92	100.00					
Total	N	11	10	75	53	59	208						
	%	5.29	4.81	36.06	25.48	28.36	100.00						

Source: Survey Data.

Table 7 reveals the fact that the 53.84 per cent units in ACWMs opined that they are high or very high satisfied with the electricity and water source provided. Whereas, 36.06 per cent units responded that they are neither satisfied nor un-satisfied in respect of the same. Market-wise analysis makes it clear that maximum satisfaction level is enjoyed by the units in Muvattupuzha market, the score being 4.16 followed by Nedumangadu market (score is 4.12). The lowest satisfactory level is found among the units in Vengeri market (score = 3.37). This difference in opinion among the units in different markets is found statistically significant ('F' test). From the comparison of opinion between the urban and rural units it is clear that, percentage satisfaction of rural units (79.36) are more when compared to the percentage satisfaction of the urban units(42.76). The difference of opinion between the regional units proved as significant when t-test is applied.

Street Light Facilities

Street light facilities provided within the market premises enable the trading units to carry on their functions even during the late evenings. But from the survey it is found that street light facilities provided by Nedumangadu and Bathery rural markets are not in proper working condition. Therefore it is vital to seek the opinion of the beneficiary unit's prevailing in ACWMs based on their satisfactory level in this respect. The same is shown in Table 8.

Table - 8 : Satisfaction Level from Street Light Facilities

Particulars		Very Low	Low	Average	High	Very High	Total	Mean	SD	Statistics	
Market	Anayara	N	5	3	4	3	24	39	3.97	1.50	F= 5.704 (sig.=0.000)
		%	12.82	7.69	10.26	7.69	61.54	100.00			
	Maradu	N	0	4	33	0	26	63	3.76	1.07	
		%	0.00	6.35	52.38	0.00	41.27	100.00			
	Vengeri	N	0	10	11	17	15	53	3.63	1.20	
		%	0.00	23.26	25.58	16.28	34.88	100.00			
	Nedumangadu	N	0	10	6	1	0	17	2.47	0.62	
		%	0.00	58.82	35.29	5.89	0.00	100.00			
	Muvattupuzha	N	0	0	20	17	0	37	3.46	0.51	
		%	0.00	0.00	54.05	45.95	0.00	100.00			
	Sulthan Bathery	N	0	0	9	0	0	9	3.00	0.00	
		%	0.00	0.00	100.00	0.00	0.00	100.00			
Region	Urban	N	5	17	48	10	65	145	3.78	1.23	t= 3.957 (sig.=0.000)
		%	3.45	11.72	33.10	6.90	44.83	100.00			
	Rural	N	0	10	35	18	0	63	3.13	0.66	
		%	0.00	15.87	55.56	28.57	0.00	100.00			
Total		N	5	27	83	28	65	208			
		%	2.40	12.98	39.90	13.47	31.25	100.00			

Source: Survey Data.

It is clear from the Table 8 that out of total 208 sample units, 31.25 per cent of the beneficiary units remarked that they are very highly satisfied with the street light facilities offered by the wholesale market. Market-wise comparison shows that the percentages share of units in Anayara market is more (61.54) than that of units in Maradu market (41.27 per cent) and the units in Vengeri market (34.88 per cent). The lowest satisfaction is found among the units in Nedumangadu market (the score is 2.47) followed by Bathery market (score = 3.00). Statistical test ('F') shows that the difference of opinion among the units in this respect is significant. Region-wise analysis indicates that the mean score of urban market is more (3.78) when compared to the score of rural markets (3.13). From the application of t-test it is found that the difference in the opinion of the units in urban and rural regions also indicates as significant.

Transportation Facilities

Proper transportation facilities enable the trading units to enhance their business activities. The sample business unit's views against this variable are given in Table 9.

Table - 9 : Satisfaction Level from Transportation Facilities

Particulars		Very Low	Low	Average	High	Very High	Total	Mean	SD	Statistics	
Market	Anayara	N	2	0	2	7	28	39	4.51	1.00	F= 60.586 (sig.=0.000)
		%	5.13	0.00	5.13	17.95	71.79	100.00			
	Maradu	N	0	0	0	0	63	63	5.00	0.00	
		%	0.00	0.00	0.00	0.00	100.00	100.00			
	Vengeri	N	0	0	1	15	27	43	4.60	0.54	
		%	0.00	0.00	2.33	34.88	62.79	100.00			
	Nedumangadu	N	0	1	15	1	0	17	3.00	0.35	
		%	0.00	5.88	88.24	5.88	0.00	100.00			
	Muvattupuzha	N	0	0	26	3	8	37	3.51	0.84	
		%	0.00	0.00	70.27	8.11	21.62	100.00			
	Sulthan Bathery	N	0	5	4	0	0	9	2.44	0.53	
		%	0.00	55.56	44.44	0.00	0.00	100.00			
Region	Urban	N	2	0	3	22	118	145	4.75	0.63	t=14.852 (sig.=0.000)
		%	1.38	0.00	2.07	15.17	81.38	100.00			
	Rural	N	0	6	45	4	8	63	3.22	0.79	
		%	0.00	9.52	71.43	6.35	12.70	100.00			
Total	N	2	6	48	26	126	208				
	%	0.96	2.88	23.08	12.50	60.58	100.00				

Source: Survey Data.

From Table 9, it is clear that out of 208 sample units surveyed, 60.58 per cent units are marked as very high satisfied of transportation facilities. Market-wise analysis reveals that the percentage share of this rating is more among the units in Maradu market (100.00) followed by percentage share of satisfaction of units in Anayara (71.79), Vengeri (62.79), and Muvattupuzha market (21.62). Mean score of Bathery market indicates the lowest position (score = 2.44). The statistical difference among the units in the wholesale markets seems to be significant from the application of F test. It is found that units in urban regional markets showed more percentage of very high satisfaction (81.38) when compared to percentage of the same showed by units in rural regional markets (12.70). The result of t- test showed that there is significant difference of opinion among the units in different markets.

For the purpose of assessing the beneficiary satisfaction of the trading units in the regional markets from the facilities and services offered to them, 6 variables are identified and analyzed. The region-wise analysis reveals that in case of 3 variables the satisfaction level of urban beneficiary trading units is found better compared to that of rural units. Of these 3 variables, statistically significant difference is seen in case of 2 variables i.e., street light and transportation facilities. It may be concluded that, the satisfaction level of beneficiary units in urban market is better in case of 2 variables. Thus it is clear that the level of satisfaction of the urban units is significantly better compared to that of the rural units in ACWMs. Therefore, the hypothesis that the beneficiary trading units in the urban commodity markets are more satisfied may be accepted.

Findings of the Study

1. About the rent charged, a good number of units (54.33 per cent) are of the opinion that they are satisfied with the rent charged by the market authority, whereas, 13.46 per cent of units responded that they are not satisfied. Moreover, mean satisfaction scores among the units depicted the significant difference. However, region-wise analysis between the units indicates no statistically significant difference even though rural units are found more satisfied (score =3.86) compared to urban units (the score being 3.59).
2. In the case of behavior of officials in ACWMs, units (86.06 per cent) remarked that they are happy and satisfied in this respect. Market-wise comparison signifies that, mean score of units in Vengeri market is more (4.79) than that of other markets. The difference of opinion among the units is found significant from the application of F-test. Whereas, region-wise analysis shows that, urban units are more satisfied compared to rural units. However, no significant difference is noticed between the regional units.
3. The majority (62.98 per cent) of units responded that they are satisfied with the promptness in providing service by the market authority. The mean satisfaction score of sample units in this respect is more for Vengeri (mean=4.12) followed by Maradu, the score being 3.94 and Nedumangadu (score is 3.88). Respective mean satisfaction score among the units in ACWMs shows that there is significant difference of opinion. However, no significant difference is observed between the units in regional markets.
4. Considering electricity and water source, 53.84 per cent units opined that they are satisfied in this respect. Whereas, 36.06 per cent units are of the view that, electricity and water source provided by ACWMs is average. Market-wise comparison among the units reveals that, units in Muvattupuzha enjoys the maximum satisfaction (score=4.16) followed by units in Nedumangadu (mean=4.12). The difference in opinion among the units found statistically significant. When the comparison is made between the units in regional markets, rural units shows the highest satisfaction in this respect (score=4.13) compared to urban units, score being 3.47. Significant difference is found in the responses of regional units.
5. On analysis of the satisfaction level of trading units from street light facilities offered, 44.72 per cent of units opined that they are satisfied, but a good number (39.90 per cent) are of the view that, street

light facilities provided by ACWMs is in average. They are of the opinion that they are neither satisfied nor unsatisfied. Whereas, 15.38 per cent of respondents are of the opinion that they are not satisfied with the available lighting facilities. From the application of F-test it was observed that opinion of units in different markets is of statistically significant. Significant difference is also noticed between the urban and rural units in respect of this variable.

6. Majority of the units (60.58 per cent) in ACWMs are of the opinion that they are very highly satisfied with the transportation facilities offered by ACWMs. Mean score of units in Maradu market topped in this respect (score=5). Significant difference is observed among the responses of units in different wholesale markets. Region-wise mean opinion score vividly expresses the fact that urban units have the highest mean opinion score (mean=4.75). The t-test shows that there is significant difference in their responses.

Conclusion

Even though ACWMs offer various facilities and services to the beneficiary trading units, there are certain weak spots, street light facilities offered are not highly commendable. In spite of such conditions, mean opinion scores of units in Maradu market seems to be more when compared to other markets in respect of transportation facilities. Moreover, urban units are found more satisfied in respect of various aspects when compared to rural units.

