

INTERNATIONAL JOURNAL OF COMMERCE AND MANAGEMENT RESEARCH (PIJCMR)

Volume No. IV

Issue No. 1

April - June 2016

Thinking is **CAPITAL**,
Enterprise is the **WAY**,
Hard work is the **SOLUTION**

- Dr.APJ



• Research Papers

• Articles

• Case studies

PRIMAX

EDITORIAL BOARD MEMBERS

Managing Editor

Prof. T. Rajeswari, M.Sc.,M.A(Eng),M.B.A.,M.A.,(Sociology)
Founder, Primax International Journal of Commerce and Management Research
Bangalore-60, Karnataka
Ph: +91 8971725451, Email: primaxrc@gmail.com, primaxecf@gmail.com

Chief Editor

Dr. K.V.Ramanathan., M.Com.,M.Phil.,P.G.D.B.S.,M.B.A.,Ph.D
Professor of Finance and Marketing, Research Advisor,
Bangalore -60, Karnataka.
Ph: +91 9986530012, Email:kv08@rediffmail.com

Associate Editors

Dr.V.Selvaraj
 Head & Associate Professor,
 Nehru Memorial College (Autonomous), Tiruchirappalli

Dr M.Muthu Gopalakrishnan
 Associate Professor,
 Acharya Bangalore B School, Bangalore.

Dr. D. Rajakumari
 Principal, Bharathiyar Arts and Science College of women
 Salem.

Dr. R. Rajan
 Founder,
 Navraj Educational and Charitable Trust, Coimbatore.

Editorial Advisory Board

Dr. L. Manivannan,
 Reader in Corporate Secretaryship, Erode Arts College, Erode.

DR.Abhinaya Chandra Saha
 Director, Institute of Business Administration (IBA),
 University of Rajshahi, Bangladesh.

Dr.G.Ganesan ,
 Professor & Head, Director,
 School of Commerce , Bharathiar University, Coimbatore.

Dr. Waleed Hmedat Dean,
 Oman College of Management & Technology,
 Barka, Sultanate of Oman

Dr. B.Rajeskarn,
 Professor& Head, Department of Management Studies,
 Manonmaniam Sundaranar University, Tirunelveli .

Dr. R.Karunakaran
 Associate Professor, College of Business and Economics
 Hawassa University, Awassa ,Ethiopia.

Dr.M.Selvam,
 Professor and Head, Department of Commerce and Financial Studies,
 Bharathidasan University, Tiruchirappalli.

Dr G. Rameh Gengatharan
 Faculty - Business Studies, IBRA College of Technology,
 Sultanate of Oman.

Dr. A. Elangovan,
 Professor and Head, Department of Commerce,
 Periyar University, Salem.

Dr. Mohammad Ayub Islam
 Professor – Common wealth Fellow
 Department of Accounting & Information Systems,
 University of Chittagong, Bangladesh.

Dr.S.Kevin,
 Director, TKM Institute of Management,
 Former Pro Vice-Chancellor, University of Kerala.

Dr. Mubarak,
 Professor – Finance, Oman College of Management & Technology,
 Barka, Sultanate of Oman.

Dr.M Gomatheeswaran,
 Associate Professor & Head, Commerce and Research Department,
 CMS Colleges of Arts and Science, Coimbatore.

Dr. Veena Tewari Nandi
 Faculty of Business Management,
 Majan college (University College), Muscat, Sultanate of Oman.

Dr.D.Mavoothu,
 Associate Professor in HRM & Ethics, School of Management Studies,
 Cochin University of Science and Technology, Kochi- Kerala.

Dr. T. Ravi,
 Assistant Professor in Accounting & Finance,
 Modern College of Business & Science, Sultanate of Oman.

Dr. M.Raja
 Head, Dept. of Commerce, Bharathidasan University
 Constituent College, Tiruchirappalli.

Dr.M. Tamilselvan,
 Associate Professor, Department of Management studies,
 IBRI College of Technology, Sulthanate of Oman.

Dr. P. Malyadri
 Principal, Govt. Degree college,
 Hyderabad

Dr.N.Panchanatham,
 Professor and Head, Department of Business Administration,
 Annamalai University, Annamalaiagar.

Dr. Kankipathi Srinivasarao,
 Professor, Vivek Vardhini college of arts and science,
 Hyderabad.

Dr. E. Mubarak Ali,
 Associate Professor & Research Adviser,
 Jamal Mohamed College (Autonomous), Tiruchirappalli

Peer Review Panel Members

Dr. M.B.Ragupthy,
 Assistant Professor,
 Indian Institute of Management Indore, Indore, Madhya Pradesh.

Dr. G.Raju
 Professor, Dept. of Commerce,
 Kerala University, Kerala

Dr M. Kannadhasan,
 Assistant Professor, Indian Institute of Management Raipur.

Dr.R.Swaminathan ,
 Director, Roever Institute of Management,
 Perambalur.

Dr. M. Karthikeyar
 Professor, Amob University,
 Ethiopia

Dr. S.Saiganesh
 Associate Professor- Marketing
 Dayanada Sagar Business School, Bangalore.

Dr.D.Lazar
 Associate Professor,Pondicherry University,
 Pondicherry.

Dr. R.Elangovan
 Professor of Commerce, Directorate of Distance Education,
 Annamalai University.

Dr.Chitra.C
 Professor
 Bangalore.

Dr.K.Padmasree,
 Associate Professor & Head,
 Department of Commerce, School of Business Studies,
 Central University of Karnataka, Gulbarga

Dr. T. Srinivas Rao,
 International College of Automotive, Pekan
 Malaysia

Dr.N.S.Shibu.
 Assistant Professor and Head, Department of Management Studies,
 Bharathidasan University College,Perambalur.

Dr. B. Sudha,
 Associate Professor, Department of Commerce,
 Anna Adarsh College for Women, Chennai.

Dr.K.S. Meenakshisundaram
 Director, CAA Grate Lake Business School,
 Chennai.

Dr. M.Rajajaran
 Assistant Professor of Commerce, Annamalai University, Annamalaiagar.

Dr.K.Maran
 Director, Management Studies- Sri Sai Ram Engg. College, Chennai.

Primax International Journal of Commerce And Management Research (PIJCMR)

Your GATEWAY to World class Research



- Research Papers
- Articles
- Case studies

Primax International Journal of Commerce and Management Research
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
www.primaxijcmr.com

Managing Editor:

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

Chief Editor:

Dr.K.V. Ramanathan., M.Com.,M.Phil.,M.B.A.,P.D.B.S.,Ph.D.,

Professor- Primax Research Center

Bangalore.

Coordinator:

Dr. V. Selvaraj

Former, Head & Associate Professor,

Nehru Memorial College (Autonomous), Tiruchirappalli

Dr. M. Muthu Gopalakrishnan

Associate Professor,

Acharya Bangalore B School, Bangalore.

Dr. N. Giri Babu,

Associate Professor,

Sri Venkateswara College of Engineering & Technology, Chittoor.

Publisher:

Primax Commerce and Management Research Academy, Bangalore-56

(Karnataka Reg.: 48/159/CE/0103/2013)

Issue:

Vol. IV, Issue No. 1

COPYRIGHT:

1. All rights reserved. And Copyright © 2013, Primax Commerce and Management Research Academy.
2. Reproduction of any part of this Journal in the whole or in part without written permission from the publisher is prohibited .
3. All rights reserved ISSN: 2321-3604

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

This is the first issue of the fourth volume of the **Primaxijcmr (rejuvenated) Primax Publication**. A total of 26 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



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

Managing Editor- PIJCMR.

Contents

Sl.No.	Title of the Articles	Page No.
1	A Study on Investment Behaviour on Customers of Mutual Funds-Factor Analysis - Dr. G. Mahooridevi & Dr. K. Rajakarthykeyan	1 - 6
2	A Systematic Approach in E-Business Security (Issues and Challenges) - Dr. C. Thirumal Azhagan & A. Mohamed Shakheen	7 - 10
3	Impact of Companies Act 2013 on the Functioning of Corporate Social Responsibility (CSR) In India - Dr. Jagbir Singh Kadyan	11 - 15
4	Quality of Work Life Evaluation Among Southern Railway Employees - Dr. M. Manimekalai	16 - 20
5	Job Performance and Job Satisfaction of Sales Force in Pharmaceutical Industry of Andhra Pradesh - Dr. P. Raghunadha Reddy & C. Sambaiah	21 - 26
6	Growth and Development of Commercial & Cultural Tourism Activities in Rajasthan - Dr. Parul Mathur & Dr. Daleep Kumar	27 - 39
7	A Study on Impact of Dimensions of JIT on Performance of Automobile Manufacturing Sector in Chennai - Dr. R. Prabusankar	40 - 46
8	Quality of Life and Perception of Health is Getting Affected Due to Diabetes - Dr. Ramachandran Naraya	47 - 54
9	Indian Intellectual Property Rights - S. Selvarasu	55 - 58
10	Personality Profiling of Management Students : An Imperative - Prasad V. S. & Dr. P. Raghunadha Reddy	59 - 62
11	Carbon Trading: Making New Economic Order - Prateek Verma	63 - 67
12	Impact of Technology Transformation on Job Content with Special Reference to Public Sector Banks In Nagpur City - Priyanka Amlesh Deshmukh	68 - 71
13	A Study on Financial Inclusion in Shantigram of Hassan District In Karnataka with Reference To PMJDY - Puneeth .C & Vinnarasi .B	72 - 76
14	Employees Absenteeism In Tamilnadu State Transport Corporation at Perambalur - R. Karthiga & Dr. R. Swaminathan	77 - 81
15	A Study on Job Satisfaction of Employees In Reliance Communications Limited at Chennai - R. Santhi & Dr. M. Vasantha	82 - 90
16	A Budding Dimension of Social Media as Marketing Communication in Hotel Industry - S. Muthiah & Dr. K. V. Kannan	91 - 94
17	A Study on Marketing of Medical Tourism and its Challenges - Sanjith Prakash	95 - 101
18	Role of Self Help Groups in Microfinance - Shijina A. S & Dr. Ezreth P	102 - 105

Sl.No.	Title of the Articles	Page No.
19	Integrating CSR to Business Strategy to Acquire Customer Confidence and Trust: A Paradigm Shift for the Businesses In India - Tanushree Sodhani & Dr. Alka Munjal	106 - 111
20	Level of Awareness on Industrial Pollution In Tirupur District of Tamilnadu - Dr. N. A. Krishnamurthi & A. C. Deepa	112 - 115
21	A Study on Consumer Preference and Branding of Ayurvedic Medicines with Special Reference to Mysore - H. Harisha	116 - 119
22	A Study on Role of Sponsors' Qualities in Selection Decision of Mutual Funds - Dr. G. Mahoori Devi & Dr. K. Rajakarthykeyan	120 - 129
23	Mutual Funds A Preferred Saving Avenue of the Investors - Vinnarasi. B & Dr. Kumar	130 - 139
24	A Study on Corporate Tax Administration In Karnataka with Special Reference to Large Tax Payers - Jyothi. S & Dr. K. R. Sri Lakshmi	140 - 142
25	A Study on the Changing Phases of Indian Postal Services and its Need for Restructuring - Shanthi Selvanayagem & Violet Glady Punithan	143 - 151
26	A Study on Investment In Gold and its Impact on Indian Economy - Dr. H. H. Ramesha & Gangadhara .M	152 - 156

A STUDY ON INVESTMENT BEHAVIOUR ON CUSTOMERS OF MUTUAL FUNDS-FACTOR ANALYSIS

Dr. G. Mahooridevi¹

Dr. K. Rajakarthyayan²

Abstract

Mutual Funds are the ideal and very convenient for the small investors to invest their money in diversified pool of securities. Mutual funds constitute a part of a wide spectrum of financial services involving management of funds by investing in various financial instruments on behalf of various individuals among others. They are the ideal investment vehicles for today's complex and modern financial scenario. Over the past two decades, the Mutual Fund sector has grown immensely. But, the recent survey shows that the investment in Mutual Funds witnessed with much crisis. Basically, investment is doing an activity for making profits, at minimum risk. The options for investment are huge and they have different combinations of risk-return trade off. Investment can take the form of debt securities, mutual funds, stocks, derivatives, commodities and real estate. People are looking for the best investment option to get maximum returns. But investment in Mutual Funds never fetches attractive returns as in stock market and derivatives. This affects the attitude of the investors and often they are confused in their investment decision. Hence the researcher has done a study on investment behaviour on customers of mutual funds.

Introduction

During last two decades growth of upper middle and middle class in India is also fabulous and this is the group who due to increase in income has enormous and changing needs, is targeted by almost all Mutual Fund companies but it is seen that this Mutual Fund companies are not succeed enough to turn savings of individual investors in their products.

In India, a small investor generally prefers for bank deposits which do not provide hedge against inflation and often have negative real returns. The investor has a very limited knowledge of the sensitive index and again finds helpless to understand the information, if available from some expert, framed in technical and legal lexicon. In such situation Mutual Funds acts as a supportive to these investors. Mutual funds are looked upon by individual investors as financial intermediaries / portfolio managers who process information, identify investment opportunities, formulate investment strategies, invest funds and monitor progress at a very low cost. Thus the success of Mutual Funds is essentially the result of the combined efforts of competent fund managers and alert investors.

The story of Mutual Fund industry in India started in 1963 with the formation of Unit Trust of India at the initiative of the Government of India and Reserve Bank. The launching of innovative schemes in India has rather slowly due to prevailing investment psychology and infrastructural inadequacies.

The objective of the Mutual Fund industry has changed over the decades. For many years funds were more of a service than a product, the service being professional money management. In the last 15 years, the Mutual Funds have evolved to be a product. One of the very important financial innovations which have really helped the common man on the street to enjoy the same privileges as rich and elite is the concept and design of Mutual Fund. It is one of those areas of financial services which has grown rapidly and is playing a significant role in mobilizing individual savings and providing stability to the Indian Capital Market.

Review of Literature

Capon (1994) in his study entitled "Affluent Investors And Mutual Fund Purchase" stated that there were many evidences that supports that in spite of risk and return other factors also effect on mutual fund selection. For example a consumer survey in the year 1990 on mutual fund it was founded that past performance and level of risk were two aggregate important factors but other factors also effect like management fees, amount of sales charges, reputation of fund family, funds already owned in family, recommendation of magazines and news letter and clarity of accounting statements. Investor showed different behavioural traits and they prefer different factors while selecting fund because of different demographic background.

Somasundaram (1998) in his study entitled "A study on Savings and Investment Pattern of Salaried Class in

1. Assistant Professor in PG & Research Department of Corporate Secretary ship, Vellalar College for Women (Autonomous), Erode
2. Associate Assistant Professor in PG & Research Department of Corporate Secretary ship, Vellalar College for Women (Autonomous), Erode

Coimbatore District" has found that bank deposits and chit funds were the best known modes of savings among investors and the least known modes were Unit Trust of India (UTI) schemes and Plantation schemes. Attitudes of investors were highly positive and showed their intention to save for better future. Nearly two-thirds of the investors were satisfied with their savings. Both income and expenses of a family influenced the level of satisfaction over savings. A large proportion of investors were concerned about their children's well-being. Among the dis-satisfied investors majorities were of the opinion that cost of living was too high. The most common mode of investment was bank deposits. However, a shift was noticed from bank deposits to other forms of investment. Almost all the investors had invested in gold and silver. Among several parameters in investing, safety of money was considered to be the most important element. Next, the investors expected regular return from their investments.

Singh (2000) made a study titled " Mutual Fund Investing Programmes, Survival and Success" found that several precautions need to be taken by investors while investing in mutual funds in view of the fact that some mutual funds had not fared well in the past. Perhaps the major stumbling block was the inability to predict future top funds which remains more of an art than a science. Several factors can help foretell a good or bad performance. In general the favoured ones should be low expense funds, portfolios that were growing moderately in size and those with modest turnover ratios. Past performance results were tricky-they can not only be driven with the fundamentals taking a backseat. For the year 2000, both the equities and balanced funds were in the red. The Private sector funds having diversified portfolio did well during 1999. The value research category of 50 diversified equity funds posted a net loss of 26.52% against the BSE sensx slide of 20.65% in the calendar year 2000.

Barber, Odean & Zheng (2000) in their article "The Behaviour of Mutual Fund Investors" highlighted three important points:

1. Investors buy only those funds that have showed good past performance.
2. Investors were relevant to sell losing funds are ready to see winning fund.
3. Investors were less likely to buy the funds having high transaction fee ie., brokerage fee, front end load fee. They argued that when purchasing a fund investor exhibit representative of future performance. Thus investor buys a fund on basis of past performance. According to behavioural finance investor?s exhibit over-confidence while selecting the past winner funds and overly estimates their future performance.

Need For the Study

Financial intermediary who has played a significant role in the development and growth of capital market is Mutual fund. Basically investment is doing an activity for making profits, at minimum risk. The options for investment are huge and they have different combinations of risk-return trade off. Investment can take the form of debt securities, mutual funds, stocks, derivatives, commodities and real estate. People are looking for the best investment option to get maximum returns. But investment in Mutual Funds never fetches attractive returns as in stock market and derivatives. This affects the attitude of the investors and often they are confused in their investment decision. The main purpose of doing this research was to know about investors? behaviour in general and in particular to Mutual fund. This helps to know in detail the Factors influencing the selection of Mutual Fund.

Objectives

The following are the objectives of the study

To study the investors behaviour in general and in particular to Mutual Funds.

To ascertain the factors influencing the selection of Mutual Funds.

To suggest better ways and means for optimum investment in Mutual Funds.

Hypotheses

Null hypothesis (H₀): There is no significant relationship between socio-economic factors of the respondents and their investment behaviour on selecting Mutual Funds

Research Methodology

The reliability and validity of any research depends upon the systematic collection of data and analysed in a sequential order.

Sampling Design

The study uses both primary and secondary. Multistage sampling technique was adopted to collect the primary data. In the first stage, Erode District was purposively selected for the study. In the second stage, mutual fund investors were identified in the District. Stratified random sampling method was employed to select the sample respondents from various geographical (Revenue blocks) parts of Erode District. All those individuals who invest in mutual fund constitute the universe of this study.

Data Collection

Primary Data

A well structured questionnaire was used for the collection of primary data. In this study the primary data was collected from 563 investors in Erode District. The responses were received from those investors who were willing to spend their time.

Secondary Data

The secondary data were collected from related research works, published books, journals and reports of SEBI, Association of Mutual Fund of India (AMFI), Reserve Bank of India (RBI), other authorized sources of data and internet web resources.

Factor analysis

Factor analysis is a method used to transform a set of variables into a small number of linear composite, which have maximum correlation with original values. Factor analysis is used to study a complex product / service in order to identify the major characteristics (or factors) considered important by the respondents. Factor analysis was conducted by the researcher in the following states.

1. Desk research
2. Formation of questionnaire
3. Collection of Data
4. Feeding and processing the input
5. Analyzing the output
6. Identification of factors and naming them, and
7. Conclusion.

Bartlett's Test of Sphericity

Bartlett's test of sphericity can be used to test the null hypothesis that the variable are not correlated the population. The test of sphericity is based on chi-square transformation of the determinant of correlation matrix. A large value of the test statistics will have the regression of the null hypothesis.

Kiser-Mayer-Olkin-Measure of Sampling Adequacy

This index compares the magnitude of the observed correlation coefficients to the magnitude of the partial correlation coefficient. Small values indicate that the correlation between pairs of variable cannot be explained by the other variables and that factor analysis will not be appropriate.

Eigen-Values and Communalities

A factor's Eigen-value or latten root is the sum of the squares of its factor loadings. It helps us to explain that how well a given factor fits the data from all respondents on all statements. Communality is sum of squares of statement's factor loadings, i.e., it explains how much each variable is accounted for by the factors taken together.

Factor Loading

Simple correlation between the variables and the factors where studied with the help of factor matrix which contains the factor loading and the factors. The researcher has applied the factor analysis to assess the major attributes influencing the investors experience

towards the affected services on selecting mutual schemes.

A correlation matrix is constructed based on the ratings. The analytical process is based on the matrix of correlation between variables. Valuable insights can be gained from an examination of this matrix. If the factor analysis should be proper, the variables must be correlated. If the correlation between all the variables is small, factor analysis may not be appropriate in this inter correlation matrix the correlation of all the variables are in good fit, and factor analysis may be appropriate.

Investors' Experience Towards The Affected Services In Selecting Mutual Funds - Factor Analysis

Table - 1 : Variable With Extracted Community Factor Value

Variables	Initial	Extraction
Var 1	1.000	0.677
Var 2	1.000	0.719
Var 3	1.000	0.658
Var 4	1.000	0.594
Var 5	1.000	0.656
Var 6	1.000	0.673
Var 7	1.000	0.625
Var 8	1.000	0.804
Var 9	1.000	0.695
Var 10	1.000	0.693
Var 11	1.000	0.696
Var 12	1.000	0.659

Extraction Method: Principal Component Analysis.

Where,

No.	Variables
Var 1	Disclosure of periodicity of valuation in the advertisement.
Var 2	Disclosure of investment objectives in the advertisement.
Var 3	Disclosure of NAV on every trading day.
Var 4	Disclosure of the method and the periodicity of the scheme sales and repurchases in the offer document.
Var 5	Disclosure of deviation of investments from the original pattern.
Var 6	Mutual Fund's investor's grievance redressal machinery.
Var 7	Fringe benefits i.e., free insurance, credit cards, loans on collateral, tax.

Var 8	Preferred mutual fund to avoid problems i.e., bad deliveries and unnecessary follow-up with brokers and companies.
Var 9	High-tech central processing centre established to offer faster and efficient services.
Var 10	A content rich website and kiosks are used for dissemination of information and delivery of services.
Var 11	Automatic trigger option for automatic repurchase / redemption.
Var 12	Systematic investment plans to build large corpus at lower cost due to rupee cost averaging.

Table - 2 : Reliability Statistics

Cronbach's Alpha	No. of Items
0.7966	12

Table - 3 : KMO And Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.744
Bartlett's Test of Sphericity	Approx. Chi-Square	1954.79
	DF	66
	Sig.	0.000

In the above table the values of Bartlett's Test of Sphericity and Kaiser-Meyer-Olkin Measure of Sampling Adequacy are revealed to test the appropriateness of the factor model. Bartlett's Test is used to test the null hypothesis that the variables are not correlated. Since the appropriate Chi-Square statistics is 1954.79, which is significant at 1 per cent level, which leads to rejection of null hypothesis. The KMO statistics (0.744) is also large and thus the factor analysis may be considered as an appropriate technique for analyzing the correlation matrix. (Table - 4)

Table - 4 : Total Variance Explained

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	% of Variance	Total	% of Variance	% of Variance	Total	% of Variance	% of Variance
1	3.830	31.918	31.918	3.830	31.918	31.918	2.344	19.535	19.535
2	1.692	14.100	46.018	1.692	14.100	46.018	1.871	15.594	35.129
3	1.189	9.910	55.927	1.189	9.910	55.927	1.782	14.849	49.978
4	1.039	8.655	64.582	1.039	8.655	64.582	1.752	14.604	64.582
5	0.870	7.252	71.834						
6	0.725	6.045	77.878						
7	0.606	5.049	82.928						
8	0.553	4.610	87.538						
9	0.488	4.070	91.607						
10	0.413	3.439	95.046						
11	0.322	2.682	97.728						
12	0.273	2.272	100.000						

Table 4. labeled "Eigen Values" shows the Eigen values. The Eigen value for a factor indicates the total variance attributed to that factor. Factor 1 accounts for a variance of 3.830, which is 31.918 per cent of total variance, factor 2 accounts for a variance of 1.692, which is 14.100 per cent of total variance, factor 3 accounts for a variance of 1.189, which is 9.910 per cent of total variance and factor 4 accounts for variance of 1.039 which is 8.655 per cent of total variance.

Determination of Factors Based On Eigen Values

In this approach, only factors with Eigen values greater than 1.0 are included. The other factors are not included in the model. Since there are four components possessing Eigen values which are greater than 1.0. That is four factors are said to be extracted from the total of twelve factors. From the analysis, it is concluded that out of twelve factors, the factors such as disclosure of periodicity of valuation in the advertisement, disclosure of investment

objectives in the advertisement, disclosure of NAV on every trading day, and disclosure of the method and the periodicity of the schemes sales and repurchases in the offer document are highly influencing the respondents in their investment behaviour in selecting Mutual Funds.

TABLE - 5 : ROTATED COMPONENT MATRIX

S.No	Variables	Component			
		F1	F2	F3	F4
1	Var 11	0.795			
2	Var 12	0.759			
3	Var 3	0.698			
4	Var 10	0.651			
5	Var 7		0.782		
6	Var 6		0.767		
7	Var 4		0.641		
8	Var 8			0.825	
9	Var 2			0.805	
10	Var 5				0.803
11	Var 1				0.737

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Rotation converged in 6 iterations.

It is understood that the twelve factors have been analysed with the extraction method of principal component analysis and Varimax with Kaiser normalization rotation method. The rotation method has converged in to four factors, after six iterations. These factors have been re-grouped with a cumulative factor loadings of 19.535 per cent for the first group of factors while the cumulative factor loadings of the second group of factors was found to be 35.129 per cent. The cumulative factor loadings of the third group of factors was found to be 49.978 per cent while the fourth group of factors has cumulative factor loadings of 64.582 per cent.

Findings

Factor analysis was employed by selecting twelve factors. Out of twelve factors, only four factors are strongly influencing in selection of mutual fund schemes. These factors are disclosure of periodicity of valuation in the advertisement, disclosure of investment objectives in the advertisement, disclosure of NAV on every trading day, and disclosure of the method and the periodicity of the schemes sales and repurchases in the offer document

Conclusion

Generally the investors are having high level of confidence for better returns of their investment and they are investing in gold, real estate, fixed deposit in banks etc., whereas Mutual Fund option was given in the eighth place. Hence, it is suggested that an awareness should be created about Mutual Funds schemes and made them realise that it is not like investment in shares, and debentures which is highly volatile in nature where as Mutual Funds schemes provides a standard income. This confidential level should be developed through advertisements to highlight the unique features of Mutual Funds schemes.

References

- Borson, W., *Ultimate Mutual Fund Guide*, Probus Publishing Company, 1993.
- Fredman Albert, J , and Wiles, Rush., *How Mutual Funds Work*, Prentice – Hall of India (P) Ltd, New Delhi.
- Balu, V. *Research Methods for Management*, Sri Venkateswara Publications, Chennai
- John.C. Bogle (1992), "Selecting Equity Mutual Funds", *Journal of Portfolio Management*, vol.18, no.2, winter.
- Capon, N.G.J. Fitzsimons, etal (1994), "Affluent Investors and Mutual Fund Purchase", *International Journal of Bank marketing* 12(3), 17-25.

Surinder Pal Singh, (2000), "*Mutual Fund Investing Program, Survival and success*", Chartered Secretary, vol.30, issue. 12, 1525-1527.

Barber, B.M., T. Odean, et al, Lu Zheng (2000), "*The behaviour of mutual fund investors*", unpublished working paper.

Donner, O. and O. Oxenstierna (2007), "*The Factors That Investors Value When Choosing Mutual Funds: Implications from a Market Dominated By Four Banks*".

Masters thesis in Finance and Marketing, Presentation date- June 8, 2007.

Sivaram Prasad .R., and Srinivas.B (2012), "*A Study of Selection of Mutual Fund Schemes by Investors with Reference to Andhra Pradesh*", Zenith International Journal of Business Economics and Management Research, vol. 2, issue 2, 13-24.

Sonu V Gupta, Prakash Chawla and Sandhya Harkawat, (2011), "*An Analysis of Investors Perception Regarding Mutual Fund*", International Journal of Research in Commerce and Management, vol. 2, issue 5, 38-46.

A SYSTEMATIC APPROACH IN E-BUSINESS SECURITY (ISSUES AND CHALLENGES)

Dr. C.Thirumal Azhagan¹

A. Mohamed Shakheen ²

Abstract

In the new economy, information is serious both as input and output. Hence information security management is of in need of attention. In contrast, the Internet, which is the primary medium for conducting e-business is by design an open non-secure medium. Since the unique purpose of the Internet was not for commercial purposes, it is not planned to handle secure transactions. This paper may bring out a draw round and scrutiny of the security needs of online businesses. This is followed by an assessment of the current tools and practices for ensuring e-business security. The inadequacy of the present practices is noted. A systematic approach to securing e-business is presented. The key characteristic of this approach is that it is an insurance-based risk management process that encompasses the intact information infrastructure of an organization.

Key words: e-business, Security Management, Insurance-based risk management, basic advanced technologies, Internet.

Introduction

E-business or Electronic business may be defined generally of any business practice that runs on the Internet. In more general way, it can be said that any business using computer is e-Business. e-business includes informational websites that are being field on an almost daily basis by companies. It is not limited to just buying and selling but also servicing customers and collaborate with business associates. Today, privacy and security are a main unease for electronic technologies. M-commerce share security concerns with additional technologies in the field. Privacy concerns have been found, enlightening a lack of trust in a mixture of contexts, including commerce, electronic health records, e-recruitment technology and social networking, and this has directly partial users. Organizations have always regard information as an important resource. However, in today's knowledge-based economy, the implication of information both as tactical input and output has been accentuated. At first look, it appear we have a situation that presents terrific opportunity for global commerce: a global statement infrastructure that is very favorable for low cost transmission of information and a global economy that is attention to be highly information-based. Along with this prospect comes the challenge of information security. Caring online property and network resources has become a undertaking serious concern for executives and managers.

Security services present security from security threats are: recognition, validation, discretion, integrity, access control, and non-character. Today, e-business

applications are doing more than ever to boost effectiveness and improve relationships with partners and customers. In relation to hope and internet technologies, consumers are concern about two main things which are privacy and security. This study is focus on the issues relating to e-business, such as its significance, issues and the solutions in order to overcome related to the security and trust in e-business.

Common Security Threats and E-Business Security Objectives

There is almost an uncountable number of ways that an e-business setup could be attack by hackers, crackers and dissatisfied insiders. Common threats include hacking, furious, concealed, eavesdrop, spoofing, sniffing, Trojan horses, viruses, bombs, wiretaps, etc. While the list of actual expression is long, abstractly, they break down to a few categories. These are spoofing, unauthorized confession, unauthorized action, and data adaptation. From a business perspective Denial of Service (DoS) attacks appear to be the most severe threat. DoS attacks consist of wicked acts that put a stop to access to resources that would or else be accessible. Even though data may not be lost, the economic losses that could be incurred from not being able to supply a service to customers could be of much privileged value.

Tools for Implementing E-Business Security

One of the problems of the present e-business security implementation is that mechanism of e-business infrastructure tend to be looked at individually and

¹ . Assistant Professor, Management Studies, Anna University, Trichy.

² . Research Scholar, Management Studies, Anna University, Trichy.

discretely for security purposes. The present common "security policy" implemented by most e-businesses runs like this gather a catalogue of threats and vulnerabilities and then shop for technology tools that improve those concerns. Security keys are targeted at counteract specific groups of threats and vulnerabilities. However, what is needed are widespread solutions that will produce peace of mind to the business and trust and buoyancy in customers and partners. A typical three-tier e-business planning comprises the user, web and commerce servers, and database servers. A organized implementation of e-business security must make sure that each of these components is secure. This requires security policy and implementation at three levels: network security, system level security and transaction level security.

The current common e-business security apply translates into acquiring refined servers, firewall software, interference detection systems, and obtain digital certificates. We refer to this as the "latest gizmo" ambitious approach. While there is nothing wrong with installing these devices, the contained false statement is that security risk problems can be minimized by that advanced. We assert that apart from of how complicated the software and hardware devices might be, risk cannot be fully addressed without a systematic risk appraisal and risk management procedure.

Developing corporate risk awareness and management focus

In order for any security plan to work, there has to be a well-built organizational base. The aim is to create a systemic organization-wide risk awareness and dependability. Both top-down and bottom-up strategies need to deployed so as to generate a shared sense of mission. Both management and employees must have a intense sense of how their interests and the destiny of the organization depend very strongly on their capability to maintain their information resources.

Devising a systematic risk-management based e-business security policy

The central point for any feasible e-business security strategy is a sound well-expressed security policy. Documented security policy is the first corporeal evidence of a believable and operational security system. Every organization that is serious about security must have a complete and logical security policy. The policy must address each system element, internal and external threats, human and machine factors, managerial and non-managerial responsibility. The security policy has to have as its base, the six objectives of e-business security: discretion; reliability; ease of use; legitimate use, auditing, and non-disclaimer.

Implementing Best Practices in Securing E-Business Infrastructure

This feature of security policy is where vulnerabilities are handled. Vulnerability is often the first thing to attend to, since that is where the organization and the system administrator tendency to have the most control. This is the area of security risk management that is primarily a technology issue. Each component has to be addressed with a view to implementing a total e-business secure infrastructure. Important elements in that strategy will include cryptography, PKI and digital signature technology. This is where the system information security officer can go over a checklist of what is needed and what the organization has. At the instant, businesses are using various (sometimes very poor) proxies for best practices as alternate for overall security strategy. There is no systematic industry typical of best practices for organizations to model their strategies. So far the flanking that one comes to best practices are the practices of so-called "top organizations". These are organizations that are significantly ahead of the rest in terms of implementing vigorous security systems. While those practices may be commendable, they may not necessarily earn the title of best practices when subjected to an aim thorough analysis. The type of best practices that is advocated here is one that is not only remarkable in its design and implementation or even adopted by most organizations, but one that can be systematically proven to be most favorable. A best practice will be a cost-effective security policy that is appropriate with the alleged information security risk of the organization. In order to create a common set of values (not necessarily identical implementation), we activist the setting up and use of a "Security Certification Authority" that will certify that best practices procedures have been effectively deployed.

Challenges and Opportunities

This future framework for information security without delay brings into focus some challenges together with some consequent opportunities. The main challenge is that at this current time we do not have all the building blocks in place yet for an organization that wants to implement this framework to do so. In particular, the following issues have to be deal with:

- Devising well-organized and effective technology for monitoring vulnerabilities and identifying threats in a protective, proactive manner. This could be achieved by developing essential-specific or threat-specific software.
- Developing software for information security risk management, parallel to those developed for nuclear risk management, environmental risk management, or commodity price risk management.

- Identifying and implementing best practices in information security risk management – identifying the processes and matching metrics.
- Adapting traditional risk assessment and risk management strategies to e-business information security context.
- Pricing the risk of e-business information security.
- Instituting a new type of Security Certification Authority to certify and rank insurability based on the parameters of the pricing model above.

The present challenge is that none of these components is now in place. In particular, there is a vital need for further research into issues such as the finest investment in security improvement technology and strategies; the opposite pricing of information security risk for the purpose of making sound insurance management decision; and how to systematically integrate the behavioral component into a systematic risk management strategy.

Conclusion

Security threats in e-Business are just a voyage, not a fate. It is a process of dealing in a war where suspicious assessment/tendencies of our adversary with a frank look at our own territory and vulnerabilities are required before taking any suspicion. Here clear rules, policies with measures are to be thoughtfully derivative and delivered to the companies. It is the skillful scattering of selected technologies which are configured correctly, and modernized continuously. Security is the counter to the requisite of opening the venture to the great wide world of the Internet which is linked anyway, to e-Business. The technological advance is not adequate to produce trust or minimize risk so as to reason companies and their clients to conduct e-business with self-reliance. A risk management approach with safety, constancy and measurement is presented. Hence the chances are at most requirement that the market occupied with e-business will welcome this approach.

Reference

Ashish Kr. Luhach, Dr. Sanjay K. Dwivedi. (May 2014). Designing A Logical Security Framework For E-Commerce System Based On Soa. *International Journal on Soft Computing (IJSC)*

1. Dr. Arun Kumar. (2009). E-Business, SMEs and Risks: Towards a Research Agenda. *International Journal of Management Innovation Systems*
2. Faisal Nabi. (January 2011). Designing a Framework Method for Secure Business Application Logic Integrity in e-Commerce Systems. *International Journal of Network Security*

3. Himani Grewal, Shivani. (July 2012). A Study of Ethical and Social Issues in E-Commerce. *International Journal of Advanced Research in Computer Science and Software Engineering*
4. Izzat Alsmadi. (December, 2011). Security Challenges For Expanding E-governments' Services. *International Journal of Advanced Science and Technology*
5. J. Raja, M. Senthil velmurgan, A. Seetharaman. (April 2008). E-payments: Problems and Prospects. *Journal of Internet Banking and Commerce*
6. Jim Whitmore. (1998). Security and e-business: is there a prescription ? *21st National Information Systems Security Conference*
7. Manivannan Senthil Velmurugan. (2009). Security and Trust in E-Business: Problems and Prospects. *International Journal of Electronic Business Management*
8. Mark S. Ackerman and Donald T. Davis, Jr. (n.d.). Privacy and Security Issues in E-Commerce. *New Economy Handbook (Jones, ed.)*
9. Mr. Vikas Rattan, Er. Mirtunjay Sinha. (2010). E-Commerce Security using PKI approach. *International Journal on Computer Science and Engineering*
10. Ms. Swati Aggarwal, Mr. Suyash Bhardwaj. (December, 2012). A Survey of E-Business Security For Mobile Multi-Agent Environment. *International Journal of Innovative Research in Science, Engineering and Technology*
11. Narendra Kumar Tyagi. (May 2011). Ten Stage Security Management Strategy Model for the Impacts of Security Threats on E-Business. *International Journal of Computer Applications(0975-8887)*
12. Niranjnamurthy. (July 2013). The Study of E-Commerce Security Issues and Solutions. *International Journal of Advanced Research in Computer and Communication Engineering*
13. Paul Muriku Kanyaru, Josphat K. Kyalo. (March 2015). Factors Affecting the Online Transactions in the Developing Countries: A Case of E-Commerce Businesses in Nairobi County ,. *Journal of Educational Policy and Entrepreneurial Research (JEPER)*
14. Shakir Shaik. (October- 2013). A STUDY ON CUSTOMER SATISFACTION TOWARDS E-BANKING SERVICES AND PRODUCTS IN COMMERCIAL BANKS.
15. Sharman Lichtenstein. (June 2001). Effective Management and Policy in e-business Security. *14th Bled Electronic Commerce Conference*

16. Shazia Yasin. (March 2012). Cryptography Based E-Commerce Security. *IJCSI International Journal of Computer Science Issues*
17. Shiralkar & Vijayaraman. (2003). DIGITAL SIGNATURE: APPLICATION DEVELOPMENT TRENDS IN E-BUSINESS. *Journal of Electronic Commerce Research*
18. Syed (Shawon) M. Rahman. (March 2013). E-COMMERCE SYSTEMS SECURITY FOR SMALL BUSINESSES. *International Journal of Network Security & Its Applications (IJNSA)*
19. Yang Jing. (2009). On-line Payment and Security of E-commerce. *Proceedings of the 2009 International Symposium on Web Information Systems and Applications (WISA'09)*

IMPACT OF COMPANIES ACT 2013 ON THE FUNCTIONING OF CORPORATE SOCIAL RESPONSIBILITY (CSR) IN INDIA.

Dr. Jagbir Singh Kadyan¹

Abstract

CSR in India is mandatory on the companies under section 135 of the Companies act 2013. Various activities that a company can undertake while discharging their mandatory CSR duties as per schedule VII of the company act 2013 towards the business and the society are discussed. The method of calculation of net profit of the company, for the purpose of mandatory CSR spending is also highlighted. The process and method of formation, execution and reporting of companies CSR activities as mandated under the company law has also been discussed.

Key words: Corporate Social Responsibility, Society, Ministry of Corporate Affairs, Company Act 2013, Schedule VII, Net Profits, CSR Committee, CSR Activities and reporting.

Introduction

India may become the world's first country to make corporate social responsibility mandatory under the Indian Companies Act 2013. The Companies Bill has been under works for over a decade. It has replaced the Companies Act of 1956, which was amended several times in the past two decades.

CSR is titled to aid an organization's mission as well as a guide to what the company stands for and will uphold to its consumers. Development business ethics is one of the forms of applied ethics that examines ethical principles and moral or ethical problems that can arise in a business environment. ISO 26000 is the recognized international standard for CSR. Public sector organizations (the United Nations for example) adhere to the triple bottom line (TBL). It is widely accepted that CSR adheres to similar principles but with no formal act of legislation. The UN has developed the Principles for Responsible Investment as guidelines for investing entities.

According to section 135 (1) of the Companies Act 2013, every company having net worth of INR 500 crore or more, or turnover of INR 1000 crore or more or a net profit of INR 5 crore or more during any financial year are required to constitute a Corporate Social Responsibility Committee of the Board consisting of three or more directors, out of which at least one director shall be an independent director. The Act make it mandatory for such companies to earmark 2% of net profit in preceding three years for corporate social responsibility (CSR) activities. It will also make corporate governance more transparent and make independent directors more accountable.

According to the Company Act 2013, the legislation 'advises' companies to direct their CSR spends towards the areas they operate in , as happier communities will be effective in creating shared value for the community's needs and the organization concerned. This law has also has provision for bringing the company to books, if the expenditure is not made, although the law does not imposes any penalties as of now, but the companies are directed to give the reasons for not spending the requisite amounts of their profits towards CSR. With various resources extractive industries (such as mining) and manufacturing firms (eg. Singur) faced public resistance regarding land acquisition, CSR spends can be defined as 'Strategic Social Risk Management' at best. These industries would have to utilize the allocation and would have to engage with the nonprofit community as an interface with the community in mind for transformation.

The drivers of CSR are as follows:

1. The shrinking role of Government;
2. Demands for great disclosure;
3. Growing investor pressure; and
4. Competitive market.
5. Legislations and Regulations

The following are the benefits of CSR:

1. Strengthened brand positioning;
2. Enhanced corporate image;
3. Increased ability to attract, motivate and retain employees;
4. Increased sales and market share;
5. Increased appeals to investors and financial analysts.

¹ . Assistant Professor, Dept. of Commerce, Swami Shraddhanand College, University of Delhi, Alipur, Delhi

Laws and Regulation Around The Rest Of The world:

One of the drivers of CSR is the role of independent mediators, particularly the government, in ensuring that corporations are prevented from harming the broader social good, including people and the environment. CSR critics such as Robert Reich argue that governments should set the agenda for social responsibility by the way of laws and regulation that will allow a business to conduct them responsibly.

The issues surrounding government regulation pose several problems. Regulation in itself is unable to cover every aspect in detail of a corporation's operations. This leads to burdensome legal processes bogged down in interpretations of the law and debatable grey areas (Sacconi 2004). For example, General Electric failed to clean up the Hudson River after contaminating it with organic pollutants in the United States. The company continues to argue via the legal process on assignment of liability, while the cleanup remains stagnant. (Sullivan & Schiafo 2005).

The second issue is the financial burden that regulation can place on a nation's economy. This view shared by Bulkeley, who cites the Australian federal government's actions to avoid compliance with the Kyoto Protocol in 1997, on the concerns of economic loss and national interest. The Australian government took the position that signing the Kyoto Pact would have caused more significant economic losses for Australia than for any other OECD nation (Bulkeley 2001, pg 436). On the change of government following the election in November 2007, the then Prime Minister Kevin Rudd signed the ratification immediately after assuming office on 3 December 2007, just before the meeting of the UN Framework Convention on Climate Change. Critics of CSR also point out that organization pay taxes to government to ensure that society and the environment are not adversely affected by business activities.

Denmark has a law on CSR. On 16 December 2008, the Danish parliament adopted a bill making it mandatory for the 1100 largest Danish companies, investors and state-owned companies to include information on corporate social responsibility (CSR) in their annual financial reports. The reporting requirements became effective on 1 January 2009. The required information includes:

1. Information on the companies' policies for CSR or socially responsible investments (SRI)
2. Information on how such policies are implemented in practice, and
3. Information on what results have been obtained so far and management's expectations for the future with regard to CSR/SRI.

CSR/SRI is still voluntary in Denmark, but if a company has no policy on this it must state its positioning on CSR in their annual financial report.

Understanding CSR

Corporate Social Responsibility is a form of self regulation integrated into a business model. It is also known as corporate conscience, corporate citizenship, social performance or sustainable business/responsible business. This term came into common use in late 1960s and early 1970s. CSR is about how company manages the business process to produce an overall impact on society. CSR is to achieve commercial success in ways that honor ethical values and respect people, communities and the natural environment.

Philip Kotler & Nancy Lee (2005) gave the concept for CSR as a commitment to improve community well-being through discretionary business practices and contributions of corporate resources. CSR is the sum of economic responsibilities, legal responsibilities, ethical responsibilities and philanthropic responsibilities.

CSR is the procedure of assessing an organization's impact on society and evaluating their responsibilities. It begins with an assessment of the following aspects of each business:

1. Customers
2. Suppliers
3. Environment
4. Communities
5. Employees

Triumphant CSR plans take organizations ahead of compliance with legislation and lead them to respect moral values and respect people, communities and the natural environment. Corporate social responsibility is sustainable – involving activities that an organization can uphold without negatively affecting the business goals.

CSR is not only about ecological accountability or having a recycling policy. It is about considering the whole representation of the company, from internal processes to your clients, taking in every step that a business takes during day-to-day operations. Rising economies such as India have also observed a number of companies enthusiastically engaged in CSR activities.

A pro-regulatory view comes, surprisingly, from companies themselves - at least some of them such as BP, the UK's Co-operative Bank etc. They believe that their existing behavior exceeds most existing standards and, of course, they wish to bring other companies, especially their competitors, up to the same level. It is suggested that companies should invoke, voluntarily, a number of basic principles. They would then 'shame and name' rogue companies thereby encouraging limited legislation. However, the danger of my 'minimalist'

position, which was essentially to stop a race to the bottom whereby companies would jump to favourable countries, has been admirably highlighted by Adrian Henriques. (Visiting Professor of Accountability and CSR at Middlesex University Business School, UK).

Organizations in India have been quite sensible in taking up CSR initiatives and integrating them in their business processes. It has become progressively projected in the Indian corporate setting because organizations have recognized that besides growing their businesses, it is also important to shape responsible and supportable relationships with the community at large. Companies now have specific departments and teams that develop specific policies, strategies and goals for their CSR programs and set separate budgets to support them. Most of the time, these programs are based on well-defined social beliefs or are carefully aligned with the companies' business domain.

Salient Features Of Company Act 2013 Relating To CSR

Followings are the salient features of the Companies act 2013 with reference to corporate social responsibility under section 135 of Companies Act 2013.

1. Every company having net worth of rupees five hundred crore or more, or turnover of rupees one thousand crore or more or a net profit of rupees five crore or more during any financial year shall constitute a Corporate Social Responsibility Committee of the Board consisting of three or more directors, out of which at least one director shall be an independent director.
2. The Board's report under sub-section (3) of section 134 shall disclose the composition of the Corporate Social Responsibility Committee.
3. The Corporate Social Responsibility Committee shall:
 - a. Formulate and recommend to the Board, a Corporate Social Responsibility Policy which shall indicate the activities to be undertaken by the company as specified in Schedule VII;
 - b. Recommend the amount of expenditure to be incurred on the activities referred to in clause (a); and
 - c. Monitor the Corporate Social Responsibility Policy of the company from time to time.
4. The Board of every company referred to in sub-section (1) shall:
 - a. After taking into account the recommendations made by the Corporate Social Responsibility Committee, approve the Corporate Social Responsibility Policy for the company and disclose contents of such Policy in its report and also place it on the company's website, if any, in such manner as may be prescribed; and

- b. Ensure that the activities as are included in Corporate Social Responsibility Policy of the company are undertaken by the company.
5. The Board of every company referred to in sub-section (1), shall ensure that the company spends, in every financial year, at least two per cent of the average net profits of the company made during the three immediately preceding financial years, in pursuance of its Corporate Social Responsibility Policy. Explanation.—for the purposes of this section "average net profit" shall be calculated in accordance with the provisions of section 198.

Computation Of Net Profit Under Section 198

Companies act 2013 clearly defines the mode and the method to be adopted while computing the net profits of the company. The companies are mandated to spend 2% of their average net profits of 3 preceding financial years on CSR activities as per schedule VII of the Companies act 2013. Following are the relevant details under section 198.

198. (2): In making the computation, credit shall be given for the bounties and subsidies received from any Government, or any public authority constituted or authorised in this behalf, by any Government, unless and except in so far as the Central Government otherwise directs.

198. (3): In making the computation, credit shall not be given for the following sums, namely:—

1. Profits, by way of premium on shares or debentures of the company, which are issued or sold by the company;
2. Profits on sales by the company of forfeited shares;
3. Profits of a capital nature including profits from the sale of the undertaking or any of the undertakings of the company or of any part thereof;
4. Profits from the sale of any immovable property or fixed assets of a capital nature comprised in the undertaking or any of the undertakings of the company, unless the business of the company consists, whether wholly or partly, of buying and selling any such property or assets.
5. Any change in carrying amount of an asset or of a liability recognised in equity reserves including surplus in profit and loss account on measurement of the asset or the liability at fair value.

Schedule VII of Companies Act 2013

Schedule VII, as amended by the Notification No. GSR 130(E), dated 27-2-2014, GSR 261(E), dated 31-3-2014 and GSR 568(E), dated 6-8-2014 and Notification F. No. 1/18/2013-CL-V, dated 24-10-2014, specifies activities which companies may include in their CSR Policies.

Nos.	CSR Activities relating to –
I	<ul style="list-style-type: none"> – Eradicating hunger, poverty and malnutrition – Promoting health care including preventive healthcare and sanitation including contribution to the Swachh Bharat Kosh set up by the Government for promotion of sanitation – Making available safe drinking water
II	<ul style="list-style-type: none"> – Promoting education, including special education and employment enhancing vocation skills especially among children, women, elderly and the differently abled – Livelihood enhancement projects
III	<ul style="list-style-type: none"> – Promoting gender equality – Empowering women – Setting up homes and hostels for women and orphans – Setting up old age homes, day care centres and such other facilities for senior citizens – Measures for reducing inequalities faced by socially and economically backward groups
IV	<ul style="list-style-type: none"> – Ensuring environmental sustainability – Ecological balance – Protection of flora and fauna – Animal welfare – Agroforestry – Conservation of natural resources – Maintaining quality of soil, air and water including contribution to the Clean Ganga Fund set up by the Central Government for rejuvenation of river Ganga.
V	<ul style="list-style-type: none"> – Protection of national heritage, art and culture including restoration of buildings and sites of historical importance and works of art – Setting up of public libraries – Promotion and development of traditional arts and handicrafts
VI	Measures for the benefit of armed forces veterans, war widows and their dependants
VII	<ul style="list-style-type: none"> Training to promote – Rural sports – Nationally recognized sports – Paralympics sports – Olympic sports
VIII	<ul style="list-style-type: none"> Contribution to – The Prime Minister's National Relief Fund or – Any other fund set up by the Central Government for socioeconomic development and relief and Welfare of SC/ST/OBC, minorities and women.
IX	Contributions or funds provided to technology incubators located within academic institutions which are approved by Central Govt.
X	Rural development projects.
XI	Slum area development.

Conclusions

The Companies act 2013 brings the management of the corporate sector in line with global norms. It introduces concepts like responsible self-regulation with adequate disclosure and accountability, ushers in enhanced shareholders' participation and provides for a single forum to approve mergers and acquisitions.

Branco and Rodrigues (2007) describe the stakeholder perspective of CSR as the inclusion of all groups or constituents (rather than just shareholders) in managerial decision making related to the organization's portfolio of socially responsible activities. This normative model implies that the CSR collaborations are positively accepted when they are in the interests of stakeholders and may have no effect or be detrimental to the organization if they are not directly related to stakeholder interests. The stakeholder perspective suffers from a wheel and spoke network metaphor that does not acknowledge the complexity of network interactions that can occur in cross sector partnerships.

It also relegates communication to a maintenance function, similar to the exchange perspective.

Increasingly, corporations are motivated to become more socially responsible because their most important stakeholders expect them to understand and address the social and community issues that are relevant to them. Understanding what causes are important to employees is usually the first priority because of the many interrelated business benefits that can be derived from increased employee engagement (i.e. more loyalty, improved recruitment, increased retention, higher productivity, and so on). Key external stakeholders include customers, consumers, investors (particularly institutional investors), and communities in the areas where the corporation operates its facilities, regulators, academics, and the media.

There shall be a significant positive impact of the Companies act 2013 on the functioning of CSR. The society would get a company which is behaving socially responsible and contributing for the betterment of the society in large. All the stake holder of the company shall also be benefited due to good and responsible governance of the company. Similarly,

1. It would help to avoid the excessive exploitation of labour, bribery, and corruption.
2. Companies would know what is expected of them thereby promoting a level playing field.
3. Many aspects of CSR behaviour are good for business (reputation, human resources, branding, easier to locate in new communities etc.) and legislation could help to improve profitability, growth and sustainability.
4. Some areas, such as downsizing, could help to re-address the balance between companies and their employees.
5. Rogue companies would find it more difficult to compete through lower standards.

6. The wider community would benefit as companies reach out to the key issue of under-development.
7. Sustainable development can be significantly achieved through the proper deployment of CSR activities by the companies for the regional as well as local areas.
8. The company shall give preference to the local area and areas around it where it operates, for spending the amount earmarked for Corporate Social Responsibility activities:
9. There are penalties on the defaulting companies, in case they fail to spend the CSR funds. The Board of the company shall, in its report made under clause (o) of sub-section (3) of section 134, specify the reasons for not spending the amount.
10. CSR activities and the funds spent as per the companies CSR policy shall be appropriately reported in a prescribed format, on the web site of the companies as a part of transparency and reporting.

References

1. <http://www.india-briefing.com/news/corporate-social-responsibility-india-5511.html/>
2. <http://taxguru.in/company-law/salient-features-companies-bill-2012-corporate-social-responsibility-csr.html>
3. <http://profit.ndtv.com/news/corporates/article-cabinet-gives-green-signal-to-revised-companies-bill-311687>
4. Bhattacharya, CB, Sankar Sen and Daniel Korschun (2011) Leveraging Corporate Social Responsibility: The Stakeholder Route to Business and Societal Value, Cambridge University Press, Cambridge: UK.
5. www.henriques.info/
6. Danish Centre for CSR's official website CSRgov.dk
7. Indian Companies Act 2013.
8. Ministry of Corporate affairs.

QUALITY OF WORK LIFE EVALUATION AMONG SOUTHERN RAILWAY EMPLOYEES

Dr. M. Manimekalai¹

Abstract

Work is an integral part of everyday life, as it is our livelihood or career or business. On an average we spent twelve hours daily life and it is the one third of our entire life. Research on quality of work life is considered to be more important at the individual and organization level. Quality of work life is considered for both the employees and organization and it is involved with job satisfaction, productivity, job involvement, job enrichment etc. The success of any organization is highly dependent on how it attracts recruits, motivates, and retains its workforce. Today's organizations need to be more flexible so that they are equipped to develop their workforce and enjoy their commitment. This study is made attempt to analyses the "Quality of work life evaluation among Southern Railway Employees". In order to improve quality of work life, various coping techniques have been suggested to upgrade the employee's attitude towards their job and the working environment in the organization

Key words: Quality of work life (QWL), stress, Job satisfaction, Job security, competencies, balance between work life and non-work life

Introduction

Efficient human resource is the most important asset of every organization. The more high quality the human resource is, the more success and enhancement opportunities are. Therefore, huge amount of emphasize should be placed on improving the quality of human resource to provide benefits for the organization as well as the employees. Desired use of human resource is dependent on actions taken to guard people's minds as well as their bodies, which include welfare and healthcare facilities, reward plans, job security, respecting the role and the position of individual people in the organization, providing the environment for people's growth and progress, etc. These actions are generally called quality of work life enhancement. Quality of work life programs include any type of improvement in organizational culture that supports employees growth and excellence (Filipo, 1987: 412).

In recent few years, some research has been done in order to identify the vital contribution of employees' health on the overall performance of organizations. Most authors consider a relationship between quality of work life job consequences and ethics, productivity, corporate social responsibility and organizational performance (Koonme, *et al*, 2009: 1). However, according to our search in domestic information centers as well as the research reports, there is no considerable piece of research performed in this regard, while the nature of Railway employees has to face the new situations in the work environment (Robbins 2001).

Therefore, in this article to study "Quality of Work Life Evaluation among Southern Railway Employees", with the main question of "how is the status for Railway employees work life in the selected city stations?".

Review of Literature

According to J.L.Suttle (1977) describes that organisational success and employee well-being are complementary to each other. Any initiative taken towards improving the QWL of the employees will extend to their greater self-esteem and improved job satisfaction, as satisfied employees are motivated to work harder and offer better services.

According to R. Hodson, and V. J. Roscigno (2004), inducing quality into the work life of employees is an incredible task as well as inevitable for any organisation, which is especially true in the case of service sector employees.

According to S. S.Tzafir (2007), in the service sector the quality of work life depends on the satisfaction in a job, autonomy to prioritize the work, challenging task, motivation by the organization and organizational commitment. Service industries are becoming increasingly important to the economies of developed nations.

Hanuv Mann, Dr. Uma Kumar, Inder Jit Singh Mannand Suchitto Kumar Das (2008) presented an article entitled "The Changing Face of the Indian Railways", in their research try to encapsulate the history, traditions, current approaches and future prospects of the Indian Railways based on the organizational structure.

¹. Assistant Professor, Department of Commerce, Srimad Andavan College of Arts and Science(Autonomous), Thiruvani Kovil, Trichy

Durgamani M.K (2009) wrote an article entitled “Manpower Planning in Indian Railways”. Manpower planning is a process which aims to have the right number of staff at right places with right type of skills at right times to enable the organization to achieve its short term and long term goals.

Objectives of the study

1. To assess the factors which makes employees quality of work life.
2. To identify the importance of work environment towards the performance.
3. To measure the satisfaction level of the employees with regard to the present method of quality of work life.

Significance of the study

- It helps Railway to know whether the existing services are offering really satisfying the employees needs.
- The study is significant because it will help Indian Railways to create a positive impact on its employees by working on its improving qualities.

Research Methodology

Following Methodological steps are followed for conducting the research

Area of the Study: The location selected is at Tiruchirappalli Division specifically for Tiruchirappalli city stations like.

Dept / Station Name	TPJ	TPTN	TP	GOC	SRGM	Sample Size
Personnel & Commercial	30	5	7	9	5	56
Operating & Signal	21	4	5	8	6	44
Total	51	9	12	17	11	100

Literature: This study started with the literature survey through various journals, magazines, publications of the Indian Railways, besides annual reports and official records of Indian Railways.

Design of Questionnaire: The questionnaire was specifically designed to accomplish the objectives of the study. The first section collected information personal profile of the respondents. The second section was motivational and various dimensions of quality of work life.

Design of sample survey: Sample size of the study constitutes 100 respondents. Non-Random sampling method was adopted in this study where students were approached directly and requested to fill the questionnaire.

Data collection Method: Primary data was collected by means of a structured questionnaire to conduct the study and arrive at conclusions based on the findings.

Determination of the data analysis methods: In this study simple statistical technique has been used. Percentage of respondents has been calculated in respect of most of the data collected. The following steps are taken in the present study in order to analyze the data correctly-

- i) Editing,
- ii) Tabulating, and

- iii) Graphic Representation Further, Chi-square test for independence was conducted to unearth possible dependency between variables.

Interpretation of the result: Finally the results that emerged from the study was analyzed and interpreted and suitable conclusions were drawn from those results.

Limitations of the Study

Some limitations of the present study were as follows:

1. **Sample Size:** Sample Size is limited to 100 respondents only which may not be representatives of universe. A large sample could not be taken due to limited time.
2. **Area of the Study:** The Study is limited only to certain areas (Tiruchirappalli Division only)
3. **Unwillingness and inability of the respondents to provide information:** Especially question regarding the demographical factors. Many persons were unable to answer accurately due to ignorance of facts.
4. **Time constraints:** Time available at the disposal was not enough. Therefore it was not feasible to go in depth and choose wider area.
5. **Limitation regarding analysis:** Due to limited resources and time, a deeper statistical analysis of variance, rank correlation could not be carried out.