Suggestions

1. Promptness in providing service by the market authority seems to be a necessity for the proper functioning of the trading units. In order to ensure promptness, as a first step, Department of marketing have to motivate the Market Secretaries towards the common marketing goals. Then, as the second step, the Department has to take up initiative measures to find out which market is effectively functioning, and as an encouragement the best market as well as the Market Secretaries can be awarded.
2. In order to avoid future disputes among the trading units regarding consumption of electricity and water sources, separate meters are to be installed for each unit. For this purpose, the Market authority can utilize the market fund, so that the markets can put control upon the over consumption and wastage of such sources.
3. More efforts are to be taken by the rural market authorities to ensure proper street light facilities within the market premises, so that trading units can ensure proper working and can attract more buyers even in the late evening. Market authority can utilize the market fund for such purposes as well.

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A STUDY ON E-BANKING SERVICE PROBLEMS FACED BY CUSTOMERS IN TRICHIRAPALLI

Dr.N.Maheswari¹

Abstract

With the expansion of internet usage, e-banking has become one of the most revolutionized components of today's economic growth. E-banking is powerful value added tool to attract new customers and retain the existing ones. With the proliferation of internet and computer usage, the electronic delivery of e-banking service has become ideal for banks to meet customer expectations. Besides it helps in eliminating costly paper handling and teller interaction in the increasingly competitive banking environment. The potential competitive advantage of e-banking lies in the areas of cost reduction and satisfaction of consumer needs.

Need of the study

The growth of e-banking with the increase in the range of interface options available to access online, banking solution has resulted in a steady increase in the number of customers interacting through remote channels, to a greater extent than before. In a climate of increasing online competition banks that have chosen to retain extensive branch networks are re-aligning the roles of staff in these branches and moving towards a relationship driven sales culture. Trichy is an educational city where maximum number of professionals and business people carry the commercial activities through banks. To know the level of problems faced by the customers while utilizing the e-banking services, a study been undertaken among the select banks in Trichy in customer's point of view.

Statement of Problem

Compatible with the demands of electronic market place, banks have endeavored to develop e-banking. The banking organizations are also offering e- transactional services to customers. To meet the competition among the banking sector the banks are forced to do the various forms of e-banking services. The purpose is to study the view of the customers about e-banking channel and the problems faced by the customers in using the e-banking services. This study is done in selective private and nationalized commercial banks in Trichirappalli dt. The respondents of the study were the customers of the banks using e-banking services (ATM, online banking, credit card, Tele-banking and mobile banking).

Scope of the Study

The first part of the research is to evaluate nationalized and private banks with regard to their e-banking service qualities. The second part of the research is a survey

that aims to analyze the overall service problems of overall e-banking services of nationalized and private sector banks in Tiruchirapalli district. It is hoped that this study will help the bank to know about where they stand and what they have to do for the prosperity of the organization.

Objectives

1. To understand and compare the problems faced by the customers of nationalized and private commercial banks in using e-banking services
2. To offer suggestions to improve the e-banking customer services.

Hypothesis

- There is no significant difference between nationalized banks and private banks of the respondents and their problems of e-banking services.
- There is a significant difference between name of bank of the respondents and their various problems faced in e-banking services.
- There is no significant difference between age, gender, occupation, area of residence, monthly income of the respondents and their overall e-banking services problems.

Methodology

The customers who are making use of the electronic banking services provided by different banks in Trichirappalli district constitute the universe. Since the study is a comparative study on E-banking services among the banks, the total commercial banks are classified into two namely, nationalized banks and private banks. The researcher randomly selected five nationalized banks and five private banks from among the banks who are popularly known for e-banking services.

¹ . Assistant Professor in Commerce Computer Application. St. Joseph's College (Autonomous). Trichy.

State bank of India, Indian Bank, Indian Overseas bank, Canara Bank, Bank of India are the banks selected from the nationalized category. ICICI Bank, Lakshmi Vilas Bank, Karur Vysya Bank, Catholic Cyrian bank, Federal bank are the banks selected from private bank sector. The researcher identified and selected sample respondents who are provided e-banking services by the selected nationalized and private banks not exceeding 50 number from each of the nationalized bank category and private bank category under simple random sampling technique. Therefore the sample size is 500. The necessary primary data was collected from the sample respondents by personal interview method. .

The secondary data and other reviews are collected from the books, journals, newspapers, government publications, annual reports, bulletins and VIP's addresses. The secondary data was also collected from Head quarters of each of the selected nationalized and private banks for the formulation and inclusion of the chapter, profile of the study. The nature of the study is comparative and exploratory study. Analysis of the study is done with the help of the relevant statistical tools like Kruskal-Wallis test, Mann Whitney test.

Limitations

The study is restricted to the customers' perspectives; therefore it does not cover any performance appraisal or opinion on e-banking services from bankers' perspective. The results of the study cannot be substantiated to other areas of the state and country.

Analyses and Interpretation

Mann-Whitney Test

Difference between nature of bank of the respondents and various problems faced by customers

Sl.no	Nature of banks	Mean Rank	Sum of ranks
1	Inadequate knowledge about the usage of e-channels		
	National (n=250)	269.92	67481.00
	Private (n=250)	231.08	57769.00
2	Unsuitable location of ATMs		
	National (n=250)	252.08	63020.50
	Private (n=250)	248.92	62229.50
3	No of ATMS not sufficient		
	National (n=250)	247.90	61976.00
	Private (n=250)	253.10	63274.00
4	Poor network		
	National (n=250)	237.27	59318.50
	Private (n=250)	263.73	65931.50
5	Lack of interest from customers		
	National (n=250)	253.15	63288.00
	Private (n=250)	247.85	61962.00
6	Pass word forgotten		
	National (n=250)	232.62	58154.00
	Private (n=250)	268.38	67096.00
7	Card misplaced		
	National (n=250)	250.98	62746.00
	Private (n=250)	250.02	62504.00
8	Misuse of card and frauds		

	National (n=250)	245.11	61278.00
	Private (n=250)	255.89	63972.00
9	Lack of confidence		
	National (n=250)	242.87	60717.50
	Private (n=250)	258.13	64532.50
10	Technical hurdles of ATMs and smart card		
	National (n=250)	257.30	64324.50
	Private (n=250)	243.70	60925.50

Test Statistics (a)

	Inadequate knowledge about the usage of e-channels	Unsuitable location of ATMs	No of ATMS not sufficient	Poor network	Lack of interest from customers	Pass word forgotten	Card misplaced	Misuse of card and frauds	Lack of confidence	Technical hurdles of ATMs and smart card
Mann-Whitney U	26394.000	30854.500	30601.000	27943.500	30587.000	26779.000	31129.000	29903.000	29342.500	29550.500
Wilcoxon W	57769.000	62229.500	61976.000	59318.500	61962.000	58154.000	62504.000	61278.000	60717.500	60925.500
Z	-3.024	.246	-.405	-2.122	-.423	-2.834	-.077	-.960	-1.328	-1.110
Asymp. Sig. (2-tailed)	.002	.805	.686	.034	.672	.005	.938	.337	.184	.267

a Grouping Variable: Nationalized / Private

The above table reveals that there is no significant difference between nature of bank of the respondents and their various problems faced in e-banking services. Hence, the calculated value greater than table value.

Research hypothesis

There is a significant difference between nature of bank of the respondents and their various problems faced in e-banking services.

Null hypothesis

There is no significant difference between nature of bank of the respondents and their various problems faced in e-banking services.

Statistical test

Mann Whitney test was used to test the above hypothesis

Findings

The above table reveals that there is no significant difference between nature of bank of the respondents and their various problems faced in e-banking services. Hence, the calculated value greater than table value. So the research hypothesis rejected and the null hypothesis accepted.

Kruskal-Wallis Test
Difference between occupation of the respondents and their various problems
Faced in e-banking services

Sl.no	Occupation	Mean Rank
1	Inadequate knowledge about the usage of e-channels	
	Professional (n=118)	276.33
	Agriculturist (n=27)	237.33
	Businessman (n=105)	234.42
	salaried class (n=225)	248.56
	Others (n=25)	227.84
2	Unsuitable location of ATMs	
	Professional (n=118)	239.23
	Agriculturist (n=27)	245.06
	Businessman (n=105)	265.71
	salaried class (n=225)	253.34
	Others (n=25)	220.10
3	No of ATMS not sufficient	
	Professional (n=118)	254.81
	Agriculturist (n=27)	283.52
	Businessman (n=105)	249.85
	salaried class (n=225)	247.40
	Others (n=25)	225.08
4	Poor network	
	Professional (n=118)	253.16
	Agriculturist (n=27)	220.83
	Businessman (n=105)	246.71
	salaried class (n=225)	254.92
	Others (n=25)	246.16
5	Lack of interest from customers	
	Professional (n=118)	241.86
	Agriculturist (n=27)	275.28
	Businessman (n=105)	214.10
	salaried class (n=225)	269.99
	Others (n=25)	242.00
6	Pass word forgotten	
	Professional (n=118)	250.81
	Agriculturist (n=27)	275.06
	Businessman (n=105)	251.82
	salaried class (n=225)	252.58
	Others (n=25)	198.24

7	Card misplaced	
	Professional (n=118)	262.97
	Agriculturist (n=27)	295.83
	Businessman (n=105)	256.81
	salaried class (n=225)	240.22
	Others (n=25)	208.62
8	Misuse of card and frauds	
	Professional (n=118)	219.29
	Agriculturist (n=27)	259.07
	Businessman (n=105)	273.17
	salaried class (n=225)	257.78
	Others (n=25)	227.84
9	Lack of confidence	
	Professional (n=118)	224.72
	Agriculturist (n=27)	249.61
	Businessman (n=105)	244.88
	salaried class (n=225)	271.18
	Others (n=25)	210.58
10	Technical hurdles of ATMs and smart card	
	Professional (n=118)	238.17
	Agriculturist (n=27)	257.30
	Businessman (n=105)	239.14
	salaried class (n=225)	260.06
	Others (n=25)	262.98

Test Statistics (a,b)

	Inadequate knowledge about the usage of e-channels	Unsuitable location of ATMs	No of ATMs not sufficient	Poor network	Lack of interest from customers	Pass word forgotten	Card misplaced	Misuse of card and frauds	Lack of confidence	Technical hurdles of ATMs and smart card
Chi-Square	6.024	3.151	2.429	1.594	12.811	4.304	7.411	12.432	13.201	3.050
df	4	4	4	4	4	4	4	4	4	4
Asymp. Sig.	.197	.533	.657	.810	.012	.366	.116	.014	.010	.549

a Kruskal Wallis Test

b Grouping Variable: Occupation

The above table reveals that there is no significant difference between occupation of the respondents and their various problems faced in e-banking services. Hence, the calculated value greater than table value.

Research hypothesis

There is a significant difference between occupation of the respondents and their various problems faced in e-banking services.

Null hypothesis

There is no significant difference between occupation of the respondents and their various problems faced in e-banking services.

Statistical test

Kruskal Wallis test was used the above hypothesis

Findings

The above table reveals that there is no significant difference between occupation of the respondents and their various problems faced in e-banking services. Hence, the calculated value greater than table value. So the research hypothesis rejected and the null hypothesis accepted.

Findings of the Study

- Compared to female respondents male respondents are using the e-banking services in a frequent manner.
- Out of the total respondents using e-banking services most (41 %) of respondents belong to the age group between 36 to 45 years.
- Out of the total respondents using e-banking services a maximum (45%) of respondents belong to salaried class.
- Compared to other educational class people who have qualification of post graduation utilize the e-banking services to the maximum.(52.2%)
- 13.4% of the respondents have given fifth rank for the problem inadequate knowledge about the usage of e-services. The problem unsuitable location of ATMs have been ranked in the first place by 13,4% of the respondents, 18% of the respondents ranked the problem-number of ATMs not sufficient in the fourth place, Poor network has been ranked in the fourth place by 40% of the respondents, lack of interest was ranked in the second place as problem by 33.8% of the respondents, 34 % of the respondents ranked password forgotten by them as fourth rank,
- 33.8% of the respondents ranked card misplaced in third place, misuse of card and frauds been ranked in the second place by 62.6% of the respondents, lack of confidence been ranked in the second place by 59.2% of the respondents and 45.4% of the respondents ranked the technical hurdles of ATMs in the second place.

Conclusion

The use of technology in the banking enhances the service offering to customers. The e-banking customers seem to be quite satisfied by the services of the e-banking though they are facing the problems of inadequate knowledge about the usage of e-channels, unsuitable location of ATMs, No of ATMs not sufficient, Poor network, Lack of interest from customers, pass word forgotten, card,

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AN ASSESSMENT OF THE BASIC COOPERATIVE KNOWLEDGE AMONG MEMBERS OF PALLAPATTY MILK PRODUCER COOPERATIVE SOCIETY IN DINDIGUL DISTRICT – A STUDY

Dr.S. Velanganni

Abstract

Dairy cooperative organizations are undertaking very vital role for development of the socio-economic conditions of a Milk Producers cooperative members are rural communities. Dairy cooperative provide employment opportunities to the unemployment people and to enhance the employment women particularly in rural areas. In Tamilnadu, has a chequered history in dairy development. India's first cooperative dairy with processing facility was established in madras city in 1925. At present there 17 milk producer cooperative union (MPCUs) and 10665 Primary milk producer cooperative societies (PMPCS) they are render reasonable services to their members as well as rural community by undertaking milk procurement operation, processing and marketing activities. Therefore, the primary milk producers cooperative society at village level must undertake effective and efficient cooperative extension programme to educate all the marginal and small farmers on the importance of understanding the basic cooperative knowledge and all the cooperative business affairs undertaken by the society. To sum up, the basic cooperative knowledge about Primary Milk Producers Cooperative Societies members are not having much awareness about the cooperative principles, values, benefits from the members of milk cooperative societies (land less labour) than the other agriculture farmers. Therefore, to provide sufficient knowledge based training to these farmers, the society has to arrange for more awareness programmes.

Key words: Dairy cooperatives, knowledge, Principles, Values and ideas

Introduction

Dairy cooperative organizations are undertaking very vital role for development of the socio-economic conditions of a Milk Producers cooperative members are rural communities. Dairy cooperative provide employment opportunities to the unemployment people and to enhance the employment women particularly in rural areas.

In Tamilnadu, has a chequered history in dairy development. India's first cooperative dairy with processing facility was established in madras city in 1925. At present there 17 milk producer cooperative union (MPCUs) and 10665 Primary milk producer cooperative societies (PMPCS) they are render reasonable services to their members as well as rural community by undertaking milk procurement operation, processing and marketing activities.

It is essential that, primary milk producers cooperative society must undertake effective and efficient cooperative extension programme to educate all the marginal and small farmers on the importance of understanding the basic cooperative knowledge and all the cooperative business affairs undertaken by the society. Moreover, adequate and more importance must be given to make the milk producers to understand the basic cooperative knowledge about the actual services given by primary milk producers cooperative society such

as milk procurement, dairy inputs (cattle feeds, Animal inputs, veterinary services etc.) Milk distribution and marketing system, pricing system etc., This can be done by creating separate wing (Division, self and units) for cooperative dairy extension education system at micro level i.e at the primary milk producers cooperative society level and must be linked with the department of animal husbandry, Department of agriculture, department of veterinary services etc.

Milk production in India is dominated by small and marginal landholding farmers and by landless labourers who, in aggregate, own about 70 percent of the national milch animal herd (Gupta, 1983). As crop production in 78 percent of the agricultural land still depends on rain, agriculture is prone to both drought and floods, rendering agricultural income uncertain for most farmers. Dairying, as a subsidiary source of income, is a real relief to most of the weaker sections in the society. Often one or two milch animals enable these farmers to generate sufficient additional income to break the vicious subsistence agricultural-debt cycle.

Today, India has emerged as the World's largest producer of milk. The worldwide milk production in 2007 is estimated at 676 million tons, out of which India's production is estimated at 102 million tons. In 1970, per

¹. Assistant Professor, PG Reserch Department of Co-operation, SRMV College of Arts and Science Coimbatore

capita availability of milk in India was about 107 grams per day. This has reached 246 gms per day in the year 2007-08 as against the world average of 265 gms per day. The dairy plants registered under Milk and Milk Products Order, 1992 (MMPO) as on March 31, 2004 were 748, with a capacity of 81.38 million litres per day out of which 232 per cent plants with a capacity of 32.9 per cent million litres per day belong to cooperatives. Out of this, more than 100 dairy plants are accredited under ISO 9001:2000 series, and about 80 plants have acquired the HACCP (Harard Analysis Central Programme) certification. Hence this study.

Objectives of the study

- Taking necessary steps and rendering assistance for enhancing the productivity of milk animals of the members
- To assess the knowledge on dairy cooperative ethics

Hypotheses

- Association between Farmers and Knowledge on cooperatives, objectives of cooperatives and values of cooperatives, there is no significant association between the Knowledge on cooperative and farmers
- Association between knowledge on membership, business ethics and principles, discrimination of membership, participation in the general body and board meeting, decision making process of board of management, adherence of laws and regulations, there is no significant association
- Association between knowledge on marketing services / loan offered by the dairy cooperatives societies and farmers, there is significant association with farmers and knowledge on marketing services and availing loan services.
- Association between knowledge on process handling the milk container, over all participation and farmers, there is no significant relationship.

Statement of the problems

The milk producers' cooperatives societies are performing large number of the cooperative business activities to ensure that milk producers are getting high-level of socio-economic benefits, unfortunately, the members of MPCS an unable to understand the function, objectives and services offered by the PMPCS. The members attitude, perception and basic cooperative knowledge on the various aspects of the milk producer cooperative societies and dismal, therefore, it is essential to assess their basic cooperative knowledge on the objectives, principles, values, business ethics and chartersices of members, discriminations of membership, participation in general body meeting, voting rights, decisions making process of the board of

management, adopt/ adherence of laws and regulation guiding PMPCS, role of government participation in business, loan services offered by the dairy societies, marketing services, social obligation, process of handling milk container, process and method of filtering milk and time, whether cooperative milk producer society has eliminated exploitation, settlement of milk payment at the right time and right amount, thrift and saving investment and the over all participation of the milk producers in the main business affairs of the Milk producers cooperative societies. Hence this study.

Methodology

The particular research study was conduct to assess and examine all these factors (indicators of basic cooperative knowledge – BCK) in Pallapatty Milk Producers Cooperative Society. The structured interview schedule was adopted for collection of data. A total of 50 customers from PMPCS were approached personally to fill the questionnaires The chi-square test was used to find out the association existing between the farmers' categories (land less, small, marginal, medium and big farmers) and the level of the basic cooperative knowledge of the members of milk producers' cooperative society.

Knowledge on cooperative societies

A small field survey was conducted among 50 members to know their knowledge level on cooperative societies. The members were selected on simple random basis and questions were administered in three point scale viz., 'low', 'medium' and high. They were asked about the objective, constitution, management, business participation, values and principles and function of the dairy cooperative societies.

After administering the questions, the respondents were scored and compiled and table were prepared, percentage was used to interpret the data, each farmers are identified under knowledge level category based on the scores. Further, Chi-square test was used to find out whether is there any significance between farmers category (vis., landless, marginal, small, medium and big farmers) and knowledge level of the respondents.