Description of Statistical Tool Used:

Chi-square test

Chi-Square Test:

The Chi-square test is an important test amongst the several tests of significant developed by statistical. Chi-square, symbolically written as χ^2 (Pronounce as Ki-Spare), is a statistical measure used in the context of sampling analysis for comparing a variance to a theoretical variance.

Formula

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

$$E = R \cdot C / N$$

Where R = Sum of row total

C = Sum of column total

N = Sample size

$$\text{Degrees of freedom} = (r-1)(c-1)$$

Analysis by using Chi-square Test:-**Table – 1 : Factors – Level of Quality of Work Life:-**

H_0 :- There is no significant difference between two variables.

H_1 :- There is significant difference between two variables.

Table – 1

Factors	Level of quality of work life			Total
	High	Medium	Low	
Fair Compensation	6	-	5	11
Safety Working Conditions	13	6	3	22
Career Development	-	7	5	12
Security	12	-	8	20
Social Integration	6	-	-	6
Job satisfaction & Life Satisfaction	8	-	4	12
Constitutionalism	-	-	4	4
Social Relevance	13	-	-	13
Total	58	13	29	100

(Source: Primary data)

Chi-Square Tests

	Cal. Value	Table Value	df
Pearson Chi-Square	40.0239	23.685	6

Interpretation:

Since the calculated value (40.0239) is higher than the table value (23.685). So the null hypothesis (H_0) is rejected and the alternate hypothesis (H_1) is accepted.

Result: From the above test we find it that there is a relationship between the factors that affecting the level of quality of work life and rating helps to provide employee counseling.

Table – 2 : Work Environment - Performance

H_0 :- There is no significant difference between two variables.

H_1 :- There is significant difference between two variables.

Table – 2

WORK ENVIRONMENT	Opinion	Strength and Weakness of Employees					Total
		Very Good	Good	Neutral	Bad	Very Bad	
	Highly Satisfied	10	-	-	-	4	14
	Satisfied	-	13	-	23	-	36
	Neutral	-	-	25	3	-	28
	Dissatisfied	4	-	14	-	-	18
	Highly Dissatisfied	1	-	-	-	3	04
	Total	15	13	39	26	7	100

(Source: Primary data)

Chi-Square Tests

	Cal. Value	Table Value	df
Pearson Chi-Square	128.607	26.296	16

Interpretation:

Since the calculated value (128.607) is higher than the table value (26.296). So the null hypothesis (H_0) is rejected and the alternate hypothesis (H_1) is accepted.

Result: From the above test we find it that there is a relationship between the work environment identify strength and weakness of employees performance and rating helps to provide better work environment from the management.

Table – 3 : Motivation - Experience

H_0 :- There is no significant difference between two variables.

H_1 :- There is significant difference between two variables.

Table – 3

Motivation	Level	Experience			Total
		Below 15 years	15 - 25	Above 25	
	High	8	40	7	55
	Low	11	21	13	45
	Total	19	61	20	100

(Source: Primary data)

Chi-Square Tests

	Cal. Value	Table Value	df
Pearson Chi-Square	15.1073	9.488	4

Interpretation:

Since the calculated value (15.1073) is higher than the table value (9.488). So the null hypothesis (H_0) is rejected and the alternate hypothesis (H_1) is accepted.

Result: From the above test we find it that there is a relationship between the motivation with experience. The majority of the respondents (55%) were accepted for high motivation.

Table – 4 : Educational qualification – Quality of work life

H_0 :- There is no significant difference between two variables.

H_1 :- There is significant difference between two variables.

Table – 4

Education	Level of quality of work life			Total
	High	Medium	Low	
School	22	5	3	30
ITI & Diploma	20	17	-	37
College	26	-	7	33
Total	68	22	10	100

(Source: Primary data)

Chi-Square Tests

	Cal. Value	Table Value	df
Pearson Chi-Square	15.92815	9.488	4

Interpretation:

Since the calculated value (15.92815) is higher than the table value (9.488). So the null hypothesis (H_0) is rejected and the alternate hypothesis (H_1) is accepted.

Result: From the above test we find it that there is a relationship between the Educational qualification with level of quality of work life and rating helps to provide better work Training from the management.

Suggestions:

Though Railways are giving adequate training and trying to impart knowledge transfer of so many new modern techniques and systems, yet the reach ability to the residual personalities is not to the required value. Railways may intensify the training and knowledge transfer along with so schemes for their uplift their living environment, status, educational qualification, stability, along with other opportunities for their higher positions.

Conclusion

All over the world people are craving for their human dignity and respect. Besides their aspirations and expectations are rising along with rapid changes in times and technologies. There is growing significance attached to human resources. Therefore, it is necessary to ensure quality work life for all-round peace and prosperity. Better quality of work life leads to increased employee morale. It minimizes attrition and checks labor turnover and absenteeism. There will be better communication and understanding among all employees leading to cordial relations. It depends upon their position and status in their work place. Work environment does not only count the living world things but also the materialistic world

stuff. It may count the room or home where they are working. It may counts the things that they are using in one way or the other. It is all about things and livings that are around the employees' where they are working. It finally concluded that work environment, job analysis, satisfaction and motivation are the four major which dominates all the other factors and helps the employees for their better performance in the organization.

References:

1. C.R .Kothari, "Research Methodology", New Age International Publishers. Second revised edition; 2004
2. J. L. Suttle, Improving life at work problems and prospects, in J. R. Hackman and J. L. Suttle (Eds.) Improving life at work: Behavioral science approaches to organizational change, 1977, 1-29.
3. R. Hodson, and V. J. Roscigno, Organizational success and worker dignity: Complementary or contradictory? American Journal of Sociology, 110(3), 2004, 672-708.
4. S. S.Tzafirir, HRM practices and perceived service quality: The role of trust as a mediator. Research and Practice in Human Resource Management, 15(2), 2007, 1-20..
5. Hanuv Mann et al. (2008), the Eighth International Conferences on "Knowledge, Culture, Change in organization", 5-8 august, Cambridge University, United Kingdom.
6. Durgamani, M. K (2009) "Manpower Planning in Indian Railways" published by Article base Free Online Articles Directory

JOB PERFORMANCE AND JOB SATISFACTION OF SALES FORCE IN PHARMACEUTICAL INDUSTRY OF ANDHRA PRADESH

Dr. P.Raghunadha Reddy¹

C.Sambaiah²

Abstract

The purpose of the study is to explore the job performance and job satisfaction of sales force working in pharmaceutical companies located in the state of Andhra Pradesh. Companies spend a considerable amount of time and money on managing sales force rather than on any other promotional activity. It is considered as an inevitable tool as managing sales force is as important as managing business entity. Demographic characteristics such as age, gender, marital status, educational profile, professional experience, family profile were considered as potential determinants that affects the performance and satisfaction level of the sales personnel. A survey was conducted taking 600 as sample size with a sampling unit of sales people distributed across seven sales unions in Andhra Pradesh. The results found that marital status influences on job performance and job satisfaction of the sales force in Pharmaceutical Industry and the data analysis suggested that human resource management should put more efforts to promote gender diversity among sales force and to facilitate the female cluster. The Sales manager has to be pro active in noticing the performance change of the sales person and drive the sales person towards continual improvement by triggering their commitment and participation for the benefit of the firm and customer on a whole.

Key words: Sales force management, Job Satisfaction, Job Performance.

Introduction

The term 'Sales Force Management' refers to the direction and control of sales personnel. It has gained much importance owing to the critical role it plays. The American Marketing Association (AMA) defines sales force management as "planning, directing, and controlling of the personal selling activities of a business unit which includes recruiting, selecting, training, assigning, rating, supervising, paying, motivating, as all these tasks apply to the sales-force personnel.

The face of any organization is the sales force. Companies spend a considerable amount of time and money on sales force management rather than on any other promotional activity. However, sales force is an expensive affair and companies are looking forward to managing them in an efficient and effective manner.

On a common parlance the pharmaceutical sales force, known as medical representatives and have been termed as 'detailers' because of their role in promoting the "details" about drugs in one-on-one meetings with physicians. Sales force employed by pharmaceutical companies has to persuade doctors to prescribe their drugs to patients. Drug companies send representatives to doctors, to provide product information, answer questions on product use and deliver product samples. The quality of their interaction with doctors becomes the key to the success of Pharmaceutical companies.

The present study charts to examining the influence of demographic variables on sales force performance in Pharma industry. Analyzing the impact of the demographic factors such as age, gender, educational qualification, marital status, monthly income and determining the impact of these variables could bring several viewpoints in parlance to sales force management. To begin with the actual statement the pharma industry requires competent sales force with improved skills and competencies. It is of a great challenge to a pharma industry that the lives of the people across the globe depend on the drugs it offers to the market. Without getting the in depth purview of the process of medical representatives' management it could be highly difficult for the industry to sustain in the global competitive environment. This has directed to explore the influence of demographic variables on the performance and satisfaction levels of the sales personnel. Even more the role of sales force in the pharma industry is of highest significance.

In general, the task initiated by the sales personnel rests on the effectiveness of the sales manager. It represents that the sales manager categorizes the sales job, assign sales routes and quotas to a sales personnel and track sales lead. The sales manager held responsible to train, motivate, compensate and direct the sales personnel for the generation of sales lead and promote the companies' products for the prospects identified.

¹ . Professor, Dept. of Management Studies, Sri Venkateswara University, Tirupati.

² . Research Scholar, Dept. of Management Studies, Sri Venkateswara University, Tirupati

Review of Literature

SarojkumarSahoo et al. (2014) in the study conducted to cover the factors leading to satisfaction of Pharmaceutical sales force and impact of sales force satisfaction on selling performance in pharmaceutical industry suggested enormous results. The sample size consisted of 250. Demographic factors such as age, marital status, educational qualification, and annual salary were covered. The self-administered structured questionnaires with five point Likert scale was used to measure the qualitative response of the respondents. The major findings pointed out that the career development, achievement orientation, work conditions and accountability are the actual factors of sales force satisfaction.

Deeter-Schmelz and Sojka et al. (2007) identified that, with rapid industrialization and exponential growth in the services sector, more women are entering the sales positions. This study suggests that the important role individual characteristics such as gender, marital status play as an influencing determinants on sales people motivation and performance. In addition, as in other industrialized countries, the trend toward feminizing the nation's industrial sales forces has spawned research studies investigating gender-related differences impacting sales force management strategies.

Siguaw and Honeycutt et al. (1995) identified that gender differences in selling, reviewed inevitable findings that female sales representatives report lower job satisfaction, lower role clarity, and greater propensity to leave the organization.

McNeilly et al. (1991) used data from 67 male and 71 female salespersons to explore whether gender and performance moderate the relationship between job satisfaction and intention to leave a job. Questionnaire data showed a tendency for men and women to leave their current sales position because of dissatisfaction with different aspects of the job. Men expressed greater satisfaction than women with pay and opportunities for promotion and less satisfaction with their sales managers. For women, the lower their satisfaction with fellow workers, the greater was their intention to leave. For low performers, the less satisfied they were with the job itself, the greater their desire to leave. Dissatisfaction with company policy led to a greater tendency to leave among low performers.

Need For Study

After thoroughly examining the literature, it was found out that there could be a burning need to conduct research on the demographic influence of sales force performance and job satisfaction especially in the context of pharmaceutical Industry. However, it was observed from

the review of literature that the majority of the studies were not done in Indian context and the studies which were done in the Indian context have covered only a few elements like training, motivation and compensation.

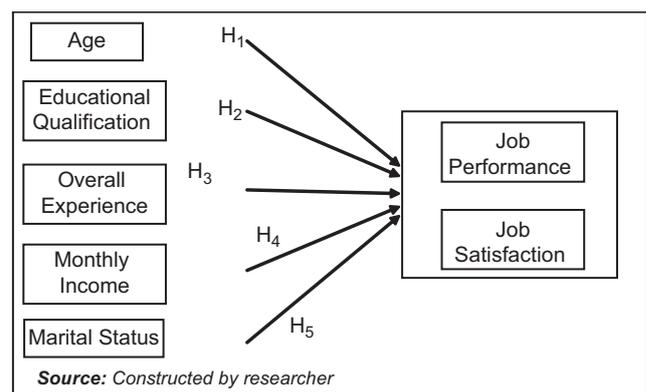
Research Methodology

The study employed descriptive research method for designing research frame work, variables and sample type. The sample consists of sales personnel from the pharma industry in Andhra Pradesh. A convenience sample was used in that these sales personnel were approached through the researchers' personal contacts. The study used both primary and secondary data, secondary data was collected from books, journals and reports accessed at IIM Bangalore and SVU Tirupati digital library sources. The primary data was collected by using well structured questionnaire. The questionnaire was pre -tested with 50 sample respondents in Tirupati sales union.

The study covers seven prominent and highly potential sales unions located in Andhra Pradesh. The study was conducted in those seven sales unions namely Tirupati (100), Kurnool (100), Vijayawada (100), Nellore (100), Visakhapatnam (100), Ananthapur (50) and Kadapa (50).

This study used 5 point Likert scale were employed ranging from 1 to 5 (strongly disagree, disagree, neither agree nor disagree, agree, strongly agree). For the analysis of the data the study used simple percentages and correlation. The data collected from the respondents was systematically tabulated in MS- Excel 2007, coded into SPSS 20 package, analyzed and presented in the tables.

Model of The Study



Hypotheses

H₁ : Age of the respondents influence on sale force performance and job satisfaction.

H₂ : Educational Qualification of the respondents influence on sale force performance and job satisfaction.

- H₃** : Overall experience of the respondents influence on sale force performance and job satisfaction.
- H₄** : Monthly income of the respondents influence on sale force performance and job satisfaction.
- H₅** : Marital Status of the respondents influence on sale force performance job satisfaction.

Objective of the Study

1. To identify the demographic factors affecting job performance and job satisfaction of sales force in pharmaceutical industry.
2. To investigate which demographic characteristic influence more on job performance and job satisfaction of sales force in pharmaceutical industry.

Data Analysis and Results

Demographic profile of the respondents

Demos mean people. It refers to the vital and measurable statistics of population. Demographic characteristics such as age, gender, marital status, educational qualification, designation, income and experience are the most popular basic factors for segmenting the sales group. Demographic variables are generally easier to identify and measure their relationships and their influence over other type of variables. The data collected through 600 complete responses from the sales force of seven selected sales unions of Andhra Pradesh are processed and presented below.

Demographics: The demographic characteristics of the respondents collected in the present survey include gender, age, educational qualification, monthly income,

experience, marital status. Analytical aspects of these characteristics were reported in table .1, and are worth noting.

Gender

The final sample (N=600) was composed of 600 males (100%). This is because of a reason where no sales unions have female as sales representatives or sales officers.

Age Group

The majority of the respondents are in the ages from 25 to 30 years. The age of the respondents were collected in open ended question.

348 (58%) respondents were in age group of 'above 25 and less than 30 years', 126 (21.0%) in 'less than 25 years', 126 (21.0%) in 'above 30 years' The major age group of sales force was found to be 'between 25 to 30 years'.

Educational qualification

The majority of respondents' educational qualification was graduation which amounts to 93% of the total population. 558 (93%) respondents were in having graduation and 42 (7%) were post graduates.

Marital status

The majority of respondents were single which amounts to 69% of the total population.

414 (69%) respondents were single and 186 married were accounted to (31%) of the total population.

Table - 1 : Demographic Characteristics of the Respondents

Characteristics	Groups	Frequency	Percentage
Gender	Male	600	100
	Total	600	100
Age (in years)	Less than 25	126	21
	25 – 30	348	58
	Above 30	126	21
	Total	600	100
Education	Graduation	558	93
	Post-graduation	42	7
	Total	600	100
Marital Status	Single	414	69
	Married	186	31
	Total	600	100

Source: Primary data

Occupational profile of the respondents

Respondents are classified into segments according to their monthly income, present experience and overall experience. Table.2 narrates the income wise and experience wise respondents across the sales unions.

Monthly Income

It is evident from the table.2 that, 234(39%) of the respondents are in the income range of less than Rs 20k, 168(28%) are in the range between 50k and less than 30k and 198(33%) accounts more than 30k per month. Among all less than 20k has the highest percentage of respondents in this income group.

Present Experience

It is reveals from the table.2 that, 276(46%) of the respondents are having a present working experience in between 2 to 4 years, 162(27%) are having less than 2 years. And 162(27 %) accounts above 4 years of work experience. Among all respondents with present experience of 2 to 4 years is the highest percentage of respondents in this group.

Over all Experience

It is reveals from the table.2 that, 354(59%) of the respondents are having an overall working experience of 3 to 6 years, 126 (21%) are having less than 3 years. And 120 (20 %) accounts above 6 years of overall work experience. Among all respondents with overall experience of 3 to 6 years is the highest percentage of respondents in this group.

Table - 2 : Occupational Profile of the Respondents

Characteristics	Groups	Frequency	Percentage
Monthly Income (in thousands)	Less than 20 k	234	39.0
	20 – 30 k	168	28.0
	Above 30 k	198	33.0
	Total	600	100.0
Present Work Experience (in years)	Less than 2	162	27.0
	2 – 4	276	46.0
	Above 4	162	27.0
	Total	600	100.0
Overall Work Experience (in years)	Less than 3	126	21.0
	3 – 6	354	59.0
	Above 6	120	20.0
	Total	600	100.0

Source: Primary data

A bivariate Pearson Correlation was employed to examine the statistical significant relationships between demographic variables and the factors of job performance and job satisfaction.

Table - 3 : Demographic influence on sales force performance and job satisfaction

Pearson		Job Performance	Job Satisfaction
Age of the Respondent	Correlation	-.188**	-.284**
	Sig. (2-tailed)	0	0
Educational Qualifications	Correlation	0.031	0.008
	Sig. (2-tailed)	0.454	0.847
Overall Experience	Correlation	0.031	-.172**
	Sig. (2-tailed)	0.443	0

Monthly Income	Correlation	-0.021	-.290**
	Sig. (2-tailed)	0.603	0
Marital Status	Correlation	.155**	.198**
	Sig. (2-tailed)	0	0

Note: ** correlation at 0.01 level *correlation at 0.05 level

Source: Primary data

From the table.3, it was evident that the age of the respondents with job performance and job satisfaction was negatively correlated and age of the respondents with job satisfaction was also negatively correlated at 0.01 significance levels. The overall experience of the respondents with job satisfaction was negatively correlated at 0.01 significance levels and there was no correlation between the overall experiences of the respondents with job performance. The monthly income of the respondents with job satisfaction was negatively correlated at 0.01 significance levels. The marital status of the respondents with job satisfaction and job performance was positively correlated at 0.01 significance levels. There was no correlation between the educational qualification of the respondents with job performance and job satisfaction. From the table 6.3 it clearly exemplifies that age of the respondents was highly negatively correlated with job performance and job satisfaction where as marital status of the respondents was highly positively correlated with job performance and job satisfaction.

Limitations of the Study

1. The perceptions of the respondents may be biased. The researcher could not consider all the responses given were authentic.
2. The study is limited to selected regions of Andhra Pradesh and the findings may be at variance with other region's sales force.
3. The study couldn't cover all the factors significantly influencing the job performance and job satisfaction of sales personnel.

Discussion

- The sample consists of 600 male sales representatives (100%). No female respondents exist due to the reason that there were no female sales personnel and sales supervisors.
- It was observed from the study that 348 (58%) of the respondents were between the age group of 25 and 30 years that shows the sales personnel commitment towards the sales job.
- 93% of the respondents responded that educational qualification affects job performance.
- It was evident from the study that 276 (46%) of the respondents are having a present working experience in between 2 to 4 years.

From the analysis of current study H_5 - Marital Status of the respondents influences job performance and job satisfaction of sales force in selected sales unions of Andhra Pradesh is accepted with 99% level of significance. Except H_5 , all hypotheses were rejected based on their significance level.

Suggestions

- The sales union selected for the study has to encourage female participation by adopting flexible policies when the pharma business fall under mother care and baby care exclusively.
- It was suggested that the sales manager has to monitor the progress of their assigned sales force by conducting sales meetings often.
- The Sales manager should be pro active in noticing the performance change of the sales person and drive the sales person towards continual improvement.
- To promote professional growth, the sales managers should be held responsible to organize counseling, one – to – one meetings with sales force, motivate the sales force that helps them improve professionally, career planning and development.
- The sales manager of the pharma industry has to be keen on understanding the changing desires and aspirations hat helps them in directing the sales personnel to the targeted sales quotas effectively.

Scope for Further Research

There are many avenues for future sales management research in various markets. Salesperson's business lives are under enormous pressures due to changing environmental conditions. Studying the effect of demographic changes and its impact on sales management practices may explain the broader framework. Along with identifying of demographic characteristics, this study can be extended to other challenging areas like training, motivation, compensation to get deeper insights of valuable information.

Conclusion

The research concluded that demographic variables could influence on job performance and job satisfaction of the sales personnel in pharma industry in select sales regions of Andhra Pradesh. Changing demographic characteristics could pose varied set of challenges to a sales manager. The sales manager has to notice the change of performance and job satisfaction of sales personnel ahead of time and make possible adjustments in terms of sales force structure, commitment and improvement. A good sales force structure and commitment allows the sales people to meet the changing demand of the customers' needs and wants and in turn helps the sales person to sell the firms' products and services.

References

1. Saroj Kumar Sahoo et al., (2014), "Motivation really count for sales force performance in pharmaceutical Industry". Business and Management Research, Vol. 3, pp. 1-9.
2. KhasroMiah et al (2012), "Performance management system in UK retail Industry", Far East Journal of Psychology and Business, Vol .7, pp.13-25.
3. Anthony C. Koh (2011), The Antecedents of Sales Force Motivation: An Empirical Investigation in the Insurance Industry in Singapore. International Journal of Marketing Studies. Vol. 3, No. 3; August 2011.
4. Anand Krishnamoorthy et al., (2005), "scheduling sales force training: theory and evidence"., International Journal of Research in Marketing , Vol.22, pp. 427-440.
5. Alan J. Dubinsky et al (1998), "A Research odyssey in sales management", academy of marketing science review, Vol.10, pp.1-7.
6. Charles. M. Futrell., (1979), "Sales force job attitudes, design, and behavior", Academy of Marketing Science, Journal of the Academy of Marketing Science, Vol.7, No.02, pp 101-107.
7. George Rissman (1975) "Strategies for sales force management", Journal of the academy of Marketing Science, Vol.3, No.4, pp. 369-382.
8. Gilbert .A. Churchill et al., (1974) "Measuring the job satisfaction of Industrial Salesmen". , Journal of Marketing Research, Vol. XI, pp 254-60.
9. Belasco, James A (1966), "The Salesman's Role Revisits", Journal of Marketing, Vol.30, April, pp 6 -8.

GROWTH AND DEVELOPMENT OF COMMERCIAL & CULTURAL TOURISM ACTIVITIES IN RAJASTHAN

Dr. Parul Mathur¹

Dr. Daleep Kumar²

Abstract

The main purpose of this study is to highlight the commercial tourism activities along with culture of Rajasthan like art & craft, costume/dress code, customs, festival, ceremonies, music & dance, folklore, cuisine etc. in the part of introduction of the paper, because culture is the main tourism of the state. The review of literature of study is explaining the views of various authors and official whatever they explain in their study earlier about the activities of culture and commercial tourism of Rajasthan. In the research methodology of the study clarify the data collection, limitation, scope & objective of the study and tools of the study. To find out the result from the part of findings of the study is based on the arrival of the tourist both domestic and foreign for tourism purpose in the state. Also screening the month wise both type tourist arrivals in the state, and make comparisons in the percentage change on the bases of previous year. Finally to examine the five year commercial plans, what the govt. provide, the financial aid for tourism purpose to maintain the culture of the state and development of the tourism spots.

Key words: Commercial, Culture, Tourism, Rajasthan, Domestic, Foreign and Tourists.

Introduction

What is culture? - Every country, every state, every region has its own culture. Before defining cultural tourism it is very important to know what culture is. We can define culture as human's daily activities in all aspects of life. It includes human's living habits, eating habits etc. culture is about the people's history and heritage, art and about the people's life style and their customs as well, said Smith.

Rajasthan is the land of kings, bravery, and warrior princes, scenic and serene beauty also the land of royal creature hospitality. The state is famous due to various motives in the sector of tourism like the rich culture & its activities, fort and places, agriculture, wildlife, heritage properties, rural life, religious place, amazing lakes, adventures, sand and dunes camel and elephant riding, hunting, eco-tourism, climates, rail tourism, MICE etc. But the rich culture or can say the cultural tourism attract lot of domestic and foreign tourists every year. There was 28611831 no. of domestic tourists and 1451370 foreign tourists reached in 2012. The percentage change was 5.43% for the year 2012 on the base of 2011 in the arrival of domestic tourist and 7.35% for foreign tourist. The total change was seen 5.52% for the year 2012 over 2011. The culture of state reflects same in all over the state although the boundaries covered with different states like Gujarat, Madhya Pradesh, Uttar Pradesh, Haryana and Punjab. The west side of the state is attached with internationally Pakistan. The various motives allow visitors to travel back in time to the past

era of Kings and Queens and to experience the royal luxury and charm of those times and marvel at the wonderful architecture obvious in the lavish palaces and grand forts of the state.

The Culture of Rajasthan express Art & Craft, Custom, theatre, Festival, Ceremonies, Music Dance, Folklore, Cuisine etc. vary from place to place. Culture tourism is the main tourism of Rajasthan it attract thousands of national and international tourist.

Art & Craft: -Rajasthan is famous for various arts and crafts. For example, textiles, handicrafts, folk and fine art, intricately carved furniture, a variety of printing styles and dying techniques on fabrics, blue pottery from Jaipur and beautifully mined and cut semi-precious stones.

Dress Code: -The dress is in beautiful shades of blue, red, yellow and orange-colours which they originally made from vegetable colours. Rajasthan is also famous for its fabrics that are ideally suited to hot weather, beautiful embroideries, mirror work and intricate fabric dying techniques. The women of Rajasthan wear lehenga cholis-ankle length skirts with short blouses and a dupatta (veil) that covers their heads. The men on the other hand are often seen in dhotis (fabric tied around the waist to form pants), kurtas (long shirts) and padgis (turbans). The veils and turbans were first incorporated into their dress as protection from the severe heat. However, it has come to be a symbol of feminine modesty and respect for elders.

¹ Director Pacific Institute of Hotel Management, Pacific Academy of Higher Education & Research University, Udaipur-Rajasthan
² Professor, Pacific Institute of Hotel Management, Pacific Academy of Higher Education & Research University, Udaipur-Rajasthan

Music & Dance:-There are many schools of classical music and the most unique element of Rajasthan's folk music is that they literally have a song for every occasion in their lives, even for mundane household chores. Similarly, the people have a different form of dance for different occasions.

Cuisine:Rajasthan culture offering delicious dishes, after all necessity is the mother of invention! Whether it's the gattekisubzi, kachori, daal-baati-churma, laalmaas or saangar, Daal-Bajareki Roti, it's all spicy, and scintillating. The desserts too are incredibly unique and exquisite.

Fair & Festival:The People of Rajasthan enjoy and celebrate various fair & festival like ladies festival HaryaliTeej, KajliTeej (Jul-Aug), KarwaChoth (Oct-Nov),Navratri, Dushra-Diwali, Holi, Dress Festival – Jaisalmer (Jan-Feb.), Elephant Festival Jaipur (Mar-Apr), Camel Festival- Bikaner (Jan), Puskar Fair, Mewar Festival-Udaipur, Nagor Fair, Baneshwar Fair, BundiUtsav, Jaipur Literature Festival, Alwer Festival , Shekhawati&Gangaur Festival.

Architecture:Rajasthan is famous for the majestic forts, intricately carved temples and decorated havelis, which were built by kings in previous ages. JantarMantar, Dilwara Temples, Chittorgarh Fort, Lake Palace Hotel, City Palaces, Jaisalmer Havelis are part of the architectural heritage of India. Jaipur, the Pink City, is noted for the ancient houses made of a type of sand stone dominated by a pink hue. At Ajmer, the white marble Bara-dari on the Anasagar Lake is exquisite. Jain temples dot Rajasthan from north to south and east to west. Dilwara temples of Mount Abu, Ranakpur Temple dedicated to Lord Adinath near Udaipur, Jain temples in the fort complexes of Chittor, Jaisalmer and Kumbhalgarh, Lodarva (Lodhruva) Jain temples and Bhandasar Temple of Bikaner are some of the best examples.

Religious:-Rajasthan had a massive movement to unite the Hindus and Muslims to worship God together.

Language:Mostly Rajasthani language speaks because this is their native language and Hindi language.

Review of Literature

Ferguson(2013),identified the existing and new tourism projects in the major destination including an outline feasibility of these project and prioritisation of these on the bases of income and employment potential including the development of culture centres, handicraft shops, health resorts etc.Sharma (June-2013),find out the arrival of tourist, comparative analysis on monthly basis and satisfaction level of Foreign and Domestic Tourists who have visited Rajasthan. Explain the land of Rajasthan as Land of Kings, and Warriors, Art Craft and the Culture, The paper also focuses on the SWOT of Rajasthan Tourism.Laveena(Sep-2012)examines all major aspects

relating to profitability analysis carried for the period of 2005-06 to 2009-10. For the purpose of profitability analysis various accounting ratios calculated and various statistical tools such as mean, standard deviation, coefficient of variance and "t" test are employed. The major findings of this research work are that in majority of profitability ratios have less deviations during the study period.IL&FS (Mar-2012), identify potential tourist circuits/destinations in the State of Rajasthan, analyse potential and carrying capacity of the identified circuits/destinations and prioritise the same. Assess the existing infrastructure basic and tourism related for the circuits/destinations. Assess the interventions for improving the quantity and quality of basic and tourism infrastructure for prioritized circuits/destinations. Identify infrastructural projects to be initiated by Centre/State/Private sector. Shuklaand Kapoor (2010), explain that Rajasthan is the land of chivalry, royalty, rich art & culture, traditions, heritage, a wide platter of tourist spots, music, rustic as well as royal beauty to savour the tastes of a variety of tourists. It has the potential to offer most memorable life experiences to those who have wander lust.The study is basically an exploratory study aimed at exploring the initiatives for tourism promotion. The study is an effort to find out whether the state has been able to tap its full tourist potential or not. It also studies the marketing policy adopted by the state government. Are the promotional efforts undertaken by the state supply driven or is customer centric? It also studies the perception of the various stakeholders to the various government policies.ICT(Nov.-2005),evolve a pragmatic policy to ensure optimum utilisation of rich tourism resources of the state, to generate employment especially in rural areas, to develop a ready market for the rich and varied handicraft, to preserve varied bio-diversity, natural historical, cultural heritage of the State by scientific methods and to accelerate contribution of tourism industry in socio economy development of the state by making tourism a truly people's industry in Rajasthan.

Research Methodology

Data Collection_The data collection methods and techniques is based on secondary sources for this paper like books, magazines, e-journals, magazines,articles, newspapers and websites and produced it after genuinely and thoroughly study.A questioner was prepared/ framed for this study and the data is collected with the help of questioner. The collected data analysed through MS-Excel to find out the result with the help of graphs/figures and tables.

Limitation of the Study: Various authors wrote various articles/papers on Rajasthan Tourism and produce their views with in their style/methods. This is special study on the *Culture Tourism of Rajasthan*,of this type because

this type of study never done before. The data is collected from limited period and one more limitation is that the data collected from selected sources.

Scope of Study: This paper focuses on data of last one decade from 2001 to 2012 and gets the sufficient results from the findings. The results and findings examine the domestic and foreign tourist arrival in the state, the change, percentage on the base of previous years. Development of the tourism spots, infrastructures and culture of Rajasthan under the *Five Years Plans*. This paper will help to new researchers/scholars/students for future study, Also the study will be helpful to know about the development of economy of the state.

Objectives of the Study:

- To Analysis the Arrival of Tourist (Both Domestic and Foreigner) for last one decade in Rajasthan and what is the percentage of change on the base of previous year.
- Govt. aids in the Development of Fair-Festival, Commercial & Cultural Activities and Tourism Spots in Rajasthan during the "Five Year Commercial Plans" Particular 10th Five Year Plan, 11th Five Year Plan and 12th Five Year Plans.

Tools and Techniques of the Study:

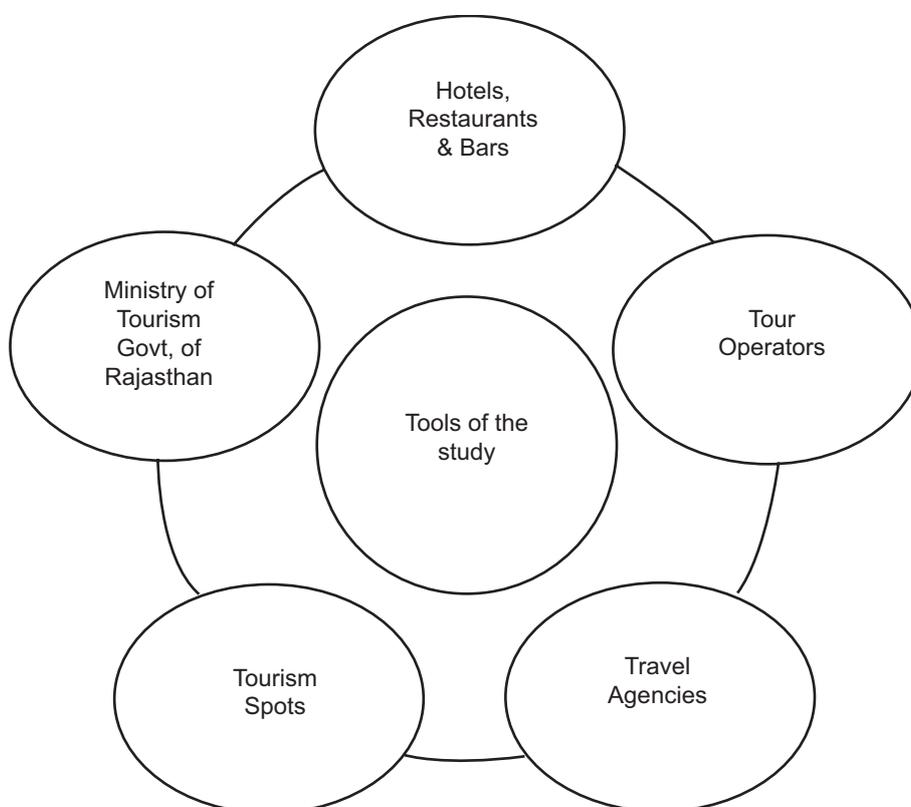


Fig. 1 : Tools and Technique of the Study

Findings and Results:

According to objective first "To Analysis the Arrival of Tourist (Both Domestic and Foreigner) for last one decade in Rajasthan and what is the percentage of change on the base of previous year".

Table : 1 : Tourist Arrival in Rajasthan from the year 2001 to 2012

Sr. No	Year	No. of Tourist			Percentage/Change on the bases of Previous Year		
		Domestic	Foreigner	Total	Domestic	Foreigner	Total
1	2001	7757217	608283	8365500	5.19	-2.38	4.6
2	2002	8300190	428437	8728627	6.99	-29.57	4.34
3	2003	12545135	628560	13173695	51.14	46.71	50.92
4	2004	16033896	971772	17005668	27.81	54.6	29.09
5	2005	18787298	1131164	19918462	17.17	16.4	17.13
6	2006	23483287	1220164	24703451	25	7.87	24.02
7	2007	25920529	1401042	27321571	10.38	14.82	10.6
8	2008	28358918	1477646	29836564	9.41	5.47	9.21
9	2009	25558691	1073414	26632105	-9.87	-27.36	-10.74
10	2010	25543877	1278523	26822400	-0.06	19.11	0.71
11	2011	27137323	1351974	28489297	6.24	5.74	6.21
12	2012	28611831	1451370	30063201	5.43	7.35	5.52

Sources: PragatiPrativedan (2012-13), Rajasthan Tourism, Govt. of Rajasthan

The above Table no.1 and below Figure no.2 is showing domestic tourist arrivals in Rajasthan during 2001 to 2012, which were 7757217 nos. for the year 2001. The nos. of arrivals were 25920529 in the year 2007 in the period of recession 2008 and 2009 the data was 28358918 & 25558691. Finally the arrivals of domestic tourist were 28611831 for the year 2012 according to data collection from PragatiPratvedan Report 2012-2013.

Domestic Tourist Arrival in Rajasthan from the year 2001 to 2012

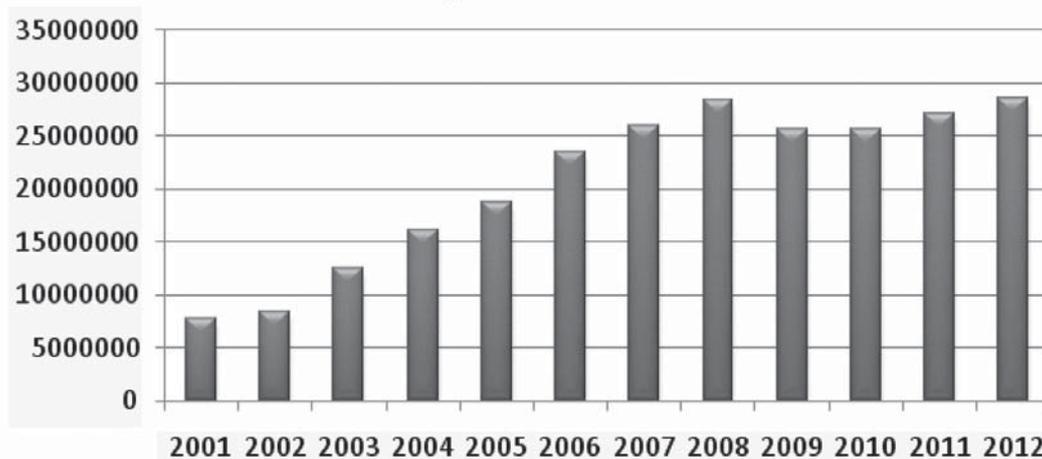


Fig.2 : Domestic Tourist Arrival in Rajasthan from the year 2001 to 2012

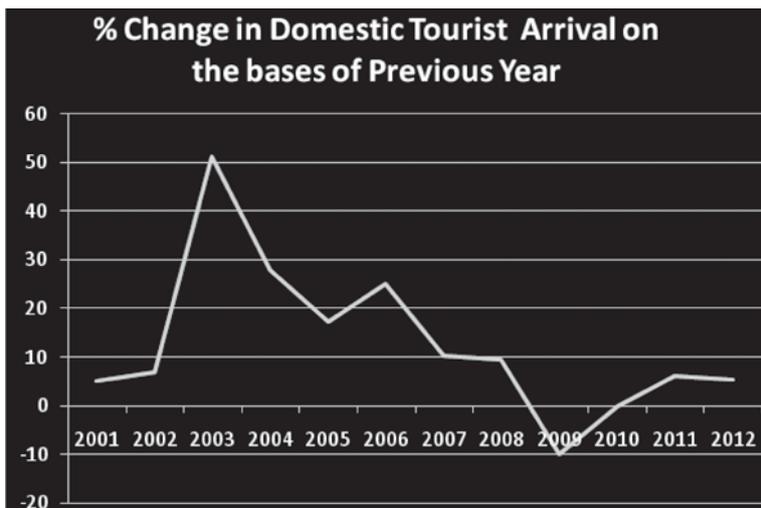


Fig. 3 : Percentage Change in Domestic Tourist Arrival on the bases of Previous Year

The above Table no. 1 and Figure no.3 is representing the percentage/change in the arrival of domestic tourist in Rajasthan on the base of previous years, which was 5.19% for the year 2001/2000 and for 2007/2006 it was 10.38%. In the period of recession if we compare 2009 over 2008 it was -9.87% and 2010 over 2009 it was -0.06%. Finally the change 5.43% was seen in the year 2012 over 2011.

Foreign Tourist Arrival in Rajasthan from the year 2001 to 2012

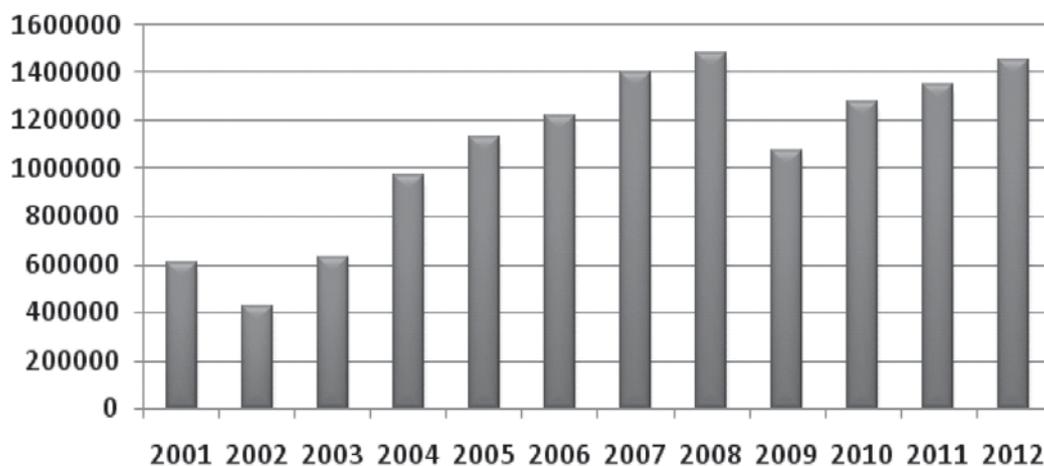


Fig. 4 : Foreign Tourist Arrival in Rajasthan from the year 2001 to 2012

The above Table no. 1 and Figure no 4 is highlighting the Foreign Tourist Arrival in Rajasthan during the year 2001 to 2012, which were 608283 and total 8365500 in nos. for the year 2001. The data was 1477646 and total were 29836564 for the year 2008. In the period of recession the nos. of arrivals were 1073414 and total 26632105 for the year 2009. But the result was good for the year 2010, because the arrivals were increased with 205109 and of total 190295 nos. in the year 2010 if we compare with 2009. Finally in the year 2012 the result was seen for foreign tourist arrival 1451370 and total 30063201.

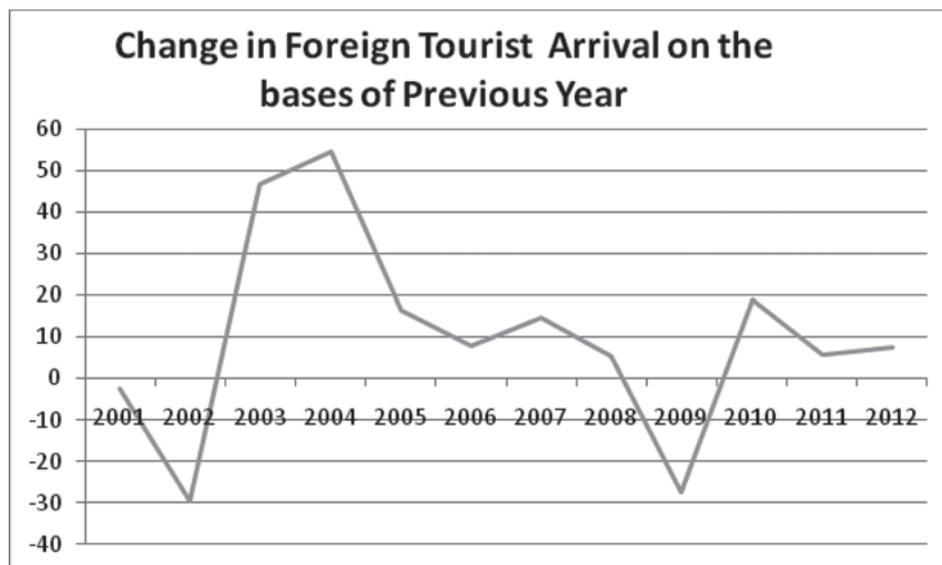


Fig. 5 : Percentage Change in Foreign Tourist Arrival on the bases of Previous Year

The above Table no. 1 and Figure no. 5 is showing the percentage change in the arrival of foreign tourist in Rajasthan, which was -2.38% for the year 2001 over 2000 and -29.57% for the year 2002 on 2001. For the 2008 over 2007 it was 5.47% and in recession period for 2009/2008 it was -27.36% and total was -10.74%. Finally in the year 2012 over 2011 it was 7.35%.

Table:2. Month Wise Domestic & Foreign Tourist Arrival in Rajasthan for the Year 2011 & 2012 with Comparative Analysis/Change in Percentage

Months	2012		2011		Comparative Analysis in Percentage/ Change	
	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
January	1544890	155156	1482469	130183	4.21	19.18
February	1896089	175574	1707410	150419	11.05	16.72
March	2664748	167896	2318143	149676	14.95	12.17
April	3544485	110921	3301275	96331	7.37	15.15
May	1985981	52378	1415784	50503	40.27	3.71
June	1592225	43272	2094259	47760	-23.97	-9.4
July	1691480	70613	1506121	67878	12.31	4.03
August	2250039	101619	2192932	108379	2.60	-6.24
September	6331937	85359	6321070	83138	0.17	2.67
October	1389152	141610	1472046	143473	-5.63	-1.3
November	2046816	198036	1803846	194265	13.47	1.94
December	1673989	148936	1521968	129969	9.99	14.59
Total	28611831	1451370	27137323	1351974	5.43	7.35

Sources: *PragatiPrativedan (2012-13), Rajasthan Tourism, Govt. of Rajasthan*

The above Table no.2 and below Figure no.6 is showing month wise Domestic Tourist Arrival in Rajasthan for the year 2011 and 2012. Which were 1544890 in Jan-2012 and 1482469 for Jan-2011 in the mid of the year (Jul-2012) the arrivals were 1691480 and Jul-2011 the arrivals were 1506121. In the end of the year (Dec-2012) the arrivals were 1673989 and for Dec-2011 were 1521968. The total no. of domestic tourist arrival in 2012 were 28611831 and for 2011 the total no. of arrival were 27137323.

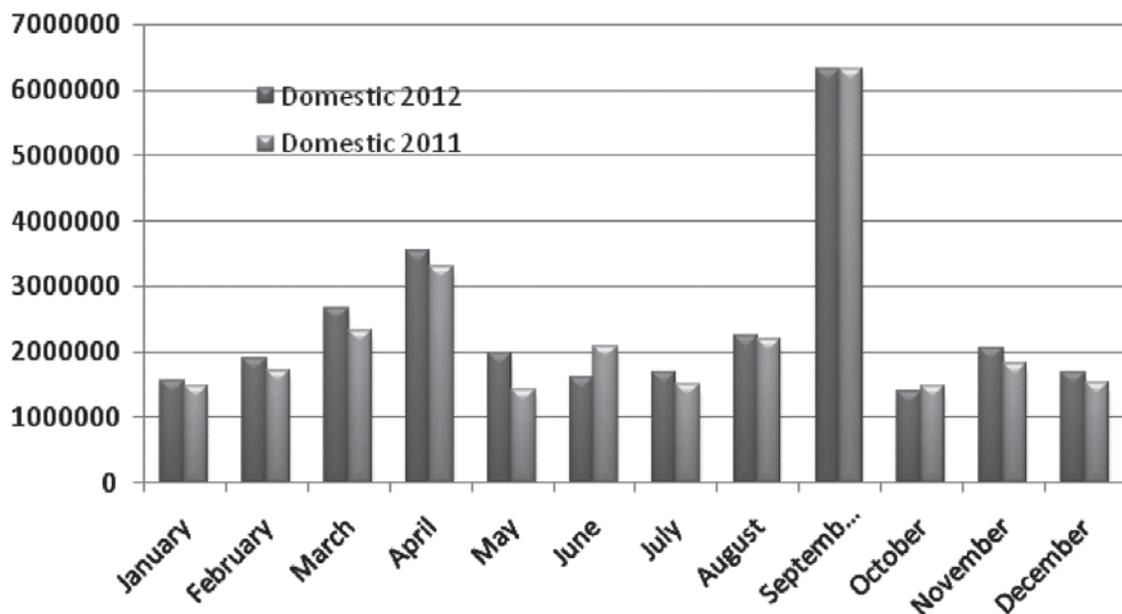


Fig. 6 : Month Wise Domestic Tourist Arrival in Rajasthan for the Year 2011 & 2012

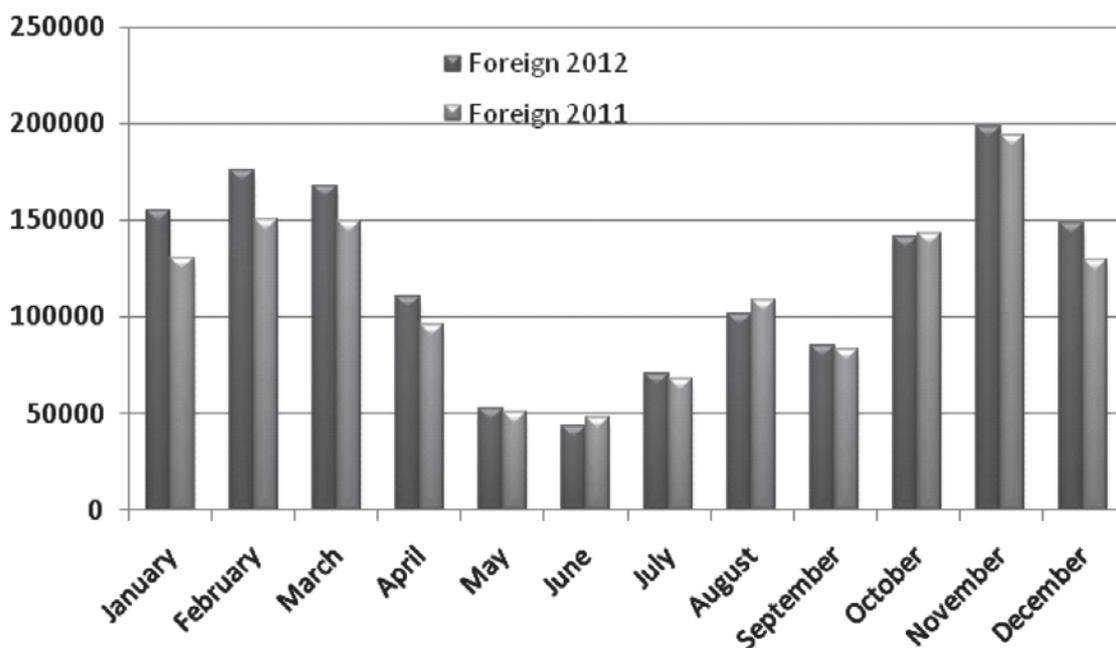


Fig. 7 : Month Wise Foreign Tourist Arrival in Rajasthan for the Year 2011 & 2012

The above Table no.2 and Figure no.7 is showing month wise Foreign Tourist Arrival in Rajasthan for the year 2011 and 2012. Which were 155156in Jan-2012 and 130183 for Jan-2011 in the mid of the year (Jul-2012) the arrivals were 70613 and Jul-2011 the arrivals were 67878. In the end of the year (Dec-2012) the arrivals were 148936 and for Dec-2011 were 129969. The total no. of foreign tourist arrivals in 2012 were 1451370 and for 2011 the total no. of arrival were 1351974.

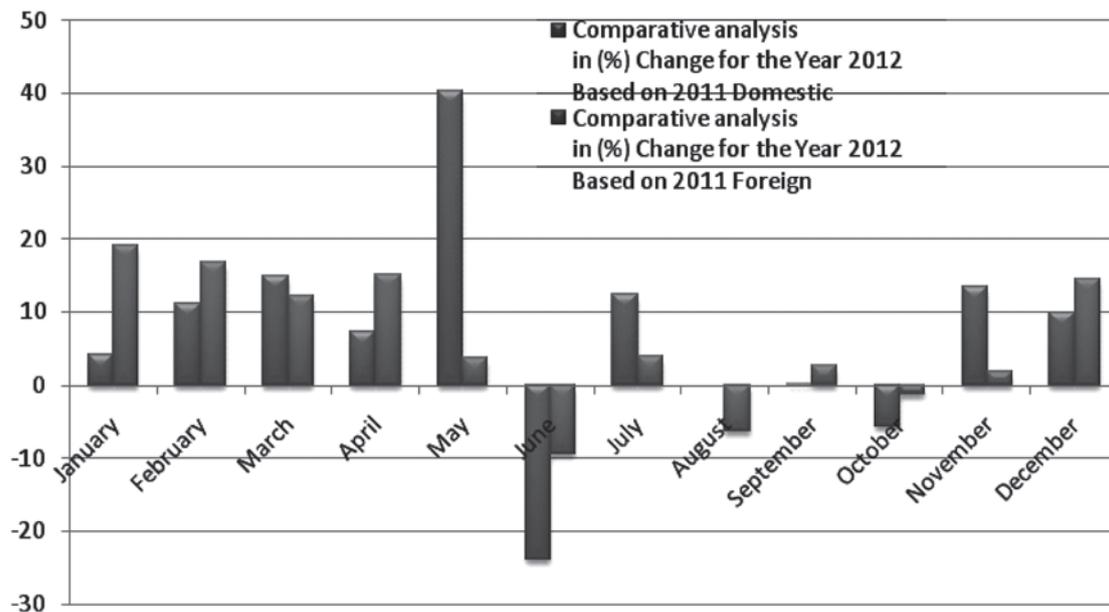


Fig. 8 : Month Wise Comparative Analysis/ Percentage change in Domestic & Foreign Tourist Arrival in Rajasthan for the Year 2011 & 2012

The Figure no.8 connected with Table no.2 is presenting month wise comparative analysis/percentage change in arrival of domestic and foreign tourist for the year 2012 based on 2011. Which was 4.21% domestic and 19.18% foreigner in Jan-12 over Jan-11. In the month of June-12 over June-11 it was -23.97% domestic and -9.4% foreigners due to off session of festival and cultural activities. But January to May due to the festival and cultural activities in the state the percentage was very high. Only for month of May-12over May-11 it was 40.27% for domestic tourist and foreigner tourist in the month of April-12 over April -11was 15.15% which was the highest of the year.The growth of arrival of both type tourist was seen well in the months November and December-2012. The domestic tourist arrival was 13.47% in Nov-12over Nov.-11 and the foreigner tourist arrival 14.59% in Dec-2012 over Dec-2011. The fluctuation was seen in the arrival of domestic and foreign tourist for the year 2012 over 2011 due to the availabilities of the festival, fairs and cultural activities in the particular months of the year and less availabilities of such kind of tourism in the state in some months of the year.

According to objective second,"Govt. aids in the Development of Fair-Festival & Cultural Activities and Tourism Spots in Rajasthan during the "Five Year Commercial Plans" Particular 10th Five Year Plan, 11th Five Year Plan and 12th Five Plans".

Table - 3 : Development of Tourism Spots and Fair-Festival and Cultural Activities in Rajasthan

Years	Development of Tourist Spot	Fair-Festival and Cultural Activities
2002-2003	9	41
2003-2004	27	58
2004-2005	29	43
2005-2006	20	41
2006-2007	9	32
2007-2008	6	37
2008-2009	12	29
2009-2010	7	34
2010-2011	11	32
2011-2012	41	44
2012-2013/Dec-12	28	34

Sources: PragatiPrativedan (2012-13), Rajasthan Tourism, Govt. of Rajasthan

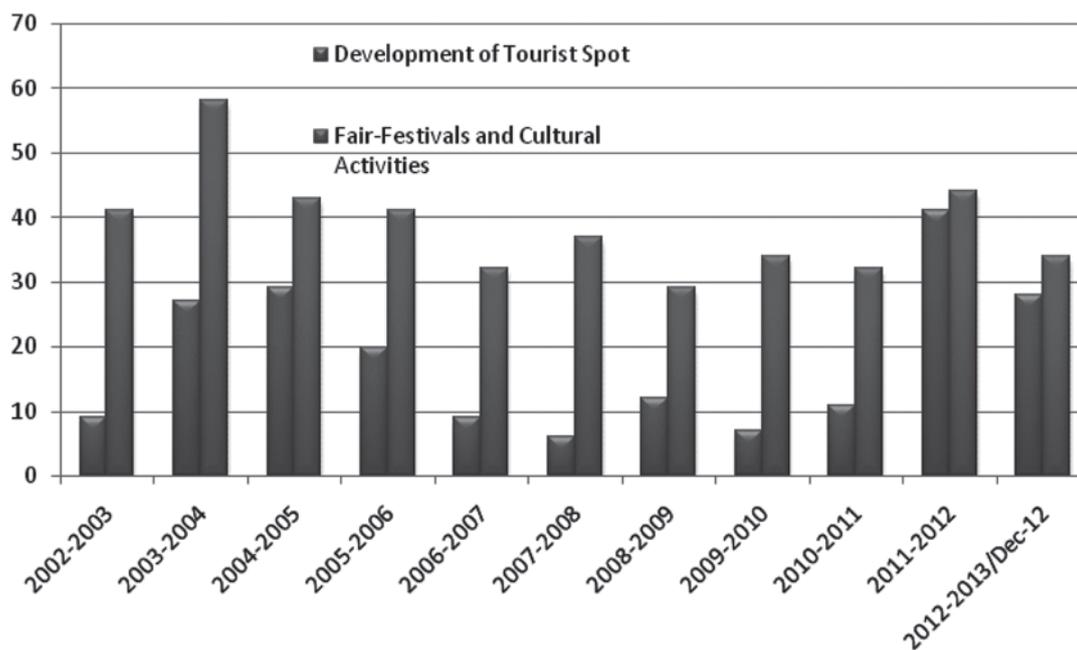


Fig. 9 : Development of Tourism Spots, Fair-Festival and Cultural Activities in Rajasthan

The Table no.3 and Figure no.9 is showing the development of tourism spot and development in the fair-festival & cultural activities in the state under the “**Five Years Commercial Plans**” The 94 sites/spot were developed and organised 215 fair-festival & cultural activities under “**Tenth Five Year Plan -2002 to2007**”. Under “**Eleventh Five Year Plan-2007 to2012**”the development of tourism spot is 77nos. and organised the cultural activities 176 nos. “**The 12th Five Year Plan-2012 to2017**” start with the development of 28 nos. of tourism spot and cultural activities 34nos. in the state.