Knowledge on milk producer's cooperative society by members

Knowledge is the getting the right information to the right people at the right time, provide them with the tools for analyzing that information and give them the power to respond to the insight they glean from that information all at lighting speed. Knowledge is broad concept that usually includes insight interpretation and formation. Therefore, without knowledge no person can judge the real potentialities and superiority of cooperation and understanding of the cooperation and the cooperatives. Further, such knowledge may produce a favorable

attitude towards and faith in cooperation, which in turn motivate a person to accept the responsibility of membership and to participate in cooperatives. Hence, the dairy cooperative milk producers society members they get chance to find answers to a few questions such as whether they know the conviction in the concept of dairy farming activities? What purpose to join the milk producers cooperative society? Whether the milk producers cooperative society members believe the equality of fellow being? Whether they know the faith in democratic control? Whether they know the basic right and responsibilities of the society etc. these are such issues are to be addressed and analysed.

Table - 1 : Knowledge on Cooperative Societies (Number of farmers)

Knowledge Farmers	No of Respondents			Total
	Low	Medium	High	
Land less	10(58.82)	5 (29.41)	2 (11.77)	17(34.00)
Marginal	2(15.38)	7(53.84)	4(30.78)	13(26.00)
Small	4(57.16)	1(14.28)	2(28.56)	7(14.00)
Medium	3(50.00)	2(33.37)	1(16.64)	6(12.00)
Big	4(57.14)	2(28.58)	1(14.28)	7(14.00)
Total	23(46.00)	17(34.00)	10(20.00)	50(100)
Mean	1.7400			

Figures in brackets are percentage to row total

The chi-square value between farmers and knowledge on cooperative is 7.863 value at which is not significant at 0.05 level

The above table reveals 46 per cent of the members are low level knowledge on cooperative societies, 34 per cent was medium level knowledge and only 20 per cent respondents are High level knowledge on cooperative. Further, among them land less members was very low level knowledge about cooperatives. Therefore, the reason for low level knowledge about cooperatives societies due to unawares about cooperatives principles and values. Moreover, the chi-square value between farmers and knowledge on cooperatives is 7.863 which is less than the table value is 11.830 at 0.05 percent level. Hence, the hypothesis is accepted i.e., there is no significant relationship between farmers and knowledge on cooperatives.

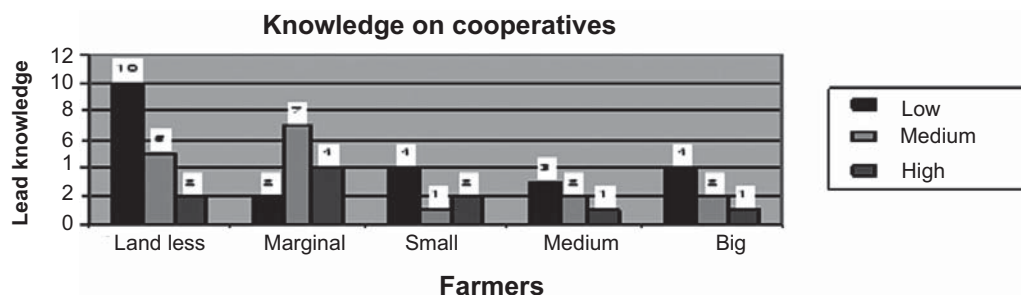


Fig. 1

Knowledge on objectives of milk producer’s cooperative society members

Every business organization there is an objective. Without these objectives we can’t success such as private, public and corporate. In this way dairy cooperative society some specific objectives regarding for supply of pure and unadulterated milk to the consumers needs and wants. In this connection dairy cooperative members have the knowledge about a objectives, whether they know about the services rendered by members? whether they know about procurement of good quality of milk?, whether they know about processing and marketing services? Whether they know about the fundamental principles of cooperation?

Table – 2 : Knowledge on objectives of cooperative societies (Number of farmers)

Knowledge Farmers	Level of Knowledge			Total
	Low	Medium	High	
Land less	9(52.95)	6(35.29)	2(11.76)	17(34.00)
Marginal	2(15.38)	9(69.24)	2(15.38)	13(26.00)
Small	2(28.57)	2(28.57)	3(42.86)	7(14.00)
Medium	2(33.33)	4(66.66)	-	6(12.00)
Big	4(57.14)	3(42.86)	-	7(14.00)
Total	19(38.00)	24(48.00)	7(14.00)	50(100)
Mean	1.7600			

Figures in brackets are percentage to row total

The chi-square value between farmers and knowledge on objective of milk producers cooperative society members is 12.501 value at which is not significant a 0.05level

The above table depicts that, knowledge on objectives of the milk producers' 38 percent of low level knowledge on objectives of cooperatives, 48 per cent was medium level and only 14 per cent for high level knowledge on cooperatives. Moreover, the chi-square test value is 12.501, which is less than the table value is 31.696 at 0.05 per cent level. Therefore, the hypothesis is accepted i.e there is no significant association between farmers and knowledge on cooperatives. The average mean value is 1.7600. As a result, the reasons for low level of knowledge on objectives of cooperative societies mostly are benefit oriented join the members.

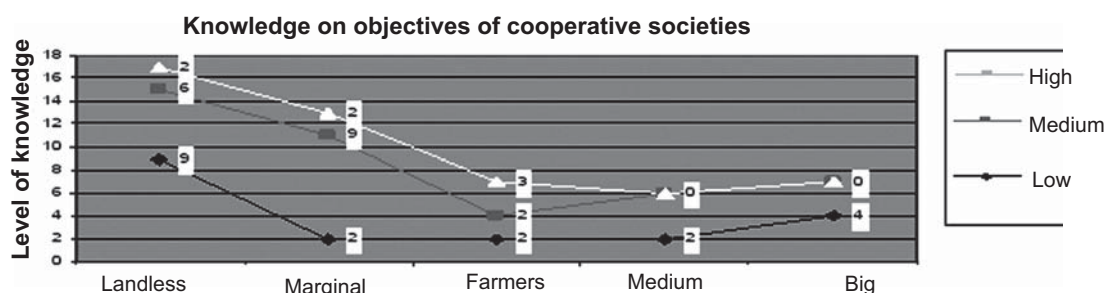


Fig. 2

Knowledge on dairy cooperative values

Cooperation is a value-laden concept. The normative elements of cooperative ideology lay down since the time of Rochdale pioneers have remained the core of the cooperative identity. They are the basic rules of cooperative society's and operation, which lay down the special relation of members among themselves and those between themselves and their enterprises. These are values, which govern the internal nature of cooperatives. Therefore, a few issues are to be made for knowing about the values of cooperation by the dairy cooperative society members such as whether they know about the spontaneity, Homogeneity, neutrality, universality, mutuality, equality, democracy, autonomy, participation , equality and frugality are to be addressed and analyzed

Table – 3 : Knowledge on Cooperative values (Number of farmers)

Knowledge Farmers	No of Respondents			Total
	Low	Medium	High	
Land less	5(29.41)	7(41.17)	5(29.42)	17(34.00)
Marginal	4(30.76)	6(46.15)	3(23.09)	13(26.00)
Small	4(57.14)	-	3(42.86)	7(14.00)
Medium	2(33.33)	2(33.33)	1(16.66)	6(12.00)

Big	2(28.57)	4(57.14)	2(28.57)	7(14.00)
Total	17(34.00)	19(38.00)	11(22.00)	50(100)
Mean	1.8800			

Figures in brackets are percentage to row total

The chi-square value between farmers and knowledge on cooperative values is 3.593 value at which is not significant at 0.05 level

The above table observed that, 34 per cent are low level followed 19 per cent was medium and 22 per cent are high level knowledge on cooperative values, of them 17 respondents were land less farmers because they are agriculture coolly. As on result state, they don't have knowledge on cooperative values. The chi-square test value between farmers and values of cooperatives is 3.593 which is less than the table value 10.789 at 0.05 per cent level. Therefore, the hypothesis is accepted i.e. there is no significant association between farmers and knowledge on cooperative values.

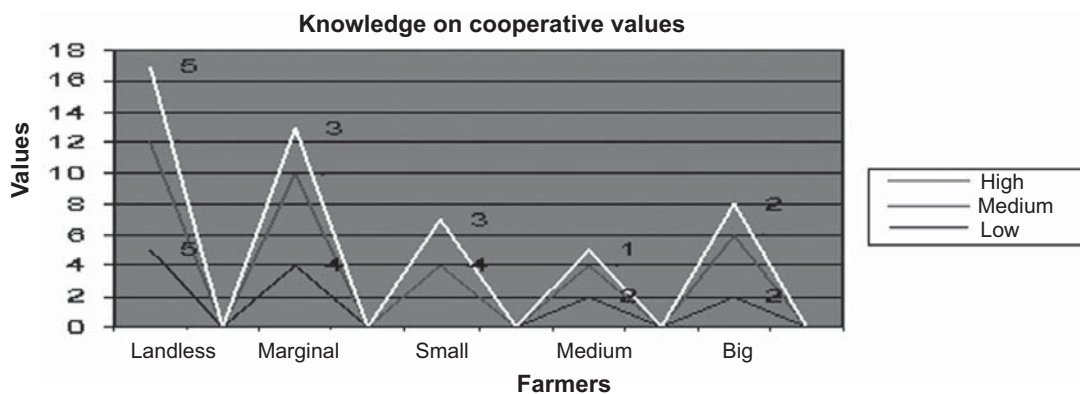


Fig. 3

Knowledge on membership of milk producer’s cooperative society

Any person over 18 years of age who is competent to contract, and is a bonafide producers of milk and who undertaken to supply milk produced by the milk animals owned by him or milk producers. Therefore, for marketing through the society and is residing within the area of operation of the society are eligible for admission as a members.