Table - 4 : Expenditures in the Development of Tourism Places of Rajasthan

Five Year Plans	Year	Basic Provision	Amendments in Provision	Actual Expenditure
10th Five Year Plan	2002-2003	200.00	175.00	175.97
	2003-2004	300.00	596.24	450.05
	2004-2005	67.00	218.49	13.95
	2005-2006	300.00	3491.11	3452.25
	2006-2007	2500.00	1553.37	265.36
11th Five Year Plan	2007-2008	1500.00	751.00	750.36
	2008-2009	1500.00	1000.00	756.38
	2009-2010	1000.00	1000.00	888.07
	2010-2011	1500.00	2400.00	2364.07
	2011-2012	1500.00	1700.00	1294.13
12th Five Year Plan (2012-2017)	2012-2013	1500.00	-----	827.25

Sources: PragatiPrativedan (2012-13), Rajasthan Tourism, Govt. of Rajasthan

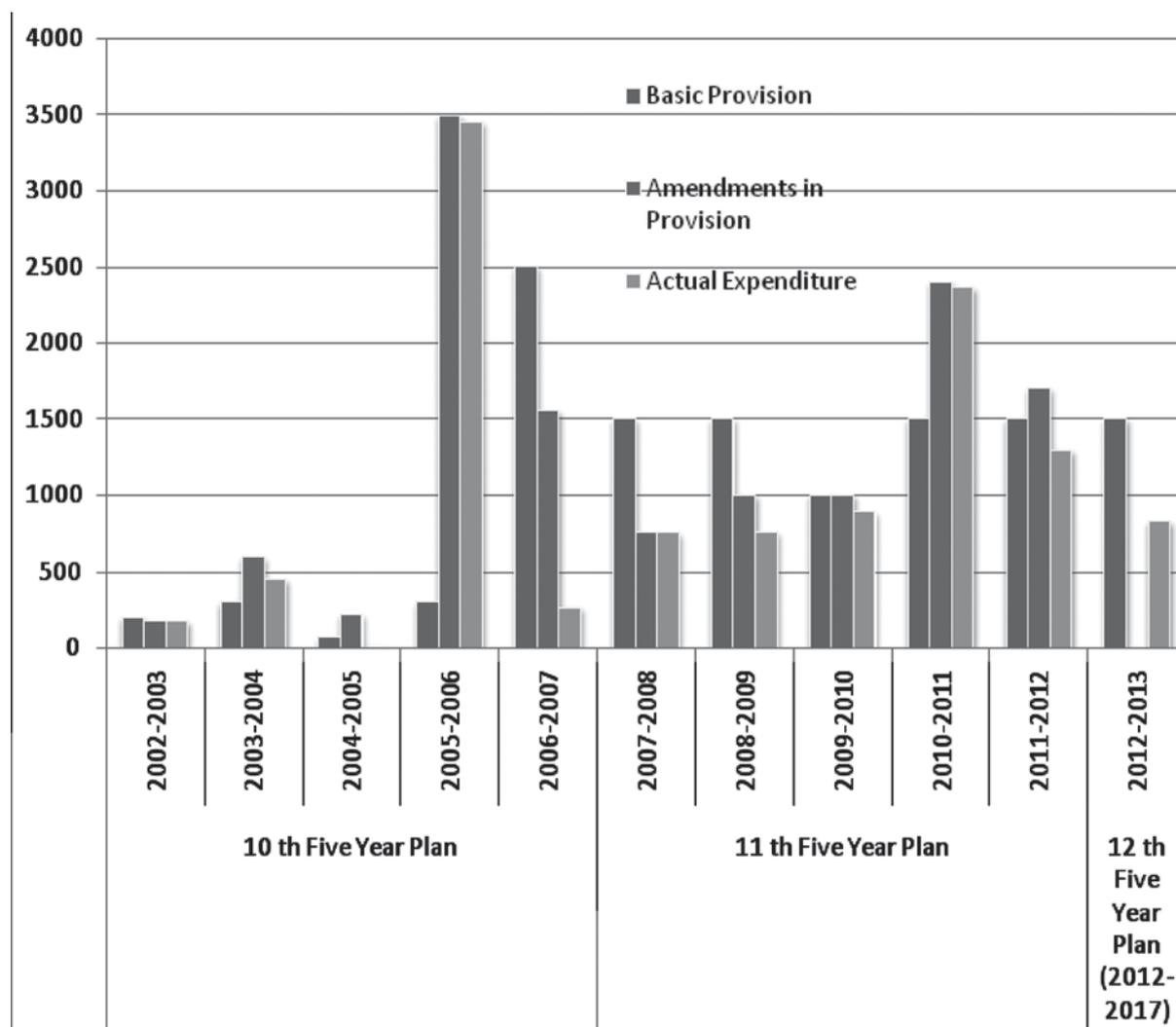


Fig. 10 : Expenditures in Rs. (Lakhs) for the Development of Tourist Places in the State during Five Year Plans

The Table no.4 and Figure no.10 is showing the expenditure for the development of Tourism Spots in the state during Five Years plans (10th, 11th and 12th Five Year Plans). It is divided in three parts like Basic Provision, Amendments in Provisions and Actual Expenditure for the particular years. The highest Basic Provision was seen in 2006-2007 during 10th Five Year Plan and the highest Amendments in the provision with Actual Expenditure was seen in the 2005-2006 during 10th Five year plan. In the 11th Five Year Plan the highest Basic Provision was seen almost same for the year 2007-2008; 2008-2009 & 2010-2011 and 2011-2012, whenever the Amendments in basic provision with Actual Expenditure was highest for the 2010-2011. Under the 12th Five Year Plan there was Basic Provision Rs. 1500 lakhs and Actual Expenditure was Rs. 827.25 lakhs for the year 2012-2013.

Table - 5 : Expenditures in the Development of Fair & Festival of Rajasthan
Expenditures in Rs. (Lakhs) for the Development of Fair & Festival in the State during Five Year Plans

Five Year Plans	Year	Basic Provision	Amendments in Provision	Actual Expenditure
10th Five Year Plan	2002-2003	25.00	05.00	4.00
	2003-2004	00.00	01.00	1.00
	2004-2005	00.00	00.00	0.00
	2005-2006	00.00	-----	-----
	2006-2007	-----	45.00	23.00

11th Five Year Plan	2007-2008	25.00	25.00	2.00
	2008-2009	25.00	05.00	3.00
	2009-2010	05.00	00.01	-----
	2010-2011	00.01	50.00	49.51
	2011-2012	00.01	00.01	-----
12th Five Year Plan (2012-2017)	2012-2013	25.00	-----	25.00

Sources: PragatiPrativedan (2012-13), Rajasthan Tourism, Govt. of Rajasthan

The table no.5 and below Figure no.11 is showing the expenditure for the development of Fair & Festival in the state during Five Years plans (10th, 11th and 12th Five Year Plans). It is also divided in three parts like Basic Provision, Amendments in Provisions and Actual Expenditure for the particular years. The highest Basic Provision was seen in 2002-2003 during 10th Five Year Plan and the highest Amendments in the provision with Actual Expenditure were seen in the 2006-2007 during 10th Five year plan. In the 11th Five Year Plan the highest Basic Provision was seen almost same for the year 2007-2008; and 2008-2009, whenever the Amendments in basic provision with Actual Expenditure was highest for the 2010-2011. Under the 12th Five Year Plan there was Basic Provision and Actual Expenditure was same for the year 2012-2013, which was Rs.25 lakhs.

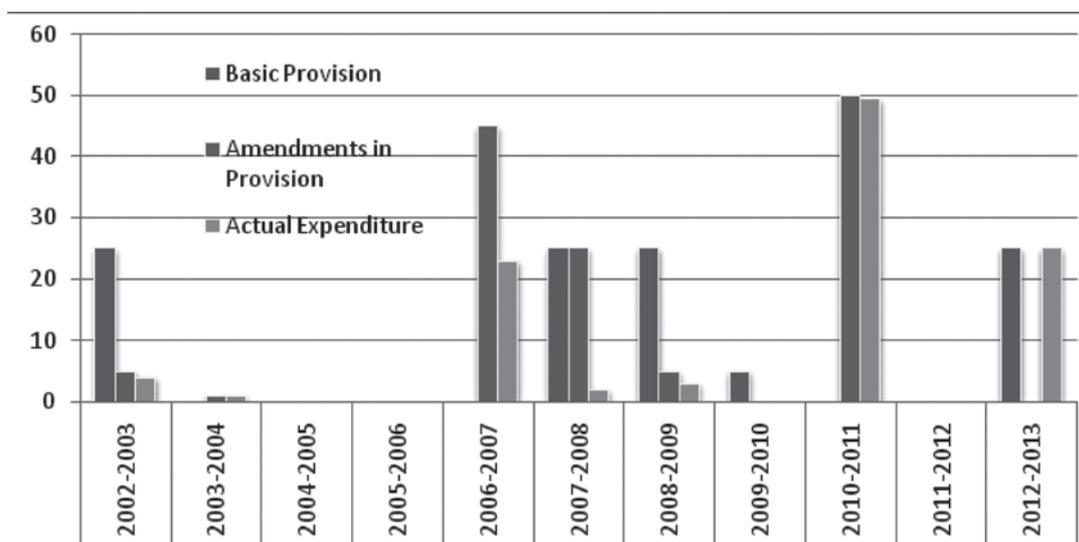


Fig. 11 : Expenditures in Rs. (Lakhs) for the Development of Fair & Festival in the State during Five Year Plans

Table - 6 : Basic Provision, Amendments in provision and Actual Expenditures as per Five Years Plan to promote the Culture/Tourism of Rajasthan

Year	Basic Provision	Amendments in Provision	Actual Expenditure in Rs. Lakhs
2002-2003	1950	1251	861.56
2003-2004	1300	1200.01	1008.54
2004-2005	2250.01	2346.01	2050.8
2005-2006	2450.02	2345.61	2194.01
2006-2007	2200.01	2651.01	2372.87
2007-2008	2496.48	2632.42	2471.99
2008-2009	2406.41	2365.63	2326.21
2009-2010	2791	2200	2071.8

2010-2011	2500	2900	2709.12
2011-2012	2500	3544.61	2906.18
2012-13/Dec-12	3450	-----	1824.04

Sources: PragatiPrativedan (2012-13), Rajasthan Tourism, Govt. of Rajasthan

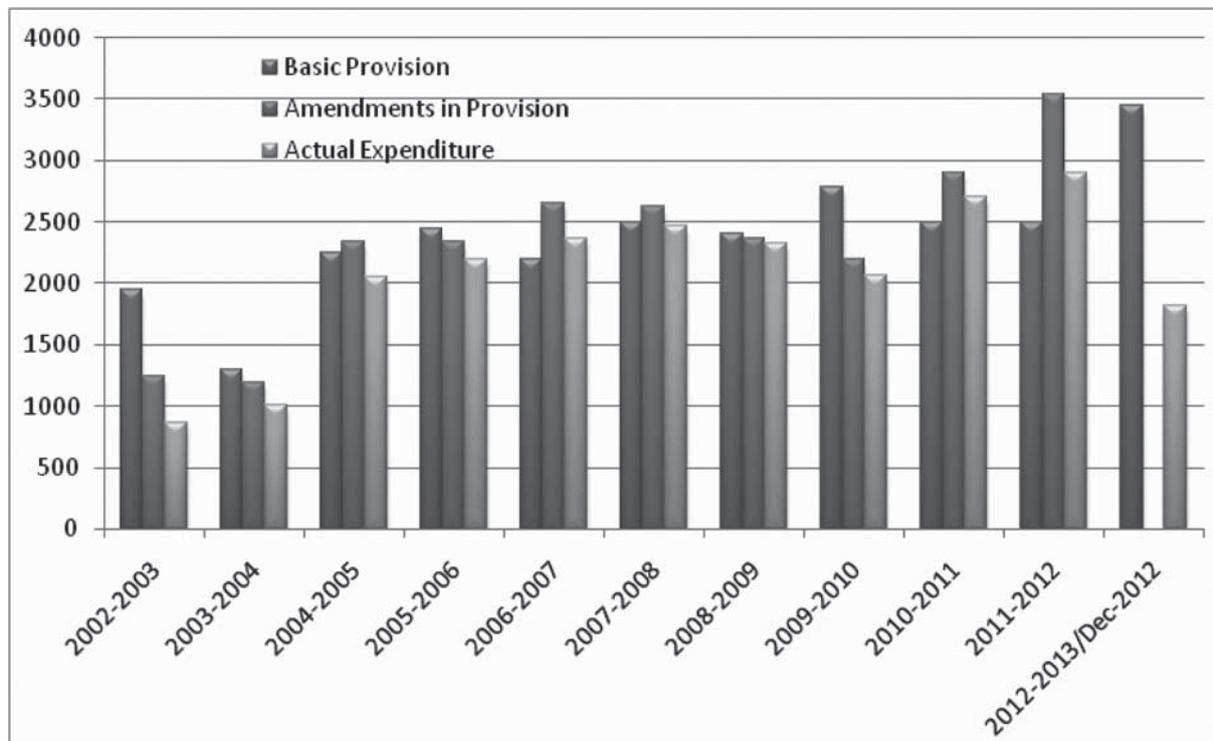


Fig. 12 : Basic Provision, Amendments in provision and Actual Expenditures as per Five Years Commercial Plan to promote the Culture/Tourism of Rajasthan

The above Table no. 6 and Figure no.12 is presenting basic provision, amendments in provision and actual expenditures as per “Five Years Plans” to promote the culture/tourism of state. According to the “PragatiPratvedan Report 2012-13” there was money excepted by the State Govt. for tourism department is mention below.

10th Five Year Plan-2002-2007- Rs. 14750.00Lakhs

11th Five Year Plan-2007-2012-Rs. 15500.05Lakhs

12th Five Year Plan-2012-2017-Rs. 17520.31Lakhs

Conclusion:

Finally can say the Department of Tourism of Rajasthan Govt. is doing well to develop the tourism sites/spots and commercial & cultural activities in the state under the five years plans. The centre govt. also should provide more financial aids to the state govt. so that the infrastructure of the state should be developed and the people also should keep up & maintain the culture and heritage of the state will be in good so that more and more domestic & foreign tourist comes every year. In this way the govt. of state can earn the foreign exchange to grow up the business & economy of the state and the country.

Bibliography:

Sharma A (2013), A Swot Analysis of Rajasthan Tourism. SAJMR- A Journal of Multidisciplinary Research, 2(6), 17-28.
 Laveena T.D & Vekaria N.R (2012), Profitability Analysis of Rajasthan Tourism Development Corporation Ltd., PARIPEX Indian Journal of Research, 1(9), 16-18.
 IL&FS (2012), Identification of Tourism Circuits across India. Retrieved from Interim Report Rajasthan, 4-16

IC& T Pvt. Ltd. (2005), State Profile & Tourism Development. Retrieved from final report Vol.: 2

Ferguson AF & Co. (2013), Perspective Plan for Sustainable Tourism in Rajasthan. Retrieved from final report on 20 years, Chapter-1, 4-9

Shukla R and Kapoor A (2010), Tourism in Rajasthan: An exploratory study of marketing & policy, 23-27. Retrieved from <http://www.scribd.com/doc/38994687/Tourism-in-Rajasthan-An-exploratory-study-of-marketing-policy>

PragatiPrativedan (2012-13), Retrieved from Tourism Magazineof Rajasthan,4-21

Smith M.K,(2012), Cultural Tourism in Rajasthan. Retrieved from <http://www.studymode.com/essays/Cultural-Tourism-In-Rajasthan-935599.html>

Rajasthan Tourism (2013), Retrieved from <http://en.wikipedia.org/wiki/Rajasthan>

A STUDY ON IMPACT OF DIMENSIONS OF JIT ON PERFORMANCE OF AUTOMOBILE MANUFACTURING SECTOR IN CHENNAI

Dr. R. Prabusankar¹

Abstract

The ultimate objective of Just-in-Time (JIT) is to enhance flexibility of the whole system, which is one of the competitive factors in future manufacturing and services systems. Automobile manufacturing sector is constantly seeking ways to improve their performance with various industrial tools. Just-in-Time is one of the most leading techniques adopted in automobile industry as to set the standards. The quality supplier, timely transportation supplier, multitasking workers, reduced installation and commissioning, protection pull system, daily production support programmes, low inventory and use of accounting in JIT are the dimensions of JIT in automobile manufacturing sector. There is significant difference between socio-economic characteristics of employees and dimensions of JIT in automobile manufacturing sector. The quality supplier, timely transportation supplier, multitasking workers, protection pull system, daily production support programmes and use of accounting in JIT have positive and significant impact on performance of automobile manufacturing sector. In order to enhance the performance of automobile manufacturing sector through JIT implementation, it is suggested to audit continuously to prevent deviations and remove the barriers to integration and innovative ideas on performance.

Key words: Automobile Manufacturing, Just-in-Time, Performance

Introduction

Just in Time (JIT) is as an extension of the original concept of managing the material flow in a factory to reduce the inventory levels. In fact, there is much more involved in a manufacturing organization than reducing inventories to control costs. Manufacturing has to deal with other issues, such as process control, level of automation, flexible manufacturing, machine set up times, direct labor productivity, Overhead, supplier management, engineering support, and the quality of product delivered to customers (Gupta, 2012).

The JIT advocates the elimination of waste by simplifying production processes, reductions in set up times, controlling material flows, and emphasizing preventive maintenance are seen as ways by which excess inventories can be reduced or eliminated, and resources utilized more efficiently (Kannan and Tan, 2005). The ultimate objective of JIT is to enhance flexibility of the whole system, which is one of the competitive factors in future manufacturing and services systems.

JIT systems can lead to delivery of 'perfect' products or services at the 'exact' time they are required (Rhodes, et.al., 2006). In this connection, the main purpose of JIT systems is to identify and to eliminate as many kinds of wastes as possible through improving production activities within a company. A JIT system can be an 'effective tool' for assisting a company to reduce cost and then to obtain higher profits

Automobile manufacturing sector is constantly seeking ways to improve their performance with various industrial tools. Just-in-Time is one of the most leading techniques adopted in automobile industry as to set the standards (Chaturvedi, et.al., 2015). Therefore, the present research is attempted to study the impact of dimensions of JIT on performance of automobile manufacturing sector in Chennai.

Methodology

Chennai city has been purposively selected for the present study. The 300 employees of automobile manufacturing sector have been selected for the present study by adopting random sampling technique and the data and information pertain to the year 2015-2016. In order to examine the socio-economic characteristics of employees of automobile manufacturing sector, the frequency and percentage analysis have been worked out. In order to identify the dimensions of JIT in automobile manufacturing sector, the exploratory factor analysis has been employed. In order to examine the difference between socio-economic characteristics of employees and dimensions of JIT in automobile manufacturing sector, the ANOVA (Analysis of Variance) has been applied. In order to study the impact of dimensions of JIT on performance of automobile manufacturing sector, the multiple linear regression has been employed.

¹. Associate Professor, School of Management, Sri Krishna College of Engineering and Technology (Autonomous), Coimbatore.

Results and Discussion

Socio-Economic Characteristics of Employees of Automobile Manufacturing Sector

The socio-economic characteristics of employees of automobile manufacturing sector were analyzed and the results are presented in Table-1. The results show that about 82.33 per cent of employees are males and the rest of 17.67 per cent of employees are females. It is clear that about 50.67 per cent of employees belong to the age group of 31 – 40 years followed by 41 – 50 years (25.33 per cent), 21 – 30 years (16.00 per cent) and above 50 years (8.00 per cent). The results indicate that 54.67 per cent of employees belong to the monthly income group of Rs.30,001 – Rs.40,000 followed by Rs.40,001 – Rs.50,000 (24.00 per cent), Rs.20,001 – Rs.30,000 (13.67 per cent) and more than Rs.50,000 (7.66 per cent). It is observed that 43.00 per cent of employees have work experience of 6 – 10 years followed by 1- 5 years (21.67 per cent), 11 – 15 years (19.67 per cent) and above 15 years (15.66 per cent).

Table - 1 : Socio-Economic Characteristics of Employees of Automobile Manufacturing Sector

Socio-Economic Profile	Frequency	Percentage
Gender		
Male	247	82.33
Female	53	17.67
Age Group		
21 – 30 years	48	16.00
31 – 40 years	152	50.67
41 – 50 years	76	25.33
Above 50 years	24	8.00
Monthly Income		
Rs.20,001 – Rs.30,000	41	13.67
Rs.30,001 – Rs.40,000	164	54.67
Rs.40,001 – Rs.50,000	72	24.00
More than Rs.50,000	23	7.66
Work Experience		
1 - 5 years	65	21.67
6 – 10 years	129	43.00
11 – 15 years	59	19.67
Above 15 years	47	15.66

Identification of Dimensions Of JIT In Automobile Manufacturing Sector

In order to identify the dimensions of JIT in automobile manufacturing sector, the exploratory factor analysis has been employed. The principal component method of factor analysis has been carried out with Eigen values greater than one through varimax rotation and the results obtained through rotated component matrix are presented in Table-2. The results of Kaiser-Meyer-Olkin (KMO test) measure of sampling adequacy (KMO = 0.794) and Bartlett's test of Sphericity (Chi-square value = 612.195; Significance = 0.000) indicates that the factor analysis method is appropriate.

There are eight factors which are extracted accounting for a total of 83.52 per cent of variations on 29 variables. The each of the eight factors contributes to 15.14 per cent, 13.40 per cent, 11.72 per cent, 10.98 per cent, 9.46 per cent, 8.51 per cent, 7.35 per cent and 6.96 per cent respectively.

Table - 2 : Identification of Dimensions of JIT In Automobile Manufacturing Sector - Exploratory Factor Analysis

Factor	Item	Rotated Factor Loadings	Eigen Value	% of Variation	Factor Name
I	We try to establish long-term relationships with our suppliers	0.64	3.41	15.14	Quality Supplier
	We have to rely on a limited number of suppliers of quality	0.65			
	Suppliers we work with , we are actively involved in new product development process	0.70			
	Quality is the most important criteria in choosing a supplier	0.68			
II	Suppliers we work with them we are known for the quality of the product	0.58	3.12	13.40	Timely Transportation Supplier
	We will establish long-term relationships with our suppliers	0.60			
	We deliver the goods on time to retailers	0.62			
	Many of our customers are receiving the cargo area on a daily basis	0.59			
III	I have the ability to perform several different tasks	0.58	2.45	11.72	Multitasking Workers
	Usually I am starting device	0.60			
	If a device fails , I get unemployed	0.63			
	Investigation and output control myself, I do my job	0.61			
IV	We set up and installation of machinery, equipment and machinery as we do outside of work time	0.62	2.16	10.98	Reduced Installation and Commissioning
	We are an attempt to reduce the time to set up and install equipment and machinery	0.56			
	My colleagues to bring down the startup time and the number of installations and machinery , trains	0.69			
	Time commissioning and installation of equipment and machinery in our factory is low	0.61			
V	Workers are allowed if found quality problems, to stop production	0.73	1.87	9.46	Protection Pull System
	In order to increase the efficiency of process equipment layout emphasize effective	0.68			
	Production control in the hands of the workers	0.72			
	Our quality control system for the purchaser 's request (pull system), we use	0.67			
VI	Usually the daily production rate as production is scheduled	0.71	1.34	8.51	Daily Production Support Programmes
	The end result of quality problems in production lines , production plans are designed to compensate for the backwardness there is a possibility	0.65			
	In production applications , or the failure to stop the machinery is not considered	0.70			

VII	We have a tendency to do so production planning and inventory volume is high	0.57	1.15	7.35	Low Inventory
	We are very much trying to inventory the plant down	0.64			
	Size up of inventory in our factory is stowed	0.59			
VIII	We measure time , we use direct labour standards	0.69	1.03	6.96	Use of Accounting in JIT
	We often deviate from the fee will be monitored	0.66			
	We work order accounting system we use , the way in which costs are determined based on the cost per production packages	0.59			
	Cumulative % of Variation	-	-	83.52	-
	Cronbach's Alpha	-	-	-	0.87

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Rotation converged in 11 iterations.

Factor-I: This factor includes:

- We try to establish long-term relationships with our suppliers (0.64)
 - We have to rely on a limited number of suppliers of quality (0.65)
 - Suppliers we work with, we are actively involved in new product development process (0.70)
 - Quality is the most important criteria in choosing a supplier (0.68)
- Hence, this factor is named as **“Quality Supplier”**.

Factor-II: is formed with:

- Suppliers we work with them we are known for the quality of the product (0.58)
 - We will establish long-term relationships with our suppliers (0.60)
 - We deliver the goods on time to retailers (0.62)
 - Many of our customers are receiving the cargo area on a daily basis (0.59)
- These variables are named as **“Timely Transportation Supplier”**.

Factor-III: This factor includes:

- I have the ability to perform several different tasks (0.58)
 - Usually I am starting device (0.60)
 - If a device fails, I get unemployed (0.63)
 - Investigation and output control myself, I do my job (0.61)
- These variables are named as **“Multitasking Workers”**.

Factor-IV: This factor is formed with:

- We set up and installation of machinery, equipment and machinery as we do outside of work time (0.62)
 - We are an attempt to reduce the time to set up and install equipment and machinery (0.56)
 - My colleagues to bring down the startup time and the number of installations and machinery , trains (0.69)
 - Time commissioning and installation of equipment and machinery in our factory is low (0.61)
- This factor is named as **“Reduced Installation and Commissioning”**.

Factor-V: This factor includes:

- Workers are allowed if found quality problems, to stop production (0.73)
 - In order to increase the efficiency of process equipment layout emphasize effective (0.68)
 - Production control in the hands of the workers (0.72)
 - Our quality control system for the purchaser 's request (pull system) , we use (0.67)
- Hence, this factor is named as **“Protection Pull System”**.

Factor-VI: is formed with:

- Usually the daily production rate as production is scheduled (0.71)
 - The end result of quality problems in production lines , production plans are designed to compensate for the backwardness there is a possibility (0.65)
 - In production applications, or the failure to stop the machinery is not considered (0.70)
- These variables are named as “**Daily Production Support Programmes**”.

Factor-VII: This factor includes:

- We have a tendency to do so production planning and inventory volume is high (0.57)
 - We are very much trying to inventory the plant down (0.64)
 - Size up of inventory in our factory is stowed (0.59)
- These variables are named as “**Low Inventory**”.

Factor-VIII: This factor is formed with:

- We measure time , we use direct labour standards (0.69)
 - We often deviate from the fee will be monitored (0.66)
 - We work order accounting system we use, the way in which costs are determined based on the cost per production packages (0.59)
- This factor is named as “**Use of Accounting in JIT**”.

The Cronbach's Alpha of the scale was 0.87 indicating that each measure demonstrated acceptable internal consistency. It is inferred that quality supplier, timely transportation supplier, multitasking workers, reduced installation and commissioning, protection pull system, daily production support programmes, low inventory and use of accounting in JIT are the dimensions of JIT in automobile manufacturing sector.

Socio-Economic Characteristics Of Employees And Dimensions Of Jit In Automobile Manufacturing Sector

In order to examine the difference between socio-economic characteristics of employees and dimensions of JIT in automobile manufacturing sector, the ANOVA (Analysis of Variance) has been applied and the results are presented in Table - 3.

Table - 3 : Difference between Socio-Economic Characteristics of Employees and Dimensions of JIT in Automobile Manufacturing Sector

Particulars	F-Value	Sig.
Gender and Dimensions of JIT in Automobile Manufacturing Sector	29.874**	.000
Age and Dimensions of JIT in Automobile Manufacturing Sector	31.652**	.000
Monthly Income and Dimensions of JIT in Automobile Manufacturing Sector	28.930**	.000
Work Experience and Dimensions of JIT in Automobile Manufacturing Sector	30.435**	.000

Note: ** Significance at one per cent level

The results indicate that the F-values are significant at one per cent level indicating that there is a significant difference between socio-economic characteristics of employees and dimensions of JIT in automobile manufacturing sector Hence, the null hypothesis of there is no significant difference between socio-economic characteristics of employees and dimensions of JIT in automobile manufacturing sector is rejected.

Impact Of Dimensions Of Jit On Performance Of Automobile Manufacturing Sector

In order to study the impact of dimensions of JIT on performance of automobile manufacturing sector, the multiple linear regression has been employed and the results are presented in Table-4. The dimensions of JIT derived from exploratory factor analysis are considered as independent variables and the performance is considered as dependent variable.

The results indicate that the coefficient of multiple determination (R^2) is 0.71 and adjusted R^2 is 0.69 indicating the regression model is good fit. It is inferred that about 69.00 per cent of the variation in dependent variable (Performance) is explained by the independent variables (Dimensions of JIT). The F-value of 23.916 is statistically significant at one per cent level indicating that the model is significant.

Table - 4 : Impact of Dimensions of JIT on Performance of Automobile Manufacturing Sector

Dimensions of JIT	Regression Co-efficient	t-value	Sig.
Intercept	1.152**	9.740	.000
Quality Supplier (X1)	.318**	4.160	.000
Timely Transportation Supplier (X2)	.431**	5.548	.000
Multitasking Workers (X3)	.587**	5.812	.000
Reduced Installation and Commissioning (X4)	.161	1.638	.259
Protection Pull System (X5)	.365**	4.827	.000
Daily Production Support Programmes (X6)	.271**	3.905	.000
Low Inventory (X7)	.127	1.229	.470
Use of Accounting in JIT (X8)	.256**	3.764	.000
R2	0.71	-	-
Adjusted R2	0.69	-	-
F	23.916	-	.000
N	300	-	-

Note: ** Significance at one per cent level

The results show that quality supplier, timely transportation supplier, multitasking workers, protection pull system, daily production support programmes and use of accounting in JIT have positive and significant impact on performance of automobile manufacturing sector at one per cent level. Therefore, the null hypothesis of there is no significant impact of dimensions of JIT on performance of automobile manufacturing sector is rejected.

Conclusion

The study reveals that majority of employees of automobile manufacturing sector are males and most of them belong to the age group of 31 – 40 years. Majority of employees belong to the monthly income group of Rs.30,001 – Rs.40,000 and most of them have work experience of 6 – 10 years.

The exploratory factor analysis shows that quality supplier, timely transportation supplier, multitasking workers, reduced installation and commissioning, protection pull system, daily production support programmes, low inventory and use of accounting in JIT are the dimensions of JIT in automobile manufacturing sector. The results indicate that there is significant difference between socio-economic characteristics of employees and dimensions of JIT in automobile manufacturing sector.

The regression analysis indicates that quality supplier, timely transportation supplier, multitasking workers, protection pull system, daily production support programmes and use of accounting in JIT have positive and significant impact on performance of automobile manufacturing sector.

In order to enhance the performance of automobile manufacturing sector through JIT implementation, it is suggested to audit continuously to prevent deviations and remove the barriers to integration and innovative ideas on performance. In addition, resources should be allocated efficiently in order to implement JIT effectively.

References

- Alehi, M., Alipour, M. and Ramazani, M., (2010), "Impact of JIT on Firms' Financial Performance: Some Iranian Evidence", *Global Journal of Management and Business Research*, 10(4/1): pp.21-29.
- Bromwich, M. and Bhimani, A., (1991), "Accounting for Just-in-Time Manufacturing Systems", *Management Accounting*, 1(1): pp.31-34.
- Chang, D. and Lee, S.M., (1996), "The Impact of Critical Success Factors of JIT Implementation on Organizational Performance", *Production Planning & Control*. 7(3): pp.329-338.
- Cua, K.O., McKone, K.E. and Schroeder, R.G., (2001), "Relationships between Implementation of TQM, JIT, and TPM and Manufacturing Performance", *Journal of Operations Management*. 19(6): pp.675- 694.

- Fullerton, R.R. and Mc Watters, C.S., (2001), "The Production Performance Benefits from JIT Implementation", *Journal of Operations Management*, 19(1): pp.81-96.
- Gupta, A. K., (2012). "Just in Time Revisited: Literature Review and Agenda for Future Research", *International Journal of Research in Mechanical Engineering & Technology*, 2(1): pp.59-63.
- Huson, M. and Nanda, D., (1995), "The Impact of Just-in-Time Manufacturing on Firm Performance in the US", *Journal of Operations Management*, 12: pp.297-310.
- Kannan, V. and Tan, K., (2005), "Just in Time, Total Quality Management and Supply Chain Management: Understanding their Linkages and Impact on Business Performance", *International Journal of Management Science*, 33: pp.153-162.
- Markham, I.S. and McCart, C.C., (1995), "The Road to Successful Implementation of Just-in-Time Systems", *Production and Inventory Management Journal*, 36: pp.67-70.
- Obamiro, J.K., (2009), "Exploring the Relationships between Just-In-Time Technique and Manufacturing Performance: Empirical Evidence from Selected Nigerian Firms", *Manager* 10: pp.165-176.
- Prem Vrat, Mittal, S. and Tyagi, K., (1993), "Implementation of JIT in Indian Environment: A Delphi Study", *Productivity*, 34(2): pp.251-256.
- Rhodes, E., Warren, J. P. and Carter, R., "Supply Chains and Total Product Systems: A Reader", The Open University and Blackwell Publishing, London, pp.18-21.
- Sumita Chaturvedi, Shara Khursheed and Bharti, P.K.,(2015), "Study & Evaluation of Just-in Time in Automobile Manufacturing Company", *International Journal of Technical Research and Applications*,3 (4):pp.352-354.

QUALITY OF LIFE AND PERCEPTION OF HEALTH IS GETTING AFFECTED DUE TO DIABETES

Dr. Ramachandran Naraya¹

Abstract

The present study make an attempt to find out the Quality of Life and Perception of Health is Getting Affected due to Diabetes. Their diabetes patients are taken as prime and necessary data colleted by direct structured interview using questionnaire. In the present investigation a sample of 100 patients were selected randomly from Cuddalore District, Tamil Nadu. Primary data were collected from the respondents using standardized scales. After collecting the data, they were coded using Microsoft excel. The data were analysed using standard statistical package called SPSS (Statistical Package for Social Science). Correlation, t-test and F-ratio were applied to test the hypotheses. Result shows that there is diabetes patients differ in their quality of life and perception about health on the basis of their demographic variables.

Key words: Quality of life and perception of health.

Introduction

The impact of diabetes is most marked in India. It has been projected that India has the largest number of diabetics in the world and has the dubious distinction of becoming the "Diabetes Capital of the World". It is estimated that India will overtake China in 2030 and will be having about 60 million people with diabetes.⁶ Asian Indians have genetic predisposition and environmental factors which are responsible for the unusually high prevalence of diabetes in India. The dietary, environmental, psychosocial factors are of paramount importance in the causation, management and prevention of diabetes in India. It has been rightly said that the genetics loads the gun, but the environmental and psychosocial factors pulls the trigger. The psycho social aspects chronic disease is an important point of focus. Chronic disease account for a large proportion of the death in almost all countries. It is estimated that diabetes, cardiovascular disease, cancer and other chronic, non-communicable disease caused 35 million in 2005. Over the centuries mental hygiene, health psychology and psychosocial aspects of the chronic diseases have become increasingly important issues. In fact, psychosocial dimensions and impact of a chronic disease like diabetes mellitus is one of the most important contemporary challenges confronting our nation. The psychological aspects in the management of important chronic diseases contribute to the overall improvement in the management, treatment and outcome. This ultimately makes the patient happier and healthier.

Diabetes mellitus

Diabetes mellitus is a chronic disease, in which there is too much of glucose (sugar) in blood, glucose in blood comes from food and drinks, and that produced by the liver, from the stores of fat and protein in the body. When we do not eat, normally the amount of glucose in venous blood does not exceed 108 mg/dl when fasting and 180 mg/dl after one and a half hours of 75 g. glucose by mouth. When blood sugar levels go beyond 180 mg/dl, it passes into urine.

Diabetes mellitus is a disease that was recognized in antiquity, but its history has been characterized by numerous cycles of discovery neglect and rediscovery. The term "diabetes" which is from the Ionian Greek meaning "to pass through" was first used by Aretaeus of Cappadocia in the 2nd century AD as a genetic description for conditions causing excessive urine output.

Insulin produced by the pancreas helps us to use glucose for energy, when availability of insulin is not enough, the amount of glucose increases in blood. Diabetes mellitus is broadly classified into Insulin Dependent Diabetes Mellitus (IDDM) (Type 1) and Non-Insulin Dependent Diabetes Mellitus (NIDDM) (Type 2). It either results from pancreatic (beta cell) failure (type 1) or insulin resistance (type 2).

Diabetes mellitus is silent, incurable and must be controlled rather than cured. Managing diabetes is one of the most complex and demanding of any common disease and requires a combination of medical management and a greater deal of psychological management. For this, identifying and addressing the

¹ . Assistant Professor, Business Administration Wing, Directorate of Distance Education, Annamalai University, Tamilnadu.

psychological and sociological needs is of paramount importance.

If we paraphrase the American Declaration of Independence, the objective of treatment of diabetes is Life, Liberty and the Pursuit of happiness. 'Life' can be interpreted as normalizing blood glucose to reduce disability and death; 'liberty' from oppression of associated risk factors such as hypertension, dyslipidemia, obesity, smoking and target organ damage; 'pursuit of happiness' is acceptability and quality of life profile. However, these are not often met.

Causes of diabetes

Heredity is considered an important cause. Children of parents with no diabetes are less likely to develop diabetes than the children of parents with diabetes. Obesity and sedentary life style are major contributing factors. Higher consumption of bitter tapioca, maize, sugar, salt, and low protein diet during childhood increases the risk of developing diabetes. Women during pregnancy and both men and women with hypertension run the risk of developing diabetes. Viral gastroenteritis, mumps and chicken pox may precede development of (type 1) diabetes.

Types of diabetes

Diabetes mellitus is classified on the clinical presentation of the disorder into four types:

- Type 1 diabetes
- Type 2 diabetes
- Gestational Diabetes
- Other specific types

In *type 1 diabetes*, the pancreas produces very little or no insulin. This type of diabetes generally develops at a young age, has osmotic symptoms such as polyuria, polydipsia, polyphagia and the blood glucose is very high. These patients need insulin treatment for survival.

In *type 2 diabetes*, the pancreas produces less insulin than required to maintain normal blood glucose. It generally develops after 30-35 years of age and progresses slowly. Several years may pass before the diagnosis is actually made (on an average nearly 12 years). All patients need diet control, tablets or insulin to keep their diabetes under control.

Secondary diabetes mellitus includes diabetes due to genetic defects in insulin secretion and action drugs (steroids, contraceptive pills, etc.) and diabetes in association with endocrine disorders. Most of them require insulin for diabetes control.

Gestational Diabetes Mellitus includes diagnosis of diabetes made for the first time during pregnancy. These patients need very strict diabetes control through diet

modifications and insulin treatment to prevent pregnancy loss and high birth weight of their babies.

Symptoms

The classical symptoms of diabetes are polys (polydipsia, polyuria, polyphagia), weight loss, asthenia, pruritis, valvae in females or balanitis in males.

Clinical features

The clinical manifestations of diabetes are protean. Though the symptoms are similar in both types of diabetes, in type 1, they develop acutely whereas in the majority type 2, the onset is insidious. Type 1 patients are usually below the age of 30, thin and emaciated and unless promptly treated with insulin, would develop ketoacidosis, while type 2 diabetic patients are generally over the age of 30, obese, usually asymptomatic and may present directly with the vascular complications of diabetes. Around 50% of the cases present with the classical symptoms of polyuria, polydipsia, polyphagia and weight loss.

Treatment

The aim of treatment is to achieve normal blood glucose levels throughout the day, to alleviate symptoms and to prevent complications. The four pillars of diabetic management are diet, exercise, drugs and patient education, backed up by regular monitoring of glycemic control and early detection and treatment of complications. The concept of health and disease has expanded from only a biological model to include psychological and social factors. The bio-psycho-social construct knowledge that disease results from a dynamic interaction among biological, psycho-social, developmental, socio-cultural and ecological factors. Not only are individual influences important in the management of diabetes, but environmental influences affect the preventive and curative behaviour. These dynamic inter-relations occur in varying proportions throughout life. The key to living well with diabetes is to avoid problems which arise from prolonged hyperglycemia (elevated blood glucose levels) or repeated episodes of hypoglycemia (low blood glucose levels). In order to achieve a balance, individuals with diabetes must regulate their behaviour on a daily basis.

Diabetes is a disease that is managed primarily by a complicated regime of self-care behaviour. However, diabetes self-care is difficult for a number of reasons. For example, the demands of diabetes self-management can be overwhelming. Ideally, when people learn new and complicated routines, they try out new behaviours in a gradual way, eventually making them part of the new routine. Yet, with diabetes, the individual must quickly learn a large number of new behaviours and they must begin performing them all immediately and at once

(e.g., the newly diagnosed individual is instructed in self-testing, dietary modifications, medication/insulin usage, and exercise at a minimum).

Further, diabetes self-care is complex, involving the multiple impacts of several factors that work in opposite directions. For example, activity, insulin and the passage of time lower blood glucose, whereas food and stress elevate blood glucose. In general, research shows behaviour changes occur best when simple changes are made first and change occurs gradually over time. However, the individual with diabetes has to try to manage all of the factors simultaneously and right away. Another principle of successful behaviour management is the opportunity to take breaks or "time out" from difficult tasks. However, there are no weekends off, no vacations and no retirement. The demands of diabetes self-care are constant.

Quality of life

The Diabetes Quality of Life (DQOL) was developed in the early 1980s for use in the Diabetes Control and Complications Trial (DCCT). DQOL was designed to evaluate the relative burden of an intensive diabetes treatment regimen, with the goal of maintaining blood glucose levels as close possible to those of people without diabetes in comparison to standard diabetes therapy.

Review of literature

Wenger NK, Mattson ME, Furberg CD, Ellinson J (2004) Quality of life (QOL) denotes a wide range of capabilities, limitations, and psychosocial characteristics that describe an individual's ability to function and derive satisfaction from a variety of roles.

Jacobson AM (2004) Health related quality of life refers to the individual's subjective perception of well being as it relates to health status and its assessments include several domains such as physical functioning, pain, role functioning, emotional well being and satisfaction with treatment.

Diabetes can influence quality of life of a person with diabetes. Quality of life is a multidimensional construct. It includes "an individual's subjective perception of physical, emotional and social well being including both a cognitive component (satisfaction) and an emotional component (happiness). Health related quality of life refers to the individual's subjective perception of well being as it relates to health status. Its assessments include several domains such as physical functioning, pain, role functioning, emotional well being and satisfaction with treatment.

Sridhar GR (2006) Administration of insulin with premeal boluses of short-acting insulin was compared with a

conventional three times daily injection regimen regarding aspects of quality of life and metabolic control in insulin-dependent diabetes mellitus. The patients were randomized into two groups. Group A started a 3-month treatment period with premeal injections of short-acting insulin and intermediate-acting insulin at bedtime. This period was followed by another 3 months using the initial three times daily injection regimen. Group B completed the study in the reverse order. Results of the study showed that both treatment groups experienced a general improvement in mood and well being during the period with multiple insulin injection treatment. During this period increased experience of freedom and less dependence on fixed meal times were reported. The authors conclude that with pre-meal doses of short acting insulin, using a new mode, there was no change in quality of life. The most mentioned advantages included flexibility with diet, easier social life and improved glucose control. This study indicates that change from conventional therapy to more intensive therapy does not lead to decreased quality of life and instead leads to improvement in certain aspects of functioning.

Andersen et al (2006) interviewed 98 insulin dependent diabetics who had changed from conventional diabetes regimen to multi-injection therapy using Novopen for about 1 to 2½ years. Among the well being scales, a statistically significant difference was found between poor and well-regulated persons only regarding the sociability and loneliness. Well regulated persons felt less loneliness than poorly regulated persons.

Mayou et al (2007) investigated the effects of quality of life in two groups of people (121 type 2 diabetics and 57 type 1 diabetics). The profile of their mood state was used to assess mental state and type of therapy. This made little difference to psychological, social, or attitude variable. While type 1 diabetics showed a similar psychological morbidity as of non-insulin dependent diabetics, they described a different pattern of social consequences with more effects on work and less on leisure. The statistical analysis showed that the well-regulated group had significantly higher average scores considering the somatic and activity/behavioural life domain ratings, the latter being only significantly different among people with higher education. The well-regulated group had lower average scores in the psychological and social life domain ratings, but these differences were not statistically significant. Among the well-being scales they found a statistically significant difference between poor and well-regulated persons only regarding sociability and loneliness. Well-regulated persons felt on average less sociable and more lonely than poorly-regulated persons.

Objectives

- To find out how quality of life and perception of health is getting affected due to diabetes.

Hypotheses

- There is significant difference between quality of life and demographic characters of the respondents.

Methodology

Diabetes being a lifestyle disorder, the ensuring of compliance and adherence to treatment is a major issue. The latter is dependent upon the psychological, emotional, social and behavioural variables. Further, the impact of demographic variables such as age, gender, educational qualification, income, marital status, duration of diabetes and modes of management on the psychosocial parameters has to be looked into. This will provide the important insight into adherence, compliance and attitude towards one's own diabetes.

Sampling procedure

The present study was directed towards diabetic patients. It was a study to understand the psychosocial aspects of young diabetic patients. This research was conducted in various places like Cuddalore district, Tamil Nadu.

It is very difficult to conduct the research on a large population, it is rather difficult, uneconomical and time-consuming. Hence it was decided to take a sample of the universe and make a detailed survey of it. In this regard, the experience gained by the investigator during the pilot and pre-try out surveys suggested some guidelines in selecting a suitable sample to study the population. It is to be mentioned that the final study was conducted at the same towns where both the pilot and pre-try out were conducted.

Method of data collection

The primary method of data collection was adopted in this study (OR) the sampling used in this study was random sampling and the sample size was 100 diabetic

patients. The investigator herself personally collected the required information from every respondent of the study. The researcher distributed the questionnaire booklet to each patient, between the age group of 15 to 40. The patients were from both urban and rural areas, professionals and non-professionals, males and females. The researcher took the help from her friends Cuddalore district, when some of the patients could not understand English properly

Precautions were taken to get unbiased responses. Almost all the patients were very cooperative in providing their responses. The data base of over 100 cases of diabetes diagnosed according to WHO criteria between the age group of 15 to 40 years is analyzed and relevant literature referred to. The samples were collected from various parts of South India.

Exclusion criteria: The patients with (1) the presence of any mental or psychiatric disorder, disabling the individual to answer the questions (2) previous exposure to these questionnaires or any such studies were excluded from the study.

Data processing

After scoring the entire questionnaire, data were computerized besides certain manual analysis of data. The data were analysed statistically. On one hand the descriptive statistics including mean, standard deviation, standard error of mean and graphic representations were used to provide a general picture of psychosocial aspects of diabetes mellitus. The principal technique used under the category is the Analysis of Variance (ANOVA). The other measures like mean, standard deviation, standard error of mean, t-ratio and the level of significance were used in addition to the descriptive statistics for supporting the results obtained from the data.

Results and Discussion

Table 1 Showing Mean, SD and SE_M of different age groups of diabetes patients on quality of life and perception about health. (**Table - 1**)

Table - 1

Groups	N	Mean	SD	SE_M	F-ratio	LS
0-15 years	39	126.03	20.76	3.32	4.35	0.01
16-20 years	26	135.42	20.97	1.88		
21-30 years	11	129.45	18.36	1.73		
Above 30 years	24	125.31	20.73	2.96		
Total	100	130.71	20.35	1.13		

Hy : The diabetes patients differ in their quality of life and perception about health on the basis of their age.

The Mean, SD, SE_M and F-ratio computed for four age groups for the scores of diabetes quality of life and perception about health are furnished in Table 1. The patients whose age is 16-20 years (135.42) seem to have more affected diabetes quality of life and perception about health than their counterparts of 0-15 age group (126.03), 21-30 age group (129.45) and above 30 years (125.31). The difference between these four age level groups is confirmed by the F-ratio (4.35) as the computed value is significant at 0.05 level. Hence, it is inferred that the age of the patients is a factor that influences their diabetes quality of life and perception about health. The older people have better quality of life perception about health compared to the young people and age definite determination quality of life and perception about health and younger people comparative worse has confident in the younger people. Therefore, the hypothesis that the diabetics patients differ in their Q.01 and perception about health on the basis of their age.

Table - 2 : Showing Mean, SD, SE_M and t-ratio of different gender groups of diabetes patients on quality of life and perception about health.

Gender	N	Mean	SD	SE_M	t-ratio	LS
Men	53	133.62	19.60	1.36	2.01	0.05
Women	47	129.07	21.40	1.98		

Hy : The diabetes patients differ in their quality of life and perception about health on the basis of their gender.

The Mean, SD, SE_M and t-ratio computed for different gender groups for the scores of diabetes quality of life and perception about health are furnished in Table 2. Men patients (133.62) seem to have little higher diabetes quality of life and perception about health than their counterparts (129.07), the difference between the two groups is statistically significant, as evidenced by the computed t-ratio (2.01). Men patients have the more level of diabetes quality of life and perception about health and hence, the hypothesis that the patients will have more diabetes quality of life and perception about health than women patients is proved. However, this study indicates that men patients have more diabetes quality of life and perception about health than women patients.

Table - 3 : Showing Mean, SD, SE_M and t-ratio of different marital status groups of diabetes patients on quality of life and perception about health.

Marital Status	N	Mean	SD	SE_M	t-ratio	LS
Single	36	131.82	18.84	1.23	1.45	NS
Married	64	127.76	23.78	2.52		

Hy : The diabetes patients differ in their quality of life and perception about health on the basis of their marital status.

The Mean, SD, SE_M and t-ratio computed for different marital status groups for the scores of diabetes quality of life and perception about health are furnished in Table 3. Though unmarried patients (131.82) seem to have higher diabetes quality of life and perception about health than their married counterparts (127.76), the difference between the two groups is not statistically significant, as evidenced by the computed t-ratio ($1.45 < 0.05$). Patients remain single or married tend to have the same level of diabetes quality of life and perception about health and hence, the hypothesis that the unmarried patients will have more diabetes quality of life and perception about health than married patients is not supported by this study.

Table - 4 : Showing Mean, SD and SE_M of different educational groups of diabetes patients on quality of life and perception about health.

Educational Qualification	N	Mean	SD	SE_M	F-ratio	LS
HSC and Below	55	126.38	16.88	2.32	4.72	0.01
UG	27	127.97	17.40	1.61		
PG	18	134.26	22.85	1.84		
Total	100	130.71	20.35	1.13		

Hy : The diabetes patients differ in their quality of life and perception about health on the basis of their educational qualification.

Table 4 shows the Mean, SD and SE_M for different educational groups of patients on diabetes quality of life and perception about health. It is evident from the table that patients having post graduate qualification show better

diabetes quality of life and perception about health (134.26), followed by UG groups (127.97) and HSc and below (126.38). The obtained F-ratio (4.72) is significant at 0.01 level. Hence, the hypothesis that the patients with post graduate qualification will have more diabetes quality of life and perception about health than patients with high educational qualifications is confirmed.

Table - 5 : Showing Mean, SD, SE_M and t-ratio of occupation groups of patients on diabetes quality of life and perception about health.

Occupation	N	Mean	SD	SE_M	t-ratio	LS
Professional	62	132.45	18.60	1.34	2.43	0.05
Non-Professional	38	128.34	20.71	1.33		

Hy : The diabetes patients differ in their quality of life and perception about health on the basis of their occupation.

The Mean, SD, SE_M and t-ratio computed for different occupation groups for the scores of diabetes quality of life and perception about health are furnished in Table 5. The patients of professional group (132.45) seem to have higher diabetes quality of life and perception about health than their counterparts of non-professional group (128.34), the difference between the two groups is statistically significant at 0.05 level, as evidenced by the computed t-ratio (2.43, $P < 0.05$). Hence, the hypothesis that the patients with professional occupations. Will have more diabetes quality of life and perception about health than patients from non-professional groups is supported by this study.

Table - 6 : Showing Mean, SD and SE_M of different monthly income groups of diabetes patients on quality of life and perception about health.

Monthly Income	N	Mean	SD	SE_M	F-ratio	LS
Less than 5000	37	124.21	16.93	1.87	3.27	0.05
5001-10,000	25	129.80	25.20	3.13		
10,001-15,000	18	126.98	15.86	2.45		
Above 15,000	20	135.07	20.76	2.75		
Total	100	130.71	20.35	1.13		

Hy : The diabetes patients differ in their quality of life and perception about health on the basis of their monthly income.

The Mean, SD, SE_M and F-ratio computed for four monthly income groups for the scores of diabetes quality of life are furnished in Table 6. It is evident from the table that patients having an income of above Rs.15000 show more diabetes quality of life and perception about health (135.07), followed by Rs.5001-10,000 groups (129.80), Rs.10,001-15,000 (126.98). The obtained F-ratio (3.27) is significant at 0.05 level. F-This is statistically significant. Hence, the hypothesis that the patients with higher income will have better diabetes quality of life and perception about health than patients with lesser income group is confirmed.

Table - 7 : Showing Mean, SD, SE_M and t-ratio of different place of residence groups of patients on diabetes quality of life and perception about health.

Place of Residence	N	Mean	SD	SE_M	t-ratio	LS
Rural	42	127.91	18.68	1.34	2.08	0.05
Urban	58	135.35	23.39	1.95		

Hy : The diabetes patients differ in their quality of life and perception about health on the basis of their place of residence.

The Mean, SD, SE_M and t-ratio computed for different residential groups for the scores of diabetes quality of life are furnished in Table 7. The above table shows that patients hailing from urban have high mean value (133.35) than their counterparts in rural areas (127.91). But this difference in their opinion confirmed by the obtained t-value (2.08), is significant. Hence the stated hypothesis is accepted. The place of residence has impact on the quality of life and perception about health.

Table - 8 : Showing Mean, SD and SE_M of different duration of diabetes groups on their quality of life and perception about health.

Diabetes	N	Mean	SD	SE_M	F-ratio	LS
0 - 5 Years	27	133.28	22.23	1.80	3.21	0.05
6 – 10 Years	31	129.97	16.41	1.95		
Above 10 yrs	42	129.55	21.94	3.01		
Total	100	130.71	20.35	1.13		

Hy : The diabetes patients differ in their quality of life and perception about health on the basis of their different duration of diabetes.

The Mean, SD, SE_M and F-ratio computed for different duration of diabetes groups on their quality of life and perception about health are furnished in Table 8. It is evident from the table that patients having above 0-5 years duration of diabetes group show better diabetes quality of life and perception about health (129.55), followed by 6-10 years group (129.97) and above 10 years group (129.55). The obtained F-ratio (3.21) is significant at 0.05 level. Hence, the hypothesis that the patients with different duration of diabetes will differ on the diabetes quality of life and perception about health is confirmed.

Table - 9 : Showing Mean, SD and SE_M of different methods of managing diabetes on the quality of life and perception about health.

Methods	N	Mean	SD	SE_M	F-ratio	LS
Only Diet	35	129.36	20.14	1.35	3.99	0.05
Tablet	28	135.57	22.00	2.73		
Insulin	37	130.32	17.65	2.90		
Total	100	130.71	20.35	1.13		

Hy : The diabetes patients differ in their quality of life and perception about health on the basis of their methods of management.

The Mean, SD, SE_M and F-ratio computed for different methods of managing diabetes on the quality of life and perception about health are furnished in Table 9. It is inferred from the table that patients using Tablet method of managing diabetes scored high mean value (135.57) followed by the patients using insulin diet method of managing diabetes (130.32). Thus difference between these groups is confirmed statistically by the obtained F-ratio (3.99), which is significant at 0.05 level. Hence the stated hypothesis is accepted. Thus patients adopting different methods of managing diabetes differ in the quality of life and perception about health. The patients taking tablets have better quality of life & perception about health followed by the group taking insulin.

Conclusions

The young and adolescent diabetics have poor quality of life compared to elderly people. Women have poor quality of life and perception of health compared to men. Patients hailing from urban area of residence have better diabetes quality of life and perception about health than patients from rural areas. Unmarried patients have better quality of life and perception about health than married patients. The patients having higher educational qualification have better quality of life compared to the patients having less education. The Patients in professional occupations have more diabetes quality of life and perception about health than the patients in non-professional occupations. Patients of higher income group have better quality of life and perception of health compared to those whose income is less. Patients with different duration of diabetes differ on their quality of life and perception of health. Patients using insulin have a better quality of life than the people on diet and tablets.

References

- Aalto AM, Uutela A and Aro AR (2010). Health related quality of life among insulin dependent diabetics: Disease-related and psychosocial correlates. Patient Education and Counseling, 30, 215-225.
- Andersen IL, Haug J, Jervell J, Paus PN (2006). Treatment of diabetes and quality of life. On possibilities of a more normalized life style using an insulin pen for multi-injection therapy. Tidsskr Nor Laegeforen, 109 (6), 677-80.

- Eiser C, Flynn M, Green E, Havermans T, Kirby R, Sandeman D and Tooke JE (2008). Quality of life in young adults with type 1 diabetes in relation to demographic and disease variables. *Diabet Med*, 9(4), 375-378.
- Hanestad BR (2009). Self-reported quality of life and the effect of different clinical and demographic characteristics in people with type 1 diabetes. *Diabetes Res Clin Pract*, 19(2), 139-49.
- Hanestad BR, Hornquist JO, Albrektsen G (2008). Self-assessed quality of life and metabolic control in persons with insulin-dependent diabetes mellitus (IDDM). *Scand J Soc Med*, 19(1), 57-65.
- Jacobson AM (2004). Quality of life in diabetes mellitus. *Seminars in Clinical Neuropsychiatry*, 2(1), 82-93.
- Jacobson AM, De Groot M and Samson JA (2010). The evaluation of two measures of quality of life in patients with type I and type II diabetes. *Diab Care*, 17(4), 267-74.
- Mayou R, Bryant B, Turner R (2007). Quality of life in non-insulin dependent diabetes and a comparison with insulin-dependent diabetes. *J Psychosom Res* 34(1), 1-11.
- Parkerson GR Jr, Connis RT, Broadhead WE, Patrick DL, Taylor TR, Tse CK. (2009). Disease-specific versus generic measurement of health-related quality of life in insulin-dependent diabetic patients. *Med Care*, 31(7), 629-639.
- Rodin G (2007). Quality of life in adults with IDDM. *Psychotherapy and Psychosomatics*, 54, 132-139.
- Sridhar GR (2006). *Int J Diab Dev Countries*, 16, 106-13.
- Wenger NK, Mattson ME, Furberg CD, Ellinson J (2004). Assessment of quality of life in clinical trials of cardiovascular therapies. *Am J Cardiol*, 54, 908-913.

INDIAN INTELLECTUAL PROPERTY RIGHTS

S. Selvarasu¹

Abstract

The Indian Trademarks Law has been extended through court decisions to service marks in addition to trade marks for goods. Computer software companies have successfully curtailed piracy through court orders. Computer databases have been protected. The courts, under the doctrine of breach of confidentiality, accorded an extensive protection of trade secrets. Right to privacy, which is not protected even in some developed countries, has been recognized in India.

Introduction:

There is a well-established statutory, administrative and judicial framework to safeguard intellectual property rights in India, whether they relate to patents, trademarks, copyright or industrial designs. Well-known international trademarks have been protected in India even when they were not registered in India. The Indian Trademarks Law has been extended through court decisions to service marks in addition to trade marks for goods. Computer software companies have successfully curtailed piracy through court orders. Computer databases have been protected. The courts, under the doctrine of breach of confidentiality, accorded an extensive protection of trade secrets. Right to privacy, which is not protected even in some developed countries, has been recognized in India.

Protection of intellectual property rights in India continues to be strengthened further. The year 1999 witnessed the consideration and passage of major legislation with regard to protection of intellectual property rights in harmony with international practices and in compliance with India's obligations under TRIPS.

These include:

- The Patents (Amendment) Act, 1999 passed by the Indian Parliament on March 10, 1999 to amend the Patents Act of 1970 that provides for establishment of a mail box system to file patents and accords exclusive marketing rights for 5 years.
- The Trade Marks Bill, 1999 which repeals and replaces the Trade and Merchandise Marks Act, 1958 passed by the Indian Parliament in the Winter Session that concluded on December 23, 1999.
- The Copyright (Amendment) Act, 1999 passed by both houses of the Indian Parliament, and signed by the President of India on December 30, 1999.
- A *sui generis* legislation for the protection of geographical indications called the Geographical

Indications of Goods (Registration & Protection) Bill, 1999 approved by both houses of the Indian Parliament on December 23, 1999.

- The Industrial Designs Bill, 1999 which replaces the Designs Act, 1911 was passed in the Upper House of the Indian Parliament in the Winter Session which concluded on December 23, 1999 and is presently before the Lower House for its consideration.
- The Patents (Second Amendment) Bill, 1999 to further amend the Patents Act, 1970 and make it TRIPS compliant was introduced in the Upper House of Indian Parliament on December 20, 1999.

In addition to the above legislative changes, the Government of India has taken **several measures to streamline and strengthen the intellectual property administration system** in the country. Projects relating to the modernization of patent information services and trademarks registry have been implemented with help from WIPO/UNDP. The Government of India is implementing a project for modernization of patent offices at a cost of Rs.756 million incorporating several components such as human resource development, recruiting additional examiners, infrastructure support and strengthening by way of computerization and re-engineering work practices, and elimination of backlog of patent applications. An amendment to the Patent Rules was notified on June 2, 1999 to simplify the procedural aspects.

The Trade Marks Registry is also proposed to be further strengthened and modernized. A project for modernization was earlier implemented during 1993-96. Further strengthening of the Registry is being taken up at a cost of Rs.86 million. The main thrust now is to strengthen the infrastructure of the Trade Marks Registry and the early removal of backlog of pending applications, transfer of records to CD-ROM's, re-engineering of work processes, appointment of additional examiners, etc.

¹ . Associate Professor, Department Of Commerce, Vel Tech Ranga Sanku Arts College, Avadi, Chennai

Issues In IPR Protection & India's Response

It has been alleged that there is absence of effective patent protection in the pharmaceutical sector. India does provide for patents in the pharmaceutical sector. However, in terms of Section 5 of the Patents Act, the patents are presently restricted to the methods or process of manufacture and not extended to the substances/products themselves. In terms of the TRIPS Agreement, India has time till January 1, 2005 to extend patent protection to this area. The ten year transition period available for providing product patents to pharmaceutical products is within WTO rules.

It has been further alleged that India has failed to meet its current obligations required under Articles 70.8 and 70.9 of the TRIPS Agreement by implementing appropriate, conforming mailbox and exclusive marketing rights procedures. However, the Government of India has taken the following steps to meet its obligations under Articles 70.8 and 70.9:

- On December 31, 1994, Government of India promulgated an Ordinance to provide a means to receive product patent applications in the fields of pharmaceutical and agricultural chemical products and also for grant of exclusive marketing rights. Pursuant to this measure the Indian Patent Office has been receiving product patent applications in those fields.
- India has established a mail box system through administrative instructions. Numerous applications have already been filed in this mail box system, and many of them have been filed by US companies;
- India has also made changes to its Patents Act to put in place a machinery for implementation of Articles 70.8 and 70.9 by providing for establishment of a mail box system to file patents and according exclusive marketing rights for 5 years. This provision was made in the Patents (Amendment) Act of 1999.

Concern has also been expressed over the compulsory licensing provision in the Patents (Amendment) Act, 1999. It may be noted that as per the provisions of Section 84 of Patents Act, 1970 and Clause 35 of Patents (Second Amendment) Bill, 1999, a compulsory license may be granted in case the patented invention has not met the reasonable requirement of the public at a reasonable price. This provision is intended to provide for necessary and adequate safeguard for the protection of public interest taking in to account the specific needs of a developing country like India.

This fact is supported by the US Health GAP Coalition. In their submission to the USTR, they have drawn attention to the announcement by President Clinton on December 1, 1999, that the US would henceforth take

health concerns into account when formulating trade policies. They state that overly restrictive intellectual property regimes can - and have - lead to situations in which patent holders price commodities above levels at which they can feasibly be purchased in the developing world. When this happens with pharmaceuticals, a public health crisis ensues. Health GAP Coalition, therefore, requests USTR to view IPR decisions made by foreign governments in the context of their health concerns, especially those countries that are simply trying to ensure that their citizens have adequate access to medicines.

Furthermore, the compulsory licensing system has been in place since the inception of the Patents Act, 1970 in India. It is noteworthy that not a single case of misuse of this provision has been observed during the last 30 years. An application for compulsory license may be granted only after the applicant has approached the patentee prior to the application with an offer to grant license on reasonable terms and conditions (as per Clause 36 of Patents (Second Amendment) Bill, 1999). In determining whether or not to grant a compulsory license, the Controller of Patents is required to take in to account, the nature of the invention, the time that has elapsed since the sealing of the patent and the measures already taken by the patentee or any licensee to make full use of the invention (Section 85 of Patents Act, 1970). In settling terms of a compulsory license, the Controller of Patents is required to secure that the articles manufactured under the patent shall be available to the public at the lowest prices consistent with the patentees deriving a reasonable advantage from their patent rights (Section 97(1)(ii)). These provisions substantiate the extant of a non-discriminatory administration of compulsory licenses.

In addition, the Patents (Second Amendment) Bill, 1999 has provided for an appeals process, before an Appellate Board, on any decisions by the Controller of Patents including a grant of compulsory license (Clause 54) before approaching the Indian Courts. The Patents Law provides for compulsory license to avoid misuse of an Exclusive Marketing Right by the right holder. This provision meets a larger public interest, keeping in mind the specific Indian conditions and are in compliance with Article 31 of TRIPS.

The Indian Patent laws are neutral in their application to domestic or foreign inventions. Any disqualification, compulsory licensing, and exclusion from patentability, are provided for only in the larger interest to provide therein necessary and adequate safeguards for the protection of public interest, national security, bio-diversity, traditional knowledge, etc. These provisions are within the sphere allowed under Article 27, 30 and 31 of TRIPS.

It is to be noted that 1999 has been a year of great coherence of political will, resulting in the passage of major IPR laws and work toward the establishment of an effective administration mechanism.

Copyright protection in India

India has one of the most modern copyright protection laws in the world. Major development in the area of copyright during 1999 was the amendment to the Copyright Act of 1957 to make it fully compatible with the provisions of the TRIPS Agreement. Called the Copyright (Amendment) Act, 1999, this amendment was signed by the President of India on December 30, 1999 and came into force on January 15, 2000.

The earlier 1994 amendment to the Copyright Act of 1957 had provided protection to all original literary, dramatic, musical and artistic works, cinematography, films and sound recordings. It also brought sectors such as satellite broadcasting, computer software and digital technology under Indian copyright protection. The Copyright Act is now in full conformity with the TRIPS obligations.

The other important development during 1999 was the issuance of the International Copyright Order, 1999 extending the provisions of the Copyright Act to nationals of all World Trade Organization (WTO) Member countries.

The Copyright Act, 1957 prescribes mandatory punishment for piracy of copyrighted matter commensurate with the gravity of the offense with an effect to deter infringement, in compliance with the TRIPS Agreement. Section 63 of the Copyright Act, 1957 provides that an offense of infringement of copyright or other rights conferred by the Act shall be punishable with imprisonment for a term which shall not be less than six months but which may extend to three years with fine which shall not be less than fifty thousand rupees but which may extend to two lakh rupees (Rs. 200,000).

Section 63A provides for enhanced penalty on second or subsequent convictions, i.e. imprisonment for a term which shall not be less than one year but which may extend to three years and with fine which shall not be less than one lakh rupees (Rs. 100,000) and which may extend up to two lakh rupees (Rs. 200,000). Section 63B provides that any person who knowingly makes use on a computer an infringing copy of a computer program shall be punishable with imprisonment for a term which shall not be less than seven days but which may extend to three years and with fine which shall not be less than fifty thousand rupees but which may extend to two lakh rupees (Rs. 200,000).

For India where the per capita income at current prices is Rs.14,682/- or US \$349, the quantum of the fines,

which works out to be 14 times the per capita income, is quite a burden on an individual and would act as a strong deterrent.

As regards the reported requirement that actual knowledge be proved in criminal cases, the expressions "knowingly infringes or abets infringement" in Section 63 and "knowingly makes use" in Section 63B are included to protect *bona fide* users. It may be noted that the expression "knowingly" was there even in the analogous Section 7 of the Indian Copyright Act, 1914. Bringing the principle of "*ignorantia juris reminem excusat*" may not be appropriate in the case of copyright as there are quite a large number of works which are in the public domain that a person can use freely, and it is natural for many to presume that such works are outside the copyright regime. Copyright is a special right created by law to protect certain rights of authors while keeping a balance of the interest of the society. It will be too much to expect an ordinary user to sit in judgment like a court of law as to every single aspect of the right which may or may not be applicable to a work before using the same.

So far as Article 41 and 61 of the TRIPS Agreement are concerned, India has a modern and efficient judicial system that fits in with the general obligations provided in Article 41. Article 61 of the TRIP Agreement provides that remedies available shall include imprisonment or monetary fines sufficient to provide a deterrent consistent with the level of penalties applied for a crime of corresponding gravity. The Indian Copyright Act, provides for both imprisonment and fine which in the Indian context would be a sufficient deterrent.

Civil proceedings against piracy have been quite effective - a result unique in the global enforcement against copyright piracy. For instance, in 1999, the Motion Pictures Association (MPA), filed 3 civil actions against 3 Indian cable networks and obtained injunctive relief covering 45 cities and 8 million cable homes. MPA has estimated that by these injunctions alone, cable piracy has been brought down by 50%.

Further, provisional measures, such as injunctions and '*Anton Piller*' orders, are available through the Indian courts to stop infringement and to contain any damages. Both foreign and domestic IPR holders are treated equally under Indian law.

Indian enforcement agencies are working effectively and there is a decline in the levels of piracy in India. In addition to intensifying raids against copyright infringers, the Government has taken a number of measures to strengthen the enforcement of copyright law. A summary of these measures is given below:

- During the year the government continued to stress the need for strict enforcement of the Copyright Act and Rules. State governments and other Ministries were regularly requested to lay special attention to ensuring copyright protection in their functioning. Instructions were issued to officers in the government requesting them to ensure copyright protection, particularly of software, in their work situation.
- The Government also brought out A Handbook of Copyright Law to create awareness about copyright amongst the stakeholders, enforcement agencies, professional users like the scientific and academic communities and members of the public. Copies of the Handbook were circulated free of cost to the state and central government officials and police personnel and also provided to participants in various seminars and workshops on IPR matters held during the year.
- National Police Academy, Hyderabad and National Academy of Customs, Excise and Narcotics conducted several training programs on copyright for the police and customs officers. Modules on copyright have been included in their regular training programs.
- The Department of Education, Ministry of Human Resource Development, Government of India has initiated several measures in the past for strengthening the enforcement of copyrights that include constitution of a Copyright Enforcement Advisory Council (CEAC), creation of separate cells in state police headquarters, encouraging setting up of collective administration societies and organization of seminars and workshops to create greater awareness about copyright law among the enforcement personnel and the general public.
- The CEAC is reconstituted from time to time to review periodically the progress of enforcement of the Copyright Act and to advise the government on measures for improving the enforcement. Additional Secretary, Department of Education is the chairman of the CEAC. The CEAC members include representatives of copyright industry organizations and chiefs of state police forces. The CEAC meets at least twice every year. It discusses in detail issues of enforcement, piracy, etc.
- Special cells for copyright enforcement have so far been set up in 23 States and Union Territories.
- For collective administration of copyright, copyright societies have been set up for different classes of works. At present there are three registered copyright societies. These are the Society for Copyright Regulations of Indian Producers of Films & Television (SCRIPT) for cinematography films, Indian Performing Rights Society Limited (IPRS) for musical works and Phonographic Performance Limited (PPL) for sound recordings. These societies, particularly the PPL and the IPRS, have been quite active in anti-piracy work. The PPL has even set up a special anti-piracy cell under a retired Director General of Police, and this cell has been working in tandem with the police.
- The Government also initiates a number of seminars/workshops on copyright issues. The participants in these seminars include enforcement personnel like the police as well as representatives of industry organizations.
- Several other measures to create general awareness about copyright and for encouraging study of intellectual property rights in the educational system, besides modernizing the Copyright Office, are on the anvil.

Consequent to the number of measures initiated by the government, there has been more activity in the enforcement of copyright laws in the country during the last year compared to previous years. As per the data relating to copyright offenses available with the National Crime Records Bureau, the number of copyright cases registered has gone up from 479 in 1997 to 802 in 1998. The number of persons arrested has increased from 794 in 1997 to 980 in 1998. The value of seizures has gone up from Rs.2.88 crore (28.8 million) in 1997 to Rs.7.48 crore (74.8 million) in 1998. These figures reflect the general improvement in the enforcement of the copyright law.

PERSONALITY PROFILING OF MANAGEMENT STUDENTS : AN IMPERATIVE

Prasad V. S¹Dr. P. Raghunadha Reddy²

Abstract

That very statement, whether one questions the percentage or not, and the fact that there are such comments from industry bodies, public personalities shows the dire need for some changes in the management education in the country. One of the often suggested actions is to revamp the management education in the country to produce “employable” output i.e., students who become employable after completing the management program. However, a deeper issue that needs to be addressed is the suitability, propensity and the aptitude of the student to the stream of management he/ she selects, the process of such selection and how the basic personality of the student is used in identifying the stream. This is amply substantiated by the statement “When you do what you love to do, you don’t have to work”. A precursor to such identification is the “Personality Profiling” of individual students to clearly spell out their strengths, weaknesses, preferred behavior and proclivities as a foundation exercise. This paper aims to cover some of the existing options available in this field and how they can be leveraged and combined to draw up a “Personality Profile” of the prospective / current management student to enable him / her to choose the right stream and hence be able to absorb information, develop the critical thinking abilities that jell with his / her core personality.

Introduction:

A **personality profile** is a knowledge management tool used to provide an evaluation of an employee’s personal attributes, values and life skills in an effort to maximize his or her job performance and contribution to the company. In this case, we substitute the word employee with student and – job performance with aptitude identification and potential contribution areas. Historically, personality profiling has been used for evaluation of employee performance, reward, incentive, promotion and progression, succession planning at higher echelons of the companies etc.

Even this day, not many companies employ the profiling techniques at entry level (apart from brief psychometric tests) and many depend solely on their internal Performance Management System for job promotions, career succession plans, without consciously involving the personality profiling as a tool.

That said the task of identifying a suitable tool or a set of tools to profile a management student’s personality become onerous.

Some of the traditional profiling tools are DiSC profiling, Thomas International Personality Profiling, Personality Type (MBTI), Orpheus, 16PF, OPQ, Insights Discovery, Kiersay Temperament Sorter, NERIS Type Explorer, NLP based Personality Profiling and Handwriting Analysis to name a few.

DISC based Profiling Tools:

The initial DISC model comes from Dr. William Marston, a physiological psychologist, in a book entitled *Emotions of Normal People*, published in 1928.

DiSC Profiling:

DiSC is a personal assessment tool used to improve work productivity, teamwork and communication. DiSC is non-judgmental and helps people discuss their behavioral differences. If you participate in a DiSC program, you’ll be asked to complete a series of questions that produce a detailed report about your personality and behavior.

The DiSC model provides a common language that people can use to better understand themselves and to adapt their behaviors with others. This can be within a work team, a sales relationship, a leadership position, or other relationships

DiSC Profiling mandates a participant to choose options on a 5 point scale and then processes the responses to generate a profile that can be used in decision making.

Thomas International Personal Profile Analysis (PPA):

PPA provides an insight into how people behave at work and helps individuals to become more aware of their own work style and that of others. PPA is used for a variety of purposes: recruitment, retention, development, management, career guidance, benchmarking, appraisal and team analysis.³

¹ . Research Scholar, Dept. of Management Studies, Sri Venkateswara University, Tirupati. Andhra Pradesh.

² . Professor, Dept. of Management Studies, Sri Venkateswara University, Tirupati, Andhra Pradesh

Thomas International also uses the DISC Model in its PPA and is used by many corporate across the world. A standard PPA form has 24 questions with options to choose "Most" and "Least" for a particular trait. It is one of very robust tools to assess the current state of mind of a prospective employee, employee to find the suitability to a particular job. The HJA (Human Job Analysis) tool helps the management in deciding the ideal personality for a job and then matches the candidates profile with the standard HJA for that job.

Thomas Profiling also provides interview questions to be asked based on the profile apart from many training inputs that can be decided for an individual.

Personality Type (MBTI):

The purpose of the Myers-Briggs Type Indicator® (MBTI®) personality inventory is to make the theory of psychological types described by C. G. Jung understandable and useful in people's lives. The essence of the theory is that much seemingly random variation in the behavior is actually quite orderly and consistent, being due to basic differences in the ways individuals prefer to use their perception and judgment.⁴

"Perception involves all the ways of becoming aware of things, people, happenings, or ideas. Judgment involves all the ways of coming to conclusions about what has been perceived. If people differ systematically in what they perceive and in how they reach conclusions, then it is only reasonable for them to differ correspondingly in their interests, reactions, values, motivations, and skills."⁵

MBTI sorts for preferences and does not measure ability, trait or character of an individual. It is a self selection tool and the final selection of the 4 options from the 8 available choices (below) gives a predetermined personality type. There are 16 Personality Types which typify an individual's behavior.

MBTI asks participants to choose between the options below:

Favorite world: Do you prefer to focus on the outer world or on your own inner world? This is called Extraversion (E) or Introversion (I).

Information: Do you prefer to focus on the basic information you take in or do you prefer to interpret and add meaning? This is called Sensing (S) or Intuition (N).

Decisions: When making decisions, do you prefer to first look at logic and consistency or first look at the people and special circumstances? This is called Thinking (T) or Feeling (F).

Structure: In dealing with the outside world, do you prefer to get things decided or do you prefer to stay open to new information and options? This is called Judging (J) or Perceiving (P).

A final selection of four letter combinations viz., INFP, ESTJ, INFJ etc., (a total of 16 possible combinations) determines the Personality Type of the individual.

"The second ingredient in the "Fourmula" for Career Satisfaction is understanding which aspects of your personality are strongest and which are weakest. Although all of your preferences play important roles, certain preferences within each personality type are more powerful than others. Since you want to operate from a position of strength while you're at work, it makes sense for you to identify carefully which preferences you use most easily and most successfully".⁶

The basic premise of MBTI is that when people are consciously aware of their innate strengths they can effectively make career choices. The tool itself suggests different options available to a student with positives and negatives of each choice.

NLP based Personality Profiling:

NLP is Neuro Linguistic Programming – described by Richard Bandler (the originator of NLP)

Neuro-Linguistic Programming: "a model of interpersonal communication chiefly concerned with the relationship between successful patterns of behaviour and the subjective experiences (esp. patterns of thought) underlying them" and "a system of alternative therapy based on this which seeks to educate people in self-awareness and effective communication, and to change their patterns of mental and emotional behaviour."⁷

"In order to operate on the world we all make maps of what is going on

out there with our sensory apparatus, our eyes, ears, noses, mouths, and

bodies. We also make maps of those maps, or models of those models, with

our language systems. We call this a Meta Model, a model about modeling."⁸

By using the Meta Model to identify the "maps", thinking patterns, typical reactions of students to situations in real life we can correlate the areas of business management that a student can be well suited.

NLP Personality Profiling test:

This personality assessment identifies your dominant orientations in key Meta Programs – those characteristics which influence how you respond to and plan your world. Metaprograms are systems that our mind uses to filter information.⁹

By studying the metaprograms of an individual, we can identify their traits, tendencies and preferences.

Handwriting Analysis

Handwriting analysis has many names. It is not generally known that Edgar Allen Poe, the great American poet, analysed handwriting and published his analysis. He employed the term “autography”.

Monks practised the art of telling character by handwriting, and two French priests, Abbe Flandrin and his student, Abbe Gene Hyppolyte Michon established some basic rules for determining specific characteristics. They coined the term “graphology,” the art of knowing men by their handwriting.¹⁰

Handwriting analysis is of necessity classified as a clinical test. There have been many books and papers written by different psychiatrists. However, as with any testing device, the psychologists and psychiatrists have found evaluating its accuracy extremely difficult.

My personal experience (having analysed hundreds of handwriting samples), is the response from the client – “How did you know all that about me? Just from Handwriting?” with an accepted accuracy (by clients) of 80% or more.

Handwriting could actually be called brain writing. When you first began to form letters, you had to think about how to make each one of them; they were somewhat shaky. It is something like learning to drive a car. Initially, you had to be aware of each step in shifting the gear, pressing the clutch, releasing it, etc.

However as you practise, you become unconscious of the process but are able to change gears smoothly, without even realising it. And it becomes a subconscious activity. The same is true of handwriting. Hence, handwriting could be called brain writing.

And since handwriting is subconscious, it can capture the subconscious behavior, traits and preferences of individuals – almost 90 varieties (obviously, all will not be present in one individual). Various traits that can be identified include: introversion, extraversion, secretiveness, ability to persist, listening skills, stubbornness, individuality, independence, initiative, philosophical inclination, physical challenges (Yes, health issues can reflect in handwriting) and many more.

How to Profile Management Students?

Some Key Considerations in Profiling Management Students:

- a. **Ease of administering the profiling process:** While almost all the profiling techniques are fairly easy to administer, some of them like Thomas Profiling, MBTI need an indepth training with access to computers and internet to complete the selections by students. (While internet availability is taken for granted these days, it could still be a question in

some places). The question of supervision – self administered vs. monitored by a trained person would also be valid. Two of the easily administered profiling tools are Handwriting Analysis and NLP Personality Profile (these do not need access to computers, can be easily administered and taken by participants).

- b. **Cost implications:** Many of the profiling tools above need to be paid for and the costs can be prohibitive for many students in the tier 2 / 3 cities. Least cost would be Handwriting Analysis (a one A4 page sample of English, cursive handwriting, is sufficient to give a fairly comprehensive personality profile) and NLP Profiling is about a questionnaire administered by a trained professional (could eventually be some faculty members themselves).
- c. **A common template** for identifying the traits required for each / major stream of management study viz., marketing, hr, finance. These templates could be generated by the faculty in consultation / active participation of industry members. Such generic templates can easily be used across colleges and geographies.
- d. **Training of the manpower** to administer this process and decision on “when” is the ideal time to do so: When the basic tools of Handwriting Analysis and NLP Profiling are used, the training requirement is 3 – 5 days each. Thereafter, it is a matter of the rigor and regularity of practise by the tool administrators which would deliver the value to the students.
- e. **The ideal time** to administer the tools would be – the semester in which the students have to select their specialization. The colleges would of necessity, have to design their course capacity based on the output of this profiling exercise rather than make students choose based on a predetermined capacity (viz., Marketing 50 seats and Finance – 30 seats etc.,).

A suggested combination of the profiling tools:

Handwriting Analysis (using a standardized one page, English text template – to identify personality traits, without the conscious involvement / deliberate projection of traits by the student).

Followed by a MBTI Selection (a simple selection of options based on standard template – picked by students as to what they think about themselves in certain situations / thought process).

Finally NLP Profile Analysis using a standard questionnaire that enables the NLP Practitioner identify critical personality traits of the student.

The combined profile generated through the 3 instruments / tools above can then be used to identify

the most suitable specialization / branch of management that a particular student can be expected to do well.

Bibliography and References:

- Personality Profile: Definition (<http://whatis.techtarget.com/definition/personality-profile>)
- DiSC Profile: (<https://www.discprofile.com/what-is-disc/overview/>)
- Thomas International, PPA: <https://global.thomasinternational.net/en-in/ourassessments/PPA.aspx>
- MBTI: (<http://www.myersbriggs.org/my-mbti-personality-type/mbti-basics/>)3
- MBTI: MBTI® Manual: A Guide to the Development and Use of the Myers-Briggs Type Indicator®4
- Excerpt from “Who’s on First? – Identifying Your Innate Strengths – Do What You Are – Paul D. Tieger & Barbara Barron, 4th Edition, March 2007, Little, Brown and Company, NY.
- What is NLP? : (<http://www.nlpifetraining.com/what-is-nlp/index.html>)
- Robert Dilts quoted in Richard Bandler’s “Time for a Change”
- NLP Personality Profiling: (<http://www.nlpaustralia.com.au/what-is-nlp/free-nlp-personality-profiling-test/>)
- What is Handwriting Analysis? : Excerpt from Handwriting Analysis Certification Course – Dr. Ray Walker, Edited by Karen Sitzberger, 1996.

CARBON TRADING: MAKING NEW ECONOMIC ORDER

Prateek Verma¹

Abstract

In recent years global warming has poised a great challenge for planet earth. At this alarming situation there is a need of a policy intervention so that adverse effect of climate change could be mitigated. To protect ourselves from the adverse effect of Global warming many concepts like CDM, Carbon Trading came in existence which is based on market mechanism means principal of demand and supply. The need for carbon trading was felt when it was realized that the industries have been the biggest polluter of greenhouse gases which has resulted in global warming. This research paper tries to discuss basic concepts related to carbon credit as a tool to save environment and the advantages to developing countries like India, China, Brazil from the participation in the Clean Development Mechanism. The researcher is going to show that developing countries are in better-off participating in the CDM because they are less polluter in compare to industrialized countries.

Key words: Clean Development Mechanism, Joint Implementation and Carbon Trading

Introduction

In recent years climate change has become a hot political agenda across the world. Temperature of earth is increasing. This alarming situation of global warming is result of excess emission of carbon dioxide and other toxic gases from industrialization, fossil fuel combustion and deforestation. Solving climate change problem is an arduous task. To address the problem of climate change United Nations Framework Convention on Climate Change (UNFCCC) came in existence in mid 1990s with the objective of mitigating the greenhouse effect from the planet earth. UNFCCC serves annual meeting of the UNFCCC Parties (Conferences of the Parties) (COP) to assess progress in dealing with climate change issue and the first meeting of Conference of Parties held in Berlin from 28 March to 7 April 1995 but in December 1997 COP 3 took place in Kyoto, Japan where all the members decided to make legal binding for reduction in Greenhouse gases. Kyoto Protocol, which outlined the greenhouse gas emissions reduction obligation for Annex I countries, along with what came to be known as Kyoto mechanisms such as emissions trading, clean development mechanism and joint implementation. Most industrialized countries and few central European economies in transition (all defined as Annex B countries) agreed to legally binding reductions in greenhouse gas emissions of an average of 6 to 8% below 1990 levels between the years 2008–2012, defined as the first emissions budget period. The United States would be required to reduce its total emissions an average of 7% below 1990 levels. This protocol has brought a system which was ratified by 189 countries to mitigate greenhouse gases globally. Modern Pro-capitalist economists believe that emission

trading is a best tool to deal with the problem of climate change because these economic instruments have ability to harness the power of the market and integrate the interest of society with the individual.

What is Carbon Market?

A market that is created from the trading of carbon emission allowances to minimize the carbon emission effectively and efficiently. It consists of buying and selling of units that represent either a reduction of greenhouse gases or the right to emit a quantity of greenhouse gases. A well-structured carbon market provides economic incentives for achieving reduction targets in emission.

Types of Carbon Markets:-

There are two types of carbon markets, the voluntary market and regulated market

Voluntary Market Voluntary carbon market is a market where companies, governments, organizations and individual compensate voluntarily for emissions associated with their operations. They have no legal binding to participate. They are free to participate either as a part of a commitment to corporate responsibility or to attract green consumers. In 2012 alone, these voluntary actions avoided more than 100 million tons of GHG emissions — equivalent to removing more than 20 million cars off the road — and provided more than \$500 million of support to implement innovative climate activities

Regulated Market There is another way to offset the reduction which is introduced as an obligation on polluters to reduce their emission. Carbon market exists both under compliance scheme and voluntary scheme

¹ . Research Scholar, Faculty of Commerce, Banaras Hindu University, Varanasi

but regulated market is largest market as far as trading is concern. Compliance markets are created and regulated by mandatory national regional or international carbon reduction regimes.

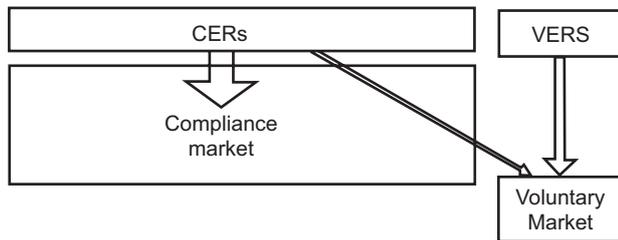


Chart - 1 : Carbon offsets in the compliance and in the voluntary market

Mandatory Cap and trade System

Emission Trading Under Kyoto Protocol

Emission trading is a market based mechanism under the Kyoto protocol which was ratified in United Nations Framework Convention on Climate Change (UNFCCC). Each participating country is assigned an emissions target and the corresponding number of allowances – called Assigned Amount Units, or AAUs. On average, this cap requires participating countries to reduce their emissions 5.2% below their 1990 baseline between 2008 and 2012. The Kyoto Protocol also brought Flexible Mechanism: the Clean Development Mechanism and Joint Implementation.

European Union Emission Trading Scheme

The Kyoto Protocol also enables to Annex 1 Countries (European countries) to bring a carbon reduction treaty that was came in existence in 2005. Under this cap and trade scheme, emissions are capped and allowances may be traded among countries. European Union Emission Trading Scheme was the first greenhouse trading scheme and this is a largest mandatory trading scheme of the world.

Offsets outside the Kyoto Protocol

There are many cap and trade compliance schemes under which independently working

New South Wales Greenhouse Gas Reduction Scheme (NSW GGAS)

Regional Greenhouse Gas Initiative (RGGI)

Western Climate Initiative (WCI)

Common but Differentiated Responsibility

The concept of Common but Differentiated Responsibilities (CBDR) was enshrined as Principle 7 of the Rio Declaration at the first Rio Earth Summit in 1992. The declaration states:

“In view of the different contributions to global environmental degradation, States have common but differentiated responsibilities. The developed countries acknowledge the responsibility that they bear in the international pursuit of sustainable development in view of the pressures their societies place on the global environment and of the technologies and financial resources they command.” Similar language exists in the Framework Convention on Climate Change; parties should act to protect the climate system “on the basis of equality and in accordance with their common but differentiated responsibilities and respective capabilities.”

The phrase common but differentiated responsibility is playing an increasing role in international law. It points to the fact that problems which are a common concern to mankind - such as climate change - affect all and are affected by all nations to differing degrees. Therefore, the responsibilities in producing solutions should also be differentiated. This principle is found in the UNFCCC and in the Kyoto Protocol. With regard to climate change, there are two considerations in the application of the CBDR principle: (a) the cumulative responsibility of countries for the problem (historical as well as current responsibility); (b) the ability of counties to deal with the problem in technical and economic terms.

It is an open secret that the largest share of historical and current global emissions of greenhouse gases has originated in developed countries and per capita emissions in developing countries are still relatively low in comparison to developed countries. The share of global emissions originating in developing countries is very important to meet their social and development needs.

Carbon Market: Benefits to Developing Countries and Options for Expansion:-

Carbon markets can generate significant abatement financed by developed countries to the benefit of both developed and developing countries. This paper seeks to explore the potential benefits to developing countries that arise from financial flows from developed countries via carbon markets; the most important determinant of carbon market flows is the global level of mitigation ambition: higher levels of mitigation ambition are likely to drive higher carbon market flows. The second most important determinant of the size of carbon market flows is likely to be the extent to which developed countries use abatement sourced in other countries to meet their own mitigation targets.

Finally, the design of carbon markets themselves – what types of units can be created, and under what circumstances – will influence the overall size of carbon market flows and potential benefits arising from those. There has been a range of different proposals to improve

existing carbon market mechanisms and to create new mechanisms – creating more effective and efficient modes of trade will assist in maximizing the benefits to developing countries through carbon market-based financial flows.

In 2011 L. Hunter Lovins and Boyd Cohen wrote a book on the topic "Climate Capitalism: Capitalism in the Age of Climate Change. This book presents positive stories and examples of how profit seeking companies are helping to save the planet, and says that "the best way to rebuild America's economy, cities and job markets is to invest in energy efficiency and renewable energy resources, whether climate change is happening or not." In other words climate capitalism is helping the poor countries to maximize their profit.

Clean Development Mechanism (CDM) Projects

Certified Emission Reductions (CERs) are a type of emissions unit (or carbon credits) issued by the Clean Development Mechanism (CDM) Executive Board for emission reductions achieved by CDM projects and verified by a DOE (Designated Operational Entity) under the rules of the Kyoto Protocol. Since 2000, the CDM has allowed crediting of project-based emission reductions in developing countries (Gupta et al., 2007). By 1 January 2005, projects submitted to the CDM amounted to less than 100 MtCO₂e of projected savings by 2012 (Carbon Trust, 2009, p. 18-19). The EU ETS started in January 2005, and the following month saw the Kyoto Protocol enter into force. The EU ETS allowed firms to comply with their commitments by buying offset credits, and thus created a perceived value to projects. The Kyoto Protocol set the CDM on a firm legal footing. By the end of 2008, over 4,000 CDM projects had been submitted for validation, and of those, over 1,000 were registered by the CDM Executive Board, and were therefore entitled to be issued CERs (Carbon Trust, 2009, p. 19). In 2010, the World Bank estimated that in 2012, the largest potential for production of CERs would be from China (52% of total CERs) and India (16%) (World Bank, 2010, p. 262). CERs produced in Latin America and the Caribbean would make up 15% of the potential total, with Brazil as the largest producer in the region (7%). By 14 September 2012, 4626 projects had been registered by the CDM Executive Board as CDM projects. These projects are expected to result in the issue of 648,232,798 certified emissions reductions. By 14 September 2012, the CDM Board had issued 1 billion CERs, 60% of which originated from projects in China., India, the Republic of Korea, and Brazil were issued with 15%, 9% and 7% of the total CERs.

The above pictures (4 & 5) are depicting that developing countries like China, India and Brazil have large share in CDM projects.

Indian Scenario:-

India comes under the third category of signatories to UNFCCC. India signed and ratified the Protocol in August, 2002 and has emerged as a world leader in reduction of greenhouse gases by adopting Clean Development Mechanisms (CDMs) in the past few years. India has a high potential of carbon credit it can capture 10% of global CDM market. According to a report it is established that US \$ 10 million to 330 million annual revenue can be generated by carbon credit. The reason behind this logic is that India has wide spectrum of projects with different sizes, with vast technical human resource. Strong industrial base and dynamic transparent & speedy processing by Indian DNA (NCDMA) for host country is going to prove icing on the cake for revenue generation via carbon credit.

India is second only to China in using the mechanism to help reduce its carbon emissions. But unlike China India does not have a national policy. India is one of the world's largest hosts of such clean development projects. From 2003 to 2011, a total of 2,295 projects – around one quarter of the global total – had been registered with India's Designated National Authority for the Clean Development Mechanism. Only China hosts more such projects than India. India's approach to governing the CDM is best characterized as a 'laissez faire' system whereby the Indian government neither actively promotes nor discourages CDM project implementation in different states (Benecke 2009, Sirohi 2007). This stands in stark contrast to China's national policy, which steers CDM investment toward the country's policy priorities, such as renewable energy, and economically backward provinces (Schroeder 2009). The consequences of India's liberal approach to the CDM for sustainable development remain unclear. In recent years it is found CDM projects are concentrated in states that are more industrialized, such as Gujarat and Maharashtra. In contrast, poorer and less industrialized states generally implement fewer CDM projects.

The diversity of projects under the Clean Development Mechanism portrays the strong indication of the multitude of initiatives for greenhouse gas mitigation that Indian businesses and industry have embarked upon. The Indian Designated National Authority (DNA) has categorized Indian CDM projects into 7 broad categories, namely: Energy Efficiency, Fuel Switch, Forestry, Industrial Process, Municipal Solid Waste, Renewable Energy, and Renewable Energy (Biomass). India has witnessed a steady rise in the number of CDM projects over the years. This rise is seen from 1633 projects in April 2010 to a total of 2355 in June 2012. There has been an increase of 722 projects in this time period. The fact that 2355 CDM projects have been approved by the Indian DNA by June 2012 clearly shows that the Indian CDM portfolio grew rapidly.

India's heavy dependence on fossil fuels, existence of a huge small and medium enterprises sector, and fast-paced growth provides the country with an excellent opportunity to generate large volumes of carbon credits from energy efficiency and clean energy projects. Industry has realised that adopting modern low-carbon intensive technologies and processes and clean sources of energy is an imperative for mitigating the adverse effects of climate change. Indian industry has shown a tremendous proactive attitude to addressing climate change through diverse mitigation initiatives. The maximum numbers of projects are in Tamil Nadu (304), Maharashtra (294), Gujarat (279), Karnataka (223) and Andhra Pradesh (176), which is as expected because of the large concentration of industries in these states.

The trend observed in the CER potential of the registered projects under different CDM categories is also slightly different. Industrial Process (28.48%) leads in terms of the expected CERs in spite of accounting for barely 4% of the registered projects followed by renewable energy and energy efficiency (24% each). Renewable (Biomass) share in expected CERs to be generated is around 15%. The miniscule contribution of MSW category to the total number of registered projects (1.78%) and the expected CERs generated (3.62 million) despite the large quantum of MSW generation and numerous MSW projects in the country, reflects the untapped potential as far as CDM is concerned and the absence of a conducive policy framework to promote such projects.

Conclusion

Carbon credits have created a market for reducing GHG emissions by giving a monetary value to the cost of polluting the air. Environmental conditions in developing countries and the industrial practices have a huge potential of gaining from carbon trading. The Carbon accounting and its disclosure has become an important issue for the companies. Public and private initiatives are urgently much required for encouraging industries and societies to understand the different facets of environmental pollution, its reduction strategies and the carbon financing in particular. Hence the developing countries have a large potential to earn carbon credits and in this context the carbon consultancy service has a greater part to play and is going to add a new dimension to the Environmental consultancy and financial services arena. Vast economies like India, China and Brazil offers many opportunities for cost effective carbon abatement, but identifying and exploiting these opportunities is often difficult under the current mechanism. By facilitating investments in the Clean Development Mechanism in the areas that need them the most, the developing countries could reap the double benefit of climate mitigation and economic development.

For the Indian industry, extension of Kyoto Protocol is a great boost and companies can now gear up for more positive action and innovation to address the challenge of climate change. India and China are likely to emerge as the biggest sellers and Europe is going to be the biggest buyers of carbon credits. MCX has become first exchange in Asia to trade carbon credits. The countries like US, Germany and Japan are likely to be the biggest buyers of carbon credits which are beneficial for India to a great extent.

Bibliography

- Bachram,H (2009) "Climate Fraud and carbon Colonialism: The new Trade in Greenhouse Gases" Capitalism Nature Socialism. Vol.15
- Bhardwaj. B (2013) "Future of Carbon Trading: a Business that Works for Global Environment" International Journal of Science, Environment and Technology Vol.2 pp.115-121
- Birla,V; Birla,R; Singhal,G and Gupta,V.G (2012) "Carbon Trading-The Future Money Venture for India" International Journal of Scientific Research Engineering & technology. Vol.1 pp.19-29
- Dhar,S (2012) "Carbon Emission Trading in India: A Study on Accounting and Disclosure Practice" The Chartered Accountant. Pp.937-943
- Dhingra,N and Dhingra,M (2010) "Carbon Credit: Level of awareness in Indian SMEs" Viewpoint
- Kumar,K.S.K "Carbon Trading"
- Lambin,J.J.(2009) "Capitalism and Sustainable Development" Symphonya Emerging Issues in Management"
- Nair, S and Kumar,P.N(2013) "Environmental Carbon Trading Scenario in India: A Global Issue of 21st Century: A Review" International Journal of Advancements in Research & Technology. Vol.2. Issue 9 pp.110-118
- Olsen,K.R and Painuly,J.P.(2002). "The Clean Development Mechanism: A Bane or a Boon for Developing countries?" International Environmental Agreements: Politics, law and economics pp. 237-260
- Rajput,N and Chopra,P (2014) "Carbon Credit Market in India: Economic and Ecological Viability" Global Journal of Finance and Management. Vol.6 pp.945-950
- Reddy, R.N and Suvikram,Y.V.N.S (2012) "Carbon Credits-A Step to Sustainable Future of the world" Resaerch Journal of Recent Sciences. pp. 388-397
- Shah,A(2012) "Climate Justice and Equity" www.globalissues.org/article/231/climate-justice-and-equity

- Singh, J.K. "Clean Development Mechanism(CDM) And Carbon Trading in India"
- Urry, J(2013) "Carbon Capitalism And The Problem of Energy" Journal of Globalization Studies. Vol.4 pp.78-83.
- Urpelainen, J. (2012) "The Clean Development Mechanism in India-Is It Working?"
- www.wikipedia.org
- www.unfccc.int

IMPACT OF TECHNOLOGY TRANSFORMATION ON JOB CONTENT WITH SPECIAL REFERENCE TO PUBLIC SECTOR BANKS IN NAGPUR CITY

Priyanka Amlesh Deshmukh¹

Abstract

Indian public sector banks have been going with tremendous technological advancement like Core banking, INFINET, NEFT, NECS, CFMS, Mobile Banking services etc. The advent of technological changes, especially extensive use of computers in the banking sector has changed the job content (work pattern). These technological changes brought significant changes in the organization processes and the success of new technology depends upon on the extent to which the employees are willing to adopt it. This research study not only relates the variables like complexity, usage and dependency with the job content but also investigates the various positive and negative effects of technology advancement on public sector banks.

Key words: Public sector bank, Job content

Introduction

The information technology has been spreading & transforming their hands in every sector. The most noticeable example is the banking sector, where the introduction of information technology related products like internet banking, electronic payments, security investments, information exchanges etc. The usage of this advanced technology has been seen tremendous growth in banking industries from last several years. Now, banking sector are diversifying their services to reach more customer with less time. Information technology has significantly related with the performance of the bank, it reduce banks' operational cost & facilitate transactions among customers within the same network.

Computers are getting more sophisticated & it giving potential to banking sector even they could not dream about earlier. Personal computer was introduced in the banking industry during year 1980's & now, it is one of the essentials need for bankers. Indian banks begun to use them in back-office operations & later cashier used them to service clients. The advancements in computer technology have led to application and adoption new IT investments that have changed the banking landscape in the country. The changes that new technologies have brought to banking are enormous in their impact on officers, employees and customers of banks. Advances in technology are allowing for delivery of banking products and services more conveniently and effectively than ever-before.

After personal computer, new technology were introduced in banking sector i.e. ATM (Automatic Teller Machine).

Cash dispensing is the main function of this machine, however due to advancement in technology, ATMs are able to provide a wide range of services, such as making deposits, funds transfer between two or more accounts and bill payments. Banks tend to utilize this electronic banking device, as all others for competitive advantage.

Later internet banking has come out with various added advantage were customer access to their bank via a website & to enable them to enact certain transactions on their account after giving security check. The advancement has been going on, & got one more innovation which allows customers to transfer funds instantaneously from their bank accounts to merchant accounts when making purchases (at purchase points). At the point of sale uses a debit card to activate an Electronic Fund Transfer Process. All these latest technology help the system to continue after banking hours, hence continual productivity for the bank even after banking hours.

Banks and financial institutions rely on gathering, processing, analyzing and providing information and data in order to meet the needs of the customers. Banks were among the early adopters of automated information-processing technology. There's 'Anywhere Banking' through Core Banking System, 'Anytime Banking' through the new 24/7/365 delivery channels such as Automated Teller Machines (ATMs), Net and Mobile Banking. Indian Banks are continuously striving for enhancing service quality through Technology Management.

¹ . Assistant Professor, KITS, Ramtek

The past few years saw some major milestone in the payment & settlement systems. The introduction of the Real Time Gross Settlement (RTGS) system has resulted in the compliance with basic core principles for systematically important payment systems of the Bank for International Settlements. E-Banking in the banking sector mainly comprises of ATM, EDI, EFT, EMT, Internet Banking, Tele-banking and E-cheques.

Literature Review

Suvod Kumar Karn & Dr. Kirti Agarwal (2013) analyzed the role of internet banking in Indian banking sector special reference to SBI. Many public sector banks have been undergoing various technological changes but the rates of adopting changes are very low & SBI is not the exception. With the increased competition in banking sector and increasing demand of customer is forcing banks to provide their service online *Prachi et al, (2013)*. The younger generation is responding well to technological innovations the older generation is finding it hard to rely on new technology. Advanced technology has changed the banking operations from manual to technology which gives ease in operating. Technology helps to reduce repetitive and complexity of work pattern *Shilpi Khandelwal (2013)*.

Banking In the Nagpur City

Banking in Nagpur is now an easy task people can find the branches of almost all the banks located in all the prime areas of the city. Nagpur city have all kinds of banks, from regional to national as well as international. Moreover, most of them have also spread out their ATM counters all across the district. The main attraction of banking at Nagpur is the fact that most of the banks here are nationalized banks that are now turning international so as to spread out its services to the global level. Hence, every banks are trying to offer customer friendly services that could match with the international standards. Moreover, these days the banks of Nagpur have also gone tech savvy so as to serve its net savvy customers and clients. Hence, the impact of technology in the banking sector can be witnessed in Nagpur also.

Bank of India & State Bank is the leading banks in the district. Nagpur district is having a very vast network of banking services catering to the needs of people even in villages. Bank of India is having circle offices & 18 branches as well as State Bank of India comprises 36 branches through out the Nagpur City.

Canara Bank has its Corporate Office at Bangalore. Bank is having Circle Offices and 11 branches, similarly Punjab National Bank having there 25 branches & circle offices across the Nagpur city.

Objective Of The Study

- To examine what are the effects of technological transformation on job content with special reference to Public Sector Banks in Nagpur City.

Hypothesis

Ho: Advanced technology has positive impact on job content

Research Methodology

Population Of Study

The proposed population of this study was the permanent employees of public sector banks in Nagpur city. Total Public sector banks' branches in Nagpur city are 116. Researcher has selected 80 branches out of 115 branches of 05 major public sector banks in Nagpur city as a sample i.e. State Bank of India, Bank of India, Punjab National Bank, Union Bank & Canara Bank. Total population of all the banks of Nagpur City is 3000 approximately. Total Population of 05 selected banks was 1860 employees. Stratified sampling technique is used for data collection from the public sector banks' employees in Nagpur City. 250 questionnaires distributed among the employees of public sector banks' branches and out of 250 questionnaires 217 employees responded because most of the employees do not respond properly and it was very difficult to collect data from the respondents due to unwillingly response from the employees. After filtration 186 questionnaires considered for data analysis. Data has been collected for the period between September 2015 to January 2016.

Sample Size:

Five major public sector banks have been taken for this study & it include **1860** bank employees out of which **186** sample size took for further research. (i.e. 10%). The sampling population of this research includes 186 employees of Public Sector bank in Nagpur city. Out of which, 115 employees from clerical level and remaining 71 from managerial level.

Sources Of Data

Both primary and secondary sources of data were used in conducting the research. The well structured questionnaire is the instrument used in collecting the primary data.

Conceptual Framework

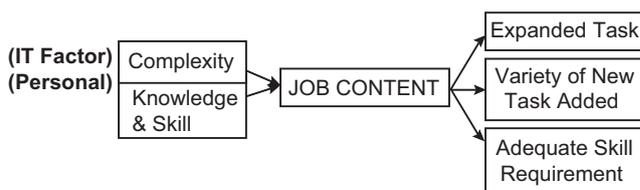


Fig. 1 : Conceptual framework)

Analytical Tools Used

The descriptive cross tabulation and analysis was conducted using MS-Excel. The data from questionnaires was entered into the system for the purpose of analysis after required coding and preparations. To measure the relationship between the variables provided in the conceptual framework (fig:1).

Data Analysis:

The main findings of the study are discussed under following sub-heads:

Demographics

1. Gender

Table - 1 : Respondent's Profile

Public Sector Banks	
Males	131
Females	55
Total	186

2. Work Experience:

Table - 2 : Respondent's Experience

Public Sector Banks	
Less than 10 yrs	67
Between 10-20 yrs	58
Between 20-30 yrs	52
Above 30 yrs	09
Total	186

3. Cadre:

Table - 3 : Respondent's Cadre

PUBLIC SECTOR BANKS	
Manager	71
Clerical	115
Total	186

4. Overall Impact of Technology transformation on job content

Table - 4 : Results

Sr. No.	Hypothesis	Findings	Correlation value
1	H1:Complexity of operating advanced technology has no impact on job content	There is positive linear relationship between the two variables	0.233
2	H2: The knowledge/ skill level of employees do not have an impact on job content	There is negative linear relationship between the two variables	0.146
3	Ho: Advanced technology has positive impact on job content	There is positive linear relationship between the two variables	0.211

Recommendations

Following are the recommendations for improving Job Content:

- 1) Take adequate steps to redesign jobs, which are taxing to employees' abilities and Capacities.
- 2) Adequate Job specification to be made whenever necessary to eliminate role ambiguity.

- 3) Work must be given according to his experience, skills, knowledge and qualifications so that he/she can cope easily with the role given to him/her.
- 4) Constant upgrading, maintenance of advance technology to avoid software and hardware malfunctions or breakdowns during working hours.

Conclusion

From the above study it can be concluded that after introducing advanced technology public sector banks growing in to international level. It helps to reduced duplicity & repetitive things at workplace. Advance technology is complex while operating but due course of time it can be overcome. Complexity has not any negative impact on job content. Bank employees face problems while handling technology, most of the time soft wares are not user friendly. Advanced technology brought variety of new task in the work pattern & employees are happy with these task which has newly added but they wanted to replace with the old task which is not much useful as per their daily work is concern. Additional skill is required apart from educational qualification for handling advanced technology. For that purpose bank management organizes training and development programs after introducing advanced technology at workplace. So, there is positive correlation. So, overall there is positive and significant impact of technology transformation on job content (work pattern) of public sector bank employees in Nagpur city.

Bibliography

- Suvod Kumar Karn & Dr. Kirti Agarwal , "Role of internet banking in Indian banking sector with special reference to SBI", International Journal of Management Research & Review. June 2013, Volume 3, Issue 6, Pp. 3016-3027.
- Prachi Mittal, Sneha Singh Jadaun & Manoj Kumar Dash, "Computerization In Banks -Some Issues", IOSR Journal of Business and Management, Volume 8, Issue 4 (Mar. - Apr. 2013), PP 01-11.
- ⁴⁵Shilpi Khandelwal, "E- banking: factors of adoption in India", International Journal of Management, Volume 4, Issue 2, March-April (2013), pp. 01-08.
- Berger, A. N. (2003), 'The economic effects of technological progress: evidence from the banking industry', Journal of Money, Credit, Banking, 35 (2), 141-176. Economides, N. and Salop, S. (1992), Competition and integration among complements, and network market structure, The Journal of Industrial Economics, XL (1), 105-123.
- Essinger, J. (1999). 'The Virtual Banking Revolution: The Customer, the Bank and the Future'. 1st ed., International Thomson Business Press, London, UK.

A STUDY ON FINANCIAL INCLUSION IN SHANTIGRAMA OF HASSAN DISTRICT IN KARNATAKA WITH REFERENCE TO PMJDY¹

Puneeth .C¹Vinnarasi .B ²

Abstract

This study helps to know the level of progress in Financial Inclusion in Shantigrama after implementing the Pradhan Mantri Jan-Dhan Yojana and to know the benefits received by farmers under Pradhan Mantri Jan Dhan Yojana PMJDY. This study mainly concentrated on farmers in Shantigrama area in Hassan district of Karnataka. This study reveals that PMJDY is successful scheme in this village where have opened and linked there account to PMJDY. The major success for the PMJDY was through by creating awareness among the farmers about different schemes under Pradhan Mantri Jhan-Dhan Yojana The major schemes under which the farmers are benefited are 40 farmers have taken agriculture loan benefits taken under Pradhan Mantri Jan Dhan Yojana in Shantigrama,20 farmers have taken Life insurance (Pradhan Mantri Jan Suraksha Bima Yojana Policy (PMSBY) taken under Pradhan Mantri Jan Dhan Yojana by in Shantigrama,12 farmers have taken Accident insurance (Pradhan Mantri Jeevan Jyoti Bima Yojana) taken under Pradhan Mantri Jan Dhan Yojana in Shantigrama,18 farmers have taken Overdraft Facility borrowed under Pradhan Mantri Jan Dhan Yojana by farmers in Shantigrama.

Key words: Financial Inclusion, PMJDY, Awareness, Benefits of PMJDY to farmers

INTRODUCTION:-

Financial inclusion is process of ensuring access to different financial services with timely and adequate credit facility which is needed for weaker sections and low income groups at an affordable cost, Rangarajan, Chairman of Committee on Financial Inclusion. "Financial inclusion helps in expanding access to financial services, such as payments services, savings products insurance products, and protected pensions. This Pradhan Mantri Jan Dhan Yojana (Prime Ministers Scheme for People's Wealth) is an ambitious scheme for comprehensive financial inclusion launched by Prime Minister of India, Narendra Modi on 28 August 2014. He declared that a bank account for each household was a "national priority".

PMJDY scheme has been started with a target to provide 'universal access to banking facilities' starting with "Basic Banking Accounts" with overdraft facility of Rs.5000 after six months and RuPay Debit card with inbuilt accident insurance cover of Rs. 1 lakh and RuPayKisan Card. In next phase, micro insurance & pension etc. will also be added. "Pradhan Mantri Jan-Dhan Yojana (PMJDY)" which is a National Mission for Financial Inclusion. The task is gigantic and is a National Priority This National Mission on Financial Inclusion has an ambitious objective of covering all households in the country with banking facilities and having a bank account for each household. It has been emphasised by the Hon'ble PM that this is important for including people left-out into the mainstream of the financial system.

Objectives of the Study.

- To know the awareness of banking service and financial inclusion among the farmers in Shantigrama area.
- To know the activities carried on to develop financial inclusion in Shantigrama.
- To know the benefits received by farmers under Pradhan Mantri Jan Dhan Yojana PMJDY.
- To know the level of development in Financial Inclusion in Shantigrama after implementing the Pradhan Mantri Jan- Dhan Yojana.

Research methodology:

The tools are used for study:

- Correlation Analysis.
- Regression Analysis.

Sampling Technique & Sample size:-

- Simple random sampling has been used for the purpose of the study survey.
- Sample size of 100 from farmers of Shantigrama, In Hassan District of Karnataka.

Sources of data: Both Primary and secondary data was used. The questionnaire method was used to collect the relevant information from the farmers.

Hypothesis:-

Ho:- There is no relation between awareness of PMJDY Among the farmers and development in financial Inclusion.

¹ . Research Scholar, Department of Commerce, Christ University, Bangalore

² . Associate Professor, Department of commerce, Christ University, Bangalore

H₁:- There is relationship between awareness of PMJDY Among the farmers and development in financial Inclusion.

Scope of the Study:-

The study will help to know the growth of financial inclusion mode prevailing in Shantigrama and to know functioning of PMJDY and provide suggestions which will help to increase its contribution to the process of financial inclusion .The results of the study will help to identify pitfalls, if any in the implementation of projects by Project Officers.

Data Analysis: -

In order to check the reliability of the data collected “Cronbach’s Alpha “test has been used. The Cronbach’s Alpha value is .884 which shows that the data collected are highly reliable and valid.

Table - 1 : Correlations

		Opened account for?	Are u satisfied from PMJDY?
What were the reasons that your household opened the account?	Pearson Correlation	1	.864**
	Sig. (2-tailed)		.000
	N	100	100
Are u satisfied from PMJDY?	Pearson Correlation	.864**	1
	Sig. (2-tailed)	.000	
	N	100	100

As the significant level is less than 0.005, the null hypothesis is rejected and the alternative hypothesis is accepted. That is H₁:- there is relationship between awareness of PMJDY Among the farmers and development in financial Inclusion.

Table - 2 : ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	135.969	2	67.985	298.791	.000a
	Residual	22.071	97	.228		
	Total	158.040	99			

Table - 3 : Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	-.563	.126		-4.459	.000
Reasons for opening the bank account	.764	.162	.327	4.725	.000
Opened PMJDY to get benefited from:-	.744	.081	.636	9.178	.000

- The main reasons for farmers opening a bank account are to receive PENSION, to get benefited under PMJDY, for saving money, to request a loan for agriculture and or other reasons.
The main reason for majority farmers (56 Farmers) to open PMJDY is to get benefited under PMJDY
- Opened PMJDY account in a bank to get benefited from: -Agriculture Loan, Life Insurance, Over Draft, and Accidental Insurance. Out of the above schemes the majority farmers (50 Farmers) have availed Agriculture loan. Which shows that the PMJDY has developed in Shantigrama because the main objective of the PMJDY is to support the farmers financially and develop their standard of living which contributes to the economy and develop the country.
- As the significant level is less than 0.005, that is .000 therefore the null hypothesis is rejected and the alternative hypothesis is accepted. That is H₁:- there is relationship between awareness of PMJDY Among the farmers and development in financial Inclusion.

**Table - 4 : Showing Reasons for Farmers opening a Bank account:
What were the reasons that your household opened the account?**

		Frequency	Percent
Valid	To receive PENSION	6	6.0
	To get benefited under PMJDY	66	66.0
	For saving money	24	34.0
	To borrow loan	4	4.0
	Total	100	100.0

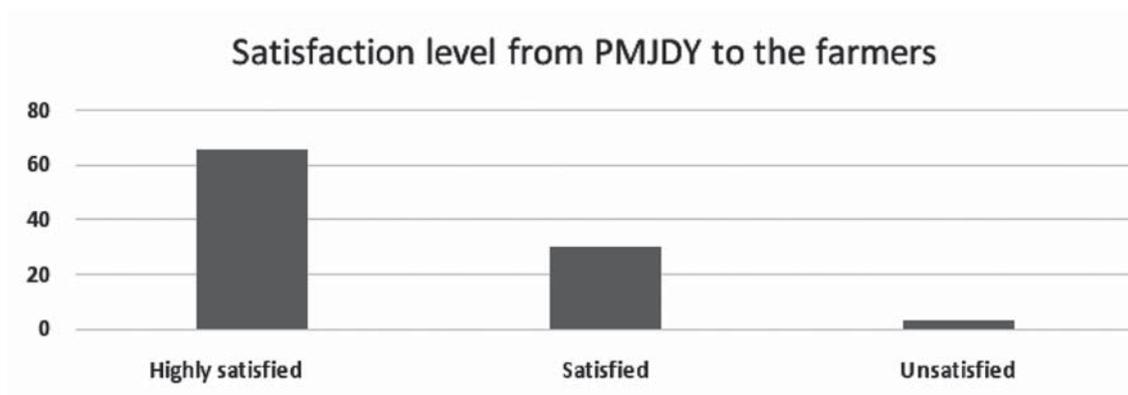


Fig. 1

Interpretation:-

- From the above table it is evident that out of 100 respondents 66 are highly satisfied and 30 farmers are satisfied from the Pradhan Mantri Jan Dhan Yojana which shows that this Yojana which is implemented for the benefit of the farmers in giving financial service and advice.

Opened PMJDY account in a bank to get benefited from: -Table:-

Table - 5 : Opened PMJDY to get benefited from:-Frequency Percent

Valid	Agriculture loan	50	50.0
	life insurance	20	20.0
	Over Draft	18	18.0
	Accidental insurance	12	12.0
	Total	100	100.0

Graph:-

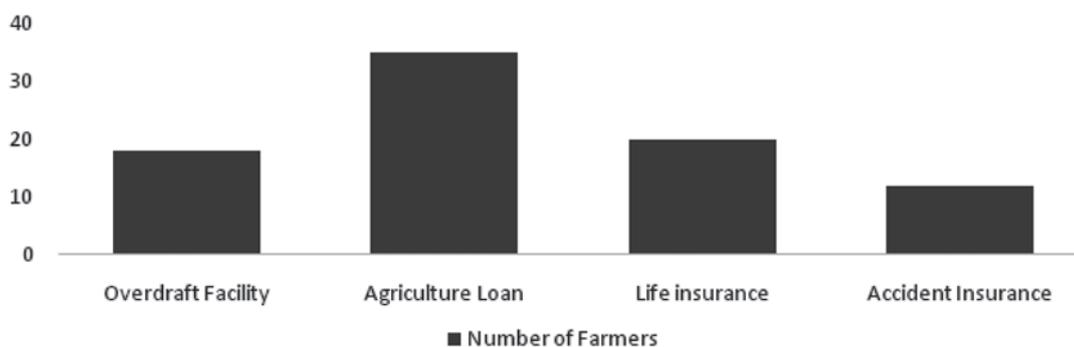


Fig. 2

Interpretation:-

- The purpose of PMJDY is for benefiting the overall economy of the country and the scheme provides some lucrative benefits which should certainly be availed and considered.
- Here is some important benefits of the Pradhan Mantri Jan Dhan Yojna (PMJDY) scheme which would certainly inspire the country to a more prosperous future for all. The majority of farmers that is about of 50 farmers have chosen for agriculture loan where the farmers will be hugely benefited. 20 farmers are covered under life insurance scheme, 18 farmers have overdraft facility and 12 farmers are covered under accident insurance.