Membership in cooperatives is both open and voluntary. Open membership means that anyone who could benefit by a cooperative is at liberty to join it. “It must be open to all to who it can be of services voluntary membership mean joining without being forced in any way”. In general term for membership of cooperatives organization is those who are join to the cooperative organization for their fulfilment of common and economic needs by mutual help and mutual effort. As an economic entity a cooperatives is primarily responsible for seeking solutions to the common economic problems of its members. The economic objectives are economic opportunity, services at fair cost, economic security, and economic partnership.

Table - 4 : Knowledge on membership of Cooperative Societies (Number of farmers)

Knowledge Farmers	No of Respondents			Total
	Low	Medium	High	
Land less	12 (70.58)	2(11.76)	3(17.66)	17(34.00)
Marginal	8(61.55)	1(07.69)	4(30.76)	13(26.00)
Small	3(42.86)	2(28.57)	2(28.57)	7(14.00)
Medium	2(33.34)	1(16.66)	3(50.00)	6(12.00)
Big	4(57.14)	3(42.86)	-	7(14.00)
Total	29(58.00)	9(18.00)	12(24.00)	50(100)
Mean	1.6500			

Figures in brackets are percentage to row total

The chi-square value between farmers and knowledge on membership of cooperative is 9.635 value at which is not significant at 0.05 level.

The above table depicts that, knowledge on membership of milk producers cooperative societies of which 29 percent have low level knowledge followed 18 per cent have medium and 24 per cent have high level knowledge on cooperatives. Moreover, the chi-square value is 9.365 which is less than the table value is 23.152 i.e. not significant level at 0.05 level. Therefore the study concluded that hypothesis is accepted. i.e. there is no significant association between farmers and membership of cooperatives.

Knowledge on business ethics and principles

Knowledge on business ethics and principles objectives of milk produces cooperative society is promoting of dairying and milk supply on proper and scientific lines by assisting members to producers pure milk produce, to buy and maintain breeding bulls for improving the breed of milch cattle of members, to acquire by purchase or otherwise, or to take on lease lands for dairy purposes, to purchase dairy equipments and construct or repair cattle or milking sheds and other related structures, to undertake marketing of milk and milk products of the members by acting as their agent like wise such issues are addressed for knowing the awareness about the business ethics and principles of milk producers cooperative society

Table – 5 : Knowledge on business ethics and principles (Number of farmers)

Knowledge Farmers	Level of Knowledge			Total
	Low	Medium	High	
Land less	3 (17.64)	13 (76.47)	1(05.89)	17(34.00)
Marginal	6(46.20)	5(38.46)	2(15.34)	13(26.00)
Small	4(57.14)	2(28.58)	1(14.28)	7(14.00)
Medium	2(33.33)	-	4(66.67)	6(12.00)
Big	1(14.28)	6(85.72)	-	7(14.00)
Total	16(32.00)	29(58.00)	5(10.00)	50(100)
Mean	1.5200			

Figures in brackets are percentage to row total

The chi- square value between farmers and knowledge on business ethics of cooperative and principles is 5.994 value at which is not significant at 0.05 level

The above table reveals that, knowledge on business ethics and principles of cooperatives 16 members (32 per cents) having low level knowledge, followed by 29 respondents (58.0 per cent) having medium level and only 5 respondents (10 per cent) having on high level. Moreover, the chi-square test value is 5.994 which is less than the table value is 13.498 i.e.not significant level at 0.05 level. Therefore, the hypothesis is accepted, i.e. there is no significant association between farmers and knowledge on business ethics and principles.

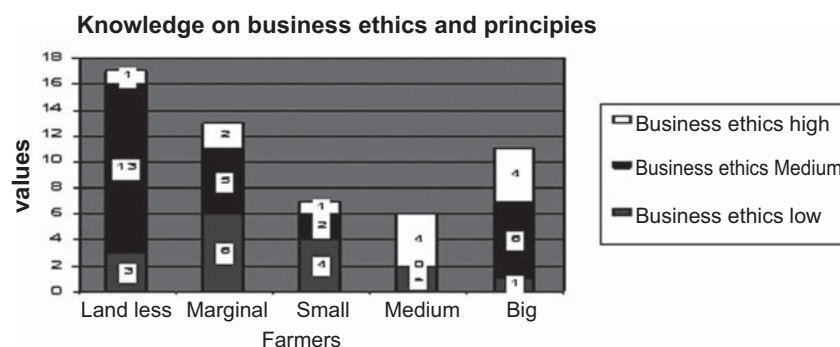


Fig. 4

Knowledge on Discrimination of membership

In human beings there is something discrimination say for colour, caste, religions, capital, status position, employment position, where as in cooperative organization one of the most important ideologies followed for discrimination of membership. Which means membership should be available without any social, political, religious discrimination. “

An organization which adopts the principles of open door cannot afford to discriminate in the name of caste race, religion and politics.

Table – 6 : Knowledge on Discrimination of membership (Number of farmers)

Knowledge Farmers	No of Respondents			Total
	Low	Medium	High	
Land less	9 (52.94)	7 (41.17)	1(05.89)	17(34.00)
Marginal	6 (46.16)	5 (38.46)	2(15.36)	13(26.00)
Small	6 (85.71)	-	1(14.29)	7(14.00)
Medium	4 (66.66)	-	2(33.34)	6(12.00)
Big	2 (28.52)	4 (57.14)	1(14.28)	7(14.00)
Total	27 (54.00)	16 (32.00)	7(14.00)	50(100)
Mean	1.7800			

Figures in brackets are percentage to row total

The chi- square value between farmers and knowledge on discrimination of membership of cooperative is 9.635 value at which is not significant a 0.05 level

The above table observed that, knowledge on discrimination of membership among the farmers was analysed. The majority of respondents, 54 per cent having low knowledge, followed by 32 per cent , and 14 per cent having medium and high level knowledge. The study reveal, the chi-square test that the calculated value is 9.635 is less than the table value is 14.254, which is not association with discrimination farmers at 0.05 levels. Further, the study concluded that the hypothesis was accepted, i.e. there is not significant association between the farmers and cooperatives

Knowledge on participation in the general body of cooperatives

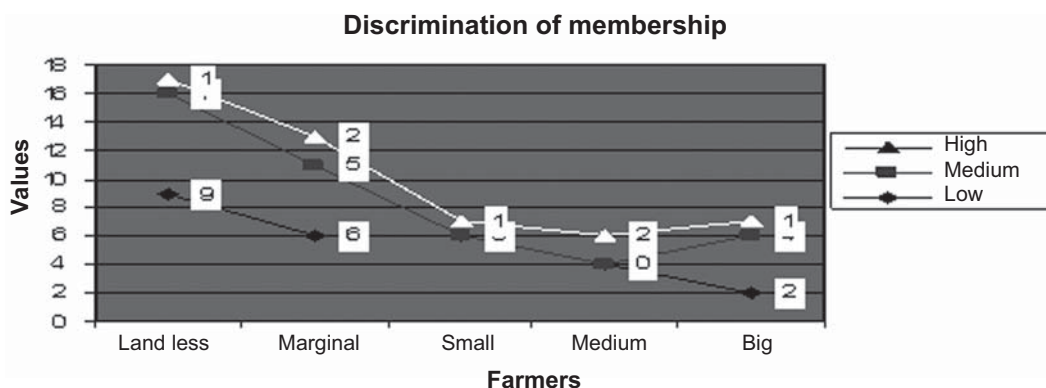


Fig. 5

The ultimate authority in all matters relating to the administration of the society shall be the general body of the members who shall meet from time to time and at least once a year to conduct the work of the society. The general body shall not, however, interfere with the action of the board of director done in the exercise of the powers conferred on it by the by laws , the following issues are to be addressed; Whether they know the election any removal of the board of director, Whether they know the annual report due to the registrar of cooperative societies, Whether they know the Registrar annual audit certificate enactment of new by law, or amendment, reveal o any existing by law , expulsion of members , annual budget of the society etc are such question are addressed and analyzed.

Table – 7 : Knowledge on participation in the general body of cooperatives (Number of farmers)

Knowledge Farmers	No of Respondents			Total
	Low	Medium	High	
Land less	8 (47.05)	7(41.17)	2(11.78)	17 (34.00)
Marginal	7(53.84)	5(38.47)	1 07.69)	13 (26.00)
Small	4(57.14)	-	3(42.86)	7(14.00)
Medium	3(50.00)	2(33.33)	1(16.67)	6(12.00)
Big	2(28.57)	3(42.86)	2(28.57)	7(14.00)
Total	22(44.00)	21(42.00)	7(14.00)	50(100)
Mean	1.8200			

Figures in brackets are percentage to row total

The chi- square value between farmers and knowledge on participation in general body in cooperative is 11.053 value at which is not significant at 0.05 level

The above table shows that, majority of them having low level knowledge about participation in the general body meeting of cooperatives, out of them 44 per cent are having low level, 21 per cent having medium and 14 per cent are having high level knowledge. Further, the chi-square test was analysed, the value is 11.053 level, which is less than the table value is 18.478 i.e. no significant association between two variable. Therefore, the hypothesis is rejected, i.e. there is no significant association between the farmers and knowledge on participation in the general body meeting

Knowledge on decision-making process of board of management

Although the cooperative is a democratically controlled business enterprises, members cannot make all decisions directly; they can make them through their elected directors, since members usually do delegate the same to the elected representatives, the executives and the board of directors are therefore, morally accountable for helping members and understand the role in management as owners users. The knowledge about the decision making process by board of management. The question like, whether they know the constitution of the general body? whether they know the ex-officio members in the board of management?, whether they know the purpose of convening the general body?, whether they know the agenda to be discussed in the general body? , whether they know the special general body meeting?, whether they know their rights in the general body?, whether they know the board of management should take decision in consonance to the provision of cooperative societies act and rules? Whether they know the duties of chief executive? whether they know the reservation of seats in board of management? And the like were administered among the respondents. The responses of the respondents were measured and the index scores on knowledge of the respondents about cooperative management were estimated and analyzed

Table –8 : Knowledge on decision-making process of board of management (Number of farmers)

Knowledge Farmers	No of Respondents			Total
	Low	Medium	High	
Land less	4 (23.54)	11(64.70)	2(11.76)	17(34.00)
Marginal	9(69.26)	3(07.69)	3(23.05)	13(26.00)
Small	2(28.57)	5(71.43)	-	7(14.00)
Medium	3(50.00)	2(33.34)	1(16.66)	6(12.00)
Big	2(28.57)	4(57.14)	1(14.29)	7(14.00)
Total	19(38.00)	25(50.00)	6(12.00)	50(100)
Mean	1.7000			

Figures in brackets are percentage to row total

The chi- square value between farmers and knowledge on decision making process and board management cooperative is 8.626 value at which is not significant at 0.05 level

The above table analysed that decision making process of board of management and farmers, majority of them medium level knowledge i.e. 50 per cent of them, followed by 38 per cent low level, and 12 per cent only high level knowledge. The chi-square value is 8.626 which is not significant at 0.05 level. Therefore, there is no association between the two variable.

Knowledge on adherence of laws and regulations

By the term 'term' we generally mean body of customary or enacted rules and practices, the observance of which is sanctioned and enforced by the supreme governing body in a state and are recognized by the community as binding. Law is one of the devices by means of which men can reconcile their actual activities and behaviour with the ideal principles. Law is a dynamic process by which rules are constantly being adopted and changed to attune to the complex situations of a developing society. The power has to enact laws by the legislature. The Act set out the salient features and general principles. This part of the law is formed and cannot be amended easily except with the express approval of the legislature. The detailed rules framed by the government in accordance with the provision of the Act, come under this purview.

Table – 9 : Knowledge on adherence of laws and regulations (*Number of farmers*)

Knowledge Farmers	No of Respondents			Total
	Low	Medium	High	
Land less	10(58.83)	6(35.29)	1(05.88)	17(34.00)
Marginal	6(46.17)	5(38.46)	2(15.38)	13(26.00)
Small	5(71.44)	1(14.28)	1(14.28)	7(14.00)
Medium	3(50.00)	3(50.00)	-	6(12.00)
Big	3(42.85)	-	4(57.15)	7(14.00)
Total	27(54.00)	18(36.00)	8(16.00)	50(100)
Mean	1.7400			

Figures in brackets are percentage to row total

The chi- square value between farmers and knowledge on adherence of laws and regulations cooperative is 9.740 value at which is not significant at 0.05 level

The above table observed that, knowledge on adherence of laws and regulations by farmers were analysed. Out of 50 respondents 27 are having low level knowledge among the (less, marginal, small, medium and big) farmers, followed by 18 respondents medium level and only 8 respondents are having high level knowledge on cooperatives. The calculated chi-square value is 9.740 which is less than the table value is 10.253, therefore, the hypothesis is accepted i.e. not significant level at 0.05 level. Hence, there is difference between the farmers and knowledge on adherence of laws and regulations of cooperatives.

Knowledge on marketing services / loan offered by the dairy cooperative societies

Loans shall be given to members for the purpose of milch cattle, pure bred heifers and purchase of fodder for such cattle. Normally, whether they know the marketing services available in their milk units? Whether they know the purpose loan issue to members? Whether they know the rules and procedures adopted by sanction authority? Whether they know the borrowing power of members? Whether they know the period of loans? Whether they know the rate of interest? Whether they know the loans to be recalled of misplaced? Whether they know the panel interest on closed loans? Whether they know the verification of the loan? And the like were administered among the respondents. The responses of the respondents were measured and the index scores on knowledge of the respondents about cooperative management were estimated and analyzed

Table – 10 : Knowledge on marketing services / loan offered by the dairy cooperative societies (Number of farmers)

Knowledge Farmers	No of Respondents			Total
	Low	Medium	High	
Land less	4(23.54)	11(64.70)	2(11.76)	17(34.00)
Marginal	9(69.24)	4(30.76)	-	13(26.00)
Small	1(14.28)	5(71.44)	1(14.28)	7(14.00)
Medium	3(50.00)	2(33.34)	1(14.28)	6(12.00)
Big	2(28.58)	4(57.14)	1(14.28)	7(14.00)
Total	19(38.00)	25(50.00)	5(12.00)	50(100)
Mean	1.7000			

Figures in brackets are percentage to row total

The chi- square value between farmers and knowledge on cooperative is 9.264 value at which is not significant a 0.05 level

The above table reveal that, majority of them 50 per cent respondents having medium level knowledge, 38 per cent having low level knowledge, and 12 per cent only high level knowledge among the farmers(less, marginal, small, medium and big). The calculated of chi-square test is 9.264 which is less than the table value is 14.728.i.e. there no association between the marketing services/ loan offered by dairy cooperative and farmers.

Table – 11 : Knowledge on process handling the milk container (Number of farmers)

Knowledge Farmers	No of Respondents			Total
	Low	Medium	High	
Land less	10 (58.82)	4 (23.52)	3(17.66)	17(34.00)
Marginal	6(46.15)	5(38.47)	2(15.38)	13(26.00)
Small	2(28.58)	4(57.14)	1(14.28)	7(14.00)
Medium	3(50.00)	3(50.00)	-	6(12.00)
Big	3(42.85)	3(42.85)	1(14.30)	7(14.00)
Total	24(48.00)	18(36.00)	5(10.00)	50(100)
Mean	1.7400			

Figures in brackets are percentage to row total, The chi- square value between farmers and knowledge on cooperative is 9.740 value at which is not significant a 0.05 level

The above table reveal that, majority of them 48 per cent respondents having low level knowledge, 18 per cent having medium level knowledge, and 10 per cent only high level knowledge among the farmers(less, marginal, small, medium and big). The calculated of chi-square test is 9.740 which is less than the table value is 12.354 .i.e. there no association between the process handling the milk container by the farmers.

Major Findings:

1. Knowledge on Cooperative Societies: 46 per cent of the members are low level knowledge followed 34 per cent was medium and only 20 per cent respondents is High level knowledge on cooperative Societies.
2. Knowledge on objectives of cooperatives: 38 percent of low level knowledge on objectives of cooperatives, 48 per cent was medium level and only 14 per cent for high level knowledge on cooperatives.
3. Knowledge on cooperative values: Out of 50 respondents 34 per cent are low level followed 19 per cent was medium and 22 per cent are high level knowledge on cooperative values, 17 per cent respondents were land less farmers.

4. Knowledge on membership of cooperatives: 29 percent have low level knowledge followed 18 per cent have medium and 24 per cent have high level knowledge on cooperatives.
5. Knowledge on business ethics and principles: 16 members (32 per cents) having low level knowledge, 29 respondents (58.0 per cent) having medium level and only 5 respondents (10 per cent) having on high level.
6. Knowledge on Discrimination of members: 54 per cent having low knowledge, followed by 32 per cent and 14 per cent having medium and high level knowledge.
7. Knowledge on participation in the general body meeting: 44 per cent are having low level, 21 per cent having medium and 14 per cent are having high level knowledge.
8. Knowledge decision making process of board of management: Majority of them medium level knowledge (50 per cent), followed by 38 per cent low level, and 12 per cent only high level knowledge.
9. Knowledge on adherence of laws and regulations of cooperatives: 27 are having low level knowledge among the (less, marginal, small, medium and big) farmers, followed by 18 respondents medium level and only 8 respondents are having high level knowledge on cooperatives.
10. Marketing services/ loan offered by dairy cooperative and farmers: 50 per cent respondents having medium level knowledge, 38 per cent having low level knowledge, and 12 per cent only high level knowledge among the farmers (less, marginal, small, medium and big).

Suggestions and Conclusion

- A special committee needs to be formed at society level.
- The committee has to organize meeting at periodical intervals (PRA approach) to review the business activities.
- The government has to provide adequate financial assistance for creating awareness programme and also strengthening the societies at village level.
- To arrange seminar/ workshop programme among the members of the societies inc collaboration with college and University faculty members.
- To strengthen the cooperatives societies through creating awareness though mass media.

Conclusion

To sum up, the basic cooperative knowledge about Primary Milk Producers Cooperative Societies members are not having much awareness about the cooperative principles, values, benefits from the members of milk cooperative societies (land less labour) than the other agriculture farmers. Therefore, to provide sufficient knowledge based training to these farmers, the society has to arrange for more awareness programmes.

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IMPACT OF THE CDR MECHANISM

Sudarshan¹

Abstract

Corporate Debt Restructuring is basically a mechanism by way of which company endeavors to reorganize its outstanding obligations. Enhance its quantum of Debt with an expectation to increase its Profitability & to pay off its original debt, however the company may not be able sustain such enhanced level of debt. Cease the current operations of the company & undergo winding up, so this will ultimately lead to unnatural death of company. Therefore, CDR becomes an instrument for the lenders, i.e. the banks, to aid the transformation of otherwise Non-Performing Assets into productive assets.