Findings:-

1. From the study it shows that all the farmers are aware of banking service and financial inclusion but of the total response 90% farmers have linked their account to PMJDY to get benefits under this scheme and remaining 10% farmers have account in cooperative banks which is run by the local community in Shantigrama areas.
2. Out of the total response 66% are highly satisfied and 30% farmers are satisfied from the PMJDY in Shantigrama.
3. The purpose of PMJDY will definitely benefit the overall economy of the country and the scheme provides some lucrative benefits which should certainly be availed and considered.
4. 85% financial literate and 15 of them are non-financial literate. Financial literacy helps potentially to change the lives of millions of farmers in the remotest parts of the country. For poor and vulnerable people, who were thinking that they could not go to the bank, banking has come to them.
5. The government has taken several measures to make farmers aware of this scheme. Majority farmers were aware from the Newspapers/Advertisements, 24 farmers from Farmer Clubs, 16 Farmers from Village Meetings, 14 from Bank Officials and 10 from Posters.
6. These people are those who are mostly below the poverty line and insurance is an unaffordable service for them. PMSBY aims to reach such people with its benefited under loan and insurance schemes after the successful performance of Jan Dhan Yojana.
 - 40 farmers have taken Loan benefits taken under Pradhan Mantri Jan Dhan Yojana in Shantigrama.
 - 20 farmers have taken Life insurance (Pradhan Mantri Jan Suraksha Bima Yojana Policy (PMSBY) taken under Pradhan Mantri Jan Dhan Yojana by in Shantigrama.

- 12 farmers have taken Accident insurance (Pradhan Mantri Jeevan Jyoti Bima Yojana) taken under Pradhan Mantri Jan Dhan Yojana in Shantigrama.
- 18 farmers have taken Overdraft Facility borrowed under Pradhan Mantri Jan Dhan Yojana by farmers in Shantigrama.

Suggestions:-

PMJDY Helps to promote the financial Inclusion aggressively to serve our own low income families but also to show ways to improve the life of poor people around the world.

1. Develop low cost bank branch model: In Shantigrama recently the banks are starting to set their branches in this area which helps them to extend their branch as well as develop the village.
2. Encourage people to access banking services: -The bank should encourage the people to access banking services by ways of no frill account.
3. Promote financial product and services:- RBI and Government should give the suggestion and help commercial banks to promote the financial product and services of banking through educational institutions.
4. Financial system need to revised and strengthened: - As the financial inclusion develops the bank and the government should take more interest in strengthening the services and make people aware of financial inclusion products and services which helps in benefiting the farmers.
5. Financial literacy: - The government of India should help develop financial literacy among the population, particularly in low income families. This can be solved by teaching it in education institutes.
6. Add extra incentives to lend in rural area: - The RBI should mandate that commercial banks have a certain percentage of their portfolio in small loans. In addition, important social considerations should be factored into loan decisions. The government should also add extra incentives to lend in rural areas.
7. Strengthening of BC Model:- To ensure both operational flexibility and viability of the BC agents with proper training about basic banking and insurance products
8. Provide them good infrastructure in terms of good quality computers and other peripherals like micro ATM, bio-metric scanners, and internet connectivity.

Conclusion:-

The Study on Financial Inclusion in Shantigrama of Hassan District in Karnataka with reference to PMJDY. Is a research paper which helps to know the growth of

financial inclusion in Shantigrama of Hassan District in Karnataka it also covers the scope of the financial inclusion of Banks which benefits the farmers of the rural area under to Pradhan Mantri Jan Dhan Yojana PMJDY. With the objectives are to know the awareness of banking service and financial inclusion among the farmers in Shantigrama areas. To know whether the farmers are satisfied in Shantigrama after implementing the Pradhan Mantri Jan-Dhan Yojana, To know the activities carried on to develop financial inclusion in Shantigrama and to know the benefits received by farmers under Pradhan Mantri Jan Dhan Yojana PMJDY.

Thus, This Study reveals that the There is relationship between awareness of PMJDY Among the farmers and development in financial Inclusion deep penetration at affordable cost is possible only with effective use of resources and technology. Banks have set up their branches in remote corners of the country. The rules and regulations have been simplified. This led to the growth of banking industry which has shown tremendous growth in volume during the last few years. India's fastest growing economies have become possible through financial inclusion.

BIBLIOGRAPHY:-

- (indianjournals, 2015) indianjournals.com
- (sciencedirect, 2015) sciencedirect.com/science/article
- (affairscloud, 2015)affairscloud.com/what is financial inclusion importance in india
- (academia., 2015) Academia.edu/Challenges to Financial Inclusion in India
- (Raghuram, 2014)timesofindia.com/business/India business/Financial inclusion should not be pushed beyond a point Raghuram
- (researchgate, 2014)Research gate net/publication Overview of Financial Inclusion in India
- (sciencedirect, 2015) sciencedirect.com/science/article
- (RBI, 2014)indiamicrofinance.com/financial-inclusion-india-rbi.html
- www.karnatakabank.com/ktk/FinInclusion.jsp
- financialservices.gov.in/banking/financialinclusion.asp

EMPLOYEES ABSENTEEISM IN TAMILNADU STATE TRANSPORT CORPORATION AT PERAMBALUR

R. Karthiga¹

Dr. R. Swaminathan²

Abstract

Absenteeism not only indicates the physical presence it starts with the "Mental absence" of an individual so the firm has to take this as a important issue before initiating any remedial actions through that and along with the participative management. Hence the researcher was attempting to identify the causes for Employees absenteeism i.e., work environment, welfare measures which are the main factors to take absent in their work. The questionnaires were prepared for data collection by way of interview method. By this the researcher has taken effort to identify the reasons which are displayed as findings, suggestions, conclusion which will make the TNSTC corporation to reduce the level of employees' absenteeism.

Introduction

Absenteeism is one of the major threats to Indian industry. Absenteeism causing poor utilization of plant India is facing unemployment problem on one side and the other side abnormal absenteeism in industries if our absenteeism can be reduced. We can improve our gross national product without any investment. Absenteeism not only causes production loss but also causes reduction of gross national income, when the gross income of workmen reduces naturally his buying capacity also reduces if he could not manage the primary and secondary needs of timely and properly. He has to face problems like poor family harmony poor health more mental and physical tiredness which will again lead to absenting from work.

Absenteeism as commonly understood refers to the failure of an operative to report to work when work is available to him as used in the study overall absenteeism is made up of three Components:

- Leave sanctioned by management referred to in this report as authorized absence
- Absence without any prior information to and permission from management referred to as unauthorized absence.
- Certified sickness most widely known as ESI leave. This does not include maternity leave absence of workers during strike due to lay off those o earned leave and women workers on maternity leave not have been considered as absentees.

It is emerging as a distinct philosophy of management aiming at policies and promotes mutuality- mutual goals, mutual respects, mutual rewards and mutual

responsibilities. The belief is that policies of mutuality will elicit commitment which in turn will yield both better economic performance and greater human resource development.

Man power or human resource refers to the "The total knowledge, skills, creative abilities, talents and attitudes, values play an important role in deciding the efficiency and effectiveness of an organizations workforce".

The various resources 5 M's"Management, Money, Material, Man and Machine" are all important in achieving the productivity of an organization. Management means the utilization not only of the physical factors but what is still more important of the people who are working in these factors.

Manpower utilization is concerned with efficient use of the organizations existing. Manpower resources at present level of development .There are two methods of assessing manpower utilization. The first method is the manning ratio, which is based on the relationship between the numbers of the people employed in the organization as specified measures of productivity. The second method is the work study in this how the workers spend his carefully observations and recorded.

Statement of The Problem

Absenteeism is one of the major drawbacks for the organization to run up their business effectively. The rate of absenteeism is considerably increasing Now-a-days. If this level continues to exist for a long time, then the productivity will be lost entirely. Hence the researcher has taken the present study in order to understand the causes of Employee absenteeism.

¹. Research Scholar, Bh Rathidasan University - Trichy

². Assistant Professor and Research Advisor PG and Research Dept of Commerce, Rajah Serfoji Govt. College (Autonomous), Thanjavur

Objectives of The Study

- To analyze the personal factors for employee's absenteeism in TNSTC at Perambalur.
- To find out the reason for avoidable and un- avoidable absenteeism.
- To find out the satisfactory measures of Employees in TNSTC at Perambalur.
- To offer finding, suggestions and conclusions.

Scope of the Study

Manpower strengths are very essential to run- up the business with abundant profits. The present study helps to understand the causes for employee absenteeism in TNSTC Perambalur and in turn helps the corporation in this District for successful running of operations in upcoming years.

Tools Used For This Study

The researcher has collected data both from primary data and secondary data. The primary data has been collected from the sample respondents with the help of a well designed questionnaire. The secondary data was collected from the books, articles, records and web resources.

Sampling Size

Convenience random sampling method is adopted for the study. For this study the scope is limited to 150 labourers chosen at Random. The researcher feels that the non availability of these records has not disturbed the consistency of the discussion through the reports.

Limitations of The Study

- The present study on the employee absenteeism is confined to Perambalur District only. Hence the conclusions derived from the study may not be applicable to similar District.
- The change of shift also a barrier to the researcher to continue the research.
- The study has been conducted only among employee category.

Review Of Literature

Hanumanthappa, K (1972) in his research work, Pricing and Planning of Road

Transport with particular reference to Karnataka State Road Transport Corporation, highlighted the structural aspects of Karnataka State Road Transport Corporation such as capital, cost and employment, pricing procedure, investment policy, managerial policy and managerial control. The researcher analysed the problems of economic viability and the potentiality of road transport as a vehicle of regional development.

Muchinsky (1997) conducted study in the same field on the basis of literature review on employee absenteeism and concluded employee's withdrawal behavior apart from turnover. Studies examine the psychometric properties of absence measures reviewed, along with the relationship between absenteeism and personal, attitudinal and organizational variables chronic absentees into four categories such as entrepreneurs, status seekers, family oriented and sick and old.

Morten Nordberg and Knut Roed says that business cycle improvements yield lower work resumption rates for persons who are absent, and higher release rates for persons who have already resumed work.

- That absence sometimes represents a health investment, in the sense that longer absence 'now' reduces the subsequent relapse propensity.
- That the work – resumption rate increases when sickness benefits are exhausted, but that work-resumptions at this point tend to be short-lived.

Ernest B. Akyeampong says Trends and seasonality in Absenteeism. In this paper the author focus on that at which time period the employees are more absent.

He says that illness-related absences are highly seasonal, reaching a peak during the winter months (December to February) and a trough during the summer (June to August). The high incidence in winter is likely related to the prevalence of communicable diseases at that time, especially colds and influenza. The low incidence during the summer may be partly because many employees take their vacation during these months. Because of survey design, those who fall ill during vacation will likely report 'vacation' rather than 'sickness or disability' as the main reason for being away from work.

Matrocchio and Jimeno (2003), He explains absence constitutes a single day of missed work. Absence occurs whenever a person chooses to allocate time to activities that compete with scheduled work, either to satisfy the waxing and waning of underlying motivational rhythms (Fichman, 1984), or to maximize personal utility (Chelius, 1981).

Hanebuth Dirk (2008) Absenteeism is mainly due to workers habit off consuming alcohol, health conditions and indebtedness problem. So the workers should realize that they have been employed not only for monetary consideration but also to improve the efficiency of the organization.

Employee

"Employee" means a person employed by the Corporation but does not include.

- i) An apprentice or a trainee or a person employed on casual basis
- ii) A person on deputation with the Corporation or on contract appointment.

Management

“Management” means the Managing Director or any other office exercising power either delegated by the Board or by the Managing Director.

Pay

“Pay” means the basic pay drawn monthly by an employee in a time scale of pay fixed in relation to the post held by him., personal pay, special pay and any other remuneration which may be specially classified by the Management.

Trainee

“ Trainee” means a person who is under-going pre-employment training as per the provision.

Appointments

Appointment to any of the posts in any category shall be made

- i) By direct recruitment
- ii) By promotion or
- iii) By transfer.

Direct Recruitment

All appointments by direct recruitment to any categories of posts included in the managerial cadre, Supervisory Groups, working groups and miscellaneous groups, shall be made through the employment exchange, unless such recruitment otherwise than through employment exchange is permissible under any specific orders of government or such requirement has been waived by government in the case or cases of any individual or individuals.

CALCULATION OF ABSENTEEISM RATE:

- Absenteeism is computed and is expressed in terms of percentages.
- Absenteeism can be calculated with the help of following formula.

$$\text{Absenteeism rate} = \frac{\text{Number of man days lost}}{\text{Number of man days scheduled to work}} \times 100$$

Absenteeism rate can be calculated for different employees and for different time periods like month and year.

The frequency rate reflects the incidence of absence and is usually expressed as the number of separate absence in a given period, irrespective of length of absences. The frequency rate represents the average number of absences per worker in as given period.

Frequency rate= Total no. of times in which the leave was availed/ Total number of man days scheduled to work x 100.

Severity Rate: Severity is the average length of time lost per absence and is calculated by using the formula.

Severity Rate = Total no. of absent during a period / Total no. of times absent during that period x100.

A high severity rate indicates that the employee is absent for longer durations each time. High frequency and severity rates indicate that the employee is absent more frequently and for longer durations each time resulting in high absenteeism over in absolute terms.

Findings from The Study

- It is identified that 38% of respondents were neutral satisfied with the functioning of canteen facilities, the remaining 32 % of the respondent were highly satisfied, 30 per cent of the respondent were satisfied and no respondents have bad and very bad.
- It is found that 35% of respondents have used two wheelers to reach the corporation, 45% of the respondents were by walk and bus 20% of the respondents were using car as a mode of transport towards the corporation. It will enable the workers to get reduce the absenteeism.
- It analysed that 56% of respondents have preferred day shift to reduce absenteeism in the organization, 25 per cent of the respondents were prefer general shift and 19 per cent of the respondents were prefer night shift of the shift system.
- It is learned that majority (96.6%) of the respondents were related that they are satisfied with the present salary structure and a merge (3.4%) percentage of the respondents expressed their opinion as dissatisfied.
- It is found that majority of 75% of respondents were highly satisfied about the working condition in the organization, 10 per cent of the respondents opinion were good, 9 per cent of the respondents opinion were satisfied 6 per cent of the respondents opinion are neutral towards the working condition in the organization.
- It is realized that majority of 43% of respondents were highly satisfied about job security, 31 per cent of the respondents were satisfied, 13 percent of the respondents were neutral with this statement, remaining 13 percent were felt good and no one got dissatisfied with security.
- It is focused that 86% of respondents were absenteeism due to health condition; while 14 percent of the respondents were feel normal.
- It brought out that 65% of respondents were not satisfied about relationship between respondents and

their superiors, 20% of the respondents were neutral relationship with superior, 15 % of the respondents were satisfied with the superior relationship. From the analysis it was learned that majority of the respondents were not satisfied with the present relationship maintained in the transport organization.

- It analysed that 59% of the respondent opinion as good where as 41% of the respondent expressed their displeasure.
- It point out that 53.9% of the respondent expressed that they have met with an accident during their services and remaining 46.1% of the respondent's opinion that they have not met with an accident.
- It is noted that (83.6%) of the respondents revealed that they were satisfaction with the present perquisites like allowances, bonus and canteen facilities. On the other hand (16.4%) of the respondents expressed that they are not satisfied. It is concluded that majority of the respondent were satisfied with the present perquisites offered by TNSTC.
- It is identified that 64.2% of the respondents were not satisfied in the present work load and the remaining 35.8% of the respondent were satisfied with the work load. From the analysis it is found that existing work load was not satisfactory among the selected sample respondents.
- It is learned from the analysis that majority of the accidents occurred due to other negligence in the duty and 31.6% of the respondents opined as they are sourly responsible for the accidents. These individual highlight the major reason for accident due to high level occupational stress.
- It is lime lighted that 45.2% of the respondent opinion that the management initiates severe punishment against employees who made the accidents. 45.9% of the respondents expressed the action as fair and the remaining 13.9% of the respondent reveal it to be lenient. From the analysis it is learned that the actions initiated by the management is severe. It causes mere job dissatisfaction which considered as major reason for absenteeism.
- It is witnessed that majority (68.1%) of the respondents expressed their opinion that the grievances are settled properly. 26.2% of the respondent expressed as uncertainly delayed tactile was practiced on the other hand 5.7% of the respondent opinion their grievances are not settled so far. From the analysis it is found that most of the respondents opinioned that the issues were settle promptly. This was found that the major cause for absenteeism.

- It is noted from the above table that majority (70.2%) of the respondent's have above average progress in their attendance. 29.1% of the respondents attendants progress was average and a 0.7% shown below average in their attendance. From the analysis it is concluded that majority of respondents are having above average remarks in the attendance.
- It was learned that (57.6%) respondents are attending duty sincerely that absent was due to received award and appreciations. (35.5%) respondents were sincere and avoided loss of pay. (4.3%) of the respondents were attending duty sincerely due to the attitude of the leaders and the merger (2.5%) of the respondents revealed that their attending duty sincerely due to interest.
- It was identified that 81% of respondents were mean while habit of alcoholism make respondents absent from work.
- It was confirmed that 73% of respondents were job enrichment reduce absenteeism in the concern.
- It was found that 81% of respondents were satisfied under first aid appliance

Suggestions

Employee should be motivated in all manners to avoid the labour absenteeism. Employees should also be highly motivated in all manners and they should not be discouraged at any cost. So that the absenteeism may be reduce any they will work efficiency in the organisation. By introducing medical facilities for employees and employee's family members, by providing proper casual leave facilities, medical leave facility for all local area workers, the absenteeism will be reduced reasonably.

Since the Transport Corporation is highly labour oriented and where there is no possibility of direct supervision, there is need for some disciplinary action. But this has to be highly rational. A driver involving in a fatal accident after 25 years of good service and a driver who is committing the third fatal accident in 15 years can't be dealt with similarly. And a conductor who is ranging 150% capacity of the bus and normally honest and a conductor carrying 50% of the buses capacity can't be dealt with similarly for similar negligence irregular and biased disciplinary action defeats the very purpose of it. And also the appeal against any punishment should be settled immediately and adequately based on his performance. This will enable the employees who don't make absent in their commitment.

Besides, by motivating the employees by way of monetary and non- monetary ways, the company will obtain 100% attendance of the employees in the organisation.

Conclusion

Absenteeism in simple terms the failure of an employee to report for duty when he is scheduled to work. The study reveals that the working condition such as canteen facilities provided are satisfactory. Almost all the fields in developed countries are recognizing their human resource by and large extent. It is a great blessing to the nation. Majority of the employees being closely associated with every effort of the Transport Corporation. Hence the researcher assured that when the company considers the above suggestion it is no doubt that the company will be bagged with the number of rewards for good services to the people in the country. The company has to take utmost care to reduce absenteeism.

The study concluded that the absenteeism is reduced due to job enrichment, the counselling, motivating the workers. Hence the management should take immediate action to solve the personal grievances of the workers and effective superior relationship should be maintained in the organisation for effective functioning of the organisation.

REFERENCES

- Decenzo and Robbins, Human Resource Management, Wiley, 6th Edition, 2001.
- Biswajeet Pattanayak, Human Resource Management, Prentice Hall of India, 2001.
- Eugene McKenna and Nic Beach, Human Resource Management, Pearson Education limited, 2002.
- Mamoria C.B. and Mamoria S., Personnel Management Himalaya Publishing company, 1997.
- Stephen P. Robbins, - Organizational Behavior, Prentice – Hall of India Private Limited, New education, September 2010.
- L.M. Prasad, Human Resource Management, Himalaya Publishing Company LTD New Delhi.
- D.R. Radha, Human Resource Management, Prasanna and Company, 2005 – 2006.

A STUDY ON JOB SATISFACTION OF EMPLOYEES IN RELIANCE COMMUNICATIONS LIMITED AT CHENNAI

R. Santhi¹

Dr. M. Vasantha²

Abstract

One should be clear that job satisfaction can be measured in one of the two ways. One method is investigating the specific factors in the job and the resulting attitude. The other which is much more comprehensive includes the overall factors that contribute to satisfaction in life. Job factors, individual adjustment and group relationship. Thus there are various factors contributing to the development of job satisfaction of the employee in the organization.

Introduction

Job satisfaction of the ultimate functions of so many individual attitudes together. Many thinkers consider job satisfaction as a collection force and not an unitary phenomenon. A number of material and non-material factors contribute to job satisfaction. Some of these variables play important role while others play secondary role in giving satisfaction in job. It is quite difficult to determine the relative importance of the factors influencing job satisfaction as the importance varies with time and person.

One should be clear that job satisfaction can be measured in one of the two ways. One method is investigating the specific factors in the job and the resulting attitude. The other which is much more comprehensive includes the overall factors that contribute to satisfaction in life. Job factors, individual adjustment and group relationship. Thus there are various factors contributing to the development of job satisfaction of the employee in the organization.

The executive or leader should control the factors which produce satisfaction and dissatisfaction. The executive exhibits various qualities like leadership, motivation, and communication and so on, to make and employee feel happy with his job and stay in the job to contribute for the success of the organization. Job satisfaction is, in general, influenced by the following factors: Level of job (Position), Job content, Considerate Leadership, Pay, Promotional opportunities, Social interaction, Age, Gender, Educational qualification and etc.

Statement of the Problem

Job satisfaction is a key term to increase productivity and employees satisfaction about the work environment. Job satisfaction is positively related to the degree to which one's personal needs are fulfilled in the job situation. An effective management or administration

must assess the capacity and skills of their employees to obtain higher productivity. In another way to increase higher productivity is to know the needs and facilities of employees for doing job in an effective way. Identifying of needs and facilities of employees is called job satisfaction. The management must identify the needs and facility for increase the productivity. This study is to identify the factors that influencing job satisfaction like Communication, Compensation and other benefits, Labour welfare measures, Job stress, etc.

Scope of the study

The outcome of the study will help Government, industrial management and the society at large. The findings and suggestions made by the researcher will help to improve the standard of living of people in India. This study is much helpful to the policy makers in Reliance Telecommunication limited, as it focuses on management practices through which the employees are well motivated and thus creates the satisfaction in work to provide better quality care to their clients and employees. It also reveals the competencies required for professional to develop the effective management practices for rendering quality services by the employees of all the cadres to their concerned customers.

Significance of the study

It is general observation that employees is not getting appropriate consideration in terms of compensation and advancement, they also feel that the company policies are also not in their favor; these mostly focus on creating conveniences for employees. Through this research it will be determined that what is the authentic belief of the employees regarding their job satisfaction in the communication industry. Furthermore, this study will also help management of the companies in formulating employment policies.

¹ . Research Scholar, Commerce, UDC, Trichy

² . Associate Professor, Research Advisor, Department of Commerce, UDC, Trichy.

Objectives of the study

The main objective of the study is to find out the job satisfaction in Reliance Telecommunication Ltd, Chennai, it comprises of the following specific objectives:

1. To find-out the level of job satisfaction of employees in Reliance Telecommunication Limited, at Chennai.
2. To analyze the communication factors influencing job satisfaction of employees.
3. To analyze the compensation and other benefits of the employees in Reliance Communication Limited, Chennai.
4. To study the relationship of satisfaction level of Labour Welfare measures and over all job satisfaction of employees.
5. To give the suitable suggestions to improve employees job satisfaction in reliance telecommuni-cation limited, at Chennai.

Research design

Research design helps in finding out faltering in anticipation of the starting of work, provides answers to the research questions and controls variances. In this study, researcher has adopted simple descriptive design. In this proposed study the researcher describes the existing life of workers in Reliance Telecommunication Limited at Chennai. Particularly the socio economic status of the employees was discussed in detail. Employees' job satisfaction is elaborated systematically.

Period of study

The entire research study went for three years and the industrial study among the workers of Reliance Telecommunication Limited situated in Chennai. **(2012-2015)**

Population of the study

The employees of Reliance Telecommunication Limited, Chennai are taken for the research study. The executives and workers of the industry were taken for the study. The total population consists of 603 members.

Sampling procedure:

As the total employees of the company is included for the study. Due to time factor, sampling technique is adopted to gather data from the respondents. Disproportionate stratified random sampling was decided to collect the samples, particularly mixed random sampling is applied where opinion from all the existing departments were obtained.

Source of Data collection

The research study uses both primary and secondary data. Primary data were collected from the respondents of Reliance Telecommunication Limited, Chennai which forms the first hand information. While secondary data were gathered from official documents, previous research studies, websites, books, journals and working papers of Reliance Telecommunication Limited, Chennai.

Hypothesis:

There is no significant difference department of the respondents and their various symptoms of stress.

ANALYSIS AND INTERPRETATION OF DATA

Table No - 1 : Opinion About Organisation Communication of The Respondents

COMMUNICATION	SD	D	N	A	SA	Mean
The Company clearly conveys its mission to its employees.	24(8%)	25(8.3%)	52(17.3%)	124(41.3%)	75(25%)	3.67
The Company clearly conveys the mission to its clients.	29(9.7%)	10(3.3%)	39(13%)	118(39.3%)	104(34.7%)	3.86
I agree with the Company's overall mission.	23(7.7%)	18(6%)	56(18.7%)	113(37.7%)	90(30%)	3.76
I understand how my job aligns with the Company's mission.	18(6%)	9(3%)	90(30%)	116(38.7%)	67(22.3%)	3.68
I feel like I am a part of the Company.	49(16.3%)	29(9.7%)	64(21.3%)	86(28.7%)	72(24%)	3.34
There is good communication from employees to managers in the Company	17(5.7%)	10(3.3%)	49(16.3%)	118(39.3)	106(35.3%)	3.95
There is good communication from managers to employees in the Company	30(10%)	23(7.7%)	79(26.3%)	82(27.3%)	86(28.7%)	3.57

Source: Primary Date Note: Figures in brackets are percentages of totals

The above table shows that opinion about communication between the employees and employers. 41.3 percent respondents are agreed, and 25 percent of the respondents are strongly agreed the statement "Their Company clearly conveys its mission to its employees".

"The company clearly conveys the mission to its respective clients" this have agreed by 39.3 percent and 34.7 percent of the respondents have strongly agreed and 9.7 percent employees have strongly disagreed the same statement.

"The Company's overall mission leads to growth" these have agreed by 37.7 percent and have strongly agreed by 30 percent and also 187 percent of the respondents are neutral in this statement.

38.7 percent have agreed and 30 percent neutral and also 22.3 percent of the respondents have strongly agreed that their job aligns with the company's mission.

28.7 percent employees of respondents have agreed and 16.3 percent respondents have strongly disagreed that "they felt that they are part of the company".

74.6 percent of the respondents have agreed that "there is a healthy good communication from employees to managers in the company".

39.3 percent respondents have agreed that the statement, "there is a healthy good communication from employees to managers in the company" but 16.3 percent respondents neutral and also 35.3 percent of the respondents have strongly agreed in this same statement.

28.7 percent have strongly agreed, 27.3 percent have agreed, 26.3 percent neutral and 7.7 percent have disagreed that "There is good communication from managers to employees in the company".

Table No - 2 : Opinion About Compensation And Other Benefits Of The Respondents

COMPENSATION AND OTHER BENEFITS	SD	D	N	A	SA	Mean
My salary is fair and adequate for the job	23(7.7%)	17(5.7%)	100(33.3%)	101(33.7%)	59(19.7%)	3.52
The company is paying the bonus yearly to the employees	20(6.7%)	37(12.3%)	63(21%)	74(24.7%)	106(35.3%)	3.70
I am satisfied the retirement plan provided by the company	21(7%)	37(12.3%)	64(21.3%)	97(32.3%)	81(27%)	3.60
I am satisfied the Pension plan offered by the company	23(7.7%)	10(3.3%)	39(13%)	61(20.3%)	167(75.7%)	4.13
Satisfied the other perquisites provided by the company.	22(7.3%)	15(5%)	56(18.7%)	106(35.3%)	101(33.7%)	3.83
Satisfied the annual raised salary by the company	16(5.3%)	11(3.7%)	50(16.7%)	105(35%)	118(39.3%)	3.99
Satisfied with the medical insurance provided by the company	38(12.7%)	17(5.7%)	56(18.7%)	72(24%)	117(39%)	3.71

Source: Primary Data Note: Figures in brackets are percentages of totals

The table number 2 shows that opinion about compensation and other benefits of the employees. "Employees salary is fair according to their qualifications", this has agreed by 33.7 per of the respondents and 19.7 percent of the respondents have strongly agreed and the mean value is 3.52.

"In yearly ones their company offering bonus to their employees" this is strongly agreed by 35.3 percent of the respondents and 24.7 percent respondents have agreed this.

32.3 percent of the respondents have agreed that employees satisfied their retirement plan, which was provided by the company and 27 percent of the respondents have agreed, 21.3 percent of the respondents have neutral and 7 percent of the respondents have strongly disagreed.

55.7 percent of the respondents have strongly agreed in their pension plan, which was offered by the company. 20.3 percent of the respondents have agreed, 13 percent of the respondents have neutral. At the same time this statement scored highest mean value of 4.13.

35.3 percent of the respondents have agreed that they have satisfied with the other perquisites provided by the company", 39.3 percent of the respondents have strongly agreed, 16.7 percent have neutral, 3.7 percent have disagreed, and 5.3 percent have strongly disagreed. The mean value is 3.83.

39.3 percent of the respondents have strongly satisfied with the annual increment in salary raised by the company, 35 percent of the respondents have satisfied and the mean value is 3.99.

39 percent of the respondents have strongly satisfied with the medical insurance provided by the company. The mean value is 3.71.

Table No - 3 : Opinion About Labour Welfare Measures

LABOUR WELFARE MEASURES	SD	D	N	A	SA	Mean
I satisfied about workers children education.	18(6%)	6(2%)	67(22.3%)	95(31.7%)	114(38%)	3.94
I satisfied transport allowances provided by the management	24(8%)	12(4%)	66(22%)	102(34%)	96(32%)	3.78
Management gives training to experience personnel for promotion	25(8.3%)	21(7%)	65(21.7%)	88(29.3%)	101(33.7%)	3.73
I satisfied about medical facilities for employees provided by the management	24(8%)	46(15.3%)	65(21.7%)	63(21%)	102(34%)	3.58
Satisfied about the staff rooms and rest room facilities	23(7.7%)	17(5.7%)	60(20%)	100(33.3%)	100(33.3%)	3.79
I satisfied about festival allowances are provided by the management	20(6.7%)	37(12.3%)	64(21.3%)	73(24.3%)	106(35.3%)	3.69
I satisfied about insurance coverage	16(5.3%)	26(8.7%)	47(15.7%)	115(38.3%)	96(32%)	3.83
I enjoyed dress code and ID card facilities.	23(7.7%)	9(3%)	39(13%)	61(20.3%)	168(56%)	4.14
I satisfied leave benefit/ maternity	22(7.3%)	15(5%)	55(18.3%)	102(34%)	106(35.3%)	3.85
I satisfied about motivating rewards and recognitions	16(5.3%)	11(3.7%)	50(16.7%)	105(35%)	118(39.3%)	3.99
I receive regular training to enhance safety and good inter personal relations.	38(12.7%)	16(5.3%)	56(18.7%)	72(24%)	118(39.3%)	3.72

Source: Primary Data Note: Figures in brackets are percentages of totals

The above table reveals that labour welfare measures for the employees in the selected organisation.

38 percent of the respondents have strongly agreed, 31.7 percent have agreed, neutral by 22.3 percent and 6 percent have strongly disagreed that their education system of their children.

34 percent of the respondents have agreed and 32 percent of the respondents have strongly agreed, neutral by 22 percent, disagreed by 4 percent, 8 percent have strongly disagreed that "Employees satisfied with the transport allowances provided by the management".

"Management gives training to experience personnel for promotion" this have strongly agreed by 33.7 percent of the respondents, 29.3 percent of the respondents have agreed.

Medical facilities for employees provided by the management" this is strongly satisfied by 34 percent of the respondents and 8 percent of the respondents have strongly disagreed, 15.3 percent of the respondents have disagreed.

33.3 percent of the respondents have agreed and strongly agreed, 5.7 percent of the respondents have disagreed, 7.7 percent of the respondents have strongly disagreed that staff room facilities and rest room is good.

24.3 percent of the respondents have agreed, 35.3 percent of the respondents have strongly agreed that employees have satisfied about festival allowances provided by the management.

"Employees satisfied about insurance coverage" these have agreed by 38.3 percent of the respondents. 32 percent of the respondents have strongly agreed, 15.7 percent of the respondents neutral.

56 percent of the respondents have strongly agreed, 20.3 percent of the respondents have agreed in "They enjoyed dress code and ID card facilities.

35.3 percent of the respondents have strongly agreed, 34 percent of the respondents have agreed that they satisfied with leave benefits/ maternity.

39.3 percent of the respondents have strongly agreed, 35 percent of the respondents have agreed that they satisfied about motivating rewards and recognitions. The scored mean value is 3.99.

39.3 percent of the respondents have strongly agreed, 24 percent of the respondents have agreed, 5.3 percent of the respondents have disagreed, and 12.7 percent of the respondents have strongly disagreed that they received regular training to enhance safety and good inter personal relations.

Table No - 4 : Opinion About Job Stress Of The Respondents

JOB STRESS	SD	D	N	A	SA	Mean
I tended to overreact to situations	34(11.3%)	37(12.3%)	37(12.3%)	88(29.3%)	104(34.7%)	3.64
I found it difficult to work up the initiative to do things	24(8%)	7(2.3%)	43(14.3%)	99(33%)	127(42.3%)	3.99
I felt that I had nothing to look forward to	39(13%)	39(13%)	49(16.3%)	55(18.3%)	118(11.3%)	3.58
I was unable to become enthusiastic about anything	38(12.7%)	47(15.7%)	47(15.7%)	72(24%)	96(32%)	3.47
I found myself getting upset and agitated rather easily.	22(7.3%)	18(6%)	46(15.3%)	74(24.7%)	140(46.7%)	3.97
I was aware of the action of my heart in the absence of physical exertion(e.g., sense of heart rate increase, heart missing a beat)	20(6.7%)	22(7.3%)	65(21.7%)	93(31%)	100(33.3%)	3.77

Source: Primary Data Note: Figures in brackets are percentages of totals

The above table predicts that the job stress level in the organisation. 34.7 percent of the respondents have strongly agreed, 29.3 percent of the respondents have agreed, 11.3 percent of the respondents have strongly disagreed, 12.3 percent of the respondents have disagreed, and 12.3 percent of the respondents have disagreed in they tended to overact to situations.

42.3 percent of the respondents have strongly agreed, 33 percent of the respondents have agreed that they found it difficult to work up the initiative to do things. The mean value is 3.99.

39.3 percent of the respondents have strongly agreed, 18.3 percent of the respondents have agreed, 13 percent of the respondents have strongly disagreed and agreed that they felt that they had nothing to look forward to.

32 percent of the respondents have strongly agreed, 24 percent of the respondents have agreed, 15.7 percent of the respondents have neutral and disagreed, 12.7 percent of the respondents have strongly disagreed that they have unable to become enthusiastic about anything.

Employees found themselves getting upset and agitated rather easily this is strongly agreed by 46.7 percent of the respondents, 24.7 percent of the respondents have agreed, 15.3 percent of the respondents have neutral and 6 percent of the respondents have disagreed and 7.3 percent of the respondents have strongly disagreed. The mean value is 3.97.

33.3 percent of the respondents have strongly agreed, 31 percent of the respondents have agreed, 21.7 percent of the respondents have neutral, 7.3 percent of the respondents have disagreed, and 6.7 percent of the respondents have strongly disagreed that employees have aware of the action of their heart in the absence of physical exertion(e.g. sense of heart rate increase, heart missing a beat".

TABLE NO - 5 : OVERALL OPINION ABOUT VARIOUS DIMENSIONS OF JOB SATISFACTION

Dimensions	Low	High	Min.	Max.	Median	S.D	Mean	Mean Rank
Communication	117(39%)	183(61%)	8	34	26.00	4.127	25.84	3
Compensation and other benefits	136(45.3%)	164(54.7%)	11	34	27.00	4.774	26.48	2
Labour welfareMeasures	110(35.7%)	190(63.3%)	20	52	43.00	7.250	41.54	1
Job stress	119(39.7%)	181(60.3%)	9	30	24.00	4.896	22.42	4

In the above table indicates that various dimension of job satisfaction in working environment of reliance communication. Labour welfare measures are hold first position in this analysis, i.e., its scored 41.54 as mean value, 7.25 as standard deviations, 43.0 as median value, 63.3 percent (190 respondents out of 300) highly acceptable and 36.7 percent (110 respondents out of 300) lowly acceptable, it's also scored 20 in minimum and 52 as maximum value in other factors of job satisfaction. In compensation and other benefits achieved second position in this analysis, i.e , its scored 26.48 as mean value, 4.77 as standard deviation, 27 as median value, 54.7 percent (162 respondents of 300) highly acceptable and 45.3 percent (136 respondents out of 300) lowly acceptable. In nest position, i.e, in third position communication, its mean value is 25.84, standard deviation is 4.12 median value is 26.0 and 61 percent of the respondents are highly accepted and 39 percent of are lowly accepted. In fourth place achieved by job stress, its scored, 22.42 as mean, 24.0 as median and 4.82 as standard deviation.

Table No - 6 : H0:There is no significant difference department of the respondents and their various symptoms of stress.

Kruskal-Wallis difference department of the respondents and their various symptoms of stress.

Department	Mean Rank	Statistical Inference
a. Frequent headache/migraine		
Consumer Broad Band(n=60)	138.96	X ² =6.888 Df=4.142>0.05 Not Significant
Corporate Wireless Group (n=60)	157.37	
Direct Sales Team (n=60)	132.89	
Web World (n=60)	169.06	
Others(n=60)	154.23	
b. High blood pressure		
Consumer Broad Band(n=60)	147.82	X ² =1.386 Df=4.847>0.05 Not Significant
Corporate Wireless Group (n=60)	156.35	
Direct Sales Team (n=60)	141.45	
Web World (n=60)	157.38	
Others(n=60)	149.50	
c. Difficulty in concentrating		
Consumer Broad Band(n=60)	146.45	X ² =775 Df=4.942>0.05 Not Significant
Corporate Wireless Group (n=60)	148.63	
Direct Sales Team (n=60)	158.71	
Web World (n=60)	147.56	
Others(n=60)	151.15	
d. Indigestion/ stomach problems		
Consumer Broad Band(n=60)	156.78	X ² =1.636 Df=4.802>0.05 Not Significant
Corporate Wireless Group (n=60)	149.77	
Direct Sales Team (n=60)	156.23	
Web World (n=60)	150.60	
Others(n=60)	139.11	
e. Unable to get sound sleep		
Consumer Broad Band(n=60)	151.57	X ² =2.700 Df=4.609>0.05 Not Significant
Corporate Wireless Group (n=60)	157.64	
Direct Sales Team (n=60)	160.58	
Web World (n=60)	143.85	
Others(n=60)	138.86	
f. Muscle tension (neck/back/jaw)		
Consumer Broad Band(n=60)	148.44	X ² =.401 Df=4.982>0.05 Not Significant
Corporate Wireless Group (n=60)	150.96	
Direct Sales Team (n=60)	145.90	
Web World (n=60)	155.07	
Others(n=60)	152.13	

g. Loss of appetite/ over eating		
Consumer Broad Band(n=60)	158.68	X ² =8.328 Df=4.080>0.05 Not Significant
Corporate Wireless Group (n=60)	143.99	
Direct Sales Team (n=60)	172.70	
Web World (n=60)	146.90	
Others(n=60)	130.23	
h. Palpitation of heart		
Consumer Broad Band(n=60)	149.88	X ² =1.903 Df=4.754>0.05 Not Significant
Corporate Wireless Group (n=60)	140.89	
Direct Sales Team (n=60)	161.88	
Web World (n=60)	147.53	
Others(n=60)	152.32	
i. Feeling exhausted /fatigued at the end of the day		
Consumer Broad Band(n=60)	148.07	X ² =4.405 Df=4.354>0.05 Not Significant
Corporate Wireless Group (n=60)	164.07	
Direct Sales Team (n=60)	145.94	
Web World (n=60)	159.70	
Others(n=60)	134.71	
j. Nervousness/anxiety		
Consumer Broad Band(n=60)	183.45	X ² =14.850 Df=4.005<0.05 Significant
Corporate Wireless Group (n=60)	146.21	
Direct Sales Team (n=60)	153.18	
Web World (n=60)	145.77	
Others(n=60)	123.89	
k. Frustration		
Consumer Broad Band(n=60)	169.34	X ² =5.620 Df=4.229>0.05 Not Significant
Corporate Wireless Group (n=60)	140.77	
Direct Sales Team (n=60)	159.38	
Web World (n=60)	142.66	
Others(n=60)	140.36	
l. Take leave frequently for personal reasons		
Consumer Broad Band(n=60)	149.54	X ² =2.985 Df=4.560>0.05 Not Significant
Corporate Wireless Group (n=60)	149.06	
Direct Sales Team (n=60)	166.06	
Web World (n=60)	139.73	
Others(n=60)	148.11	
m.Skin rashes		
Consumer Broad Band(n=60)	149.94	X ² =2.726 Df=4.605>0.05 Not Significant
Corporate Wireless Group (n=60)	147.58	
Direct Sales Team (n=60)	139.95	

Web World (n=60)	165.23	
Others(n=60)	149.80	
n. Tremor/ Trembling		
Consumer Broad Band(n=60)	169.68	X ² =3.915 Df=4.418>0.05 Not Significant
Corporate Wireless Group (n=60)	141.77	
Direct Sales Team (n=60)	146.80	
Web World (n=60)	148.29	
Others(n=60)	145.96	
o. Withdraw from social activities		
Consumer Broad Band(n=60)	148.60	X ² =1.173 Df=4.882>0.05 Not Significant
Corporate Wireless Group (n=60)	142.07	
Direct Sales Team (n=60)	158.68	
Web World (n=60)	152.18	
Others(n=60)	150.98	

The above table shows that there is no significant difference between department of Consumer Broad Band(mean:148.60), Corporate wireless group (mean:142.07), Direct Sales Team (mean:158.68), Web world(mean: 152.18) and other department (mean:150.98) and their various symptoms of stress. Hence, the calculated value greater than table value (0.882>0.05).

Research Hypothesis

There is a significant difference between department of the respondents and their various symptoms of stress.

Null Hypothesis

There is no significant difference between department of the respondents and their various symptoms of stress.

Statistical test

Kruskal-Wallis test was used the above table

Findings:

The above table reveals that there is no significant difference between department of the respondents and their various symptoms of stress. Hence, the calculated value greater than table value(0.882>0.05).So the research hypothesis rejected and the null hypothesis accepted.

Findings

28.7 percent have strongly agreed, 27.3 percent have agreed, 26.3 percent neutral and 7.7 percent have disagreed that "There is good communication from managers to employees in the company".

55.7 percent of the respondents have strongly agreed that "Employees satisfied the pension plan offered by the company", at the same time this statement scored highest mean value of 4.13.

42.3 percent of the respondents have strongly agreed that they found it difficult to work up the initiative to do things. The highest mean value in job stress is 3.99.

56 percent of the respondents have strongly agreed that the employees enjoyed dress code and ID card facilities and this is scored highest mean value in the labour welfare measures is 4.44.

Suggestions

- The management should inform the proper way to communication process. It helps the employees to express their needs and grievances in the organisation.
- Management should take initiative to increase the salary according to price index rate. If possible new and innovative perquisites like discount price products offer for their employees.
- Management should take initiative for providing more benefits to all employees.

- The employers should implement some healthy practices in the organisation, like free medical camp, periodical health awareness camp, habitual yoga camp, scheduled motivational class, routine entertainment programme, yearly holiday trip as well as employers can offer free membership to the club such as gym, yoga to their employees.
- New Delhi, Bombay, Bangalore, Calcutta, Kanpur
- Dr. Manika Vasagam, Labour Welfare and Industrial Relation, Study Material of M.B.A. Annamalai University.
- ILO - International Comparisons of Real Wages, Geneva, 1956
- L.M.Prasad -Human Resource Management.

Conclusion

Success of the organisation depends upon the employees' job satisfaction. The study findings provide an important evidence base which can inform policy in order to enhance the working conditions of the employees at Reliance Communications Limited. If employers have implemented the above mentioned practices, employees also fulfilled and furnish their maximum efforts to their company for reaching utmost goals.

Bibliography

- C.B.Memoria & Satish Memoria S.V. Gangar
- Dynamics of Industrial Relation, Himalaya Publishing, Mumbai, 2000
- Davar.R.S. - : Personal Management and Industrial Relation in India,Vikar Publishing House Pvt. Ltd.
- Sultan Chand and Sons, New Delhi.
- Tripathi ,Personnel Management and Industrial Relations, Sultan Chandan and Sons Publisher, Delhi.
- Wilkingson and Bhandarkar - Methodology and Techniques of Social Research, Himalaya Publisher, Mumbai.
- William B. Werther -Human Resource and Personal Management.
- New York, MC GrawHill,1996

A BUDDING DIMENSION OF SOCIAL MEDIA AS MARKETING COMMUNICATION IN HOTEL INDUSTRY

S. Muthiah¹

Dr. K.V.Kannan²

Abstract

The advent of new technology such as the social media has penetrated many households and altered the way customers seek information as the basis for their purchase decisions. The hotel industry is growing rapidly and hoteliers, in general have been actively pursuing contemporary marketing strategy as to remain competitive. This research is an descriptive study and seeks to examine the relationships between the use of social media, trust and customer retention. The primary data for this research were collected through structured questionnaire. To examining the relationship between three variables, 150 respondents were selected who were experiencing the services of hotels through social media. Their opinions were collected through structured questionnaire based on convenience sampling method in Coimbatore city. The results found that there are positive correlations between the research variables.

Keywords : Social Media, Hotel Industry, Marketing Tool

Introduction

In its current form, internet is primarily a source of communication, information and entertainment, but increasingly, it also acts as a vehicle for commercial transactions. Since the explosion of the web as a business medium, one of its primary uses has been for marketing. Soon, the web could become a critical distribution channel for the majority of successful enterprises. One among them is marketing and spreading brand communication through Social networking sites (Thompson, 2002).

Social networking websites are online communities of people who share interests and activities or who are interested in exploring the interests and activities of others. They typically provide a variety of ways for users to interact, through chat, messaging, email, video, voice chat, file-sharing, blogging and discussion groups. As World Wide Web grew in popularity, social networking moved to web-based applications. In 2002, social networking era really started. In 2006, anyone with an email address could sign up in social networking sites (Zarella, 2010).

Now advertisers target more over to these media due to high rush in varsity of audiences. So they hire this as the ideal platform to communicate their brand and create an effective brand identity through highly effective and interactive communication strategy. Most of the advertisers present their ads in interactive form so that people tend more to check them and gain a little knowledge about the product. There are various forms of brand communication available in social networking

sites. The effective way of brand communication present in these networking sites would be the main aim of the study.

Social Media

Social media advertising is a paid form of brand, service or business promotion and requires a proper and planned communicative message and budget. Advertising is customer centric in nature. Customers play an important role in any major or minor communication because they are the one who are going to decide the fate of the advertising communication. Some benefits of social network advertising include:

- Popularizing your brand, idea or service to the target group.
- Informing target audience about your brand or service's presence in the market.
- Encouraging healthy competition in the market.
- Providing social benefits for the brand.
- Making the audience to interact and keep them intact with the brand.

Advertising in internet provides a major contribution to brand competition in the market. Advertising here not only provides information about a product or service but also promotes innovation. Besides it also facilitates consumer satisfaction. Big and small companies, individuals of all walks of life, major and minor events, concepts, etc., nowadays lay their base on social network advertising to get recognized in the market.

With over 200 million active users, Face book, Twitter and Orkut have become a personal, product and corporate

¹ Assistant Professor, Happy Valley Business School, Coimbatore

² Asst. Professor, Department of Business Administration, Govt. Arts College, Dharmapuri, Salem.

branding hub in India. Every brand that exists on social networking sites has the same core features and benefits, such as the ability to create a page, share resources, add multimedia and much more (Eric, 2008). The effective brand communication strategies are analyzed to find the impact among the users.

Social Networking Sites

A social networking site creates network communication among the user community. Though social networking site serves for communication purposes among special interest groups, the marketing strategy has also entered this medium for its reach. People get exposed to various kinds of brand communication through this media. They tend to interact with the brand and also get awareness about the brand and its service in an interesting way (Nicole, 2007). Hence, there is a need to study the effective way of communication in branding the product in social networking sites and analyze its reach among the people and their perceptions in this research.

In recent trend of marketing in social networking sites, various brand communications are widely used to attract targeted leads. So, this study would help to know the effectiveness of communication and strategy done through social networking sites which make the target audience to participate in this kind of advertising. This is mainly studied on networking sites which are popular among Indian users were Face book, Twitter and Orkut. This study would help the advertisers to understand the effective communication strategy to communicate their brand among the users.

Social Media Imperatives as a Marketing Communication Channel

Marketing communication channel has evolved from the print media, electronic channel to the social media in the cyberspace. Customers in the new millennium have not only shifted their interests to online shopping but also actively seek information from the social media before making a purchase decision. Apparently, customers tend to trust their circle of friends or colleagues much more than they trust the companies' advertisements (Woodcock & Green, 2010). Interactions on the social media are engaging where information can be presented in the various forms such as experiences, jokes, photos, videos and comments from peers. These forums of sharing opinions or experiences can shape customers perception of a merchant's product or service. The messages sent across can be amplified very quickly and brand performance will be impacted. A greater concern for hoteliers is the extent to which information obtained from the social media affects potential guests' trust in the information provided by the hotel.

Literature Review

Marketing in some social networking websites are still the most popular in their niche. Shih (2009) says that there are hundreds of millions of active users across sites like Face book, Hi5, Orkut and MySpace. 2.6 billion min are spent on Face book each day. These websites are enabling brands to engage the right people in the right conversation at right time. Marketing the brands through social media is becoming precise, personal, interesting, interactive and social. According to Weber (2009), he says promoting a community is just like as promoting a new brand product or service to the consumers. Social media is used to communicate people in the promotional aspect and inclined to involve the people. Traditional advertising and direct marketing in social media is to send people to the digital community to be informed, entertained and heard. Users find appealing, a value high enough to encourage them to participate.

Ricadela (2007) says, Coca-Cola has been running promotions on MySpace for the past two years for brands including Cherry Coke and Fanta and has promoted Diet Coke and other drinks on Google's YouTube.

Objectives of the Study

- To find out what extent the customers are trust the hoteliers from the information provided in the social media in Coimbatore.
- To examine the relationship between social media, trust and customer retention.

Research Method

To find the impact of social media information among the customers play as a marketing tools and make trust and retention in a long way, a structured questionnaire were framed and collect 150 hotel customers' opinion in Coimbatore based on convenience sampling method. The secondary data for this study were sourced mainly from newspapers, journals, publications, magazines and books accessed. The collected information were subdued into tables by using percentage analysis, mean score analysis and correlation analysis.

Results and Discussion

The hotel customers' demographic and utilization behavior of social media is discussed in the following table.

Table - 1 : Age Group of the Respondents

No.	Age Group	Number of Respondents	Percentage
1	Upto 25 years	34	22.7
2	26-35 years	69	46.0

It is found from the analysis that majority (46.0%) of the hotel visitors belongs to 26-35 years aged.

Table - 2 : Monthly Income Group of the Respondents

No.	Monthly Income Group	Number of Respondents	Percentage
1	Upto Rs.20000	44	29.3
2	Rs.20001-Rs.30000	83	55.4
3	Above Rs.30000	23	15.3
	Total	150	100.0

It is divulged from the analysis that majority (55.4%) of the hotel visitors earn Rs.20001 to Rs.30000 in a month.

Table - 3 : Number of Years using the Internet of the Respondents

No.	Number of Years Using Internet	Number of Respondents	Percentage
1	Upto 3 Years	55	36.7
2	4-5 years	76	50.7
3	Above 5 Years	19	12.7
	Total	150	100.0

It is divulged from the analysis that majority (50.7%) of the hotel visitors were using internet around 4-5 years.

Table - 4 : Time Spent in a week on the Internet of the Respondents

No.	Time Spent in a Day	Number of Respondents	Percentage
1	Upto 1 hour	36	24.0
2	2-3 hours	49	32.7
3	Above 3 hours	65	43.3
	Total	150	100.0

It is cleared from the analysis that majority (43.3%) of the hotel visitors were regularly using internet above 3 hours in a day.

Table - 5 : Opinion of the respondents towards use of Social Media

No.	Use of Social Media	Mean Score
1	I can share/exchange information with other hotel guests in the social media platform such as blogs, facebook, twitter, etc.	4.1
2	I can obtain useful information about the hotel from the online members from the social media	4.5
3	The hotel makes good use of social media (eg. blogs, facebook, twitter)	3.6
4	Comments from the social media are useful to me	4.4
5	Comments from users, guests or visitors will guide me to decide whether to buy or not to buy from the web sites	3.9
6	I like to share my travel experience on the social media (e.g. blogs, facebook, twitter etc.)	3.4
7	I like to read the travel and tourism info available in the social media (e.g. logs, facebook, twitter etc.)	4.1

It could be found from the analysis that majority (4.5) of the hotel visitors were opined that the social media helps to get a useful information about the hotel from the online members followed by the comments (4.4) were useful for me further decision to stay in the hotel and recommend the hotel to others.

Table - 6 : Opinion of the respondents towards Trust

No.	Trust	Mean Score
1	I feel safe doing business with the web site	4.1
2	I can rely on the services	4.4
3	I trust the web site	3.9
4	I trust the hotel brand name	4.2

It is cleared from the analysis that maximum (4.4) of the respondents were trust the services offered through online.

Table - 7 : Opinion of the respondents towards Retention

No.	Trust	Mean Score
1	I recommend the web site to my friends	4.3
2	I recommend the web site to my family members	4.5

It is observed from the analysis that maximum (4.5) of the respondents were opined that they recommend the web site to their family members.

Table - 8 : Relationship between usage of Social Media, Trust and Retention – Correlation Analysis

Variables	Usage of Social Media	Trust	Retention
Usage of Social Media	1.000		
Trust	0.785*	1.000	
Retention	0.443*	0.569*	1.000

It is found from the analysis that the relationship of usage of social media with trust and retention noticed as positive significance. The relationship of Trust and retention is also positive association.

Findings

- It is found from the analysis that majority of the hotel visitors belongs to 26-35 years aged, earn Rs.20001 to Rs.30000 in a month, using internet around 4-5 years and were regularly using internet above 3 hours in a day.
- It could be found from the analysis that most of the hotel visitors were getting helps from the online members about the information of hotel details, were trust the services offered through online and they recommend the hotel to their family members.

Suggestions and Conclusion

The study revealed that the three research variables namely, use of social media, trust and customer retention are directly correlated. Indeed, among the factors that hoteliers should emphasize is the use of social media as the marketing communication channel. Social media tools such as blogs, facebook and twitter are gaining popularity and the trends are showing that more literate and younger customers have begun to respond well to these tools. The power of viral marketing afforded by the social media must be managed well as to leverage on the cost effective means to reach out to the like-minded group of potential customers, which otherwise might be lost to other competitors.

References

- Thompson SH (2002). Attitudes toward online shopping and the internet. National university of Singapore, 21(4).
- Zarrella D (2010). The Social media marketing. O'Reilly Media.
- Eric E (2008). 2008 Growth Puts Face book In Better Position to Make Money. <http://venturebeat.com/2008/12/18/2008-growth-puts-facebook-in-better-position-to-make-money>.
- Nicole K (2007). Building a Brand through Social Networks, <http://mashable.com/2007/05/08/brand-social-networks/>
- Woodcock, N, & Green, A. (2010). Social CRM as a Business Strategy, The Customer Framework. Retrieved at <http://customerframework.com>.
- Shih C (2009). The Facebook Era. Tapping online social networks to build better products, reach new audiences and selling more stuff. Prentice Hall Publication, pp. 85-128.
- Weber L (2009). Marketing to the Social Web. Second Edition. John Wiley and Sons, pp. 58-97.
- Ricadela A (2007). Fogeys Flock to Facebook, Business Week. http://www.businessweek.com/technology/content/aug2007/tc2007085_051788.htm

A STUDY ON MARKETING OF MEDICAL TOURISM AND ITS CHALLENGES

Sanjith Prakash¹

Abstract

Our country is emerging as a prime destination for healthcare. Medical tourism has emerged as a best choice for the tourists across the world. In simple it consists of the medical procedures combined with travel and tourism. The word medical tourism has been explained by the travel business and the media as trend in travelling miles apart just to obtain very good medical care. There are so many countries which are promoting medical tourism very extensively like our own country India, Thailand, Malaysia. At present scenario we have our hospitals fully equipped with the latest hi-tech technology and also highly experienced, professionals, qualified and can give the best quality treatment to the patients who are suffering with various sickness. This paper focuses about the caliber of Medical Tourism in our country i.e India and the challenges it faces. It also evaluates the role of Government in promoting the Medical Tourism of our country and also analyzing the flow of Medical Tourism. In order to ensure and have a proper study of challenges in Medical Tourism the data has been collected by the secondary sources like Books, Magazines, Journals, e-journals and websites etc. After the evaluation of this study through the facts it can be properly concluded as our country India is in a most desirable and preferable position to grab the opportunities that are present worldwide in the medical tourism industry.

Keywords : Medical Tourism, Medical care, Medical-visa.

Introduction

“Customer means business and the purpose of business is to create customer”
- Peter Drucker.

Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products as an value with others.”
-Philip Kotler

Marketing is a subject that assists all our lives. Marketing and all other activities like advertising in olden days were regarded as loathsome and offensive in hospital and they were never considered these in healthcare setup. Marketing especially related to hospital was never considered to be ethical. They also did some experiments by introducing marketing in hospital sector and to see the reaction of the people who are working with the hospital and also the reactions of the patients and their relatives who were visiting the hospital. However during recent years things have completely changed and now they have woven marketing into fabric of their planning and public relations.

Marketing in hospitals is not selling. Selling is only one of the several functions of marketing not by any means the most important one of that. The term marketing is heard more often in the business functions and it has gained more importance. Whenever products are to be sold or purchased, the word marketing cannot be overlooked however, excessive rivalry, consumerism, and cost restraint have made the concepts of marketing to be incorporated in the health care organizations.

Hospital marketing is a specialized field that deals with connecting patients, physicians, and hospitals in mutual relationships

Medical tourism can be defined as the provision of “cost effective” and private medical care with tourism industry for patient needing surgery and other forms of specialized treatment. The process of healthcare tourism is jointly facilitated by corporate sector involved in medical and healthcare as well as the tourism industry – both private and public.

There are so many different advantages as India as medical tourism destination. Few are listed below :

Quality

Large pool of doctors , nurses and paramedics.
Highly skilled experts
Possess English speaking skills.

Comfort levels

NRI doctors recognized as amongst best in adopted countries.

Indian nurses increasingly getting international exposures.

Value proposition

Quality medical services at 1/10 th cost.
Complicated surgical procedures possible at 1/10 th cost
Increase in use of computerized hospital information systems.

¹ Assistant Professor, Metas Adventist College, Surat.

Software technologist facilitating technology revolution in healthcare.

State of the art medical establishments.

Lower medication cost

Strong pharma sector and gaining world recognition.

Fast emerging as major drug R&D center.

Strong generic business.

Low cost of drug developments in India with software support.

Tourist Interest

5000 year old civilization

Renowned for historical, cultural and religious diversity.

Vast coastline

Alternative medical proposition

Ancient ayurvedic stream of medicines.

Rejuvenation alternatives

Naturopathy and yoga

India has emerged as one of the best country for the medical tourism. There are lots of changes being made in the field of medicine. The Govt. of India has taken a lot of initiative steps in order to develop the medical tourism. The hospitals have proved themselves as one of the best in the healthcare industry not for the domestic patients but also for the international patients.

The Marketing and PR are vital for successfully attracting foreign and home based patients and the implementation of a professional and innovative marketing strategy is essential if you want to stand out, attract patients and be one step ahead of competition in the crowded medical tourism market place.

Marketing is a crucial element of any hospital, clinic or spa's business development strategy. One of the fundamental keys to success is to identify your potential customer base and present your product in an innovative and appropriate way. If a company wants to successfully reach new and existing patients they need to take risks, try new approaches and come up with innovative and integrated marketing techniques in order to increase awareness in the growing industry.

Hospitals need to employ an ongoing business development strategy that includes effective communication of positive information through the full mix of marketing, internet presence, advertising, PR, including patient endorsements. This need to be done in order to build a brand and establish an excellent reputation both at home and abroad

One way of changing and improving on a marketing strategy is to invest in an experienced specialist marketing consultant who can devise a new marketing

plan which will help define and devise new marketing strategies and goals.

Objectives

The objectives of the research study that was undertaken were as follows:-

1. The caliber of Medical Tourism in our country and also the challenges it faces.
2. To assess the role of Government in promoting the Medical Tourism of our country and also analysing the flow of Medical Tourism.

Research Methodology:

The research methodology is partly descriptive partly exploratory and also casual.

It is based on the review of literature also including the published research. The data has been collected with the help of Magazines, Newspapers, Research articles, Research Journals, Books, and Research E-journals, also including the Report of Ministry of the Tourism.

Analysis and Discussion

Medical Tourism can also be stated as the –stipulation of the cost-effective healthcare with all the considerations related to quality and also merging the tourism sector for the abroad patients who need the medical procedures.

After the Information Technology medical tourism is trying to be the next most successful story. According to McKinsey-CII study the industry's earning potential estimated at Rs.5000-10000 Crores by 2015 (CIIMckinsey, 2015). Medical tourism can contribute Rs 5,000-10,000 crore additional revenue for up-market tertiary hospitals by 2015 and will account for 3-5% of the total healthcare delivery market, says the Confederation of Indian Industry (CII)-McKinsey study on healthcare (2015: pp.1-2). Horowitz and Rosenweig (2007) have identified the following countries as being medical tourism destination: China, India, Israel, Singapore, Malaysia, Philippines, United Arab Emirates, Argentina, Bolivia, Brazil, Colombia, Costa Rica.

The previous statistical data has shown in year 2014-15 more than 126 million domestic trips had been made by our citizens for medical treatment because of the unsatisfied health infrastructure at their native places.

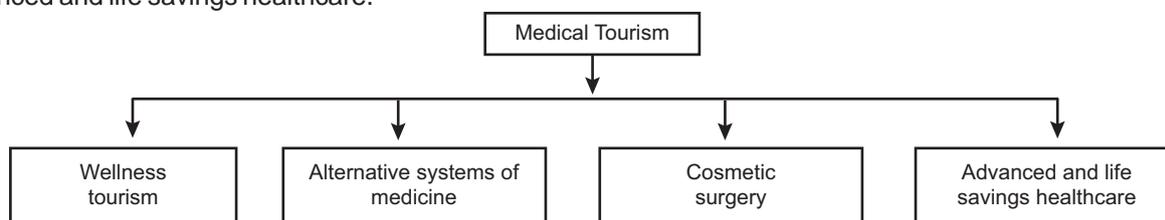
Some of the big players in the hospital especially offering medical tourism are as follows: Arvind Eye Hospitals, Shankara Nethralaya, Apollo Hospitals, Fortis Hospitals, Breach Candy, Mumbai's Asian Heart Institute, Hinduja, etc. They are located within our country at Bangalore, Mumbai, Delhi, Chennai.

It also visualizes high-end healthcare services through Indian BPO firms like Hinduja TMT, Apollo Heart Street,

Comat Technologies, Datamatics and Lapiz that work in the areas of claim adjudication, billing and coding, transcriptions and form processing.

The medical tourism industry in our country comprises of the following :-

- Wellness tourism
- Alternative systems of medicine
- Cosmetic surgery
- Advanced and life savings healthcare.



Flowchart - 1

The classification of the service spectrum of medical tourism in India with its competitive countries is as follows:-

Table - 1

	Wellness tourism	Alternative systems of medicine	Cosmetic surgery	Advanced and life savings healthcare
Services offered	Spas, Stress relief, rejuvenation centers	Ayurvedics, Siddha treatment for diseases e.g. Arthritis, Rheumatism	Dental Care, Plastic Surgery, Breast enhancement, Tummy reduction, Skin Treatment	Open transplants, cardio vascular surgery, Eye treatment, Hip Replacement, In vitro fertilization
Profit Margin	Low	Low	Medium	High
Key Competitors	Thailand, South Africa	---	South Africa, Cuba, Thailand	Singapore, Jordan, Thailand

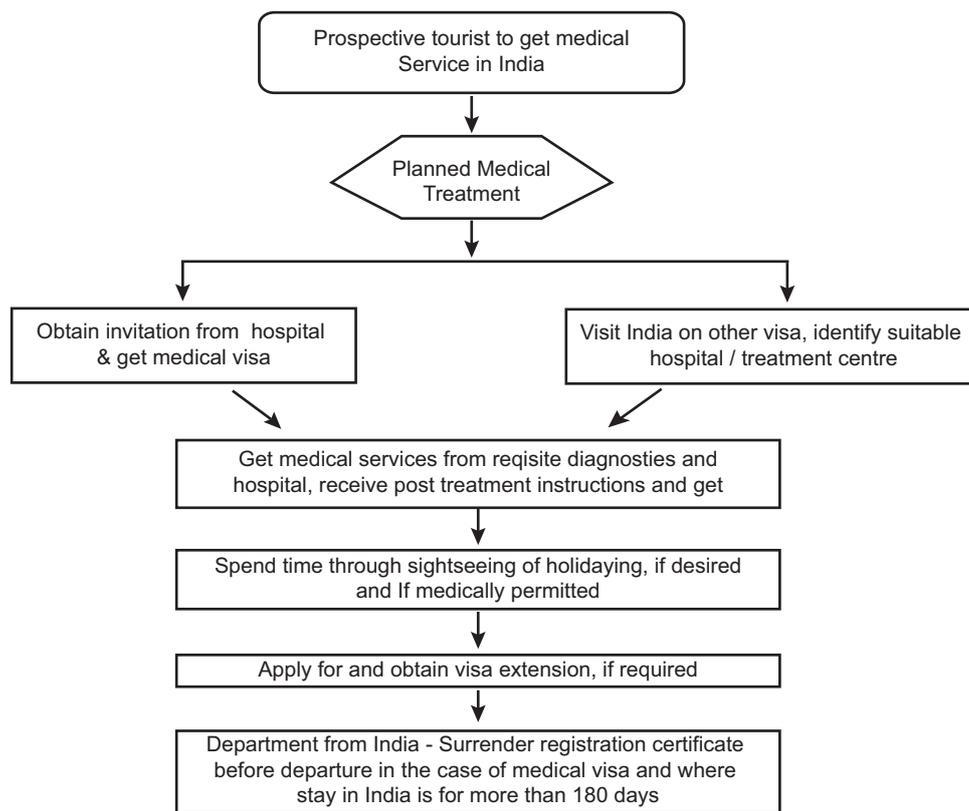
The commitment to provide comprehensive healthcare to all citizens, irrespective of their paying capacity, was given up by the Indian government after 30 years of Indian independence. After the globalization and liberalization of Indian economy on 1991, the government of India has opened up medical service to the voluntary and private sectors for foreign tourists and other citizens who can pay to get the high-tech medical services.

The cost comparison between US, India, Thailand and Singapore are depicted here are approximately in the US \$ dollars.

Table - 2

Procedure	US	India	Tailand	Singapore
Heart bypass	1,30,00	10,000	11,000	18,500
Heart valve replacement	1,60,000	9,000	10,000	12,500
Angioplasty	57,000	11,000	13,000	13,000
Hip replacement	43,000	9,000	12,000	12,000
Hysterectomy	20,000	3,000	4,000	6,000
Knee replacement	40,000	8,500	10,000	13,000
Spinal fusion	62,000	5,500	7,000	9,000

The detailed process flow chart in the medical tourism process is as follows:-



Flowchart - 2

The SWOT analysis of the Indian Medical tourism is as follows:-

Table - 3

Strengths	Weakness
<ul style="list-style-type: none"> Quality Service at Affordable Cost Vast supply of qualified doctors Strong presence in advanced healthcare e.g. cardiovascular, organ transplants high success rate in operations International Reputation of hospitals and Doctors Diversity of tourism destinations and experiences 	<ul style="list-style-type: none"> No Strong government support/ initiative to promote medical tourism Low Coordination between the various players in the industry - airline operators, hotels and hospitals Customer perception as an unhygienic country No proper accreditation and regulation system for hospitals Lack of uniform pricing policies across hospitals
Opportunities	Weaknesses
<ul style="list-style-type: none"> Increased demand for healthcare services from countries with aging population (U.S, U.K) Fast-paced lifestyle increases demand for wellness tourism and alternative cures Shortage of supply in National Health Systems in countries like U.K., Canada Demand from countries with under developed healthcare facilities Demand for retirement homes for elderly people especially Japanese 	<ul style="list-style-type: none"> Strong competition from countries like Thailand, Malaysia, Singapore Lock of international accreditation Overseas medical care not covered by insurance providers Under - investment in health infrastructure

The SWOT Analysis clearly depicts the strengths, weakness, opportunities and threats that are faced by the Medical Tourism in our country.

Various specific tour packages available to medical tourist are as follows:-

- 1) Bone Marrow Transplant
- 2) Brain Surgery
- 3) Cancer Procedures (Oncology) and Cardiac Care
- 4) Cosmetic Surgery
- 5) Dialysis and Kidney Transplant
- 6) Drug Rehabilitation
- 7) Gynaecology & Obstetrics
- 8) Health Checkups
- 9) Internal/Digestive Procedures
- 10) Joint Replacement Surgery
- 11) Nuclear Medicine, Neurosurgery & Trauma Surgery
- 12) Osteoporosis, Urology and Vascular Surgery
- 13) Gall Bladder stones surgery and Hernia surgery
- 14) Laparoscopic Appendicectomy,
- 15) Laparoscopic Banding of stomach for Morbid Obesity and others
- 16) Hip-Knee replacement surgeries and other orthopedic surgeries.
- 17) Heart surgery packages like Cardiac Surgery and Cardiology, Open Heart Surgery, Angiographies and Angioplasties.
- 18) Treatments of different skin problems including skin grafting

Services offered by Tour Planner to their patient include:

- a) Make appointment with concerned specialist of a world known hospital.
- b) Makes arrangements for their escorting, transportation and accommodation as per the requirement of the patient. Try to accommodate patient near to their diagnostic centre.
- c) Helps in obtaining medical visa.
- d) Helps in preparing other documents as required by the health centre.
- e) Makes arrangements for their treatment and other medical facilities.
- f) Makes arrangements for sightseeing, local transportation, and shopping, if required by the patient or his family members.

Contribution of Medical Tourism in the Indian Economy

Many hospitals in India are accredited by international institutions and are offering world-class treatment at that

cost which is comparatively 40-50% less than that of any European country. Acknowledging the significance of medical tourism in India, Government is trying to persuade the international tourist traffic by offering medical visa. Generally a medical visa is valid for one year, or the period of treatment whichever is less. The period of medical visa can further be extended for one year with the permission of state government or if prescribed by the specialized doctor/specialized hospital. India not only offers the medical treatment but also other rejuvenative services such as yoga, meditation, herbal therapies and other skin treatments which could uplift the mood and enhance health of medical tourists. As a result India is receiving a huge number of international tourist who are coming to gain the rejuvenative benefits. In 2009, India has received a total of 180,000 foreign health tourist. It is estimated that it will grow at a Compound Annual Growth Rate of over 19% and will reach upto 1.3 million by 2013. Tourism in India is also one of the fast revenue generating industry and contributing around 5.92% to the National GDP, and providing employment to over 9.24% of the total country's workforce. To promote tourism in India government is introducing various kinds of tax deductions and exemptions to attract foreign investors to invest in tourism sector and also providing various kinds of incentives to persuade them.

Challenges before Medical Tourism Industry

Tourism industry is growing day by day in the world and India is sharing a major part of world tourism receipts and world tourism traffic and has proved successful in maintaining its place on world tourism map. According to the World Travel and Tourism Council (WTTC), tourism industry will create about 40 million jobs for the people by 2019. Though India shares only 1.24 % of international tourist receipts and 0.59% of international tourist traffic but this contribution can not be neglected . The major constraint in the expansion of Medical Tourism in India is non-availability of adequate infrastructure including adequate air seat capacity, accessibility to tourist destinations, accommodation and trained manpower in sufficient number. Poor visitor experience, particularly, due to inadequate infrastructural facilities, poor hygienic conditions and incidents of touting and harassment of tourists in some places are factors that contribute to poor visitor experience. Lack of capital, Lack of Community participation and awareness, Lack of involvement from rural sector, Lack of concern for sustainability, Complex visa procedures, and Lack of good language translators are the other reasons which are serving as the constraints in the way of medical tourism. Hospitals of India are lacking behind in providing the hygienic medical facilities and room services including hygienic food to the patient, as a result Indian hospitals are loosing trust of foreign patients. The

government of India can play a significant role in improving the status of medical tourism by removing political instability, terrorism Bureaucratic roadblocks, and Taxation anomalies. Indian Government should launch long term revenue generating projects and investor friendly policies to get benefitted from medical tourism. Government should make provisions to provide Quality accreditations to the Indian health centers, training and development to the Doctors, Nurses and Para medical staffs, and should apply the customer oriented approach to improve the image of Indian hospitals.

Other major constraints in the development of medical tourism in India is the partial attitude of the government towards corporate and public hospitals. Government can not neglect the role of corporate hospitals as a source of foreign exchange earner, a provider of high class medical facilities and technology, a medium of fulfilling the demands of foreign patients. In future government may be compelled to grant them greater subsidies and exemptions for their development . This would create a pressure on public funds and subsidies. This diversion of funds from public-sector to corporate-sector will create a line/difference between aristocrats and budgetary class. Indian Government has already given them the advantage of subsidies in the field of land, import of health equipment, and other machineries. Development of medical tourism can put an extra pressure on government to subsidize them even more which will lead to the wastage of scarce resources available for health . Further Indian hospitals are facing the problem of shortage of skilled professionals. According to the Planning Commission, India is facing a short of a phenomenal 600 000 doctors, 1 million nurses and 200 000 dental surgeons. Our community health centers are suffering from the shortfall of professionals such as obstetricians and gynecologists (56%), pediatricians (67%), surgeons (56%) and medical specialists (59%). In spite of having a lot of tourism potential, India's shares in world tourist arrival is very less. The reasons responsible for this are lack of adequate infrastructure, lack of appropriate accommodation facilities, lack of security measures and trained and skilled workforce. To overcome the problem of inadequate capacity and to meet the shortfall of about 1,50,000 rooms in accommodation sector, government necessitates to do an investment of INR 600 billion in the coming five years. Another reason is high service tax. A tourist has to spend a lot of money on availing the tourism related services because a sales tax levied on these services is twice time higher than any other developed country.

Conclusion

Medical tourism in India has emerged as the fastest growing segment of tourism industry despite the global

economic downturn. India is offering very low cost treatments not only to Indians but also to the foreigners. Patient from USA and UK, are coming to India to look for alternative and cost-effective destinations to get their treatments done. The Indian medical tourism industry is presently at a blossoming stage, but has an enormous potential for future growth and development. In just five years medical tourism in India has made a remarkable position in the world medical tourism map and is recognized as reputed health tourist destination all over the world. India is a place which offers services of well-trained health practitioners, fluent English speaking medical staff, a good stuff of herbal, natural, allopathic, and alternative system of medicines. Private/internationally accredited and super speciality hospitals of India are serving global health tourist with their specialized services and helping in earning the million dollars.

Medical Tourism in India is emerging as a prime health tourism destination. The Indian Government can play a significant role in enhancing the benefits of medical tourism. Tourist should be granted quicker visa or visa on arrival so that they can make hassle free travel and can contact the Immigration Department at any point of entry for quick clearance. Acknowledging the importance of medical tourism, Government has granted several reductions, exemptions and tax incentives to the service providers. There is also a need to develop supporting infrastructure such as transport, accommodation, and communication and information channels to facilitate medical tourism. In this research study we tried to find out the positive economic benefits of medical tourism and to focus the role of government, ministry of tourism, pharmaceuticals industries, and private sector to build the image of India as high quality medical tourism destination.

REFERENCES

- [1] Baru , R. V. (2000) : ?Privatisation and Corporatisation?, Seminar , 489 , pp. 29-22
- [2] Blouin C. Drager, N. & Smith, R. (2006): ? International Trade in Health Services and GATS: Current Issues and Debates", World Bank, Washington DC., ISBN-13
- [3] Bookman, M. & Bookman, K. (2007) : ?Medical Tourism in Developing Countries ?, New York : Palgrave Macmillan
- [4] Carrera , P.M. & Bridges J.F.P (2006) : ? Globalisation and Healthcare : Understanding Health and Medical tourism?, Expert review of Pharmacoeconomics and Outcomes Research , 6(4), pp.447-454

- [5] Chartered Institute of Marketing. (2005). Marketing and the 7Ps A brief summary of marketing and how it works. Retrieved March 1, 2008 from www.cim.co.uk/MediaStore/FactFiles/Factfile7ps.pdf
- [6] CII-McKinsey (2002): 'Health Care in India: The Road Ahead?', CII, McKinsey and Company and Indian Healthcare Federation, New Delhi
- [7] Connell, J. (2006): 'Medical tourism: Sea, Sun, Sand and ... Surgery?', *Tourism Management*, 27 (6), pp. 1093-1100.
- [8] Dogra, Sapna (2003): 'Can Delhi Be a Successful Model for Medical Tourism?? *Express Healthcare Management*, 1-15 September. Also at: <http://www.expresshealthcaremgmt.com/20030915/focus01.Shtml>
- [9] Forbes S. Open-heart surgery—90% off! *Forbes*. August 13, 2007. <http://members.forbes.com/forbes/2007/0813/021.html>. Accessed September 3, 2008.
- [10] Goodrich, G. & Goodrich J. (1987): 'Healthcare Tourism-An exploration study?', *Tourism Management*, September, pp.217-222
- [11] Harrick, D.M., (2007): 'Medical Tourism: Global Competition in Health Care', NCPA, Policy report No. 304, National Centre for Policy Analysis, Dallas Texas, pp.40

ROLE OF SELF HELP GROUPS IN MICROFINANCE

Shijina A.S¹

Dr. Ezreth P²

Abstract

Microfinance has become an important tool for poverty alleviation and empowerment of women in Kerala. SHGs ensure women participation in the development of the country. A SHG is started because of unavailability of loans and other financial services to the poor people in rural areas and to eradicate by the working of an SHG. These SHGs are the financial relief for the illiterate assistance and also provide beneficial the rural people self reliant and giving a social commitment to its members. The main objective of the study is to analyze the role of SHGs in Microfinance. For this purpose, primary data were collected from fifty respondents of Chirayinkeezhu Taluk of Trivandrum District, by administering a structured interview schedule among them. There are some issues with regard to unavailability of finance, sickness of micro entrepreneurs, lack of adequate savings, difficulties in repayment, misuse of loan funds and so on. This will be the barriers to the achievement of self help groups. This can be overcome through adequate government actions and necessary funding by various agencies.

Introduction

Nowadays microfinance has become an important tool for women empowerment, rural development and poverty alleviation. It is emerged as a panacea for eradicating poverty and the development of underprivileged group as they are facing many problems. Micro-finance has become one of the most effective interventions for economic empowerment of the poor. In India there is a tremendous increase in the number of micro financial institutions. Microfinance activities mainly done through self help groups and through these loans are provided to the needy people.

In India Self help groups represent unique approach to financial intermediation. SHG are mainly village based financial intermediary committee usually composed of 10-20 members of local women or men and mixed group not preferred. According to RBI self help groups may be of registered or unregistered group of micro entrepreneurs. In India many SHG are linked to banks for the purpose of providing micro credit. The members are micro entrepreneurs; they save small sums of money, mutually agreeing to contribute a common fund and to meet their emergency needs on the basis of mutual help. Their activities are for becoming financially stable by taking loan for making them employed.

Self help groups (SHGs) have emerged as popular method of working with people in recent years. Since SHG based micro finance programmes cover a large number of women, it is expected that such programmes will have an important bearing on women's empowerment. Self-Help Groups (SHGs) have emerged in order to help poor women to secure inputs like credit and other services. Micro finance and SHGs are effective

in reducing poverty, empowering women, creating awareness and ensure sustainability of environment which finally results in sustainable development of the nation. To avert such a situation, growth with quality has become the paramount agenda of today among different stakeholders, as there is an over reaching concern about sustainability of the SHG movement in India. Self-help groups have been instrumental in empowerment by enabling women to work together in collective agency.

Micro finance through Self Help Group (henceforth SHG) has been recognized internationally as the modern tool to combat poverty and for women empowerment. The concept of SHG in India was introduced in 1985 and consequently a pilot scheme was started on Self-Help Bank Linkage programme.

Objectives of the Study

The main objective of the study is to analyze the role of SHGs in Microfinance

Methodology

The study accounts both primary and secondary data. Secondary data were collected from books, journals, magazines, newspapers, websites, etc. Primary data were collected from fifty respondents of Chirayinkeezhu Taluk of Trivandrum District, by administering a structured interview schedule among them. Judgment sampling is used in selection of respondents.

Role of Self Help Groups

SHG is a village based financial intermediary committee usually composed of 10-20 local women or men. A mixed group is generally not preferred most SHGs are located in India. Through SHG can be found in other countries especially in south Asia and Southeast Asia.

¹ Assistant Professor, Department of Commerce, Mannaniya College of Arts & Science, Pangode.

² Assistant Professor, Department of Commerce, Mannaniya College of Arts & Science, Pangode

Key instruments for supporting women’s empowerment are SHG.s, where by10-20 rural women form the same village mostly poor women come together to contribute two weekly or monthly dues as savings and provide group loans to their members. SHGs also known as mutual help mutual aid or support groups are group of people. SHG is a homogeneous group of micro entrepreneurs with affinity among themselves, voluntarily formed.

The current status of SHGs can be understood from the following table. It shows the progress of SHG savings with banks for three years such as 2012-13, 2013-14 and 2014-15. During the year 2012-13 there is a small decrease in number of SHGs. But in next year’s, it shows an increasing trend; that is by 3.59%. In the case of savings also shows an increasing movement.

Table - 4.1 : SHG Savings with Banks as on 31st March

Savings	2012-13		2013-14		2014-15	
	No of SHGs	Amount	No of SHGs	Amount	No of SHGs	Amount
Total SHG No	73.18 (-8.1%)	8217.25 (25.4%)	74.30 (1.5%)	9897.42 (20.45%)	76.97 (3.59%)	11059.84 (11.74%)
All Women SHGs	59.38 (-5.7%)	6514.86 (27.6%)	62.52 (5.27%)	8012.89 (22.99%)	66.51 (6.38%)	9264.33 (15.61%)
Percentage of women groups	81.1	79.3	84.15	80.96	86.41	83.77

No in Lakhs
Amount in Crores

Source: NABARD

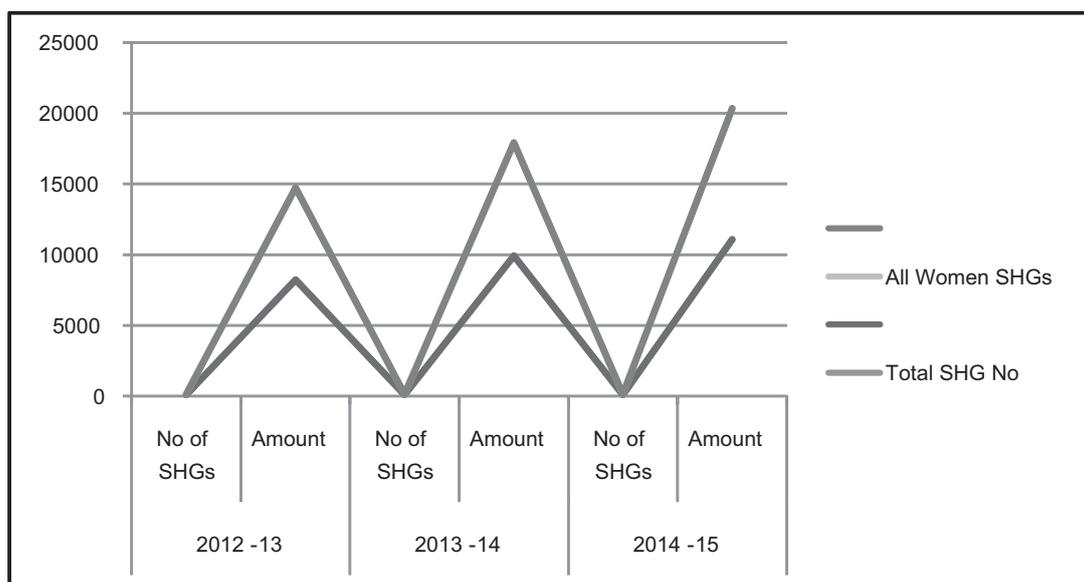


Fig. 4.1 : SHG Savings with Banks

Analysis of Primary Data

The important analysis and interpretation of primary data are following:

Benefits

So many benefits are provided by the SHG for its members. It is very helpful to the members to raise their status.

Table - 5.1 : Benefits

Benefits	Weighted Score	Rank
Learn different skills	195	1
Increase awareness in many fields	192	2
Financial support	176	3
Increase savings	171	4
Improve savings	150	5

Source: Primary data

The table 5.1 shows that benefits of learn different skill has become the first position; increase awareness in many fields has become second rank and financial support third position. Increase savings and improve savings have secured fourth and fifth positions respectively.

Purpose of taking loan

SHG are taking loans from banks and other institutions for various purposes. The following table shows about it.

Table - 5.2 : Purpose of taking loan

Purpose	Nos	%
Purchase of raw material	9	18
Expansion activities	26	52
Individual needs of members	13	26
Others	2	4
Total	50	100

Source: Primary data

It is clear that from the table 5.2 that 52 per cent of SHGs are taking loans for expansion activities, 26 per cent for satisfying individual needs of the members, and 18 per cent take loans and utilized for purchase of raw material. Only 4 percent are taking loans for other purposes.

Problems faced in availability of finance

SHGs are facing so many problems in acquiring finance to their activities. Those problems are ranked in the following table.

Table - 5.3 : Problems faced in availability of finance

Problems	Weighted Score	Rank
High rate of interest	194	1
Availability of finance	185	2
Attitude of bank staff	142	3
Lack of awareness	122	4
Delay in processing	101	5

Source: Primary data

From the above table 5.3 shows that the problems of high rate of interest has come in the first position, Problems in availability of finance in second position, attitude of bank staff in third position, lack of awareness in fourth place and delay in processing in last place. **(Fig. 5.1)**

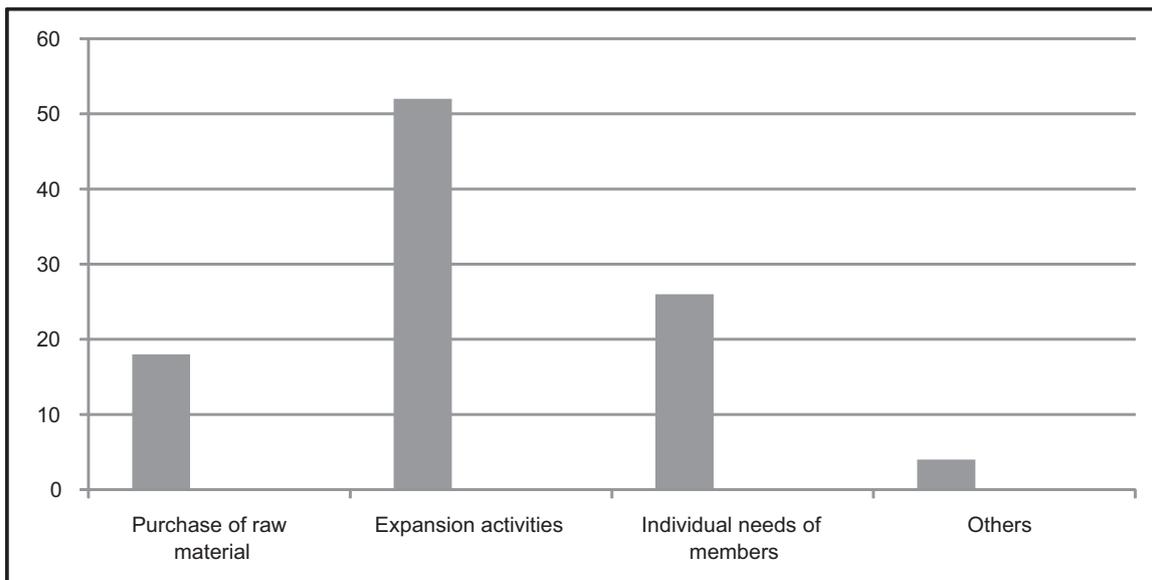


Fig. 5.1 : Purpose of taking loan

Conclusion

Microfinance has become an important tool for poverty alleviation and empowerment of women in Kerala. SHGs ensure women participation in the development of the country. A SHG is started because of unavailability of loans and other financial services to the poor people in rural areas and to eradicate by the working of an SHG. These SHGs are the financial relief for the illiterate assistance and also provide beneficial the rural people self reliant and giving a social commitment to its members. But in some rural areas there are some issues with regard to unavailability of finance, sickness of micro entrepreneurs, lack of adequate savings, difficulties in

repayment, misuse of loan funds and so on. This will be the barriers to the achievement of self help groups. This can be overcome through adequate government actions and necessary funding by various agencies.

Bibliography

- www.nabard.org
- www.microfinance.com
- Vijaykumar A, Banking, Micro Finance and Self-help Groups (SHGs) in India, New century Publications, NewDelhi, 2009
- Teki S and Mishra R.K, Microfinance and financial inclusion, Academic Publications, New Delhi, 2012

INTEGRATING CSR TO BUSINESS STRATEGY TO ACQUIRE CUSTOMER CONFIDENCE AND TRUST: A PARADIGM SHIFT FOR THE BUSINESSES IN INDIA

Tanushree Sodhani¹Dr. Alka Munjal²

Abstract

Corporate Social Responsibility (CSR), a concept that has been around for well over 50 years, has become prominent again recently. Peter Utting (2005) notes that an increasing number of transnational corporations (TNCs) and large domestic companies, supported by business and industry associations, are adopting a variety of so-called voluntary CSR initiatives that incorporate, for example, 'codes of conduct; measures to improve environmental management systems and occupational health and safety; company 'triple bottom line' reporting on financial, social, and environmental aspects; participation in certification and labeling schemes; dialogue with stakeholders and partnerships with NGOs and UN agencies; and increased support for community development projects and programmes' (CORPORATE SOCIAL RESPONSIBILITY: KEY ISSUES AND DEBATES Ray Broomhill, Dunstan Paper No. 1/2007). The revival of CSR is reflected also in its recent prominence in public debate. CSR has also generated a very extensive literature in recent times. It has been deduced by many industry/ research experts that though CSR is on an upward learning curve in India, it is primarily driven by philanthropy. The purpose of this study is to analyze the integration of Corporate social responsibility to the business strategy given the current neoliberal economic and business scenario. This study is focusing on the a prominent parameter for the business viz. customer's confidence and trust. The emphasis of the study is on the multi-dimensional CSR programs conducted by the companies, namely: Environment related programs, Social programs, Governance related programs. The focal point of the research is to analyze the correlation between the customer/ investor satisfaction and trust as a dependant factor and the CSR programs as the independent factor. The effort of this study is to bring-forth the intangibility factor of CSR (corporate social responsibility) or CSP (corporate social performance).

Key words : CSR, customer, business strategy, confidence and trust

Introduction

"A certain amount of corporate philanthropy is simply good business and works for the long-term benefit of the investors." John Mackey (Chairman and CEO, Whole Foods Market)

The need for established social responsibilities and ethical frameworks in business has become a main priority in our current society. This attitude is supported by the fact that the number of the most well-known global corporations integrating corporate social responsibility (CSR) programs into their business operations has never been greater. The prominence of CSR initiatives today hint that executives' perceptions of such policies have shifted from an unnecessary addition to a critical business function.

India is the first country in the world to mandate Corporate Social Responsibility (CSR) spending, through a statutory provision under the Companies Law 2013 and expects an annual spending of around INR 30,000 Cr by India Inc. This will ensure a gradual shift from the traditional charity model to a more strategic CSR model that fits in with the long term objectives of the company.

'Corporate Social Responsibility' is a highly discussed field of operation in the recent times, especially in the Indian Corporate world.

Understanding CSR

According to financial theory, there exists one overlying objective of a corporation: to maximize the value of shareholder's wealth. This objective is straightforward and complements the financial interest of shareholders. However, corporations are impacted by stakeholders other than shareholders, constituents who are often motivated by non-monetary interests such as the company's impact on the community and environment. With so many conflicting interests and goals of stakeholders, the definition of CSR is not always clear. For the purpose of this study, CSR is defined as "actions that appear to further some social good, beyond the interest of the firm and that which is required by law." Understanding this definition requires the recognition that CSR policies are actions that go beyond obeying the law to positively impact society (the community, environment, employees, etc.). Hence, a corporation that improves the well-being of employees by implementing sound whistleblowing procedures, for example, is not being

¹ Research Scholar & Assistant Professor

² Dean, Amity Global Business School, Bangalore

socially responsible, but rather abiding by the law (specifically, the Sarbanes-Oxley Act of 2002). Corporate social responsibility programs include actions to improve the environment, community, and lives of all the stakeholders of an organization.

The importance of CSR practices in sustainable business is inevitable throughout the world. CSR has been gaining its popularity throughout the world, nationally and internationally. Inter-connected events and its impact around the world are increasing the importance of Corporate Social Responsibility in order to “build sustainable business, which needs healthy economies, market and communities” (ASOCIO, 2004, p.2).

Many studies have been undertaken in terms of CSR and its impact on consumer/customer behaviour. The focus of this research is mainly on three areas: (1) at what extent is CSR practiced by the chosen organisation in India – based on the companies in South of India? (2) Does the customer perceived practices of CSR improve customer satisfaction and loyalty? (3) Does improved perceived customer satisfaction increase customer loyalty?

CSR in Indian Context

India is the first country in the world to mandate Corporate Social Responsibility (CSR) spending, through a statutory provision under the Companies Law 2013 and expects an annual spending of around INR 30,000 Cr by India Inc. This will ensure a gradual shift from the traditional charity model to a more strategic CSR model that fits in with the long term objectives of the company. Still the practice or disclosures of CSR initiatives are very few among the companies operated in India.

The problem with corporate social responsibility (CSR) is that nobody is very clear about what exactly it encompasses. The Indian government has been trying to make it mandatory for companies to spend at least 2% of net profits on CSR.

On July 11, 2012 the Government said it will modify the provision in Companies Bill regarding two per cent CSR spending to ensure that corporates earmark funds for such activities, but will not make it mandatory. (Source PTI). This would definitely make the corporate social responsibility more focussed for the firms.

Around Rs 22,000 crore is expected to gush into the social sector from the next financial year onwards as Indian companies ramp up CSR spends in keeping with provisions under the Companies Act, 2013. It stipulates certain companies — with a net worth of Rs 500 crore or a turnover of Rs 1,000 crore or a net profit of Rs 5 crore — to spend at least 2% of their average net profits made over three preceding years on CSR programmes.

In what seems to be emerging as a growing trend, a number of MNCs and Indian corporates are now adopting the corporate social responsibility route for “emotional connect” between the brand and the customer. This, thereby would mean a stronger ‘trust connect’ with the customers.

This may be considered as a new form of CSR as far as the Indian corporate world is considered. But the association of ‘Corporate Responsibility’ and Indian tradition goes back a long way.

Recent Trends in Corporate Social Responsibility

The element of ‘respect’ is well imbibed in the society, be in India or globally, and it transcends into the corporate world. For decades now, since Independence, corporate majors such as the Tata and Birla group companies have led the way in making corporate social responsibility an intrinsic part of their business plans. These companies have been intensely involved with social development initiatives in the communities surrounding their facilities. Jamshedpur, one of the prominent cities in the north eastern state of Bihar in India is also known as Tata Nagar and stands out at a beacon for other companies to follow.

‘The Most Respected Companies of India’ survey, initiated by one of India’s premier business magazines, Business World in 1983 provided a better picture of the fact that “Respect is a much sought after tag in the Indian corporate world”.

Respect, as viewed by the survey was an aggregation of two broad parts of a company’s deliverables: quantitative (like profitability) and qualitative (like community responsibility).

The parameters for corporate respect in this survey are wide ranging: Overall quality, top management leadership, depth of talent, belief in transparency, ethics, social responsiveness, environmental consciousness

The Business world, on the India’s most respected companies clearly reveals that the impressive financials are not enough to earn respect for the company. The companies were respected not because they were big and powerful, but because they were transparent, the stakeholders trusted the company’s policies, the HR guidelines were fair, they were ethical, and they contributed to the society. Transparency and ethics were the most important.

Corporate giants like Infosys, WIPRO, HLL etc. are the fore runners in the field of CSR, one name that stands out is the TATA group. The Tata Business Excellence Model integrates social responsibility into the framework of corporate management wherein social responsibility is encapsulated as Key Business Process.

About 7000 villages around Jamshedpur and Orissa benefit from development programmes run by the Tata Steel Rural Development Society (TSRDS). Programmes of TSRDS cover issues like education, irrigation, a forestation, adult literacy, vocational training, handicrafts and rehabilitation of the handicapped persons. (Source: The Economic Times).

Globally it was observed that the reputation for ethical practices in the business and accounting professions hit an all-time low in terms of consumer confidence and trust during the years 2001 and 2002. First, the Enron scandal surfaced in late 2001, resulting in the loss of thousands of jobs, life savings, and homes in the United States. Then, in 2002, the number of unethical business practices peaked with a soaring 20 cases of corporate malpractice, according to Forbes.8. The stakeholders of organizations—or any party that can affect or be affected by the actions of the organization, including customers, employees, suppliers, government, creditors, community, environment, and investors—responded to these events by demanding that corporations devote more resources to CSR measures to mend the tarnished reputation of the profession.

As recent as September 2015 saw a shocking corporate misbehavior by the Automobile giant Volkswagen. That the company had rigged the emission test for its diesel engines to falsify the results, was unacceptable from all the perspectives we incorporate in classroom sessions – from that of finance or markets, or business sustainability or business leadership or corporate social responsibility. (Source: The Volkswagen emission scandal: A case study of corporate misbehavior; theglobalmail.com)

Literature Review

There is no universal definition of CSR. However, one of the most popular definitions of CSR concept is the social obligations towards wider stakeholders, environment while making profit for the shareholders (Carroll, 1991). Also CSR is defined as activities, processes and status or perceived societal obligations (Wood, 1991; Sen and Bhattacharya, 2001). The conceptualization of CSR is based on the theoretical framework developed by Carroll (1991), where she proposed four dimensions of CSR. These are economic, legal, ethical, and philanthropies of CSR.

Carroll and Bocholt (2011) point out that the term “corporate social responsibility” connotes that enterprise not only have to fulfill their economic and legal obligations but also have other responsibilities that are related to the protection and enhancement of society. In other words, enterprises also should be committed to social welfare and environmental protection to meet the

expectations of customers, employees, shareholders, and other involved parties (Sexty, 2010). Carroll (1991) classifies CSR into four dimensions which make up the four layers of a CSR pyramid. This study adopts the four dimensions developed by Carroll, namely economic responsibility, legal responsibility, ethical responsibility, and philanthropic responsibility, and uses them to measure the consumers’ perception of CSR.

CSR correlated to Consumer Brand Relationship:

In his discussion of the relationship between the brand and the consumer, Chen (2009) states that this relationship is mainly based on a constant mutual influence in our daily lives and experiences, which in turn leads to common values and concrete meaning. Lee, Jeon and Yoon (2010), on the other hand, believe that consumer affection has a decisive effect on brand attachment.

Morgan and Hunt (1994) emphasize that brand trust and affection connotes the level of a consumer’s fondness for the brand. Esch et al. (2006) argue that the three dimensions of brand relationship, namely brand trust, brand satisfaction, and brand attachment, affect the current and future purchases by consumers.

Hypothesis

CSR activities are broadly conceptualized as the company’s status and activities with respect to its perceived societal obligations. In the words of Campbell “CSR sets a minimum behavioral standard that aims at doing no harm to stakeholders and if it has happened then rectifies it as soon as it is identified”.

Consumers evaluate companies as well as products in terms of CSR, whereby negative CSR associations are more influential and have a more detrimental effect than positive ones.

To add on to this we can also perceive that customer loyalty is considered a vital objective for a firm’s survival and growth. Building a loyal customer base has not only become a major marketing goal, but it is also an important basis for developing a sustainable competitive advantage (Dick and Basu, 1994).

This study has been hypothesized keeping these two parameters as the effect factors in relation to the philanthropy CSR dimension from the perspective of a consumer.

Thus two core hypothesis are structured:

- H1 : Improved philanthropy CSR dimension improves customer confidence and loyalty
- H2 : Customer’s perception of CSR positively influences customer loyalty.

Research Design and Methodology

Data Collection

Both secondary and primary data was collected for the enhancement of the quality of study in question.

Prior published research papers and articles were studied to analyse and understand the gaps in the research areas which are conducted in the Indian corporate context.

The primary data was collected using a questionnaire. The survey included perception of CSR factors, corporate image, customer satisfaction, customer loyalty and demographic information.

For the data collection, web-based survey through e-mail and social networks was conducted in primarily Bangalore based consumers. The participants were asked to respond to the survey questionnaires based on their most recent experiences.

Questionnaire Development

All items used in this study were measured on a seven-point Likert-type scale (1= strongly disagree and 7=strongly agree). The survey questions are presented in the Table I.

The questionnaire has been designed with the following broad constructs:

1. Customers' confidence towards the firm that supports culture and art activities of local community.
2. Customers' confidence towards the firm that has managers and employees participate in charitable activities of their local communities.

3. Customers' confidence towards the firm that supports private and public educational institutions.
4. Customers' confidence towards the firm that assists to enhance quality of life in the local community (A. B. Carroll and K. M. Shabana, "The business case for corporate social responsibility: A review of concepts, research and practice," International Journal of Management Reviews, 2010.)
5. Which companies would the customer want to see doing business in his/her community
6. Which product and services would the customer recommend to people as the 'respect' factor achieved by the firm in terms of philanthropic CSR.

Sample

A sample of approximately 150 respondents were chosen as per convenience sampling method. The sample of respondents was chosen keeping in view the following parameters :

- Age ranging from 18-50 years,
- Educational qualification,
- Gender,
- Occupation, and
- Awareness towards CSR.

Data Analysis

The data has been analyzed with Descriptive statistics using the MEAN or the central tendency of the data and the STANDARD DEVIATION to get an overview of how the respondents have answered the questionnaire.

(Table -1)

Table - 1 : The sample surveyed can be summarized as in .

Age	Gender		Educational Qualification			Occupation			
	Male	Female	UG	PG	OTHERS	Service	Business	Student	Others
16-20	7	7	5	8	0	5	8	0	5
21-25	5	12	7	10	0	7	10	0	7
26-30	32	12	28	12	4	28	12	4	28
31-35	10	8	12	5	1	12	5	1	12
36-40	8	4	3	8	1	3	8	1	3
41-45	15	10	4	18	1	4	18	1	4
46-50	10	10	4	12	4	4	12	4	4
	87	63							

Table - 2 : Below shows the statistical mean and the standard deviation for each of the dimension used to construct the hypothesis.

	KNOWLEDGE	CONFIDENCE	LOYALTY
Valid N	150	150	150
Mean	2.9921	2.8613	2.9112
Standard Deviation	0.9112	0.9501	1.0711
Variance	0.8291	0.9012	1.145
Skewness	0.165	0.404	0.567

Result Analysis :

SCALE: The data received has been scaled as 1 (indication as least) to 5 (indication as highest).

Estimate of Central Tendency: The mean ranges from 2.8613 to 2.9921 which indicates a below moderately higher level of agreement to the hypothesis.

Measures of variability: The Loyalty factor shows the highest standard deviation of 1.07 and a mean of 2.9112 which indicates a moderate adherence to H2 signifying a medium sensitivity of Customer loyalty getting impacted by philanthropic CSR.

Symmetry/ Normality: Normality often refers to shape of the data distribution (Hair et al, 2010, p.71). In multivariate analysis, normality is an important assumption and testing that do not vary too much from the normal distribution (Hair et al, 2010, p.71).

There are two key areas that are being tested in normality are skewness (normally shows that the shape is balance like a bell shaped). The second area is kurtosis, being whether the curve is peaked or flat (Hair et al, 2010). The skewness of this data set sites between 0.1602 to 0.567 suggesting that this range falls between -1 to +1 indicating that skewness of this data set is in acceptable range.

The above observations emphasizes that respondents who have positive perceptions of philanthropic CSR practices tends to associate it with increased level of confidence and loyalty.

Conclusion and Limitations

The hypothesized relationships between perceived philanthropic CSR practices and customer confidence and loyalty were found to be positively significant. Building a loyal customer base is an important foundation for developing a sustainable competitive advantage through customer satisfaction. This study examines whether CSR factors can play a role in enhancing customer satisfaction and loyalty or not in the Indian corporate context. This study also investigates the

moderating effects of corporate image in the relationships between CSR and customer satisfaction and loyalty.

The findings of this study should be interpreted with a lot of care because there are some limitations. First, this study has the limitation of being a cross-sectional research design using random convenient sample. With a cross sectional design, the implications of customers 'changed attitude on CSR activities over time would not be detected very clearly. A longitudinal and qualitative study would provide further theoretical details underlying the findings of this study.

REFERENCES

- K. Basu and G. Palazzo, "Corporate social responsibility: A process model of sense making," *Academy of Management Review*, vol. 33, no.1, pp. 122-136, 2008.
- McKinsey. (March 31, 2010). How companies manage sustainability: McKinsey global survey results. [Online]. Available: <https://www.mckinseyquarterly.com>
- S. Du, C. B. Bhattacharya, and S. Sen, "Maximizing business returns to corporate social responsibility (CSR): The role of CSR communication," *International Journal of Management Reviews*, vol.12, no. 1, pp. 8-19, 2010.
- P. Bouvain, C. Baumann, and E. Lundmark, "Corporate social responsibility: Evolution of a definitional construct," *Business and Society*, vol. 38, no. 3, pp. 268-295, 1999.
- J. R. Schermerhorn, *Introduction to Management*, 10th ed, J. Wiley & Sons, 2010.
- A. B. Carroll and K. M. Shabana, "The business case for corporate social responsibility: A review of concepts, research and practice," *International Journal of Management Reviews*, 2010.
- P. Kotler and N. Lee, *Corporate Social Responsibility: Doing the Most Good for Your Company and Your Cause*, N. J. Hoboken and John Wiley, 2005.

- T. J. Brown and P. A. Dacin, "The company and the product: Corporate associations and consumer product responses," *Journal of Marketing*, vol. 61, no. 1, pp. 68-84, 1997.
- S. Sen and C. B. Bhattacharya, "Does doing good always lead to doing better? Consumer reactions to corporate social responsibility," *Journal of Marketing Research*, vol. 38, no. 2, pp. 225-43, 2001.
- J. L. Campbell, "Institutional analysis and the paradox of corporate social responsibility," *American Behavioral Scientist*, vol. 49, no. 7, pp. 925-938, 2006.
- G. J. Biehal and D. A. Sheinin, "The influence of corporate messages on the product portfolio," *Journal of Marketing*, vol. 71, no. 2, pp. 12-25, 2007.
- C. Boshoff and B. Gray, "The relationships between service quality, Customer satisfaction and buying intentions in the private hospital industry," *South African Journal of Business Management*, vol. 35, no. 4, pp. 27-37, 2004.
- L. C. Ueltschy, M. Laroche, A. Eggert, and U. Bindl, "Service quality and satisfaction: An international comparison of professional services perceptions," *Journal of Services Marketing*, vol. 21, no. 6, pp. 410-423, 2007.
- C. Fornell, S. Mithas, F. V. Morgeson, and M. S. Krishnan, "Customer satisfaction and stock prices: High returns Low Risk," *Journal of Marketing*, vol. 70, no. 1, pp. 3-14, 2006.
- H. J. Oh, K. W. Hong, and H. C. Kim, "The influence of multidimensional aspects of service quality, communication on customer satisfaction and customer behavior - focused on the Airline Service," *Korean Business Education Review*, vol. 28, no. 3, pp. 273-295, 2013.
- R. Mandhachitara and Y. Poolthong, "A model of customer loyalty and corporate social responsibility," *Journal of Services Marketing*, vol. 25, no. 2, pp. 122-133, 2011.
- A. Dick and K. Basu, "Customer loyalty: toward an integrated conceptual framework," *Journal of Academy of Marketing Science*, vol. 22, no. 2, pp. 99-113, 1994.
- K. M. Bartol and D. C. Martin, *Management*, New York: McGraw-Hill Company, pp. 106-107, 1994.
- J. S. Chiou and C. Droge, "Service quality, trust, specific asset investment, and expertise: Direct and indirect effects in a satisfaction-loyalty framework," *Journal of the Academy of Marketing Science*, vol. 34, no. 4, pp. 613-627, 2006.
- K. N. Lemon, T. B. White, and R. Winer, "Dynamic customer relationship management: Incorporating future considerations into the service retention decision," *Journal of Marketing*, vol. 66, no. 1, pp. 1-14, 2002.
- M. Oberseder, B. B. Schlegelmilch, and P. E. Murphy, "CSR practices and consumer perceptions," *Journal of Business Research*, vol. 66, no. 10, pp. 1839-1851, 2013.
- E. W. Anderson and M. W. Sullivan, "The antecedents and consequences of customer satisfaction for firms," *Marketing Science*, vol. 12, no. 2, pp. 125-143, 1993.
- E. W. Anderson and V. Mittal, "Strengthening the satisfaction-profit chain," *Journal of Service Research*, vol. 3, no. 2, pp. 107-120, 2000.
- E. W. Anderson, "Customer satisfaction and word of mouth," *Journal of Service Research*, vol. 1, no. 1, pp. 5-17, 1998.
- N. Nguyen, "The perceived image of service cooperatives: An investigation in Canada and Mexico," *Corporate Reputation Review*, vol. 9, no. 1, pp. 62-78, 2006.
- R. K. Yeo, M. Goh, and S. Tso, "Corporate image and reputation of large mainland Chinese enterprise," *Journal of Marketing Communications*, vol. 17, no. 3, pp. 195-211, 2011.

LEVEL OF AWARENESS ON INDUSTRIAL POLLUTION IN TIRUPUR DISTRICT OF TAMILNADU

Dr. N.A.Krishnamurthi¹A.C.Deepa²

Abstract

Environmental impacts of pollution were analysed with the help of physical data on ground water, surface water and soil quality. The economic value of the damage (social cost) was estimated for different sectors like agriculture, fisheries, domestic and industrial water supply. Different economic and environmental indicators of Tirupur industry over the period 2000 -2015 and the reasons for the environmentally unsustainable industrial growth of Tirupur are provided.

Introduction

The developing and developed countries are equally accountable for environmental pollution because both are utilizing natural resources expansively. Developed nations are using it for their ease and luxuries while developing nations are using it for their existence. In this blind race, they forget what affect will it cost on human health.

Statement of The Problem

The entire Tirupur district has been labelled as industrial arena, many small and tiny entrepreneurs have started the business even in a small space without following the norms of Factories Act, 1948 and the pollution rules. Hence, it is very difficult to plant trees and make eco-friendly environment .The ecology has been completely affected without green environment. The disposal of industrial wastes in the neighbouring canals and waters pollute the human health as well as the animals which drinks the water distinct from the river Noyyal.

Objectives of The Study

1. To ascertain the respondents level of awareness on industrial pollution in the industrial locality of Tirupur District.
2. To find out the causes of industrial pollution and its impact on human health.

Review of Literature

Dhaneshwar, (1990) in a study revealed that indiscriminate discharge of treated and untreated tannery waste into surface and underground water bodies cause pollution. The receiving bodies of water show increase in chloride and hardness.

Methodology

The validity of any research depends on the systematic method of collecting the data, and analyzing the same

in a sequential order. In the present study, an extensive use of both primary and secondary data was made.

Data Collection

Primary Data

In order to fulfill the objectives set, a sample study was undertaken by using a well-framed questionnaire that was duly filled by the respondents.

Secondary Data

Latest information about the industrial pollution was gathered from well-equipped libraries of Bangalore, Chennai and Coimbatore. Internet web resources were also used.

Causes of Air Pollution

- Traffic
- Smog
- Power plants
- Industrial plants and factories

Causes of Water Pollution

- Urbanization
- Industries
- Agricultural runoff and improper agricultural practices
- Withdrawal of Water
- Religious and Social Practices

Data Analysis and Interpretation : (Table -1)

It is limelighted from the above table that the percentage of high level of impact of pollution perceived on environment was the highest (60.6%) among the respondents who lived in dyeing industry area and the same was the lowest (2.6%) among the respondents who lived nearby oil industry. The percentage of medium level of impact of pollution perceived on environment was the highest (67.4%) among the respondents who lived

¹ Associate Professor, Dept. of Corporate Secretary ship, Erode Arts and Science College, (Autonomous) Erode

² Assistant Professor, Dept. of Corporate Secretaryship, Dr. N.G.P. Arts and Science College, (Autonomous) Coimbatore

Table - 1 : Industries Available And Level of Impact of Pollution On Environment (Two- Way Table)

S. No.	Type of Industry	Level of Impact			Total
		Low	Medium	High	
1	Dyeing industry	112 (64.4%)	157 (67.4%)	117 (60.6%)	386 (64.3%)
2	Hosiery industry	49 (28.2%)	61 (26.2%)	61 (31.6%)	171 (28.5%)
3	Plastic industry	10 (5.7%)	10 (4.3%)	10 (5.2%)	30 (5.0%)
4	Oil industry	3 (1.7%)	5 (2.1%)	5 (2.6%)	13 (2.2%)
	Total	174 (100.0%)	233 (100.0%)	193 (100.0%)	600 (100.0%)

in dyeing industry area and the same was the lowest (2.1%) among the respondents who lived nearby oil industry. On the other hand, the percentage of low level of impact of pollution perceived on environment was the highest (64.4%) among the respondents who lived in dyeing industry area and the same was the lowest (5.7%) among the respondents who lived nearby plastic industry.

In order to find the relationship between the type of industry available in respondents' area and the level of impact of pollution perceived on environment, a Chi-Square test was used to test the hypothesis and the result of the test is given below.

Hypothesis

Null Hypothesis (H₀)

There is no significant relationship between the type of industry available in respondents' area and the level of impact of pollution perceived on environment

Table - 2 : Industries Available And Level of Impact of Pollution On Environment (Chi – Square Test)

Factor	Calculated Value	Table Value	D.F	Remarks
Type of industry	2.609	12.592	6	Not Significant

It is witnessed from the above table that the calculated Chi-Square value is lesser than the table value and the result is not significant at 1% and 5% level. Hence, the null hypothesis H₀ is accepted and the alternative hypothesis H₁ is rejected. The hypothesis, "Type of industry available in respondents' area and the level of impact of pollution perceived on environment" are associated, does not hold good. From the analysis, it is concluded that there is no close relationship between type of industry available in respondents' area and their level of impact of pollution perceived on environment.

**Table - 3 : Type Of Pollution And Level Of Impact On Environment
(Two- Way Table)**

S. No.	Type of Pollution	Level of Impact			Total
		Low	Medium	High	
1	Water pollution	80 (46.0%)	123 (52.8%)	101 (52.3%)	304 (50.7%)
2	Air pollution	79 (45.4%)	65 (27.9%)	70 (36.3%)	214 (35.7%)
3	Soil pollution	5 (2.9%)	29 (12.4%)	10 (5.2%)	44 (7.3%)
4	Noise pollution	10 (5.7%)	16 (6.9%)	12 (6.2%)	38 (6.3%)
	Total	174 (100.0%)	233 (100.0%)	193 (100.0%)	600 (100.0%)

It is understood from the above table that the percentage of high level of impact of pollution perceived on environment was the highest (52.3%) among the respondents who affected by water pollution and the same was the lowest (5.2%) among the respondents who affected by soil pollution. The percentage of medium level of impact of pollution perceived on environment was the highest (52.8%) among the respondents who affected by water pollution and the same was the lowest (6.9%) among the respondents who affected by noise pollution. On the other hand, the percentage of low level of impact of pollution perceived on environment was the highest (46.0%) among the respondents who affected by water pollution and the same was the lowest (2.9%) among the respondents who affected by soil pollution.

In order to find the relationship between the type of pollution and the level of impact of pollution perceived on environment, a Chi-square test was used to test the hypothesis and the result of the test is given below.

HYPOTHESIS

Null Hypothesis (H₀)

There is no significant relationship between the type of pollution and the level of impact of pollution perceived on environment

**Table - 4 : Type of Pollution And Level of Impact on Environment
(Chi – Square Test)**

Factor	Calculated Value	Table Value	D.F	Remarks
Type of pollution	24.103	16.812	6	Significant at 1% level

It is identified from the above table that the calculated chi-square value is greater than the table value and the result is significant at 1 % level. Hence, the null hypothesis (H₀) is rejected and the alternative hypothesis (H₁) is accepted. The hypothesis, "Type of pollution and the level of impact of pollution perceived on environment" are associated, holds good. From the analysis, it is concluded that there is a close relationship between the type of pollution and the level of impact of pollution perceived on environment.

Conclusion

The textile industry is one of the oldest industries that employ millions of people throughout the world. Economies engage in international trade for mutual gain but the terms of trade can shift the gain of one member to other

member. The textile industry in Tirupur is facing many challenges like poor road and other transport infrastructure, labour shortage during peak season, outdated machineries, pollution, exchange rate fluctuations and cotton yarn price fluctuations and over dependence on cotton. Though the textile industry in India receives lot of promotional support from government of India like duty drawback, textile parks, technology up gradation fund etc., it is not yielding the expected results. To encourage apparel exporters to increase the export marketing activity the Indian government has to focus on manpower development and other innovative methods.

References

- Dicken, Peter (1998), "Global Shift Transforming the World Economy", Third Edition, The Guilford Press.
- Fun, Kristina (2004), "Effect of Dyeing and Bleaching Industries on the Area Around the Orthapalayam Dam in South India", Master Thesis, Uppsala University, Sweden.
- Hydrology Research Station (1996), "Pollution Studies in Noyyal - Orthapalayam Reservoir Project", Final Report, Department of Fisheries, Chennai.
- Jacob, Thomson (1998), "Impact of Industries on the Ground Water Quality of Tiruppur and its Ethical Implications", Unpublished Ph.D. Thesis, University of Madras, Chennai.