Key Notes: Corporate debt-

Introduction

Banks made a beeline for corporate debt restructuring in FY 2014-15 since the regulatory forbearance announced by the Reserve Bank of India was to expire on April 1, 2015. Banks stepped on the gas pedal during the terminal phase of FY 2014-15, in particular, the last quarter of FY 2014-15 after satisfying themselves that the central bank was in no mood to extend the regulatory forbearance beyond FY 2014-15, come what may. If the banks had missed the deadline, they would have been required to provide a minimum of 15 percent against such loans since such loans would have qualified as bad loans. By beating the deadline of April 1, 2015, banks have managed to reflect such assets as standard assets in their financials. It also enabled them to set aside only five percent as against the 15 percent they would have had to set aside beyond April 1, 2015. The exercise helped the banks to present a healthier bottom line at least cosmetically, for a year.

Post forbearance phase

With FY 2015-16 having already set in, banks will have to henceforth set aside at least 15 percent in respect of restructured loans. This is unfortunate because banks are likely to be too selective while scrutinizing the applications for loan that they receive. The economy has started to look up only lately and correspondingly, the non-food credit take-off in banks has just started to look up after remaining stagnant for quite some time.

The value of loans restructured in FY 2014-15 was lower than that of loans restructured in FY 2013-14. Banks will be fastidious while restructuring loans in FY 2015-16 lest they should set aside at least 15 percent against such loans, as explained in a previous paragraph. But there is more to the issue than meets the eye although

it has not been discussed in the relative forums for whatever reason. After all, in the case of loans restructured before FY 2015-16, bankers can provide five percent only in the first year post restructuring. Additionally provisions have to be made for the haircut agreed upon in respect of the asset and the interest that the banks agreed to forego by way of payment moratorium during the restructuring exercise. In the circumstances, even in respect of loans enjoying regulatory forbearance, the total provision would be way beyond the ostensible five percent. It would probably come closer to 15 percent in the first year post restructuring, which is the provisioning required vis-à-vis bad assets, anyway. However, the bankers did not mind this fact since in the second year and the third year following the restructuring exercise, higher provision is to be made vis-à-vis loans that did not enjoy regulatory forbearance.

So, one can sum up that during the first year, post restructuring, there is hardly any difference in terms of the provision required to be made vis-à-vis the loan account, whether it enjoyed forbearance or not. However, in the second year and third year post restructuring, the loan account would require higher provisioning if it did not enjoy regulatory forbearance. Fortunately, the central bank has permitted the banks to use 50 percent of the counter-cyclical buffer they have accumulated until Dec 31, 2014 to meet the said provisioning requirements, after obtaining board approval.

Impact of the CDR mechanism

It is felt in informed circles that the rising NPA levels will make things difficult for public sector banks (PSBs) planning to raise capital in FY 2015-16 to comply with Basel III norms. Basically the issue seems to have

¹. Research scholar, Associate Prof. Of Commerce, Union Christian College, Tumkur

stemmed from the banks' tendency to defer the issue of NPAs rather than face the problems head-on as and when they arise. Banks seem to have used the CDR mechanism as a tool to defer the NPA issue by a couple of years by which time the tenure of the CEO of the bank will have come to end. Fortunately, window-dressing the financials will not be possible anymore given that restructured loans can no longer be classified as standard loans and hence will attract higher provisions.

The RBI has exempted the application of such provisioning where the banks have sought the restructuring of loans extended to the infrastructure sector. Hence the withdrawal of regulatory forbearance hardly affects the banks that have sought restructuring of loans they have extended to the infrastructure sector. One has to appreciate the RBI for being lenient towards banks whose loans for the infrastructure sector have become sticky for reasons beyond their control. In fact, a closer scrutiny of the prudential guidelines issued on 30 May 2013 by the central bank on restructuring reveals that infrastructure and non-infrastructure projects where the date of commencement of commercial operation (DCCO) has been delayed can still be categorized as standard assets.

However, the CDR mechanism cannot be of much use either to the bank or to the corporate concerned unless and until economic activity revives in the country. If one considers the plight of banks with large exposure to infrastructure projects, two things become clear: one, a huge chunk of the bad loans has accumulated in Q3 and Q4 of FY 2014-15; worse, additions to gross NPAs have resulted from restructured loans turning bad! The mulish pace of the economy has affected the capital-intensive sectors of the economy and one can safely bet that at least 25 percent of the restructured loans have turned bad as a result.

Conclusion:

The CDR mechanism attempts to be a one-stop forum for lenders and creditors to arrive at mutually agreeable terms to secure their interests, however varied they may be. With the involvement of multiple lenders, there is every chance that any restructuring process would face obstacles and timedelays. These are the very problems that the RBI's informal CDR system aims to address by setting up a framework for swift and timely action.

INFLUENCERS OF THE FMCG SECTOR

Niveditha. H¹

Abstract

FMCG has emerged as a major product category in rural and urban consumption. Companies marketing FMCG to rural consumers cannot merely extend their general marketing strategies to rural markets. Instead, they need to devise rural specific strategies. In this process, they need to understand crucial issues relating to rural consumer behavior and more specifically relating to different geographic regions of the country. This paper focuses on understanding factors that affect the rural purchase of FMCG in South India. Empirical study was conducted in selected districts of South India to identify the key influencing variables. Influence of retailers' recommendations has emerged as the most significant variable in the trust factor. According to the study, rural and urban consumers in South India consider that usage of FMCG contributes to their lifestyle.

Keywords: Trust factor, Price points, Brand visibility, Value for money, Rural purchase, Product education

Introduction

Could there be a connect between the monsoon and the FMCG industry? One has heard of the connect obtaining between the monsoon and the agricultural sector of the country. But the monsoon-FMCG connect? Does it not amount to saying that there obtains a connect between chalk and cheese?

The monsoon-agriculture connect

Well, unseasonal rains have already played the spoilsport in several states. In the north, it has affected the production of wheat, amongst others; in the west, it has affected the production of onion, amongst others. With prospects of monsoon not being bright, rural India or Bharat is in for a bad phase of economic growth. Indian farmers, who are born in debt, live in debt and die in debt, are an upset lot. The government of India, though worried, is somewhat confident that the impact of unseasonal rains will not be significant and the crisis will soon blow over. Additionally, its warehouses are brimming over with food grains. However, the impact of a weak monsoon on the rural populace is significant given that agriculture keeps over 60 percent of the country's population occupied. Ironically, agriculture accounts for only 13 percent of the country's GDP!

The FMCG sector

However, many forget that there is another sector of the economy that is significantly affected when the country's rural populace is affected. The consumer packaged goods sector, better known as the fast moving consumer goods (FMCG) sector, fears that its fortunes will take a hit too, as a result. Rural India represents an important market for the FMCG sector and hence its apprehension

is not surprising. The rural market accounts for at least 30 percent of the turnover of FMCG biggies like HUL, Colgate-Palmolive, Dabur India, Nestle Ltd and Britannia Industries Ltd.

However, small ticket transactions will not be affected much since most of the FMCG items are priced lower and hence do not remain on store shelves for long. High-value transactions will reduce considerably what with rural consumers deciding against loosening their purse strings in view the weak monsoon forecast. Discretionary spends on the part of rural consumers can be virtually ruled out. The outlook is bleaker for marketers dependent on durables owing to the higher price of durables.

How the FMCG players should react

Familiar as they are with such business cycles, the FMCG players would do well to modify their strategy during the years the monsoon lets down the rural populace and hence their spends on FMCG items. The FMCG players should reduce their focus on premium products since such products find fewer takers in rural India. Marketing such premium products in rural India is a costlier exercise too. The double whammy of lower rural turnover and higher rural distribution costs associated with premium products is the last thing the FMCG players should attempt in rural India whenever a weak monsoon is forecast. Small ticket transactions involving lower-priced FMCG items will by and large remain unaffected, as explained in a previous paragraph.

How organised FMCG players should react

Since manufacturers of FMCG items have come to depend heavily on the organised retail players to market

¹. Research Scholar, Bharathiyar University, Coimbatore.

their products, the reaction of the organised players needs to be looked into. It is worth noting here that some players have already reacted giving rise to the view that a shakeout is imminent in the organised retail industry. For example, Bharti Retail is all set to merge with Future Retail. The merger will give rise to the birth of two entities, namely, Future Retail and Future Enterprises. Bharti's stake in the two will be only 10 percent to begin with, although it will rise to 15 percent over a period of 18 months.

This development sharply contrasts with what was feared when organised retail entered the country about a decade ago. It was believed that organised retail would lead to the closure of the mom-and-pop format of retail. None expected organised retail itself would witness a shakeout with some of its conglomerate players failing to achieve their goals as is the case now with Bharti Retail. Nor has the mom-and-pop format of retail has become extinct. In fact, some of the mom-and-pop stores have modernised and have been giving the organised players a run for their money. Organised players have also been facing tough competition from online players and their bottom lines have come under tremendous pressure, as a result. Some of the organised players have responded by going online themselves proving that the adage *if you can't beat 'em join 'em* is right after all! However, not all organized players can afford both the formats, for a variety of reasons.

It is difficult to explain the state of affairs obtaining in organized retail today. But one thing is clear: organised retail is not the Goliath it was feared to be. Mom-and-

pop format is not the David that it was assumed to be. Both can succeed if they take innovation seriously, going by what one has been witnessing on the ground. The focus of the players from both the formats has been on cost-cutting, so far. But cost-cutting should be complemented by innovation in the products space and services space. The organized retail behemoth failed to see the threat emanating from the online turf and is paying the penalty for it now! This explains how the Goliath failed and additionally, why the Goliath failed.