A STUDY ON CONSUMER PREFERENCE AND BRANDING OF AYURVEDIC MEDICINES WITH SPECIAL REFERENCE TO MYSORE

H. Harisha¹

Abstract

Our Nation herbal market is flooded with numerous well-known and recognised herbal brands. Vindhya Herbal is an initiative of Karnataka government to provide unadulterated ayurvedic products to the people and for generating gainful employment for the vulnerable and downtrodden section of the society. The study is to examine existing state of Vindhya Herbal in Bhopal, its birthplace. Besides, this study talks about other parameters like benefits/attributes consumer acquaintances with herbal products, awareness, preferential, source of knowledge, usage and attitude related to herbal products. The research design consisted of an exploratory phase followed by a descriptive cross-sectional, close-ended questionnaire-based survey in Mysore. As the study has been conducted in a Hindi belt, the questionnaire was kept bilingual; Hindi and English. Sampling was done on the basis of two criteria; 1) such regions were selected where almost major herbal brands are available and 2) Respondents have used at-least one of the herbal brands. Only 23 percent consumers responded to have used Vindhya herbal. Those who have used Vindhya herbal have preference it, if available in a nearby store. Most of the respondents mentioned that herbal products are prepared from the natural ingredient, as a result faced no side effect. Purchase of herbal products primarily takes place on a monthly basis and use on a daily basis. Doctors, family members and mass media were reliable sources and the respondents trust on their recommendations for buying fresh herbal products. Desirability for further information was high among consumers related to herbal products.

Keywords: Vindhya Herbal, consumer perception, familiarity, favourability.

Introduction

The perception of health and approaches to healthcare are undergoing a paradigm shift at many levels – be it from practitioners, healthcare companies or consumers. As the understanding of diseases deepens, knowledge of the body as a holistic system is being acknowledged, especially in the case of chronic illness. This has led to the concept of “Functional Medicine”, which identifies the imbalances and dysfunctions in the body – the underlying cause of diseases – specific to an individual. However, this idea is not new to traditional systems of medicine such as ayurveda, which is known for treating the root cause of disease by restoring erratic body functions. As such, consumers are once again turning to ayurveda as an alternative line of therapy, even though the majority take allopathic medicines as their primary treatment.

Ayurveda market: Yet to be explored by most MNCs

The Indian OTC market is valued at US\$2.1bn, according to Nicholas Hall's DB6 2012, with ayurveda-based OTCs contributing over 26% of sales (US\$540mn). The Top 5 OTC brands – Dabur Chyawanprash (Dabur), Vicks VapoRub (PGT), Revital (Ranbaxy / Daiichi Sankyo), BoroPlus and Zandu Balm (both Emami) – are all either ayurvedic products or contain natural ingredients, and are marketed with this as their USP. Despite the

recognition of ayurveda as a traditional system of medicine by the WHO and favourable regulatory policies for ayurvedic products, many multinationals have yet to explore the market. At present, only a few, such as GSK and PGT / P&G, have leveraged the opportunity for wider distribution through herbal renaming of ingredients – in Eno and Vicks respectively – and registering brands as ayurvedic products.

Review of Literature :

Perception is a process by which individuals organize and interpret their sensory impressions to give meaning to their environment (Robbins & Judge, 2013). In marketing, perceptions are more important than reality because perceptions affect consumers actual behaviour (Kotler, Keller, Koshy, & Jha, 2014). Information processing model have four major steps or stages. It starts with exposure followed by attention, interpretation and lastly retention. The first three of these establish perception (Hawkins, Best, Coney, & Mookerjee, 2007). All this takes place inside the mind or black box of the consumers simultaneously, and it changes from person to person. Perception is highly subjective and therefore easily distorted. Moreover, perception is the meaning that an individual attributes to the incoming stimuli that gathered through the five senses that are taste, smell, touch, hearing and sight. According to Kurtz and Boone,

¹ Professor and Research Scholar, Bharthiyar University and Ananya Institute of Commerce and Management, Tumkur

(2006) different people have different perceptions of objects or events based on the interactions of two types of factors that are stimulus factors and individual factors.

Rekha and Gokila, (2015) found that consumers are well aware with various herbal cosmetics and now no longer considered as luxury items. The perception of side effect and the chemical is the reason to switch over to herbal based cosmetics among all age group, gender and educational qualification (Rekha and Gokila, 2015). The research conducted by Sawant, (2013) mentioned that consumers of the rural area preferred ayurvedic products. They relate it to native treatment and both male and female have similar consumer perception of ayurvedic products. The absence of side effect is the most important factor that influence women in the purchase of skin care products (Khan & Khan, 2013). As per Arya et.al, (2012) consumer shows a positive attitude towards ayurvedic drugs and products and use without doctors prescription. People treat Ayurveda not as a treatment but as a lifestyle (Arya, Kumar, & Kumar, 2012). Joshi (2008) observed that the perception of people in traditional medicine is optimistic and emphasised the need to revive the system along the line of prevalent traditions and promote the usage of herbal medicines (Joshi K., 2008).

According to Huda and Sultan, (2013) physical procurement of herbal products by younger generation (17-23 years of age) are influenced and impacted by marketing mix elements (Accessibility, Availability, Awareness, and Affordability) and quality of the products. Khan and Khan, (2013) found that the company is having high selling activity also rated well in the overall marketing mix. This proves that marketing has an influence on the sale of herbal products. The quality of the product and promotional strategies plays significant role in the sale of the herbal drugs. This study also reported that awareness level among the Women Skincare Consumers is contributed by education, exposure to media and advertisements displaying the use of unique ingredients used in their products to create a unique selling point (Khan & Khan, 2013). Thaisorn et.al, (2012) in their study explained that marketing mix (4Ps: product, price, place and promotion) and inflation were factors discovered using in-depth interview and content analysis that impelled Thai consumers perception about facial herbal cosmetic products. The study of Kewlani and Singh, (2012) found the brand, advertisement, awareness; small size package and availability were important factors in changing people perception towards ayurvedic products and therapy.

Objectives of the Study

The purpose of this research oriented term paper is to understand the perception consumer hold towards

Vindhya herbal and its products. The overall objectives are as follows:

1. To determine the reason why people are using herbal products.
2. To compare the level of familiarity and favourability of consumers with Vindhya Herbal Products and others brands available in the market.
3. To analyse the aspects of consumers familiarity, information desired and attitude with Herbal Products.

Research Methodology

To define the problem and construct a research design, the researcher went through a series of process. The researcher first collected secondary data available from various sources on ayurvedic and herbal products. Journals, articles, research reports and government documents were reviewed to get the insight of the previous interventions that the stakeholders and policy makers have already in place. Also websites of natural products manufacturing company and online document were investigated to conduct this research. To have the glimpse of preliminary feeling about Vindhya Herbal, the researcher personally visited selected Herbal store in Mysore and Santhigiri ayurveda and siddha hospital (Mysore), interviewed people and store personnel. Interview of an industry expert and a past CEO of the company were conducted. The study consists of both qualitative and quantitative research. To further drill down, the researcher conducted qualitative research via unstructured and open-ended questionnaires on ten respondents. One on- one interview was conducted. The attributes, benefits and brands suggest were incorporated into quantitative studies (Malhotra & Dash, 2012).

Hence, the research design consisted of an exploratory phase followed by a descriptive cross-sectional, closed-ended questionnaire-based survey in Mysore. Two criteria were used to determine target population. First, such area selected were different herbal brands are available, including Vindhya Herbal. Second, only those respondents were interviewed who were using at least one of the herbal products. The sampling unit was an individual consumer. The data collected from three areas of Mysore. Non-probabilistic convenience sampling was used to collect responses. Responses were collected from 13th May, 2015 to 26th May, 2015. The researcher personally collected the data. Proper care was taken to make sure that the questionnaire is correctly filled. In total 68 responses were collected but eight responds were rejected due to incomplete replies. Finally, 60 complete questionnaires were used for data analysis purposes.

The response was collected using structured closed-ended questionnaire approved from previously used and validated study questionnaire to survey Natural Health products among consumers in Kuwait (Awad & Al-Shaye, 2014). Question on never used natural health product? and further related queries on it, were removed. The questionnaire was modified as per local requirement including Indian brands. The question on familiarity with herbal products was used from different literature (Zimmerman & Kandiah, 2012), incorporating Indian brands along with Vindhya Herbal. The questionnaire was recorded in both Kanata Hindi and English. The translated questionnaire was pre-tested for content, design and readability through five respondents and necessary adjustments were made so that it was simple to understand and answer, yet provided precise data. Data entered into IBM SPSS 20 and descriptive analysis conducted. Two types of frequency distribution analysis used for data on a nominal scale. The simple frequency distribution used for single option question. Multiple response frequency distributions used for multiple or more than one option question. Mean and standard deviation for interval scale data. Separate analysis of Vindhya herbal data via a select case of all those who responded "Heard about it and used it" for Vindhya Herbal.

Findings and Discussion:

The study was to understand consumer perception of Herbal products in Mysore with special reference to local brand; Vindhya Herbal. The research study was carried out using three overall objectives. The data analysis and inference building process used for achieving the objectives of the research was done using ten sub-objectives.

1. The attributes suggested by the respondent to use herbal products are prepared from natural ingredient, free from the side effect, fit for health and non-chemical. Most of the respondents mentioned herbal products are made from natural ingredient so they faced no side effect (Kumar & Janagam, 2011). Purchase of herbal products primarily takes place on a monthly basis and use on a daily basis. The second objective was related to familiarity and favourability of herbal brands particularly Vindhya Herbal. The consumers segments of Vindhya herbal products are a middle-middle class, higher educated over age 36. This segments search value for money, examine products quality and performance. The overall familiarity with Vindhya herbal products is low i.e. 23.33 percent. Dabur (90 percent) and Himalaya (70 percent) are the market leader in familiarity as per respondents. However, there is high favourability of Vindhya Herbal products among respondent who have used it. They definitely prefer Vindhya herbal if available at the proximate shop.

2. Mass media, posters and banners and retail stores are the prime sources of information about herbal products and brands. A direct relationship was noticed among products information and the use of mass media, posters and banners (Except for Patanjali whose awareness are through retail stores more than via mass media). In contrast, the sources of information for Vindhya Herbal products area a trade fair, friends/family, posters, banners and retail store for the respondents. The purchase of herbal products takes place at a retail stores and medicines shop for the majority of the brand. The purchase of herbal products is proportionate to the availability of products at a retail store. A trade fair is a significance place for purchasing Vindhya Herbal products. None of the respondents mentioned purchasing of herbal products via online. Some herbal brands are also purchased at various medicine shops like Himalaya and Dabur. Consumers generally consider all herbal products comparable in attributes. They purchase other company product in case of non-availability of preferred brand. They do not take much pain to look for their favourite brands. Since most are low priced items and purchase on a regular base.
3. The third objective explains common herbal products related aspects, attitudes, information of interest and brand loyalty. Mass media and family/friends are two leading recommended sources of information about herbal products. The doctor, family/friends and mass media are the top three trusted source of information for herbal products as per the respondents. Consumers trust doctor (more than 90 percent), to provide precise information on herbal products. The respondents have a positive attitude towards herbal products. All disagree to have faced any side-effect. They all rather agreed to use herbal because it is free from side effect and prepared from natural ingredients. However, consumers are interested in additional informations like the use and beneficial effect, potential side effect, prescription of drugs, how to safely use and report an unwanted side effect or reaction related to herbal products. Most of them were found to have low loyalty. Most of the respondents were using two or more herbal brands. It provides confidence about good prospects for Vindhya Herbal and other herbal brands.

Conclusion:

There is not at all shortage in the demand for herbal products in the market. The consumers concern towards health risk and harmful effect of chemical products forcing them to switch over to natural products (Sharma, Shanker, Tyagi, Singh, & Rao, 2008) How to capture

this market and maintain is a challenge for Vindhya Herbal and other companies.

The first and foremost task before Vindhya Herbal is to increase the familiarity. There is high favorability of Vindhya Herbal products among its users. According to expert brand having low familiarity and high favourability need to invest in marketing effort and must gain the attention of more people (Kotler P. 2004). The brand loyalty of consumer towards herbal products is low. People use more than one brand of herbal brand products at a time. They switched over to another brand in case of non-availability. Marketing is considered to be the heartbeat of an organisation. Therefore, it is very essential for a firm that it must think that what it is doing and what its competitors are doing and must emphasize to create a market driven organisation. Even after a decade in the business awareness level about Vindhya Herbal is unsatisfactory in Mysore, its place of origin. A cost-benefit analysis is required to check the efficiency and effectiveness of its marketing plan. The exposure is the first step in the formation of perception. The bulk sale with state government department cannot resolve the problem. The recognition of Vindhya Herbal products in the market among consumers is essential.

Reference :

- 2.Arya, V., Kumar, S., & Kumar, S. (2012). Consumer Buying Behaviour Towards Ayurvedic Mediciens/ Products in Joginder Nagar (Himachal Pradesh)-A Survey. *Ayurpharm Int J Ayur Alli*
- Sci., 1(3), 60-64.
- 4. Corporate Catalyst (India) Pvt Ltd. (2015). A Brief Report on Nutraceutical Products in India. New Delhi.
- Dabur. (n.d.). Retrieved May 27, 2015, from Dabur celebrate life: <http://www.dabur.com>
- Emami Limited. (2013). Emami Limited Annual Report. Kolkata.
- 7. Ghosh, A. (2015, January 13). Baba Ramdev's Business Empire Soars, With His Own Rising Profile Baba. *The Huffington post in Association*.
- 8. Government of India Planning Commission. (2006, July 31). Working Group on Access to Health Systems including AYUSH. Retrieved May 29, 2015, from Planning Commission Website: <http://planningcommission.nic.in/plans/planrel/11thf.htm>
- Government of India Planning Commission. (2011, July 24). Report of the Working Group on AYUSH for the 12th Five-Year Plan (2012-17). Retrieved May 29, 2015, from Planning Commission Website: http://planningcommission.nic.in/aboutus/committee/wrkgrp12/health/WG_7_ayush.pdf
- 10. Hawkins, D. I., Best, J. R., Coney, A. K., & Mookerjee, A. (2007). *Consumer Behavior-Building Marketing Strategy* (9th ed.). New Delhi: Tata McGraw-Hill.

A STUDY ON ROLE OF SPONSORS' QUALITIES IN SELECTION DECISION OF MUTUAL FUNDS

Dr. G. Mahoori Devi¹

Dr .K. Rajakarthyayan²

Abstract

The range of Mutual fund products being offered to the investors currently is wider and there is stiff competition among the Funds to garner the savings of the individual investors. The investing public now is aware of Mutual fund schemes as an asset class that can be considered for inclusion in their portfolios. The Mutual fund industry has adopted aggressive marketing strategies to promote their investment products and established countrywide distribution network for efficient servicing of investors.

Introduction

Mutual Funds are investment institutions in the capital market of the country. For the lay investors, the Mutual Funds have emerged as another investments vehicle. The concept had originated in the US financial market in 1930s itself and it is now one of the oldest industry in the US having more than 4000 Funds and dealing with 6000 and odd scrips. In India, the UTI pioneered the concept of Mutual Funds way back in 1963. Though the UTI was a Mutual fund, yet the usage of the term 'Mutual fund' was not so familiar until the arrival of public sector and private sector Mutual Funds in the Indian financial market. Starting from 1 in 1963, at present 40 registered Mutual Funds are operating in India.

The range of Mutual fund products being offered to the investors currently is wider and there is stiff competition among the Funds to garner the savings of the individual investors. The investing public now is aware of Mutual fund schemes as an asset class that can be considered for inclusion in their portfolios. The Mutual fund industry has adopted aggressive marketing strategies to promote their investment products and established countrywide distribution network for efficient servicing of investors.

The Association of Mutual Funds in India (AMFI) defines a Mutual fund as 'a trust that pools the savings of a number of investors who share a common financial goal'. Financial market offers a number of opportunities to earn returns. Mutual Funds are one of such opportunities to the investors. The rationale for investing in Mutual Funds lies in the fact that investment in securities requires research and full-time professional attention. These are critical to management of risks and to ensure a portfolio of quality shares and securities. Mutual Funds are a low-cost avenue to avail the services of investment experts while providing the benefits of risk diversification and administrative convenience.

History of Mutual Funds

In 1924 three Boston Securities executives pooled their money together to create the first Mutual fund. The idea of pooling of money together for investing purpose started in Europe in the mid 1800's. The first pooled fund in the US was created in 1893 for the faculty and staff of Harvard University on March 21st 1924 the first official fund was born. It was called the Massachusetts Investors Trust.

In India, the Mutual funds concept took root only in the sixties, after a century-old history elsewhere in the world. Reacting to the needs for a more active mobilization of household savings to provide investible resource to industry, the idea of the first Mutual fund in India was born out of the far-sighted vision of Shri. T. Krishnamachari, the then Finance Minister. He wrote to the then Prime Minister Pandit Jawaharlal Nehru outlining the need for an institution which could serve as the conduit for these resources to the Indian Capital Market. The RBI was entrusted to create this special institution. The idea of Mutual Funds took shape in India in 1963 with the setting up and enactment of the Unit Trust of India (UTI) by framing an Act titled the UTI Act, 1963 to operate both as a financial institution and an investment trust.

Review of Literature

Sawicki. J. (2001)⁷ in his study titled "Investors Differential Response To Managed Fund Performance was Measured in a Different Setting: The Australian Wholesale Funds Market". The results confirmed that, like the U.S. mutual fund investor, institutional investors in Australia react to recent performance. However, a similar response asymmetry was not detected in most tests. Evidenced that small, young funds were potential drivers of the asymmetric response effect was also provided.

¹ Asst. Professor in PG & Research Department of Corporate Secretaryship, Vellalar College for Women (Autonomous), Erode.

² Associate Professor & Head, Department of Corporate Secretaryship Erode Arts and Science College (Autonomous), Erode

Michael, Vance, Smythe and Thomas, (2005)¹³ in their study "Financial Advisor and Mutual Fund Selection" found that financial advisor contribute to their clients as they appear to emphasize important information in the mutual fund selection that individual investors either fail to consider or they were unable to access.

Awan and Arshad, (2012)¹⁷ in their study entitled "Factors valued by Investors' While Investing in Mutual Fund – A behavioural context" explores the factors that investors value while making investment decisions regarding mutual funds and type of behaviour they exhibit. They found that investment in mutual funds was somewhat not very much risky as investment in stock market major findings were that investor age group and cities have different impact on fund selection schemes but income, education level and occupation had no effect. Attributes like past performance of fund, reputation of company, withdrawal facility, company services towards investor have gender impact on decision making. Investors are over confident in term that they have selected best scheme. Investors were risk adverse, exhibit representativeness, status quo bias, and were conservative-Investors consider that losses in investment were due to incorrect recommendations of family and friends and gains were due to better result of investing companies. Image conscious investors were more inclined towards sponsor related service than professional investors.

Jamaludin and Smith (2013)¹⁸ in their study entitled "Mutual Fund Investment Choice Criteria: A Study in Malaysia aims to investigate factors that are considered important in selecting a mutual fund". Analysis of the members' survey indicated significant differences in the ranking of fund selection criteria between Muslim and non-Muslim members. Past performance and the fund's commitment to Islamic principles were considered as the most important selection criteria among non-Muslim and Muslim members respectively. Likewise, analysis of the consultants' survey indicated significant differences in the ranking of fund selection criteria among Muslim and non-Muslim consultants. Both Muslim and non-Muslim consultants considered the fund's commitment to Islamic principles and the fund's past performance as the most important criteria respectively.

Need For the Study

At present there is an array of investment preferences for individuals with relative advantages and disadvantages. The Indian economy has opened up and many developments have been taking place in Indian capital market and money market with the help of financial system and financial institutions or intermediaries which foster savings and channel them to their most efficient

views. One such financial intermediary who has played a significant role in the development and growth of capital market is Mutual fund. The main purpose of doing this research was to know about the fund sponsor qualities which influence the selection of Mutual fund schemes in Erode District.

Objectives of The Study

- To evaluate the fund sponsor qualities which influence the selection of Mutual Funds scheme

Methodology

Data Source

The study is based on primary data .First hand information has been collected from a sample of 563 respondents.

Selection of Sample

Stratified random sampling method was employed to select the sample respondents from various geographical (Revenue blocks) parts of Erode District. All those individuals who invest in mutual fund constitute the universe of this study.

Data Collection and Tools of Analysis

A well structured questionnaire was used for the collection of primary data. In this study the primary data was collected from 563 investors in Erode District. The researcher has used the statistical tools like Percentage analysis, Mean score and Analysis of Variance (ANOVA).

Analysis and Inference

The selection of mutual fund schemes could be affected by various fund sponsors' qualities. For the purpose of this study, six of such fund sponsors' qualities have been selected. The fund sponsors' qualities selected for the present study have been enumerated below:

1. Reputation of sponsoring firm
2. Sponsor has a recognized brand name
3. Sponsor has a well developed agency and network
4. Sponsor has expertise in managing money
5. Sponsor has a well developed research and infrastructure
6. Sponsors' past performance in terms of risk and return

The sample respondents were asked to express their views on these fund sponsors' qualities according to the importance. The level of importance has been rated in five-point scale as – 5 for highly important, 4 for important, 3 for somewhat important, 2 for not very important and 1 for not at all important. The following table shows the views expressed by the sample respondents.

Table - 1 : Importance of Fund Sponsors' Qualities

Fund sponsor qualities	Highly Important	Important	Some what Important	Not very Important	Not at all Important	Total Score	Mean Score
Reputation	252	141	85	56	29	2220	3.943
Recognized Brand name	57	279	164	46	17	2002	3.556
Agency & Network	292	206	20	18	27	2407	4.275
Expertise	274	182	47	33	27	2332	4.142
Research infrastructure	259	206	45	32	21	2339	4.155
Past Performance	81	247	178	32	25	2016	3.581

Source: Primary Data

It is evident from Table 1 that well developed "agency and network" of the fund sponsor has been the most important factor that influenced the selection of mutual fund schemes. It is followed by the "well developed research infrastructure" whose mean scores were 4.275 and 4.155 respectively. The factor which influenced the mutual fund scheme selection of respondents after "agency network and research infrastructure" was sponsors' expertise in "managing money" whose mean score was found to be 4.142. It was followed by "reputation of sponsoring firm" and "sponsors' past performance in terms of risk and returns" whose mean scores were 3.943 and 3.581 respectively. The least important factor influencing the mutual fund scheme selection as revealed by the sample respondents was "recognized brand name" of sponsor with its mean score of 3.556.

A comparison has been made between the schemes and fund sponsors' qualities. In order to understand the difference between the schemes and fund sponsors' qualities, certain hypotheses have been framed and tested with the help of analysis of variance (ANOVA), the results are furnished below

Schemes and Fund Sponsors' Qualities

The sample respondents have been divided into three groups based on the scheme of mutual funds they have chosen. The schemes of mutual funds are classified into three strata, and have been taken for the purpose of study. The level of importance towards each of the fund sponsors' qualities has been analysed with the mutual funds schemes chosen by the respondents. Tables 4.40 to 4.51 exhibit the results of the analysis of difference between mutual fund schemes and level of importance of fund sponsors' qualities.

Table - 2 : Scheme and Importance of Sponsors' Reputation

Level of importance	Open ended Scheme	Close ended Scheme	Interval scheme	Total
Highly important	117 (44.65%)	84 (43.30%)	51 (47.66%)	252
Important	64 (24.43%)	46 (23.71%)	31 (28.97%)	141
Somewhat important	49 (18.70%)	28 (14.43%)	8 (7.48%)	85
Not very important	22 (8.40%)	24 (12.37%)	10 (9.35%)	56
Not at all important	10 (3.82%)	12 (6.19%)	7 (6.54)	29
Total	262	194	107	563

Source: Primary Data

Table 2 reveals that out of 262 respondents who have preferred open ended mutual fund schemes, (44.65%) of the respondents stated that sponsor's reputation was highly important while a minimum of 3.82 per cent of the respondents of this category opined that sponsor's reputation was not at all important. Among 194 respondents, who have preferred closed ended mutual funds, (43.30%) of the respondents expressed their views that fund sponsors' reputation was highly important and the minimum of (6.19%) of the respondents felt that sponsors' reputation was not at all important. It is also noted that (47.66%) of the respondents who have preferred interval schemes stated that sponsor's reputation was highly important and the minimum (6.54%) of the respondents felt that it was not at all important. It denotes that majority of all the groups invariably stated that fund sponsors' reputation was highly important.

In order to understand the difference between mutual fund scheme preferred and the importance on sponsors' reputation, the following hypotheses have been framed and tested. The result of the test is shown in the following table

Null Hypothesis (H0) : There is no significant difference between mutual fund scheme preferred and the importance of sponsors' reputation.

Alternative Hypothesis (H1) : There is a significant difference between mutual fund scheme preferred and importance of sponsors' reputation.

Table - 3 : Scheme and Importance of Sponsors' Reputation - ANOVA

Source of variation	Sum of Squares	DF	Mean Square	F	Significance
Between Groups	2.397197	2	1.198599	0.821	Not Significant
Within Groups	817.784	560	1.460329		
Total	820.1812	562			

According to Table 3 the computed value of F was found to be 0.821. Since it falls in the acceptance region, the null hypothesis is accepted and it is concluded that there is no significant difference between mutual fund scheme preferred and the importance of sponsors' reputation. It implies that the importance of sponsors' reputation was felt highly important invariably by all the investors irrespective of mutual fund scheme preferred.

Table - 4 : Scheme and Importance of Sponsors' Brand Name

Level of importance	Open ended Scheme	Close ended Scheme	Interval scheme	Total
Highly important	0 (0%)	0 (0%)	57 (53.27%)	57
Important	240 (91.60%)	11 (0.52%)	38 (35.51%)	279
Somewhat important	0 (0%)	164 (84.54%)	0 (0%)	164
Not very important	16 (6.11%)	22 (11.34%)	8 (7.48%)	46
Not at all important	6 (2.29%)	7 (3.60%)	4 (3.74%)	17
Total	262	194	107	563

Source: Primary Data

It is understood from Table 4 that sponsors' brand name was important for a good majority (91.60%) of the respondents out of 262 respondents who preferred open ended mutual fund schemes and not at all important (2.29%) of the respondents of this category. None of these respondents have opined that sponsors' brand name was highly important. Out of 194 respondents who have preferred close ended schemes, the majority (84.54%) of the respondents felt that sponsors' brand name was somewhat important while only (0.52%) of the respondents who had preferred close ended mutual fund scheme opined that sponsors' brand name was important while nobody has stated that it was highly important. Among 107 respondents who had preferred interval schemes, the majority (53.27%) of the respondents argued that sponsors' brand name was highly important whereas (3.74 %) of the respondents have considered that sponsors' brand name was not at all important and none of them felt that it was somewhat important.

It proclaims that sponsors' brand name was important for most of the respondents who have chosen open ended scheme while it was somewhat important for most of the respondents who have chosen close ended scheme, and the sponsors' brand name was highly important in respect of the majority of respondents who preferred interval scheme. Thus the level of importance varies according to the schemes preferred. With a view to ensure the significance of difference between investors with reference to fund sponsors' brand name, the following hypotheses have been framed and tested with the help of ANOVA. The result of the test is shown in Table 4.43.

Null Hypothesis (H0) : There is no significant difference between mutual fund scheme preferred and the importance of sponsors' brand name.

Alternative Hypothesis (H1) : There is a significant difference between mutual fund scheme preferred and the importance of sponsors' brand name.

Table - 5 : Scheme and Importance of Sponsors' Brand Name - ANOVA

Source of variation	Sum of Squares	DF	Mean Square	F	Significance
Between Groups	176.7038	2	88.3519	183.056	Significant
Within Groups	270.2838	560	0.48265		
Total	446.9876	562			

Table 5 evidences that the computed value of F was 183.056. Since it falls in the rejection region, the null hypothesis is rejected and it is concluded that there is a significant difference between mutual fund scheme preferred and sponsors' brand name. It is inferred that the level of importance of sponsors' brand names varies significantly according to the mutual fund scheme preferred by the investors.

Table - 6 : Scheme and Importance of Sponsors' Network

Level of importance	Open ended Scheme	Close ended Scheme	Interval scheme	Total
Highly important	218 (83.21%)	18 (9.28%)	56 (52.34%)	292
Important	11 (4.205)	173 (89.18%)	22 (20.56%)	206
Somewhat important	0 (0%)	0 (0%)	20 (18.69%)	20
Not very important	13 (4.96%)	1 (0.52%)	4 (3.74%)	18
Not at all important	20 (7.63%)	2 (1.03%)	5 (4.67%)	27
Total	262	194	107	563

Source: Primary Data

From Table 6 it is observed that out of 262 respondents who preferred open ended mutual fund schemes, the vast majority (83.21%) of the respondents felt that sponsors' network was highly important in selection of mutual fund schemes while (4.20%) of the respondents stated that it was important and none of them considered the sponsors' network as somewhat important. In respect of 194 respondents who preferred close ended mutual funds, the majority (89.18%) of the respondents realised that sponsors' network was important whereas only (0.52%) of them felt that it was not very important. Among those who preferred interval scheme, (52.34%) of the respondents out of 107 respondents expressed that sponsors' network was highly important while (3.74%) of them stated that it was not very important and (4.67%) of the respondents felt that sponsors' network was not at all important in selection of mutual fund schemes. It denotes that for the investors who preferred open ended schemes and interval schemes, sponsors' network was highly important while for those who preferred close ended schemes, the sponsors' network was merely important.

An attempt has been made to observe the difference between mutual fund schemes preferred and level of importance of sponsors' network; the following hypotheses have been framed and tested with the help of analysis of variance. The result of the test is shown in the following table

Null Hypothesis (H0) : There is no significant difference between mutual fund schemes preferred and the level of importance of sponsors' network.

Alternative Hypothesis (H1) : There is a significant difference between mutual fund schemes preferred and the level of importance of sponsors' network.

Table - 7 : Scheme and Importance of Sponsors' Network – ANOVA

Source of variation	Sum of Squares	DF	Mean Square	F	Significance
Between Groups	25.92554	2	12.96277	12.999	Significant
Within Groups	558.4013	560	0.997145		
Total	584.3268	562			

Table 7 reveals that the computed value of F was 12.999 since it falls in the rejection region, the null hypothesis is rejected and hence, it is concluded that there is a significant difference between mutual fund schemes preferred and level of importance of sponsors' network. It denotes that importance of sponsors' network varies significantly according to the mutual fund schemes preferred by the investors.

Table - 8 : Scheme and Importance of Sponsors' Expertise

Level of importance	Open ended Scheme	Close ended Scheme	Interval scheme	Total
Highly important	196 (74.81%)	16 (8.25%)	62 (57.94%)	274
Important	9 (3.44%)	153 (78.87%)	20 (18.69%)	182
Somewhat important	24 (9.16%)	13 (6.70%)	10 (9.35%)	47
Not very important	17 (6.49%)	8 (4.12%)	8 (7.48%)	33
Not at all important	16 (6.10%)	4 (2.06%)	7 (6.54%)	27
Total	262	194	107	563

Source: Primary Data

Table 8 reveals that out of 262 respondents who have preferred open ended mutual fund schemes, the majority (74.81%) of the respondents stated that sponsors' expertise was highly important while a minimum (3.44%) of the respondents of this category opined that sponsors' expertise was important. Among 194 respondents who have preferred closed mutual funds, majority (78.87%) of the respondents expressed their views that fund sponsors' expertise was important and the minimum (2.06%) of the respondents felt that sponsors' expertise was not at all important. It is to be noted that (57.94%) of 107 respondents who have preferred interval schemes stated that sponsors' expertise was highly important and the minimum (6.54%) of the respondents felt that it was not at all important.

In order to understand the difference between mutual fund scheme preferred and importance on sponsors' expertise, the following hypotheses have been framed and tested with the help of analysis of variance. The detailed result is shown in Table 4.47

Null Hypothesis (H0) : There is no significant difference between mutual fund scheme preferred and the importance of sponsors' expertise.

Alternative Hypothesis (H1) : There is a significant difference between mutual fund scheme preferred and the importance of sponsors' expertise.

Table - 9 : Scheme And Importance of Sponsors' Expertise - ANOVA

Source of variation	Sum of Squares	DF	Mean Square	F	Significance
Between Groups	24.87281	2	12.43641	10.556	Significant
Within Groups	659.7595	560	1.178142		
Total	684.6323	562			

According to Table 9 the computed value of F was found to be 10.556. Since it falls in the rejection region, the null hypothesis is rejected and hence, it is concluded that there is a significant difference between mutual fund scheme preferred and importance of sponsors' expertise. It implies that the importance of sponsors' expertise varies according to mutual fund scheme preferred.

Table - 10 : Scheme And Importance of Sponsors' Research Infrastructure

Level of importance	Open ended Scheme	Close ended Scheme	Interval scheme	Total
Highly important	178 (67.94%)	15 (7.73%)	66 (61.68%)	259
Important	11 (4.20%)	173 (89.18%)	22 (20.56%)	206
Somewhat important	34 (12.98%)	1 (0.51%)	10 (9.35%)	45
Not very important	23 (8.78%)	3 (1.55%)	6 (5.61%)	32
Not at all important	16 (6.10%)	2 (1.03%)	3 (2.80%)	21
Total	262	194	107	563

Source: Primary Data

It is understood from Table 10 that sponsors' research infrastructure was highly important for the vast majority (67.94%) of the respondents out of 262 respondents who preferred open ended mutual fund schemes and the same was minimum who had expressed not at all important (6.10%) by the respondents of this category. Out of 194 respondents who have preferred close ended schemes, majority (89.18%) of the respondents felt that sponsors'

research infrastructure was important while only one respondent who had preferred close ended mutual fund scheme opined that sponsors' research infrastructure was somewhat important. Among 107 respondents who had preferred interval schemes, majority (61.68%) of the respondents argued that sponsors research infrastructure was highly important whereas (1.03%) of the respondents have considered that sponsors' research infrastructure was not at all important.

It proclaims that sponsors' research infrastructure was highly important for most of the open ended scheme investors while it was important for most of the close ended scheme investors and the sponsors' research infrastructure was highly important in respect of the majority of investors who preferred interval scheme. Thus the level of importance varies according to the schemes preferred. With a view to ensure the significance of difference between investors with reference to fund sponsors' research infrastructure, the following hypotheses have been framed and tested with the help of ANOVA. The detailed result of the test is shown the following table

Null Hypothesis (H0) : There is no significant difference between mutual fund scheme preferred and the importance of sponsors' research infrastructure.

Alternative Hypothesis (H1) : There is a significant difference between mutual fund scheme preferred and the importance of sponsors' infrastructure.

Table - 11 : Scheme And Importance of Sponsors' Research Infrastructure – ANOVA

Source of variation	Sum of Squares	DF	Mean Square	F	Significance
Between Groups	7.567152	2	3.783576	3.531	Significant
Within Groups	599.9888	560	1.071409		
Total	607.556	562			

Table 11 examines that the computed value of F was 3.531. Since it falls in the rejection region, the null hypothesis is rejected and hence, it is concluded that there is a significant difference between mutual fund scheme preferred and the sponsors' research infrastructure. It is inferred from the analysis that the level of importance of sponsors' research infrastructure varies significantly according to the mutual fund scheme preferred by the investors.

Table - 12 : Scheme And Importance of Sponsors' Past Performance

Level of importance	Open ended Scheme	Close ended Scheme	Interval scheme	Total
Highly important	41 (15.65%)	29 (14.95%)	11 (10.28%)	81
Important	130 (49.62%)	75 (38.66%)	42 (39.25%)	247
Somewhat important	69 (26.33%)	70 (36.08%)	39 (36.45%)	178
Not very important	10 (3.82%)	12 (6.19%)	10 (9.35%)	32
Not at all important	12 (4.58%)	8 (4.12%)	5 (4.67%)	25
Total	262	194	107	563

Source: Primary Data

From Table 12 it is observed that out of 262 respondents who have preferred open ended mutual fund schemes, majority (49.62%) of the respondents felt that sponsors' past performance was important in selection of mutual fund schemes. While (3.82%) of the respondents stated that it was not very important. In respect of 194 respondents who have preferred close ended mutual funds, majority (38.66%) of the respondents realised that sponsors' past

performance was important whereas only (4.12%) of them felt that it was not at all important. Among those who preferred interval scheme, (39.25%) of 107 respondents expressed that sponsors' past performance was highly important while (4.67%) of them stated that it was not at all important in selection of mutual fund schemes. It denotes that for the investors of all the mutual fund schemes, sponsors' past performance was important.

An attempt has been made to observe the difference between mutual fund schemes preferred and level of importance of sponsors' past performance; the following hypotheses have been framed and tested with the help of ANOVA. The result of the test is shown in the following table

Null Hypothesis (H0) : There is no significant difference p between mutual fund schemes preferred and the level of importance of sponsors' past performance.

Alternative Hypothesis (H1) : There is a significant difference between mutual fund schemes preferred and the level of importance of sponsors' past performance.

Table - 13 : Scheme and Importance Of Sponsors' Past Performance ANOVA

Source of variation	Sum of Squares	DF	Mean Square	F	Significance
Between Groups	5.927477	2	2.963738	3.273	Significant
Within Groups	507.1453	560	0.905617		
Total	513.0728	562			

Table 13 reveals that the computed value of F was 3.273. Since it falls in the rejection region, the null hypothesis is rejected and hence, it is concluded that there is a significant difference between mutual fund schemes preferred and level of importance of sponsors' past performance. It denotes that importance of sponsors' past performance varies significantly according to the mutual fund schemes preferred by the investors.

Findings

1. The fund sponsors' quality was studied by selecting six characters. Out of these six characters the agency network was given first priority and it is followed by research infrastructure and expertise qualities.
2. Schemes and fund sponsors' qualities was studied and it was found that reputation of the fund sponsors is occupied "highly important" for open ended and close ended schemes. The ANOVA test highlights that there is no significant difference between schemes preferred and fund sponsors' reputation.
3. The importance of sponsors' brand name was studied and it was learnt that it is "important" for open ended schemes. On the other hand, somewhat important opinion was given by other respondents. The ANOVA test proved that there is a significant difference between mutual funds schemes preferred and importance of sponsors' brand name.
4. The importance of sponsors' network was studied and it was learnt that the respondents opined that sponsors' network is "highly important" by the majority of the respondents. The F- test also proved that there is significant difference between mutual fund schemes preferred and the level of importance of sponsors' network.
5. The sponsors' expertise and their importance in selecting mutual funds schemes were studied, 274 respondents were opined that it is "highly important" and 182 respondents expressed as "important". The ANOVA test proved that there is significant difference between mutual funds schemes preferred and the importance of sponsors' expertise.
6. The importance of sponsors' research infrastructure was studied and found that 259 respondents expressed their opinion as "highly important" and it is followed by 206 respondents as "important". The F-test also proved that there is significant difference between mutual funds preference and importance of sponsors' research infrastructure preferred.
7. The importance of sponsors' past performance was analysed and it was found that 247 respondents felt it is "important" and 178 respondents opined as "somewhat important". The ANOVA test proved that there is significant difference between mutual funds schemes preferred by the respondents and importance of sponsors' past performance.

Suggestions

The fund sponsors' qualities were studied by selecting six qualities. Out of these six characters agency network was given first priority and it is followed by research infrastructure. Whereas recognition of brand name,

expertise in managing money and analysing the past performance in terms of risk and returns are not having adequate exposure. Hence, it is suggested that a good exposure should be offered by SEBI.

References

1. Noel Capon, Gavan J. Fitzsimons, Russalan Prince (1996), "An Individual Level Analysis of the Mutual Fund Investment Decision", *Journal of financial services research*, vol. 10, 59-88.
2. Sawicki.J. (2001), "Investors' Differential Response to Managed Fund Performance", *The Journal of Financial Research*, vol. 24, no.3, 367-384.
3. Micheal A, Lesseing, Vance P, Smythe, Thomas I, (2005), "Financial Advisor and Mutual fund selection". *Journal of financial planning*, vol.18, issue 3, 64-70.
4. Donner, O. and O. Oxenstierna (2007), "The Factors That Investors Value When Choosing Mutual Funds: Implications from a Market Dominated By Four Banks". Masters' thesis in Finance and Marketing, Presentation date - June 8, 2007.
5. Gupta and Subhash Chander(2011), "Consideration of Sources of Information's Selection Criteria In Mutual Fund Purchases' A Comparative Study of Retail And Non-Retail Investors" *IUP Journal of Applied Finance*, vol.17, no.1, 27-42.
6. M. Awan and Shanza Arshad (2012), "Factors valued by investors while investing in Mutual Funds-A behavioural context" *Interdisciplinary Journal of contemporary Research in Business*, vol.4, no.1, 503-512.
7. Bernadette D'Silva, Stephen D'Silva, Roshini Subodh Kumar Bhuptani (2012), "A Study on Factor Influencing Mutual Fund Investment in India", Retrieved from

MUTUAL FUNDS A PREFERRED SAVING AVENUE OF THE INVESTORS

Vinnarasi.B¹Dr. Kumar²

Abstract

Savings form an important part of the economy of any nation. Savings represents that part of disposable income that is not spent on final consumption of goods and services. Mutual fund is one of the best saving avenue in the present modern financial scenario. Investment in mutual fund has shown a remarkable progress in India in the recent years when compared with other investment avenues. Investment in mutual funds is considered as one of the safest mode which earns fair and safest returns to the small investors which significantly contributes to the growth of capital markets. The present study explains briefly about the mutual fund industry and the market potentiality of mutual funds among the investors.

Key words : Saving, Mutual fund, investor's preferences.

Introduction

Savings is defined as the difference between income and consumption. During pre-independence period in India, people spent most of their income on consumption and only a small amount of income was left in the form of savings. As a result, the saving rate was very low. Since the attainment of Independence in 1947, the major objective of the government has been the promotion of savings and capital formations. Increase in the savings, use of increased saving for financing the increasing required investment, use of the increased investment for increasing savings and use of the increased savings for a further financing the required investment constitute the strategy of economic growth. The process may continue till the saving, investment ratio to income would get stabilized and there would be steady and self-sustained increases in national income and economic welfare. Investment is the sacrifice of certain present value for the uncertain future reward. Investment is an activity that is engaged in by people who have savings. Savings directed into investment. With the savings invested in various options available to the people, the money act as the driver for the growth of the country. Indian financial scene too presents a plethora of avenues to the investors. The main objective of the investor is to minimize the risk and maximize the return. Mutual funds represent the most appropriate investment opportunity for most investors. As financial markets become more sophisticated and complex, investors need a financial intermediary who provides the required knowledge and professional expertise on successful investing. Here mutual funds act as an intermediary. In a modern economy financial institutions act as an intermediaries between lenders and borrowers⁴. Financial markets are the backbone of an economic system and aid collection of scarce capital across the productive sectors of the economy. The Indian financial system has always had a well-defined institutional structure.

Mutual funds

Mutual funds are a type of professionally managed collective saving investment scheme that pools the savings of number of investors who share a common goal. The money thus collected is invested in capital market instruments such as shares, debentures, and other securities. The income earned through these saving investments is shared by its unit holders in proportion to the number of units owned by them. Thus a Mutual Fund is considered as the most suitable investment for the common man, as it offers an opportunity to invest in a diversified, professionally managed basket of securities at a relatively low cost. The small savings of all the investors are put together to increase the buying power and hire a professional manager to invest and monitor the money. Anybody with an investible surplus of as little as a few thousand rupees can invest in Mutual Funds. Each Mutual Fund scheme has a defined investment objective and strategy.

From the inception till 1987, UTI enjoyed monopoly in Indian Mutual Fund market. In the year 1993, this market was opened for private players. The first private sector fund to operate in India was Kothari Pioneer, which later merged with Franklin Templeton. Securities Exchange Board of India (SEBI) formulated the Mutual Fund (Regulation) 1993, which was the first established comprehensive regulatory framework for the mutual fund industry. This proved to be a boon for the mutual fund industry and since then several mutual funds have been set up by the private sector as well as the joint sector. Several private sector companies have established their own funds in the country, making mutual fund industry one of the most followed sectors by critics and investors alike. The industry now functions under the SEBI (Mutual Fund) Regulations 1996.

¹ Associate Professor, Department of commerce, Christ University, Bangalore.

² Associate Professor, Department of Commerce, National College, Trichy

Importance of Mutual Fund

When considering mutual fund as a saving investment, the first challenge that almost every investor faces is a plethora of saving options. From stocks, bonds, shares, money market securities, to the right combination of two or more of these, however, every saving option presents its own set of challenges and benefits. Mutual funds allow investors to pool in their money for a diversified selection of securities, managed by a professional fund manager. It offers an array of innovative products like fund of funds, exchange-traded funds, Fixed Maturity Plans, Sectoral Funds and many more.

Mutual fund as an investment avenue to save for the future, offer second highest earning potential in long run, the first position being taken by equities. Often equity requires careful study of market and the companies to invest in. This is not everybody's cup of tea as it needs lot of research and the investor might find it boring, tedious and just not have the time on hand to do it. This does not mean that the investor cannot reap the benefit of high earning potential of equities.

Mutual funds offer the perfect gateway for the investors to enter into the equity market in a safe and secured manner. Over the years, investors are turning their preference to mutual funds over traditional instrument. It has come out as an easy investing vehicle due to its multiple advantages like professional expertise, diversification, returns etc. As the value of money decreases with passage of time, an unused amount if not invested will eventually lose its purchasing power, it becomes essential to deploy one's savings in an appropriate investment. There are several investment options with different risk and return profiles that cater to the needs of the investor's appetite. The dividend received on mutual fund is completely tax exempted and the investment in mutual fund also fetches the benefit of reduction in tax burden.

Mutual funds offer many benefits:

- Mutual Funds help investors generate better inflation-adjusted returns, without spending a lot of time and energy on it. While most people consider letting their savings 'grow' in a bank, they don't consider that inflation may be nibbling away its value.
- Mutual Funds provide an ideal investment option to place the savings for a long-term inflation adjusted growth, so that the purchasing power of and investors hard earned money does not plummet over the years.
- Investors are provided with the services of an experienced fund manager who handles the financial decisions based on the performance and prospects available in the market to achieve the objectives of the mutual fund scheme.

- When the convenience and time saving is taken into consideration, mutual funds are an ideal investment option.
- With low investment amount alternatives, the ability to buy or sell them on any business day and a multitude of choices based on an individual's goal and investment need, investors are free to pursue their course of life while investment earn for them.
- The biggest advantage for any investor is the low cost of investment that mutual funds offer, as compared to investing directly in capital markets. Mutual funds, on the other hand, are relatively less expensive. The benefit of scale in brokerage and fees translates to lower costs for investors.
- Mutual funds help mitigate risks to a large extent by distributing the investment across a diverse range of assets. Mutual funds offer a great investment opportunity to investors who have a limited investment capital.
- In case of open ended schemes investors have the advantage of getting their money back promptly based on the Net Asset Value (NAV) at that time. In case close-ended schemes, it can be traded in the stock exchange.
- Based on medium or long-term investment, mutual funds have the potential to generate a higher return, as the investor can invest on a diverse range of sectors and industries.
- To give a clear picture of how the investments are doing, fund managers provide regular information about the current value of the investment, along with their strategy and outlook.
- Since every mutual fund is regulated by SEBI, it can be assured the investment. Every form of investment involves risk. However, skilful management, selection of fundamentally sound securities and diversification can help reduce the risk, while increasing the chances of higher returns over time.

Indian Mutual Fund Industry:

The mutual fund industry in India started in 1963 with the formation of Unit Trust of India, at the initiative of the Government of India and Reserve Bank. Since then the number of mutual fund houses went on increasing, with many foreign mutual funds setting up funds in India and also the industry has witnessed several mergers and acquisitions. As at the end of January 2003, there were 33 mutual funds with total assets of Rs. 1,21,805 crores. The Unit Trust of India with Rs.44,541 crores of assets under management was way ahead of other mutual funds. Since February 2003, following the repeal of the Unit Trust of India Act 1963 UTI was bifurcated into two

separate entities. One is the Specified Undertaking of the Unit Trust of India with assets under management of Rs.29,835 crores as at the end of January 2003, representing broadly, the assets of US 64 scheme, assured return and certain other schemes. The Specified Undertaking of Unit Trust of India, functioning under an administrator and under the rules framed by Government of India and does not come under the purview of the Mutual Fund Regulations.

The second is the UTI Mutual Fund Ltd, sponsored by SBI, PNB, BOB and LIC. It is registered with SEBI and functions under the Mutual Fund Regulations. With the bifurcation of the erstwhile UTI which had in March 2000 more than Rs.76,000 crores of assets under management and with the setting up of a UTI Mutual Fund, conforming to the SEBI Mutual Fund Regulations, and with recent mergers taking place among different private sector funds, the mutual fund industry has entered its current phase of consolidation and growth. As at the end of September, 2004, there were 29 funds, which manage assets of Rs.153108 crores under 421 schemes.

Mutual Funds Vs Other saving Investments :

Mutual Funds offer several advantages over stock investments, including diversification and professional management. A mutual fund may hold investments in hundreds or thousands of stocks, thus reducing risk of any particular stock. Also, the transaction costs associated with buying individual stocks are also spread around among all the mutual fund shareholders. As well, a mutual fund benefits from professional fund managers who can apply their expertise and dedicate time to research and investment options. Mutual funds, however, are not immune to risks. Mutual funds share the same risk associated with the types of investments the fund makes. If the fund mainly invests in stocks, the mutual fund is usually subject to the same ups and downs and risks as the stock market.

Risks involved in Mutual Funds :

Mutual funds may face the following risks, leading to non-satisfactory performance:

1. Excessive diversification of portfolio, losing focus on the securities of the key segments.
2. Too much concentration on blue – chip securities which are high priced and which do not offer more than average return.
3. Necessity to effect high turnover through liquidation of portfolio resulting in large payments of brokerage and commission.
4. Poor planning of investment with minimum returns.
5. Unresearched forecast on income, profits and government policies.

6. Fund managers being unaccountable for poor results.
7. Failure to identify clearly the risk of the scheme as distinct from risk of the market.

Mutual Fund Investors and Their Behaviour

Due to the growth of mutual fund industry, the investors prefer mutual funds as an investment. Mutual fund companies offer variety of schemes for all type of investors. Now an investor can start his investments from `50. Investment in mutual funds has grown very fast and has spread to even the remotest part of the country where a stock exchange does not function. But the big question is the mutual fund investor has a full knowledge about the capital market or not. The main reason for investing in mutual funds are diversification, flexibility, professional management ,low cost etc., The investment behaviour of the people is mainly based on the availability of fund, availability of investment avenues, investment objective, duration of investment, risk, nature of investment, selection of fund, attitude towards investment and also the problems encountered in investing on mutual funds. Indian investors have not been absolutely logical and rational in their investment behaviour and their investment decisions are always affected by the definite behavioural factors. The classical financial theories always suggest that external environmental factors like economic factors, political factors, socio-cultural factors, etc., always affect the performance of capital markets and decision making of the investor is always guided by a change in these factors . The optimum portfolio composition will in general differ among investors. It will depend both on their tastes and preferences that determine their expected utility from return and risks, and on the shape and position of the efficient opportunity available to them. Since the investor behaviours includes selection of fund families, variables leading to select the mutual fund, attitude towards the investment on mutual funds, reason for switching from are found to another and also the problems encountered in investing on mutual fund industry covers all these areas. **(Table -1)**

Attitude of Mutual Fund Investors

Attitude is a favorable or unfavorable evaluative reaction toward something or someone exhibited in ones beliefs, feelings, or intended behaviour. A mental or neutral state of readiness organized through experience, exerting a direct dynamic influence upon the individual's response to all objects and situations with which it is related. It is the reflection of how an individual feels about something and reach in a certain manner towards an idea. Attitude is made up of three components namely cognitive, affective and conative or behavioural. The cognitive component concerns one's beliefs; the affective component involves feelings and evaluations and the behavioural component consists of ways of acting toward

Table - 1 : Different Investment avenues

OPTIONS	RETURN	RISK	LIQUIDITY
Fixed Deposits	Low	Low	Low
Direct Equity	Very high return	Very high	High
Insurance	Medium	Low	Low
Company fixed deposits	Low	High	Very low
Debentures	Low	Medium	Medium
Bonds	Low	Low	Low
MUTUAL FUNDS	High	Medium	High
Post office schemes	Low	Low	Low
Government securities	Low	Low	Low
Real estate	High	High	Low
Currency	High	High	High

the attitude object. The cognitive aspects of attitude are generally measured by surveys, interviews, and other reporting methods, while the affective components are more easily assessed by monitoring physiological signs such as heart rate. Behaviour, on the other hand, may be assessed by direct observation. This is the common idea of attitude. An investor is a person who commits money to investment products with the expectation of financial return. Generally, the primary concern of an investor is to minimize risk while maximizing return, as opposed to a speculator, who is willing to accept a higher level of risk in the hopes of collecting higher-than average profits. So his attitudes are related to these financial activities. The investors' attitude towards investment is related with respect to their financial needs, investment objective, and time horizon of investment, willingness to take risk, fluctuations in the value of investment, investment experience, preference and degree of safety for financial assets. In the financial industry, Mutual Funds have become a hot favourite of millions of people all over the world. A mutual fund is a special type of institution, a trust or an investment company which acts as an investment intermediary and invests the savings of large number of people to the corporate securities in such a way that investors get steady returns, capital appreciation and a low risk. It is essentially a mechanism of pooling together the savings of a large number of investor for collecting investment with an avowed objective of attractive yields and appreciation in their values. The concept of 'Mutual Fund' is a new feature in Indian capital market but not to international capital markets. A mutual fund in the most suitable investment for the retail investors as it offers an opportunity to invest in a

diversified, professionally managed portfolio at a 139 relatively low cost. At the retail level, investors are unique and are a highly heterogeneous group. A large number of investment options are available to investors. Currently there are large numbers of schemes available and asset management companies (AMCs) compete against one another by launching new products or repositioning old ones. Unless mutual fund schemes are tailored to the changing needs, and the AMCs understand the fund selection behaviour of the investors, survival of funds will be difficult in future.

Review of Literature

V, C. G. (2003). "Investors Behavioral Pattern of Investment and Their Preferences of Mutual Funds". He concluded that off all the sections of the society, the household group contributes much of the capital, forming the lifeblood for the economy. According to his analysis, the mutual fund business in India is still in its embryonic form as they currently account for only 15 % of the market capitalization. The success of mutual funds business largely depends on the product innovation, marketing, customer service, fund management and committed manpower. The investment pattern of the investors reveals that a majority of the investors prefer real estate investments followed by mutual fund schemes, gold and other precious metals.

Singh J. And S. Chander (2006). "Investors Preference for Investment in Mutual Funds: Empirical Evidence". They pointed out that since interest rates on investments like public provident fund, national saving certificate, bank deposits, etc. are falling; the investment avenues

available for small investors may be questioned. Direct investment in capital market is an expensive proposal, and keeping money in saving schemes is not advisable. One of the alternatives is to invest in capital market through mutual funds. The findings also revealed the varied experience of respondents regarding the returns received from investments made in mutual funds.

Ranganathan, K. (2006). "A Study of Fund Selection Behavior of Individual Investors towards Mutual Funds - with Reference to Mumbai City". This study has made an attempt to examine the related aspects of the fund selection behavior of individual investors towards Mutual funds in the city of Mumbai. She also aims to obtain a better understanding about how the financial markets are affected by the 'financial behavior' of investors. With the reforms of industrial policy, public sector, financial sector and the many developments in the Indian money market and capital market, Mutual Funds which has become an important portal for the small investors, is also influenced by their financial behavior. This research will help in developing and expanding knowledge in the field of mutual funds and the behavior of individual investors towards the same.

Walia, N. (2009). "An Analysis of Investor's Risk Perception towards Mutual Funds Services." this research proposes to identify the critical gaps in the existing framework for mutual funds and further extend it to realizing the need for redesigning the existing mutual fund services by acknowledging Investor Oriented Service Quality Arrangements (IOSQA) in order to comprehend investor's behavior while introducing any financial innovations. Markets are becoming more exhaustive with financial products seeking new innovations and to some extent innovations are also visible in designing mutual funds portfolio but these changes need alignment in accordance with investor's expectations. Thus, it has become imperative to study mutual funds from a different angle, i.e., to focus on investor's expectations and uncover the unidentified parameters that account for their dissatisfaction.

Vyas, R. (2012). "Mutual Fund Investor's Behaviour and Perception in Indore City". This research paper focused attention on number of factors that highlights investors' perception about mutual funds. It was found that mutual funds were not that much known to investors, still investor relies upon bank and post office deposits. Most of the investor used to invest in mutual fund for not more than 3 years and they used to quit from the fund which were not giving the desired results. Equity option and SIP mode of investment were on top priority in investors' list without considering the risk involved in their investment.

Das, S. K. (2012). "Semi Urban Investors Attitude and Preferences in Mutual Funds Investment: Case Study".

This study aims at finding out the attitude of the investors towards investment in mutual funds in Nagaon district of Assam. The investigation outlined that mostly the investors have positive approach towards investing in mutual funds.

Jain, S., & Jain, A. (2012). "Analysis Regarding Mutual Funds Awareness and Opinion". The study aims to gather an understanding of the awareness and opinions on mutual funds of investors. A Mutual Fund is a trust that pools the savings of a number of investors who share a common financial goal.

Rathnamani, V. (2013). "The Investor's Preferences towards Mutual Fund Industry in Trichy". This study aims to show the growing importance of mutual fund investment in India, when compared with other financial instruments. The study also explains briefly about the mutual fund industry and the role of investment pattern and preferences of investors behind investing in mutual fund.

Kaur, S. (2013). "The Investor's perception towards Selection of Mutual Funds rather than Stock Markets". This paper is an attempt to know the investors perception towards selection of mutual funds. Moreover this study is also attempted to give suggestions to investors for making investment in mutual funds. A five point Likert scale questionnaire has been constructed. The analysis of data has been done with factor analysis. The findings of the study revealed that investor consider mutual funds.

Objective of the study

- To study various saving avenues, in particular investors preference in saving especially in mutual funds.
- To obtain the percentage of savings being invested in mutual funds.
- To study market potentiality of mutual fund among investors.

Methodology

The methodology includes data and sources of data, sample size, area of the study and framework of analysis. The study is based on primary and secondary data. Primary data have been collected from 100 respondents through a questionnaire covering different groups of people in Bangalore City area. The secondary data have been collected from various books, magazines, journals, news papers and websites.

Sampling

For the purpose of this study 100 respondents have been chosen on a randomly convenient base in Bangalore city. The respondents are segregated on the basis of different variables such as income, age, occupation, gender, academic qualification and annual saving. All

the required information from investors has been collected based on their knowledge.

Tools of Data Analysis:

The data and information collected have been classified, tabulated and processed and its findings were presented in a systematic manner using Garrett Ranking.

Garrett's ranking technique was used to rank the preference indicated by the respondents on different factors. As per this method, respondents have been asked to assign the rank for all factors and the outcomes of such ranking have been converted into score value with the help of the following formula:

$$\text{Percent position} = \frac{100 (R_{ij} - 0.5)}{N_j}$$

Where

R_{ij} = Rank given for the i th variable by j th respondents

N_j = Number of variable ranked by j th respondents

With the help of Garrett's Table, the percent position estimated is converted into scores. Then for each factor,

the scores of each individual are added and then total value of scores and mean values of score is calculated. The factors having highest mean value is considered to be the most important factor.