Conclusion:

Rural customers trust retailers in their villages. During the field visits, it is observed out that though the retailers are aware of the fact that their customers listen to them, they are not aware of this wonderful principle called, the 'Trust Factor'. The companies must educate rural retailers about such modern marketing principles for a better performance. As price influences rural purchase of FMCG, it is recommended to pursue the low-price strategy in rural marketing. Attaining low price not only requires low-cost manufacturing but also performing various marketing activities such as promotion and distribution in a cost effective manner. It is also recommended to promote goods on price plank. For rural customers, value for money results when the purchased FMCG meets the intended benefits. As the study revealed that the rural customers (along with price) also think about quality, performance, reliability, brand and other critical aspects, it is recommended to promote FMCG in lines of rationality rather than just making low price appeals.

RESEARCH PAPER ON “MANAGING ATTRITION RATE IN BUSINESS PROCESS OUTSOURCING INDUSTRY”

V. S. Chauhan¹

Abstract

This research study had been carried out to understand the role of Business Process Outsourcing in IT industry and the reasons for attrition in Business Process Outsourcing (BPO) to Manage Attrition Rate in (BPO)”. The research indicated that the satisfactory payments and employee friendly work atmosphere are the major reasons for joining BPO industry. Study also addressed to the various practices followed by the of HR function to minimize the reduction of attrition rate. A sample of 30 Business Processing Outsourcing companies was considered and a survey was conducted with the help of a structured, mainly close ended questionnaire was administered in selected the software companies. Research was confined to the selected large and medium size BPO companies. The analysis of data revealed that Business Process Outsourcing plays a major role in software companies. Firms follow the outsourcing strategy for as an cost reduction. Study also revealed that the BPOs face challenges in terms of data security, functional dependency etc.

Key words: Attrition, out sourcing, Business process outsourcing,

Introduction - The Indian BPO Industry Today

Robust communication infrastructure, a large English-speaking workforce, low labor costs, appropriate time-zone difference with the West and the brand equity built by the software services sector are compelling reasons for choosing India as the BPO destination.

Indian BPO industry is heading to the higher value add proposition by implementing solutions for some of the most critical processes of their clients. The trend would be to move from the ‘vendor’ concept to the ‘process partner’ concept. In addition, there are other factors driving the growth of this industry. India’s telecom costs—which were much higher than in rich countries—have started falling, thanks to liberalization. Manpower cost in India is also quite low in comparison with the US. India has a large (250 million) educated work force, which is creating a growing domestic sourcing market for call centre services. Finally, India’s time zone position has made it the popular choice for outsourcing CRM activities. At present it is cost and quality that is driving the Indian BPO industry. Given that China has a limited English-speaking population and Philippines generates only 400,000 graduates per year, India’s education system—with the ability to produce two million graduates every year—positions the industry well to ride this momentum. This is further supplemented by the fact that the India brand equity overseas has already been established through the Indian IT services sector. The BPO market today has shifted from pure labour rate arbitration to cost competitiveness through technology-enabled re-engineered processes. Indian companies have

terrific process due-diligence skills and process re-engineering skills backed by in-house technology groups. Control and security issues will also result in increasing competition for Indian companies from other English-speaking countries, especially those like Canada and Ireland that are in geographic proximity to the US and the UK.

Major drawbacks of the Indian BPO Industry in terms of HR are Poor Infrastructure, and High employee attrition rate. There are major challenges for BPO sector at different levels namely industry level, national and international level, policy level and infrastructure level.

Major HR challenges in BPO industry are – poor availability of resources, rising attrition rates , Cross cultural adaptation, Monotonous work, Managing teenage psychology, dilemma about Career growth, Employee communication, work environment, working hours, employee fatigue, Health problems, Impact on family and social life, Behavioral and attitudinal changes, Wrong social habits, etc. Service imports from and BPO to India have attracted and continue to attract media attention in the United States.

India Inc. surely means business in the area of business process outsourcing and will consolidate its reputation as the most favored destination for outsourcing projects and services from all over the globe. The Government’s investment in the areas of infrastructure development and favorable government policies is another added advantage for companies looking to India as an outsourcing partner.

¹. Professor, Acharya Bangalore B - School, Bangalore

Attrition rates in BPO industry

Attrition is a gradual, natural reduction in membership or personnel, as through retirement, resignation, or death. Analysts say attrition rates vary by 20%-40% in some firms, while the top ones averages at least 15%. Nasscom in a report said the outsourcing industry was facing a shortage of 2 62,000 professionals by 2012.

Review of Literature

The main purpose of literature review is to examine recent historically significant research studies, industry reports, which act as a basis for the proposed study. It helps to determine how to conduct the study and can avoid the faults in the design, repetition of particular method etc. The literature review helps to explain the need for the proposed work to appraise the shortcoming and information gap in secondary data sources. This analysis helps to go beyond scrutinizing the availability of or conclusions of past studies and their data, to examine the accuracy of secondary sources, the credibility of the sources and appropriations of earlier studies.

A recent **Gartner-Dataquest survey** of CIO's indicates that they can no longer handle all of their enterprises' IT needs in-house. More than half of them see outsourcing as a way to trim costs in a tough economy. Also, outsourcing eliminates the need to attract, hire and retain skilled IT personnel. Here is a discussion on what to outsource and how to approach a strategic decision. A term coined by the **Gartner Group, MSP** (Managed Service Provider) denotes vendors who deliver IT infrastructure management services over a network to multiple customers on a subscription basis. The basis for their existence is that they will do a better job of maintenance than the company could do themselves, and that they can do it cheaper as well. **An IDC report** says the worldwide outsourcing spending will increase from \$116 billion in 1999 to \$200 billion by 2007, at a CAGR of 9%. With the Internet challenging conventional business models, companies are trying to restructure themselves around e-business and compete in the Internet economy.

Statement of the Problem

This study was taken up to examine attrition rate of **Business Process Outsourcing, Role of outsourcing in IT, Challenges for HR in managing attrition, and Causes for attrition.**

Scope of Study

The BPO industry is growing at a faster rate than expected and also the attrition rate going hand by hand and therefore the purpose was to understand the managing attrition rate of Business Process Outsourcing,

practices followed by HR in order to retain the present employees, role of Business Process Outsourcing in IT industry.

Objectives of the Study

The main objective of this dissertation study was to measure the "**Managing Attrition rate in Business Process Outsourcing**". The other parallel objectives were as following.

- To study the **attrition rate in of business process outsourcing(BPO).**
- To identify the **major reasons for joining and leaving the BPO sector.**
- To identify **business strategy practices** followed by BPO companies.
- To know **major challenges faced by BPO** in present scenario

Hypothesis formulation

- **Null Hypothesis Ho:** Managers are Not effective in managing attrition rate
- **Alternative Hypothesis Ha:** Managers are effective in managing attrition rate

Research design

Secondary data gathered through websites, Business magazines & journals and articles. Internet was considered one of the most appropriate sources to collect secondary data, therefore various search engines were used and different web sites were visited. Other sources for the collection of secondary data were Newspapers and Business magazines & journals etc.

Primary data gathered after a personal interview with HR heads of the software companies. The survey has done through sampling method. The study has taken around 30 respondents around Bangalore city. Structured questions were asked during the course of study formed a very important part of the analysis with personal of the organization

Population:

The sample population which include in research is around 30 BPO's in Bangalore City

Sample Size:-

The Sample size is 30.

Data collection instrument

A structured, mainly close ended questionnaire was designed and administered to obtain the necessary data.

Limitations of the study

- Time was the major constraints in carrying out a detailed study.

- There was less response from the respondents due to their commitments.
- The study was limited to Bangalore city.
- The survey was carried out to 30 corporate IT companies only.

T-Test calculations

One-sample statistics

	N	Mean	Std. Deviation	Std. Error mean
Health problem	30	2.2667	.82768	.15111
Job stress	30	2.3000	.83666	.15275
Shift work	30	2.0333	.92786	.16940
Lowgrowth opportunity	30	1.6667	.80230	.14648
Organisation matter	30	2.1667	.69893	.12761
Workenvironment	30	2.0000	.83045	.15162
Personalproblem	30	1.6333	.76489	.13965

One-sample Test

	Test Value = .05					
	T	DF	Sig. (2-tailed)	Mean difference	95% Confidence interval of the Difference	
					Lower	Upper
Health problem	14.669	29	.000	2.2167	1.9076	2.5257
Job stress	14.730	29	.000	2.2500	1.9376	2.5624
Shift work	11.708	29	.000	1.9833	1.6369	2.3298
Lowgrowth opportunity	11.037	29	.000	1.6167	1.3171	1.9162
Organisation matter	16.587	29	.000	2.1167	1.8557	2.3777
Workenvironment	12.861	29	.000	1.9500	1.6399	2.2601
Personalproblem	11.338	29	.000	1.5833	1.2977	1.8689

Summary of findings

The present study on "Managing the attrition rate in BPO industry" reveals the following findings.

1. The top three factors for leaving the BPO industry are job stress organizational matter health factor.
2. BPO industry requires minimum qualification compare to other fields the employment level, generally employees leave the BPO for higher education.
3. Monterey benefits are not major issue for employees quieting the job.
4. Poor presence of sound reorganization programs and conducive working environment are the major factor for attrition.

Recommendations for the effectiveness of BPO:

- BPO offers Cost advantage to the firm who follows strategy of outsource.
- Trust of software companies in BPO centers
- Better management and control should be practiced by BPO firms to minimize the attrition rate.

Conclusion

Business Process Outsourcing industry is one of the fastest growing industries in India. This study would play a very important role for the managers to understand the causes for attrition and develop strategies to overcome high attrition rates. So managers can take notice of this paper and frame their strategies to overcome the problem of

attrition rate, which is a major concern for any BPO industry. With dynamic environment of today's competitive and sensitive BPO industry, it is vital to utilize every available means to keep flying and flying profitably, while keeping the employees happy.

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