Of the 100 respondents, the predominant age group of sample investors comes under the age group 30 to 45 years. A good majority of the remaining respondents are distributed in the age group up to 45 years & above. Forty two percent and 31% of the respondents are in the age group up to 30-45 years and above 45 years respectively. The highest literacy rate (38%) of the respondents is U.G level. Twenty three percent and 20% of the respondents have SSLC and P.G qualifications respectively. Sixteen percent and 13% of the respondents are having Professional level and others respectively. Forty nine percent, 36%, 10% and 4%, 1% of the respondents earn annual family income about up to `0-2lakh, `2.01-5 lakh, `5.01-10 lakh, `10.01-20 lakh and above 20 lakh respectively. Nearly 36% of respondents invest 0-10 percentage of their income. **(Table - 2)**

Table - 2 : Table showing average monthly savings of a family

Factor	Total no. of respondents	Garrett's score	Total score	Mean score	Rank
60000 and above	2	75	150	1.5	V
40000-60000	11	60	660	6.6	III
25000-40000	21	50	1050	10.5	II
10000-25000	56	40	2240	22.4	I
Below 10000	10	25	250	2.5	IV
Total	100		4350		

Interpretation :

The table highlights the Garrett score, total score, the mean score and rank. Here, the factors having highest mean value is considered to be the most important factor. Therefore the average savings of 10000-25000 has the highest mean value (22.4). Therefore the average monthly savings ranges from Rs. 10,000 to Rs. 25,000.

Table - 3 : Table showing the kind of investment preferred by investors

Factor	Total no. of respondents	Garrett's score	Total score	Mean score	Rank
Mutual funds	37	73	2701	27.01	I
Insurance	19	56	1064	10.64	III
Fixed deposits	27	44	1188	11.88	II
Savings deposits	17	27	459	4.59	IV
Total	100		5412		

From the above table it is inferred that the investors prefer at a higher rate the mutual fund as compared to the insurance, fixed deposits and savings deposits.

Table - 4 : Table showing the most preferred factor for investing

Factor	Total no. of respondents	Garrett's score	Total score	Mean score	Rank
Company reputation	13	73	949	9.49	III
Low risk	21	56	1176	11.76	II
High return	46	44	2024	20.24	I
Liquidity	20	27	540	5.4	IV
Total	100		4689		

Most of the investors prefer high returns with low risk which is one of the main features of mutual fund investment.

Table - 5 : Table showing the percentage of savings invested in mutual funds

Factor	Total no. of respondents	Garrett's score	Total score	Mean score	Rank
5-10%	24	75	1800	25.35	I
10-15%	17	60	1020	14.36	II
15-20%	8	50	400	5.63	IV
20-25%	13	40	520	7.32	III
25 and Above	9	25	225	2.25	V
Total	71		3625		

Majority of the investors invest on average of 5-10 percent of their savings in mutual funds

Table - 6 : Table showing kind of mutual fund the investors would like to invest and save their money

Factor	Total no. of respondents	Garrett's score	Total score	Mean score	Rank
Public	44	63	2772	39.04	I
Private	27	37	999	27	II
TOTAL	71		3771		

Interpretation :

The table highlights that majority of the investors prefer public sector mutual funds to invest their savings. The mean score of public sector is (39.04) which is higher than private sector.

Table - 7 : Table showing the attractive feature of mutual fund

Factor	Total no. of respondents	Garrett's score	Total score	Mean score	Rank
Investment objectives	13	77	1001	10.01	II
Tax benefit	16	63	1008	10.08	I
Regular income	15	54	810	8.1	IV
Reduction in risk and transaction cost	12	46	552	5.52	V

Better safety and return	27	37	999	9.99	III
Diversification	17	23	391	3.91	VI
Total	100		4761		

The table highlights that Tax benefit is the most important factor considered by the investors for their saving in mutual funds. The other factors like investment objectives, Better safety and return, regular income, Reduction in risk and transaction cost and diversification is ranked respectively.

Table - 8 : Table showing the mode of investment in mutual fund preferred by investors

Factor	Total no. of respondents	Garrett's score	Total score	Mean score	Rank
Systematic	68	63	4284	42.84	I
One time	32	37	1184	11.84	II
Total	100		5468		

Table - 9 : Table showing the type of mutual fund scheme opted for investing in mutual funds

Factor	Total no. of respondents	Garrett's score	Total score	Mean score	Rank
Regular income funds	13	75	975	13.73	II
Growth funds	22	60	1320	18.59	I
Liquid funds	10	50	500	7.04	III
Close ended schemes	12	40	480	6.76	IV
Open Ended schemes	14	25	350	4.92	V
Total	71		3625		

Table - 10 : Table showing highly preferred sector to invest in the mutual fund

Factor	Total no. of respondents	Garrett's score	Total score	Mean score	Rank
Other	4	77	308	3.08	II
Automotive	12	63	756	7.56	I
Pharmaceuticals	8	54	432	4.32	IV
Oil & Gas	18	46	828	8.28	V
Information technology	23	37	851	8.51	III
Banking and Financial services	35	23	805	8.05	VI
Total	100		3980		

Interpretation:

The table highlights that majority of the investors prefer Automotive sector.

Findings

- Most of the people among the 100 respondents have the average monthly savings of Rs.10000- Rs.25000.
- Most of the people among the 100 respondents invest their money in mutual funds. From the study it is found that the mutual fund is the most preferred investment avenue.

- While investing in mutual funds most of the respondents prefer high return. The investors consider the rate of return as an important factor while other factors liquidity, low risk and company reputation are considered to be secondary.
- Majority of the respondents from the selected sample has found to be invested nearly 5-10% of their savings in mutual fund.
- Most of the people came to know about the mutual funds from their peer groups. The next important source of information regarding the investments was from financial advisors.
- Majority of investors prefer public sector mutual funds to invest their money as compared to private sector mutual funds.
- The most attracted feature of mutual funds for the investors is tax benefit as well as the safety and return of the investment and prefer the systematic investment plan over one time investment plan.
- The growth funds scheme is the most preferred scheme as compared to other schemes and prefers the automotive sector to invest when compared to the other sectors like pharmaceuticals, oil and gas etc.
- The investors prefer to buy the investments from the brokers and the sub-brokers and they are very much satisfied of their investment in mutual funds.
- On analyzing the expected return of the investors from the investment, most of the respondents reported that they expect a rate of 10-15% return.
- Among the selected sample size, majority of the investors reported that they haven't faced any kind of loss on investing in mutual funds and they also agreed that if at all incurred any loss from an investment it did not deter the further investment.
- New fund offer (NFO) applications and other mutual fund applications should be in regional languages also. This will help all type of the investors to understand the details and risk factors more clearly.
- All mutual fund companies should give a card named investment card to their investors. This is just like an ATM card. The investors can use the card for fresh investment, additional investment, and redemption and dividend purpose. Necessary investment machines like ATM machines should be arranged in all mutual fund offices. It helps the investors to do the transactions without delay and enable the asset management companies to reduce the complaints related to redemption and dividend issues.
- SEBI should take strong steps to control the biased investment recommendation given by financial journals, dailies, websites and visual medias. It is essential to take steps against misleading advertisements especially in the launching of new fund offers (NFO).
- Poor portfolio management is the major problem of investors in mutual fund. This is inspite of the professional management of the funds. Hence efficiency audit should be made mandatory.
- SEBI should encourage organizing investor associations, so that they can contribute more to the development of mutual fund industry. This helps in providing necessary assistance to the needy investors.
- To attract the younger generation into the mutual fund industry, valuation of performance of mutual fund should be included in the curriculum in a more vibrant manner.

Conclusion

In today's volatile market environment, mutual funds are looked upon as a transparent and low cost investment vehicle, which attracts a fair share of investor attention helping spur the growth of the industry. AMCs therefore need to reorient their business towards fulfilling customer needs. As customers seek trusted advisors, the manufacturer distributor-customer relationship is expected to be centered not on the sale of products, but for collectively promoting the financial success of customers across all facets of their professional and personal lives. This requires creating a collaborative network of experts in funds management and financial advice, innovative product offerings, efficient service delivery and supporting technology. The mutual fund industry today needs to develop products to fulfill customer needs and help customers understand how its products cater to their needs. Performance of the

Suggestions

- The mutual fund companies should attempt to set up their branch presence in smaller towns for tapping the potential.
- There should be introduction of mandatory rating for mutual fund products through rating agencies to increase investor confidence.
- Efforts should be put to increase the investor awareness and financial literacy, resulting in an increase in the contribution of the retail investors to the mutual fund industry.
- The awareness of mutual fund & its various schemes should be increased among the people by proper advertising, promotion and conducting investors meets.

industry has been strong and it is well-placed to achieve sustainable growth levels. The way forward for the next couple of years for the mutual fund industry would be influenced hugely by the journey undertaken till this point of time and the changing demographic profile of investors.

References :

- Singh J. And S. Chander (2006). "Investors Preference for Investment in Mutual Funds: Empirical Evidence". Finance India, XVIII(4), 1673–1692.
- Ranganathan, K. (2006). "A Study of Fund Selection Behavior of Individual Investors towards Mutual Funds", with Reference to Mumbai City. Indian Institute of Capital Markets, 9th Capital Markets Conference Paper.
- Walia, N. (2009). "An Analysis of Investor's Risk Perception towards Mutual Funds Services, international journal of business and management, vol 4, pp 107.
- Kandavel D (2011) "Factor influencing retail investors to prefer investments in mutual fund in puducherry an empirical study", International journal of exclusive management study, vol 1 Issue 7 Online, pp 1-3
- Vyas, R. (2012). "Mutual Fund Investor's Behaviour and Perception in Indore City", International refereed research journal, vol 3 issue (3) 1 July 2012, pp 68-69, 72.
- Das, S. K. (2012). "Semi Urban Investors Attitude and Preferences in Mutual Funds Investment: Case Study". RIJBFA Volume 1, Issue 9
- Jain, S., & Jain, A. (2012). "Analysis Regarding Mutual Funds Awareness and Opinion". Journal of Indian Research (ISSN: 2321-4155) Vol.1, No.4, October-December, 2013, 115-131.
- Rathnamani, V. (2013). "The Investor's Preferences towards Mutual Fund Industry in Trichy", IOSR Journal of Business and Management (IOSR-JBM) Volume 6, Issue 6 (Jan. - Feb. 2013), PP 48-55
- Prabhavathi, N T (2013). "Investor's preferences towards mutual fund and future investments –a case study of India", International Journal of Scientific and Research Publications, Volume 3, Issue 11.

A STUDY ON CORPORATE TAX ADMINISTRATION IN KARNATAKA WITH SPECIAL REFERENCE TO LARGE TAX PAYERS

Jyothi. S¹

Dr. K. R. Sri Lakshmi²

Abstract

Methods used by tax administrations in managing large taxpayers' compliance. Recognizing that large business taxpayers (also referred to as large taxpayers) are different from other groups of taxpayers, many tax administrations have instituted specific organizational and management arrangements as well as special compliance programs and initiatives as part of a strategy to deal effectively with this segment of taxpayers. Since its establishment in July 2002, the Forum on Tax Administration (FTA), a subsidiary body of the OECD's Committee on Fiscal Affairs (CFA), has operated with the broadly stated mandate "to develop effective responses to current administrative issues in a collaborative way, and engage in exploratory dialogue on the strategic issues that may emerge in the medium to long term". To carry out this mandate, the FTA's work is directly supported by two specialist Sub-groups—Compliance and Taxpayer Services—that each carry out a program of work agreed by member countries. The aim of this article is to view of the various organizational structures and features of large tax payers business units in specific Karnataka state.

Key note: tax administrations, large taxpayers, Forum on Tax Administration (FTA)

Introduction

Large business taxpayers have different characteristics and tax compliance behaviour and, therefore, present different risks to the revenue. To manage risks effectively, the revenue body needs to develop and implement strategies (e.g. law clarification, taxpayer education, improved service, more targeted audits) that are appropriate to the unique characteristics and compliance issues presented by large business taxpayers (2006 OECD report on Tax Administration in OECD and selected Non-OECD Countries: Comparative Information). Recognizing that large business taxpayers (also referred to as large taxpayers) are different from other groups of taxpayers, many tax administrations have instituted specific organizational and management arrangements as well as special compliance programs and initiatives as part of a strategy to deal effectively with this segment of taxpayers.

Definition of Large tax payer

Identification criteria for large businesses vary from states to states as one or more measures are used. While the definition of large business or large taxpayer differs from one tax administration to another, all participating states, with the exception of Norway, have clear and specific criteria for identifying large taxpayers. In Norway's case, it's the office of the Directorate of Taxes (national headquarters) that determines, based on several criteria and a holistic view, whether an entity is to be referred to the Central Tax Office for Large Enterprises for assessment and control.

Objective

- To increase understanding of international practices and developments in the area of tax administration;
- To promote discussion of issues among countries' officials; and
- To encourage improvement in tax administration.

Review of Literature

Arora R.S. and Kumar (2005) attempted to study the performance of Income Tax Department on the basis of secondary data collected from various reports of Comptroller Auditor General of India during the period of 10 years from 1991-92 to 2001-02. The study revealed that number of assesseees and tax revenue increased, whereas cost of collection declined during the study period. Further, number of pending assessments, outstanding refund claims and number of mistakes in assessments increased considerably. The study emphasized on improving the efficiency of Income Tax Department and suggested recruitment of tax officers, their proper training, outsourcing of routine activities, simplification of tax procedures and adoption of computer based technology for achieving the same.

Kumar, Nagar and Samanta (2007) tried to examine the effectiveness of direct tax administration in India by applying econometric model. They took into account collection of personal income tax and corporation tax at pre-assessment and post assessment stage. Tax Enforcement Index was constructed by applying principal component analysis for the period 1986-87 to 2003-04. The study found that TDS and advance tax, considered

¹ . Assistant Professor, P.G. Department of Commerce, Pallagatti Adavappa arts and Commerce first grade college, Tiptur.

² . Associate Professor, Dept. of Commerce, Government first college, Yedyur, Bangalore.

as voluntary compliance contributed 33.88 per cent and 45.45 per cent of the total collection in personal income tax and corporation tax respectively. The remaining revenue was collected through regular assessment, levy of penalty and interest recovery. The author opined that perceived inequity of tax system, complexity of tax laws, lack of fairness in penalty system and weak taxpayer education programmes were the main reasons for poor voluntary compliance. The study further highlighted that there was a need to build a proper information system and database for improving effectiveness of income tax administration. In the end, the researcher suggested for maintaining a proper balance between the services to taxpayers and enforcement of the tax laws to promote voluntary compliance.

Kumar (2006) attempted to evaluate income tax revenue efficiency of 17 major states of India for the period 1989-90 to 2000-01 by using Stochastic Frontier Approach. The study found that the state of Karnataka showed maximum revenue efficiency followed by Punjab. Bihar and Uttar Pradesh were at the bottom with least efficiency preceded by the state of Arunachal Pradesh. It was also found that ranks of different states with regard to their revenue efficiency remained stable over the period of study, indicating that poor performing states showed no improvement over the years. He highlighted that high income tax rates and exemption limit had a negative effect on income tax revenue. However, personal income and tax base had a positive effect on tax revenue. Author opined that intensive audit for richer section of society, simplification of tax rules, introduction of pragmatic tax rates and good governance were needed for increasing revenue efficiency.

Singh and Sharma (2007) made an attempt to study the perception of tax professionals with regard to Indian Income Tax System by collecting primary data from 100 tax consultants operating in Punjab and Haryana. They tried to investigate the role of tax consultants played in the revenue collection process by helping their clients in understanding the complex tax system and meeting their legal obligations. Factor Analysis of data showed that seven factors –reduction in tax evasion, extension of relief to taxpayers, incentives for dependents and honest taxpayers, broadening the tax base, e-filing of returns, adequacy of deductions and impact of exempt-exempt tax system played an important role in determining the effectiveness of Indian tax system. It was observed that most of the tax consultants were satisfied with tax rates. However, majority showed dissatisfaction with regard to price level adjustment. It was also observed that most of the taxpayers consulted tax experts because they found it cheap. While concluding the authors suggested for adjustment of income tax rates according to price level changes,

broadening of tax base, strict measures against tax evaders, extensive use of TDS, consideration to number of dependents for tax rate purpose and establishment of good relationship with taxpayers.

Datar (2010) in his article entitled "Why the Code must be shelved" expressed his views about proposed Direct Taxes Code. He opined that people would have to waste a lot of time in understanding the new provisions of income tax law and CBDT would have to issue numerous circulars and frame several rules all over again. He expressed his apprehension that proposed Code would neither improve efficiency nor tax collection due to deep rooted corruption. He felt that fault is not with existing Income Tax Act, but the manner in which it is administered. In the end, he concluded that there is no ground for wholesale replacement of the existing Act rather amendments could be carried out. Empirical studies related to Income Tax System have highlighted certain weaknesses of Income Tax System such as inadequate structure of Income Tax Department to meet the challenges posed and responsibilities cast on it, overburdened income tax officials, unhealthy service conditions in the department, lack of systematic plan for computerization and increase in number of pending assessments and outstanding refunds.

How a tax administration approaches risk management for large taxpayers?

All participating countries use a risk based approach to allocate resources to large businesses and most have introduced "real-time" methods to manage compliance of large taxpayers. The basic aspects of the risk management tools used are consistent with the recommendations of the 2008 OECD's "Study into the Role of Tax Intermediaries".

All of the participating states have indicated that, as a general principle, they focus their compliance activity on high-risk areas identified through risk analysis processes. The participating countries apply risk management techniques to differentiate between high and low risk taxpayers in order to devote time and resources to addressing the higher risks.

Findings

Tax administrations who have sought new ways of managing compliance of large business taxpayers and the large businesses who sought to achieve high levels of voluntary compliance have increasingly seen some combination of the following organizational structures, programs and initiatives as the route to achieve these objectives.

1. Criteria to identify large businesses vary from country to country as one or more measures are used such as turnover, assets, tax paid, specific industry, and other special factors (e.g., international dealings).

2. The characteristics of large taxpayers are generally very similar in all participating Karnataka, which describe them as being complex in their structure, having multiple operating entities with international business dealings, and are responsible for a high portion of tax revenue.
3. All tax administrations structured the compliance operations of their large taxpayers division or unit on an industry segment, which for a number reflected the main business activities of their economy. In addition to being organized along certain industry lines, some tax administrations have special units to perform risk analysis and intelligence gathering, provide technical advice, and to monitor and evaluate performance.
4. Tax administrations are using risk management extensively to manage and prioritise their casework. Although there are some general similarities in approaches, the level of risk analysis and response vary from one state to another due to the different experience with compliance issues and the degree of non-compliance by large taxpayers.
5. Compliance issues may vary from one country to another. However, all participating countries cite tax compliance issues related to international transactions and international business structures as major areas of concern and focus.
6. A focus on building a better relationship between the tax administration and the large taxpayers is a common approach across the states and is contributing to more cooperation and openness.
7. There is an increase in compliance activity through non-traditional approaches. The trend is to move from post-filing of tax return examination to "real-time" evaluation of risk and compliance issue resolution. A number of states have instituted various programs to provide certainty to the large taxpayers and early identification and resolution of compliance issues.
8. Corporate governance principles and practices are gaining more attention and focus by certain tax administrations as a number of them believe that the responsibility of a company's tax policy should be at Board level since tax is an important financial element. Corporate governance principles instituted in some states are affecting large taxpayers' behaviour and there are indications that tax administrations are using the corporate governance principles to improve tax compliance.
9. To enhance enforcement and to continue customer service, all of the participating states have programs to develop, train and maintain a highly qualified workforce. All states recognize that the complexity of the tax law, business structures and transactions in the large business segment have created a need for specialized knowledge and expertise in certain areas.
10. Most participating states made it clear that tax policy is the responsibility of the Ministry of Finance, but they have indicated that the tax administration plays an active role in providing input and feedback on tax policy to ensure that the tax administration's needs are taken into consideration.
11. Technology is not only used to improve the quality of service to large taxpayers but also to manage compliance, including the capability to identify risk early, and to increase efficiency in operating the large business unit. A number of countries have developed programs and systems to collect additional data in a timely fashion to enhance compliance risk assessment, making resource decisions and ensuring consistent treatment of large taxpayers operating in certain business segments.

Conclusion:

Various commentators have argued that massive increases in the volume and detail of tax legislation have not enhanced legal certainty. Rather, they have achieved the reverse. There is no doubt that some of the difficulty stems from the courts' traditional insistence on predominantly textual interpretation of taxing statutes, but the attitude of the courts is changing, and much of the responsibility for difficulties in giving legislation a purposive interpretation has been argued to lie with the legislative designers and draftsmen. One way to ameliorate this problem may be to enact further purpose-based TAARs, as they depend less on the technical details of a transaction and more on a taxpayer's purposes in carrying it out. It is far from obvious, however, that the business community views such rules as enhancing commercial certainty.

Bibliography :

1. Baer, Katherine (2002), *Improving Large Taxpayer Compliance: A Review of Country Experience*, with an IMF Staff Team, Occasional Paper 215, International Monetary Fund, Washington D.C.
2. Bardsley, Peter (1995), "Simplifying the Tax Law: Some Implications for Small Business," Working Paper, Department of Economics, La Trobe University, Melbourne.
3. Pope, Jeff and Nthathi Ramstse (2001), "Small Business and the Goods and Services Tax: Compliance Cost Issues", Mimeograph, Curtin University, Perth, Australia.
4. McLees, John A. (1991), "Fine Tuning the Mexico Assets Tax", *Tax Notes International*, Vol. 3 (February), pp. 117-20.
5. Forum on Tax Administration: Compliance Management of Large Business Task Group.

A STUDY ON THE CHANGING PHASES OF INDIAN POSTAL SERVICES AND ITS NEED FOR RESTRUCTURING

Shanthi Selvanayagam¹

Violet Gladly Punithan²

Abstract

This article is purely based on the exploratory and theoretical analysis of changing phase of Indian Postal System. This study is to analyze the changing face of Indian Postal System; this paper eventually studies the technological advancement that revolutionized the Indian Postal Services. Along with technological development Indian Post also renders financial services. But still due to the wide spread competition prevailing in the market, post office find its position to be threatened. Emergence of electronic alternatives along with Globalization and Liberalization is the major competition. But Indian Postal Services can retain its position by digitalizing and by adapting to that of technological advancement. Thus this study helps in understanding the phases of Indian Postal System and need for digitalizing in phase with technological development. This study also aims in studying the contribution of India post to the growth and development of both society and economy. This paper also aims in identifying the factors that challenge the performance of Indian Postal Services and measures to improve their performance. This article helps in providing few suggestions regarding the reforms that are essential to make the postal service a commercially viable one.

Keywords : Technological advancement, Competition, Digitalizing, Performance, Reforms.

Introduction

India post which serves India despite of its diversity in race, language, religion and social activities. Nearly 1652 languages and 22 constitutional languages place to place that protects the national unity. It's well stated by Lord Dalhousie, the father of India Post in his Minute dated 30th December, 1851.

"It makes the Post Office what under any other system it never can be the unrestricted means of diffusing knowledge, extending commerce and promoting in every way the social and intellectual improvement of the people"

India Post has touched the lives of every citizen for more than 150 years, through post mails, insurance money transfer, retail services and other financial services. The existence of post office built a strong orientation in the mind of customer. It enjoyed the trust and support of its customers and stakeholders. From pigeon to post, India Post has passed a long way with the passage of time. From 23,344 post offices initially opened in urban areas prior to independence catering to the needs of British people for development of their trade and exercising control over their vast Indian possessions, now one post office serving 8221 persons covering an area of 21.22 square miles to 1, 54,882 post offices (139182 i.e. 89.86% in rural area and 15700 i.e. 10.14% in urban area) having 4.75 lakh employees as on 31.3.2015. India post is a primary means of communication for diversified and large Indian population as well as an important component of India's infrastructure but no proper attention is given by the government.

Revolution in technology over the past decades has been very advantageous, but on the same hand few disadvantages prevails. For example: In Postal Service, technological advancement is at very slow rate eventually low progress in this area. It had been years since many of them forget when they last entered the post office due to technological advancement. The inventions and innovations over the period made people forget the old means. The growth and popularity of telephone – especially mobile telephone – services has affected the traditional letter mail business. Likewise, it has opened up opportunities for hybrid services and also provides infrastructure for modernizing postal products services. Physical transmission of written letters is getting out of the era due to new means of communications like e-mail. The future of the postal service purely depends how well it adapts to the new technology. Hence its mandate for the postal service to have good technological orientation to survive in the modern technological environment. Technological advancement is the competitive edge of any modern sector.

India Post is now facing threat and competition due to emergence of electronic alternatives, couriers, financial players like banks and insurance companies and above all the era of Liberalization, Privatization and Globalization. Theses revolution has compelled it to be commercial rather than remaining as a full public utility service department. Hence, in order to meet the challenges and the competitors it has to prove itself more reliable in communication network. Eventually the main component is development in communication

¹ Associate Professor, Department of Commerce, Stella Maris College, Chennai

² Assistant Professor, Department of Commerce, Stella Maris College, Chennai

infrastructure for playing important role in socio-economic development and for integrating the country. Thus, its transformation with re-engineering makes the service more compatible to match the ICT Solution based on customer needs.

During the previous year, not only the share of the India Post in the communication market declined, but also more significantly the share of private communication between individuals in the postal traffic has declined with the growing share of business-to-business, business-to individual and individual-to-business communication. For many years India post experienced deficit balance. In 2010-11 it was Rs. 6345.16 million as against the previous year (2009-10) deficit of Rs. 6413.04. In 2011-12 it was Rs.5805.9 million and in 2012 -13 India post was able to reduce the deficit to Rs. 5425.9. This shows that over the period India post was able to bring down the deficit to some extent by providing a number of business products and services with the support of information technology. Post in India is therefore obtaining a business nature and thus it has to face competition. Due to indulgence of traditional way it might face pitfall but it can be taken over by remaining competitive. Despite these many factors, postal industry find itself undergoing tremendous changes.

Postal service now days along with postal service and other services is also concentrating on financial inclusion and thus stays as an all round service provider. Hence, the requirement for restructuring is mandate to meet the competitive edges and stay as a service all rounder. Thus, factors such as competition, technological advancement and globalization are the challenges faced by the postal services.

Review of Past Studies

Geetanjali Chopra, Delhi and Karina Manasseh in Washington: conducted a study on the 'Challenges and Opportunities for India Post in a New Environment'. The study points out the social and economic function of postal services. The study also determined that in the developing world a reliable postal system is a serious component of the modern information and distribution infrastructure. The study recommended that any reform of the postal service seeks for opportunities to anchor its extraordinary network to become more competitive in a challenging market environment. The competitive market requires an alternative business models with a balanced private sector orientation.

Expert Committee on Harnessing the India Post Network for Financial Inclusion: Nearly 16 crore people use India Post to save Rs. 3,23,781 crore as on March 31, 2007. Out of this, deposits in savings bank account alone is Rs.16, 789 crore. Therefore there is a need for India Post to computerize and link all its savings bank

accounts so as to widen and deepen the level of financial transactions and offer banking services to the rural population. Bring banking services to the rural population by the post office makes it socially stronger and eventually benefits the economy of both the individual (rural population) and the nation. Thus, India Post sees a great opportunity for increasing the number of accounts and volume of savings. Indirectly it encourages for savings which helps in balancing the economic condition of the society.

Prof. R Jain, Prof. S Morris, Prof. G. Raghuram: in their study on "Challenges in Reform of the Indian Postal Service" had stated that during the last decade, not only the share of the Post in the communication market declined, but also more significantly the share of private communication in the postal traffic has declined with the growing share of B2B, B2I and I2B communication. Therefore India post is acquiring a business nature and has to face competition. The time is to replace governmental controls on the Post and vest it to the operational and financial flexibility of a corporation.

Prof. Y. Shafee, Prof. J. Prabakaran, in their article on "A Study on ATM Services Offered by India Post": studied that Indian Postal Services requires technological, social, cultural & economic change despite of "India post" being the only one central government services for Indian people in the field of communication and other services like post card, postal stamp KVP, NSC, MIS and other products.

Prof. Mehul Chhatbar and Prof. K.P.B.Hinduja conducted a study on "A Comparative Study Of Problems Faced By Consumers While Using Services Of India Post And Private Courier Service" – This study pointed out that even though people faces less problems while using India Post. Hence, they prefer to use uses private courier services as which is more reliable, convenient and they provide quality of services. This study also pointed out that man power is the biggest strength of the Indian postal service which has the largest network in the world having 1, 54,882 post offices all over the country which generates employment opportunities.

Prof. Mahesh Potadar, Dr. M. B. Mehta and Prof. Shubhangi- in a review on Challenges Ahead of India Post – stated that consumers and businesses highly rely on e-mail, online payment and other electronic delivery options, hence the orthodox way of writing letters declined. During the previous years, not only has the share of the Postal service communication market declined, but also more significantly the share of private communication between individuals in the postal area has declined with the growing share of B2B, B2I and I2B communication. The Post in India is therefore acquiring a business nature and has to meet competition.

Objectives of the study

The goal of this study was to identify the phases of Indian Postal Services and need its need for restructuring. The primary objectives of this study are:

- To analyze the number of post office, letterbox, strength of establishments, postal mail traffic and money order over the past decades.
- To identify the challenges faced by the Indian Postal Services and structural/institutional issues in functioning.
- To determine the areas in which Indian Postal service can improve their performance to make it commercially viable.
- To make recommendations on the restructuring required to make the Department of Posts self-financing.

Research Methodology

The present study is a conceptual survey, descriptive in nature. It is based on secondary data. All relevant published information has been collected from books, journals, magazines, reports and from the internet in

the form of e-articles and e-books.

This study is an attempt to find out the phases of Indian Postal Services and need for restructuring the methods of operations and services. The study is exploratory and conceptual in nature. Thus, the study made use of past studies and second hand data's from government postal portals. The data's are tabulated and chart is been used to understand the variation for past decades. Recommendations are made according to the data's analyzed and by determining the past studies and reviews. The factors that is concentrated for this study is firstly, number of Post office and the reason for decline over the past decades. Secondly, Number of letter box and the decline rate over the past decades. Thirdly, the total strength of establishments over the past decades. Fourthly, total postal mail traffic and number of money orders and the reason for decline over the past decade.

Data Analysis and Discussion

General statistics of post office, letterbox, and strength of establishments, postal mail traffic and money order over the past decades (**Table - 1**)

Table - 1: Showing General Statistics of Postal Services and Changing Phases over the Past Decade 2000-2010.

Particulars	Post offices	Letter boxes (permanent)	Total strength of establishments	Total Postal Mail Traffic	No. of money orders	No. of value payable articles sent
Units	no.	no.	no.	Creore	Lakh no.	000 no.
2000-01	154919	595286	593878	1424.34	1095.71	9242
2001-02	155295	588996	579694	1108.77	1122.29	9286
2002-03	155618	590952	565922	916.33	1050.78	17044
2003-04	155669	597149	549285	872.47	1101.95	10043
2004-05	155516	584006	540334	746.29	1016.44	9372
2005-06	155333	601319	520191	681.48	958.3	8044
2006-07	155204	589666	500883	681.13	991.3	8556
2007-08	155305	591054	494589	657.48	910.69	7818
2008-09	155015	585087	483385	675.95	867.11	7469
2009-10	154979	579595	475454	658.98	813.59	7386
2010-11	154866	573749	466903	661.82	577.14	6499

The above table depicts the postal services for the last decade i.e.2000-2010. To fulfill the objectivity of the study factors such as number of post office, letter box and total strength of establishment are taken in to consideration. The table also shows the data's of total post mail traffic in crore and number of money order in lakh. These factors help in analyzing the changing trends over the previous decade. It is clear from the above data that all the general factors fall drastically over the year, due to the prevalence of technology. This decline is due to technological

advancement in communication sector. The above data clearly depicts postal service is being replaced by technological advancement such as E-Mails, Private Courier and others.

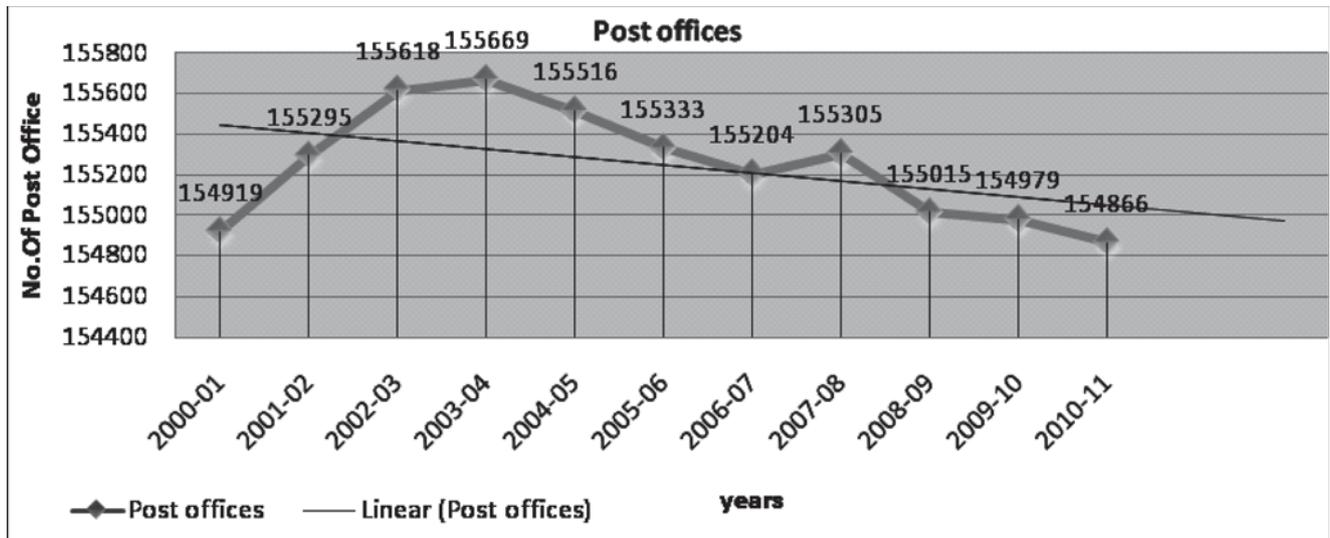


Fig. 1 : Trend chart depicting the total number of post offices over the past decade 2000-2010.

The above figure shows the number of post office India over the past decade i.e.2000-2010. It is clearly shown in the figure there is a downward trend, thus the number of post office reduced over the period. In 2000, the number of post office all over India recorded 1, 59,919 of which in 2010 it recorded for 1, 54, 866 and hence it is clear that 53 post office have been closed. But in the previous decade in 2003 the total number of post office recorded is high i.e.1, 55, 669.

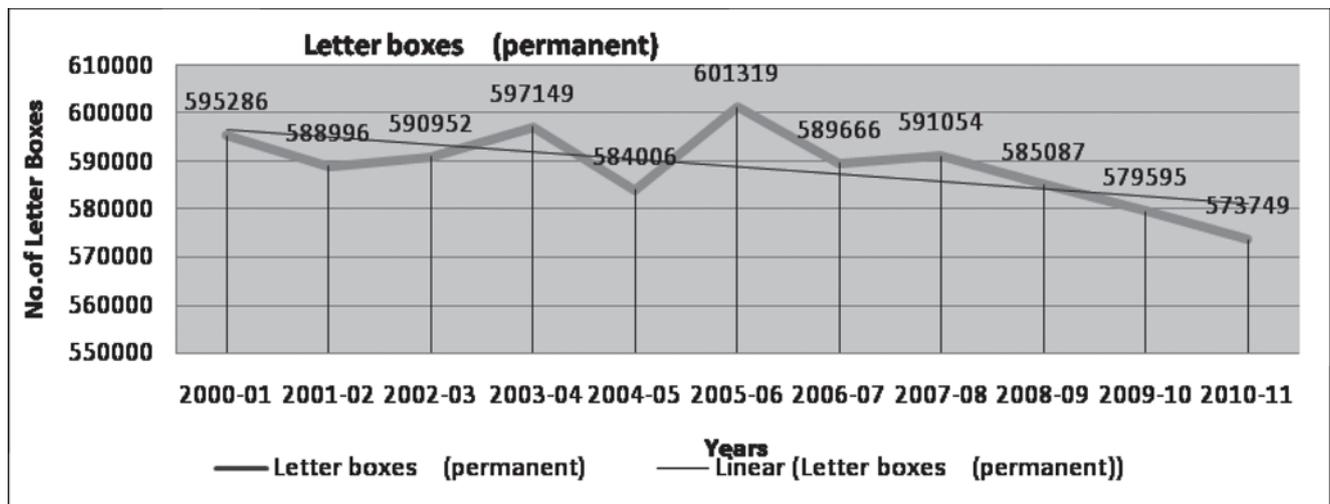


Fig. 2 : Trend chart depicting the total number of permanent letter boxes over the past decade 2000-2010.

The above figure shows the number of letter boxes in India over the past decade i.e.2000-2010. The figure shows a downward trend since the past decade. Nearly 21,537 letter box is being removed due to the emergence of electronic mail (E-Mail).

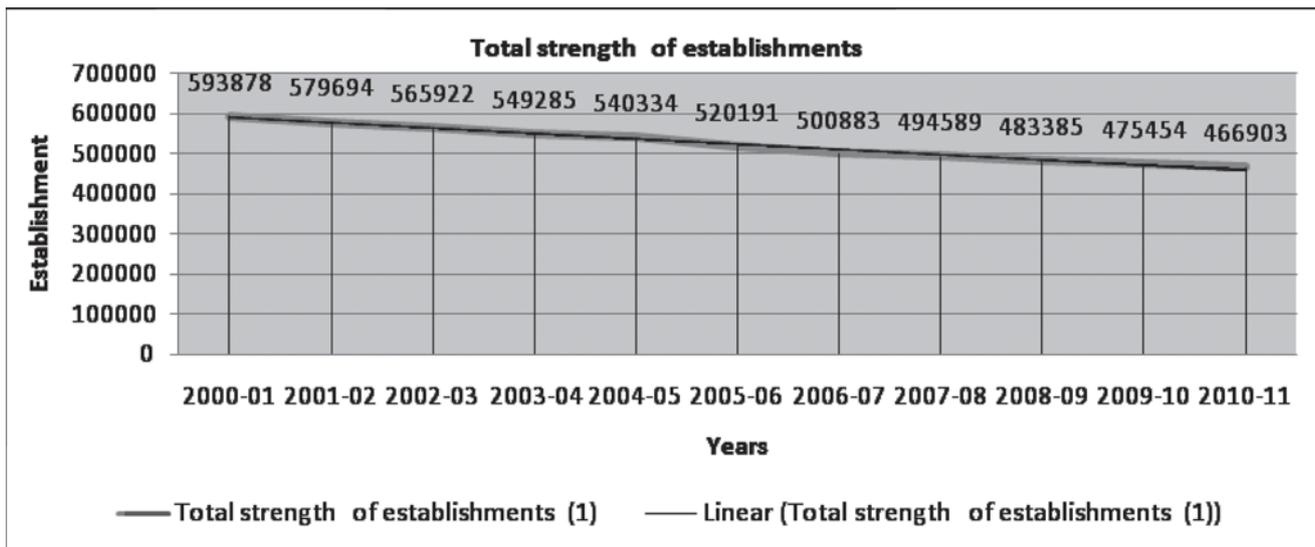


Fig. 3 : Trend chart depicting the total strength of establishments over the past decade 2000-10.

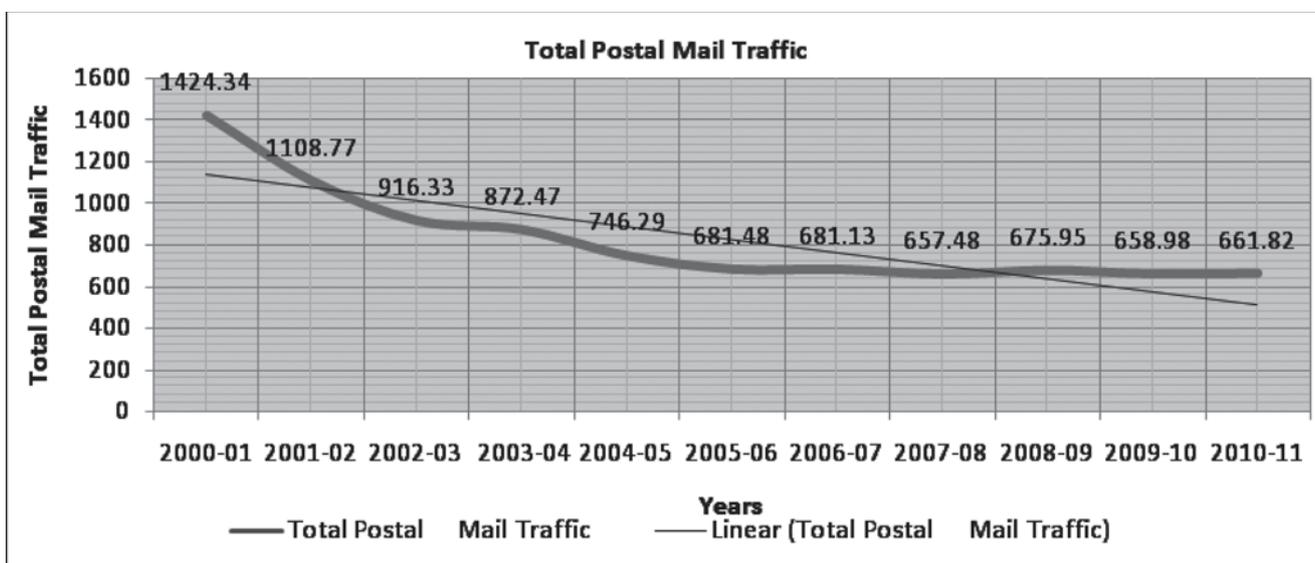


Fig. 4 : Trend chart depicting the total postal mail traffic in crore over the past decade.

The above figure 4.3 shows the total strength of establishment in India since 2000-2010. The total strength of establishment also shows a downward trend. In figure 4.4 the total postal mail traffic declined drastically. The volume of total mail traffic fell from 1424.34 crore pieces in 2000-01 to 661.82 crore in 2010-11, and rose marginally to 675.95 crore in 2008-09. India to Finland to America, postmen have fewer letters to deliver, which means lower profits or even losses for postal services. Loss of this traditional, high-margin business leaves national postal authorities scrambling to find new sources of revenue and to remain competitive. Thus, there is drastic fall in postal mail traffic.

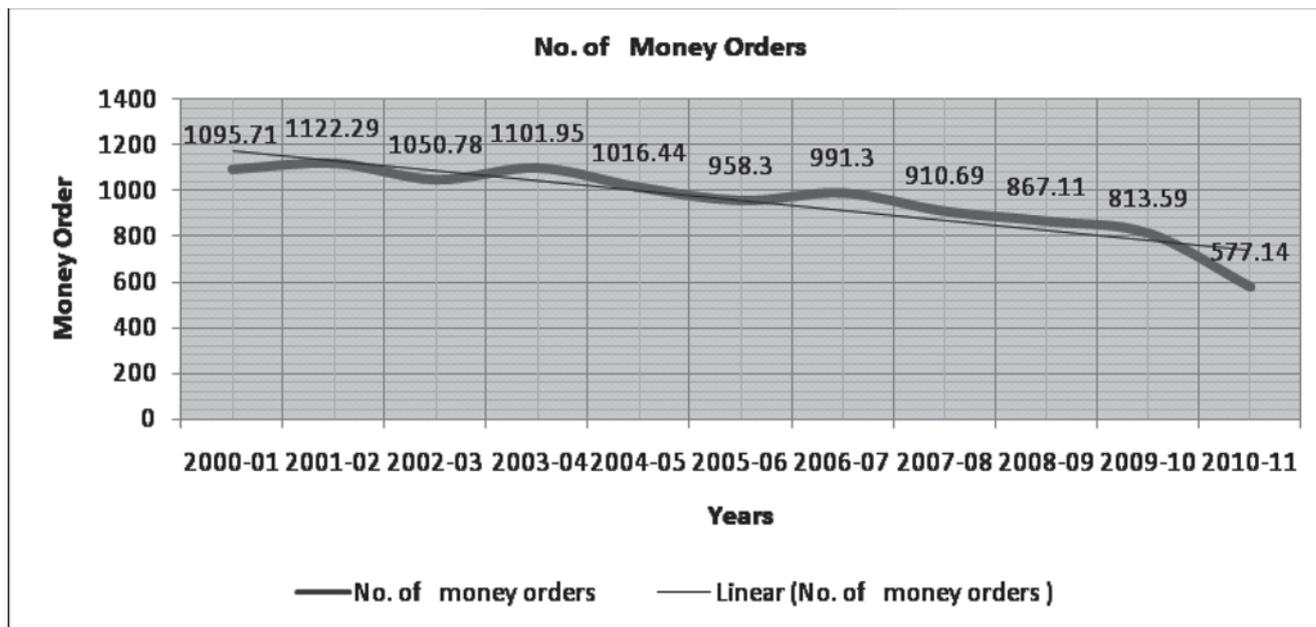


Fig. 5 : Trend chart depicting number of money order in lakh over the past decade 2000-2010.

The above chart depicts the number of money orders through post office over the past decade i.e.2000-2010. There is a downward trend over the period. , thus the number of post office reduced over the period. In 2000-2001, the number of money order service was 1095.71 lakh which declined to 577.14 lakh in 2010-2011. Approximately 518.57 lakh decline was recorded from 2000-2010. There was a marginal rise in 2001 and 2003 by 1122.29 lakh and 1101.95 lakh respectively. It is clear that Money Order is replaced with Electronic Money Order which makes the transaction easier. In the era of instant communications in the country through the internet which also marked an end to telegram which is also same for traditional postal service activities. Thus traditional Money Order is replaced by Instant Money Order (IMO) and Electronic Money Order (EMO) services. Both IMO and EMO are much faster and simpler means to remit money.

IMO system according to Indian post provides instant money order service for amount ranging from Rs.1000 to Rs.50000. In case of Electronic Money Order, money is paid at the door step of a payee ranging from Rs.1000 to Rs. 5000 within a day.

According to the information provided by the post office, the money order system was transferred from the official treasury department to the post and telegraph department in 1880 to save people from the burden of long journeys they often undertake to pay tax and revenue. Thus, technological advancement put an end to traditional Money Order with IMO and EMO.

Challenges faced by the Indian Postal Services

Early Idea generation to implementation the department of post has taken 16 years to computerize and connect all its 155,000 branches; it has taken decades to enter and compete with the prevailing technological environment.

In the last decades, as electronic modes of communication taking its form, the department has tried to change its situation but still found it difficult to continue down consequently incurred more loss. In 2009-10, it lost Rs 6,641 crore, on revenues of Rs 6,266 crore. In 2011 -12 DoP had revenues of Rs 6,962.33 crore and expenditure of Rs 13,307.95 crore, of which Rs 6,345.62 crore is a difference between revenue and expenditure Total revenues of the department in 2011-12 rose by 13.62 per cent to Rs 7,910.51 crore while expenditure stood at Rs 13,705.4 crore, leaving a deficit of Rs 5,794.89 crore. "During the financial year 2014-15, the deficit of the department was Rs. 54258.85 million as against the previous year's deficit of Rs 5, 4731.03 million which is an increase of 0.87 per cent," DoP said in its annual report. The Department of Posts to earn one rupee in revenues, it spent Rs 2. DoP is incurring a loss of over Rs 7 per postcard and about Rs 5 per inland letter as the revenue earned is far lower than the actual cost. Thus, these data highlights that post office faces more challenges to sustain its position in the market and by making it commercially viable. The major challenges faced by postal service are:

- In communication market with the emergence of electronic alternatives, private couriers, organized and un-organized services.
- Challenges in retail and financial markets that due to the prevalence of banks, financial intermediaries, Insurance companies, fund providers etc.,
- Enhanced national and international players in logistics market.
- Challenge of globalization and liberalization.

These are the major challenges faced by the postal services. Apart from this the India Post also faces legacy issues in converting a 150 year old government department to provide quality of services and products in competition with the private sector. Most of the Post Offices are functioning in the rent free accommodations that are completely unsuitable for computer networking. The basic electric and civil work that is mandate for computerization had proved that to be below standard in post office and most of which is functioning in rented buildings owned by private people. Thus, it is mandate for the post office to update and modernize the department buildings to make it adapt to that of technological advancement and infrastructural facilities to meet the challenges. The infrastructure is poor in newly developed urban and in rural areas. Partial modernization and automation lead to lack of standardization. Slow processing and less reliability of services is due to lack of mechanization, slow interconnectivity and computerization.

In the changing scenario, computer literacy is essential for service delivery. Due to recruitment deficiency in the last five years direct recruitments has been limited which increases the workload of the postal employees. Since majority of the employees working in "India Post" have been recruited before 2004 there is no scope for these employees being well versed in computer and technology. Hence, there is a need to have focused and well planned training and development programmes aimed at change in administrative, operative, financial and structural functioning.

Government Initiatives and opportunities to make postal service's a commercially viable

Internet revolution and other electronic alternatives have hit the basic function of post offices. There is a need to achieve financial self sufficiency through new ways of raising revenue and reducing by introducing new technology and improving the workforce skill and intellectual level. As day's move IT had made a difference in sphere of activity, and the same apply for postal services too. To make the postal service to retain the position in the service sector India post has implemented Web-based services like e-payment, e-bill, e-Post,

Electronic Money Order and Instant Money Order. This is achieved by the efforts of the government through National Informatics Center (NIC) that has developed most of these solutions. The Internet revolution supports the rapid exchange of communication through e-mail. Even though, the Internet has not reached most of rural India and other remote areas. To bridge this gap, and to bring merit to the people living in rural area DoP has introduced these services so that people living in nook and corner can have a easy life in terms of transferring money, delivering letters and bill payments.

IT Modernization Project aims at transforming the DoP into a 'Technology enabled, self-reliant market leader'. It will result in revenue generation, launch of new products and services, improved service connectivity and delivery, trained workforce and customer satisfaction. The primary focus of this IT Modernization Project is to improve and automate postal services through re-engineering operations and other functions. Under the IT Modernization Project connectivity modules includes the functions of post offices, administrative offices, account offices and mail offices, etc.

Digital India Programme is another opportunity to strike with. Digital India is a flagship programme of Government of India launched in 2014 to transform India into a digitally empowered society and knowledge economy, which also stood as a vision statement. The core of the Digital India Programme is the Digital Empowerment of Citizen of India. Digital India Programme entrusted to shape the post office to multi service centre. The Department is digitizing all its 154882 Post Offices including 129389 Gramin Dak Sewak Post Offices. The digitized post office may work as multi service centre. These post offices will offer a digital means of communication, carrying physical goods and money transfers even to the rural segment of the society.

India Post's recent measures include inserting itself in cyberspace through the e-Post Office. Through which the world's largest postal network can be better leveraged to strengthen the financial and communication infrastructure. India post entry in banking can be more beneficial to rural segment, because it can reach far-flung areas of the country with local knowledge. The DoP has already commenced the process to connect all its branches through technology, by also setting ATMs across the country.

The DoP is engaged in the supply chains which have become viable part of consumer and industrial product for manufacturing and marketing. Consumer not only benefit from speed delivery but also by low cost as an outcome of efficient operations. Overnight deliveries and time definite deliveries are made possible by striking to the opportunities and innovations. None of the private

courier or logistics firms can even come close say experts and e-commerce firms. "India Post has an unmatched network that is critical for the growth of e-commerce in India." This network covers about 25,000 pin codes, while even large private courier companies like DTDC reach only about 10,000. An online performance monitoring system has also been introduced to ensure quality service. Online monitoring facility has been introduced for Speed Post, Registered mail, Express Parcel and Business Parcel. The online track and trace system for Speed Post has been strengthened and improvised, and as a result, customers can know the end status of Speed Post articles that is available in website www.indiapost.gov.in. As a result of this initiative the time between booking and delivery for Speed Post has developed across the network.

Opportunities include:

- India post should reach out by exploring the franchisee and outsourcing models in a cost effective and economical manner. This will enrich the overall operations of India post and pay way for rural segment as the network becomes integrated.
- Should concentrate on inclusive growth by the government which in tune provides an opportunity to leverage the network for last mile delivery
- India post is implementing its three flagship projects – Networking and IT induction in all post office, project arrow for improving the ambience of the post office and Mail Network Optimization Project for optimizing the network from collection to delivery. These three projects help in modernizing computerizing, expanding the range of product and services and exchanging the quality of services.
- Gradual and sustained growth in economy means more business which provides more opportunity for various products such as Direct Mail, B2B, B2C mails, parcels, electronic commerce, and other services.
- Opportunity also arises from exchange of knowledge. Thus, globalization and liberalization not only threaten the traditional postal services but also provide a path for technological and idea transfer.

Findings and Recommendations

The following are the findings from this study:

- It is found from the study that the total number of post offices declined over the previous decade. The number of post offices in 2009-2010 was 154,979 which sloped down to 154,866 in 2010-2011 which clearly indicates that 113 post offices have been out of the scene. This change is due to the emergence of technology.
- It is determined from the study that 21,537 letter boxes have been removed due to the emergence of electronic mail (E-Mail).

- It is determined from the study that the volume of total mail traffic fell from 1424.34 crore pieces in 2000-01 to 661.82 crore in 2010-11, and rose marginally to 675.95 crore in 2008-09. This sudden fall is due to traditionally built up mechanism. Where in some locations, the delivery system is impossible and incurs more cost. India to Finland to America, postmen have fewer letters to deliver, which means lower profits or even losses for postal services.
- It is determined from the study that in 2000-2001, the number of money order services was 1095.71 lakh which declined to 577.14 lakh in 2010-2011. Approximately 518.57 lakh decline was recorded from 2000-2010. There was a marginal rise in 2001 and 2003 by 1122.29 lakh and 1101.95 lakh respectively. It is clear that Money Order is replaced with Electronic Money Order and Instant Money Order which makes the transaction much more time and cost effective.

The following are the few recommendations:

- India Post should indulge in technological orientation. Traditional postal system should be mechanized and computerised.
- India post should provide low cost bank accounts to all Indian citizens and especially to the financially excluded population and to concentrate mostly to the rural segment
- India post should indulge in strong financial inclusion compared to that of banks and financial institutions.
- India post should adapt itself to transfer of knowledge through globalization. India post must develop payment infrastructure to connect to people in more effective and vibrant manner.
- To meet the needs of the customer, the following value added services are provided:
Credit facility under Book Now Pay Later (BNPL) scheme, free pick-up facility, Volume based discount facility, and Cash on Delivery facility (COD).

Conclusion

To conclude the Indian post had undergone a tremendous change with the change in technology. The advent of technology and innovations had changed the entire scenario of the post office. Traditional aspects have been replaced by new technological orientation. At the early stage postal service had incurred heavy loss by which expenditure was over exceeding the revenue. Thus, need for innovations and infrastructural orientation emerged with globalization and liberalization. At present post offices have been digitized and all connectivity has been mechanized and computerised to meet the prevailing competition. In few areas India Postal Service has been achieved to prevail in the market by replacing money

order by Electronic Money Order (EMO) and Instant Money Order (IMO). India post has also implemented Web-based services like e-payment, e-bill and e-Post etc., it is achieved by the efforts of the government through National Informatics Center (NIC). Thus, to retain the service base India post requires more revolution in all areas to compete with the prevailing communication base competitors. Hence, to retain the position in the market India Post should strive to match the innovations and new technologies.

Reference

- **Expert Committee** on Harnessing the India Post Network for Financial Inclusion
- **Geetanjali Chopra, Delhi and Karina Manasseh in Washington** "Challenges and Opportunities for India Post in a New Environment".
- **Prof. R Jain, Prof. S Morris, Prof. G. Raghuram** "Challenges in Reform of the Indian Postal Service"
- **Prof. Mahesh Potadar, Dr. M. B. Mehta and Prof. Shubhangi-** Challenges Ahead of India Post
- **Prof. Mehul Chhatbar and Prof. K.P.B.Hinduja** study on "A Comparative Study of Problems Faced by Consumers While Using Services of India Post and Private Courier Service"
- **Prof. Y. Shafee, Prof. J. Prabakaran,** article on "A Study on ATM Services Offered by India Post"
- **World Bank** study on post office.

A STUDY ON INVESTMENT IN GOLD AND ITS IMPACT ON INDIAN ECONOMY

Dr. H.H. Ramesha¹

Gangadhara. M¹

Abstract

India has been known to possess large stocks of gold and studies show that they are mostly accumulations from centuries of trading rather than result of production of her mines. What is of contemporary interest, however, relate to the demand, supply and price movements and their link with policy. Some broad generalizations on these aspects would be appropriate to review the policy and identify the issues. India imports most of its gold requirement. Gold as a commodity on its own does not add much to the productive capacity of the economy. Moreover, the foreign exchange reserve that is used to import gold reduces the availability of this resource to finance the import of other commodities. Such high value of gold imports has now started hurting India's current account position. This paper studies the reasons and significance of investment in gold in India and its impact on imports of gold, CAD and Forex reserves.

Key words: Gold, Economy, India, Investments, Imports.

Introduction

Gold has long been considered one of the most precious metals and its value has been used as the standard for many currencies (known as the gold standard) in history. Gold has been used as a symbol of purity, value, royalty and particularly associated with the roles that combine these properties. It is also used in international transactions. Gold consumption observed a sharp acceleration during the 1990s amidst liberalization of gold import policy, strong economic growth and favourable movements in gold prices. For centuries, civilizations have used gold as an object of luxury. Gold is taken as a sign of power and status. Gold holds great sacred meaning in Indian culture, as it's the symbol of the Hindu goddess Lakshmi, considered highly auspicious.

Hindus believe that gold will bring them good fortune and destiny. India is a vast country, a combination of several cultures, traditions, customs, religion and regions but the love for gold is universal. It is equally sought by rich businessman or a poor farmer. The Indian tradition demands buying gold for occasions such as weddings, birthdays, anniversaries and other important festivals. The Hindu calendar also has some auspicious days to buy gold such as Diwali, Dussera, Dhanteras and Akshay Tritiya etc...

It is a given fact that over the last decade, gold has given returns which no other asset class has been able to match. However, the demand for gold among Indians has always been price independent. Gold is a traditional investment strategy Indians follow. The effect of high prices has been minimal on the volume of gold imported.

The lower prices may increase the demand in the coming days. It is the economies of the US and Europe that play a major role in determining the price movements of gold. By importing gold for our consumption, we Indians are investing in the international markets and helping their economies.

Over the last few years, the Indian markets are supported majorly by the foreign inflows. Participation of Indian domestic investors becomes all the more important for the Indian markets to prosper. Even for the transition of India from a developing market to developed market, it is important that the domestic investors stay invested in the capital markets.

Significance of Gold in Indian Culture

- Gold is considered as equivalent to liquid cash
- Gold is a very good form of investment
- Gold is accepted as a prestigious gift item
- Gold is considered as status symbol
- Gold has a religious significance
- Gold has great ornamental value
- "Gold": A great desire to inherit as ancestral property

Gold rush on Indian economy

"An inch of time is an inch of gold, but one can't buy that inch of time with an inch of gold". This Chinese proverb applies perfectly in the case of Indians who invest in gold as a security for bad times in the future. It is this craze for the yellow metal which is ruining the Indian economy. There is a heavy impact on the Indian economy because of the gold consumption by the individuals in India. The common man understands that he makes

¹. Associate Professor, Associate Professor, Center for Post Graduate Studies-CPGS, Bangaluru Region, Chikkaballapur,
². Assistant Professor, Vivekananda First Grade College, Bengaluru.

an investment in gold by paying in terms of Rupees, the Indian currency. But the actual fact is that the payment for their investment is made in terms of dollars. By purchasing billions of dollars' worth of gold, they are actually sending out Indian cash overseas, disrupting the balance between the money that is entering and leaving the economy.

This imbalance finally drives down the value of the Indian rupee. As a result of the devaluation of the Indian currency imports become more costly and the businessmen find it difficult to pay off their international loans. If gold imports can be restricted for one year the current account deficit scenario of India can be completely changed. India is the world's biggest gold importer soaking up a third of the world's supply of gold every year. It is this import of gold which is curbing the growth of Indian economy.

Review of Related Literature

Dr.S.Amrita Rai (2009) studies the financial crisis that rocked the global markets by the end of 2008. Due to this crisis a new trend of investing certain amount of their portfolios in gold began and the regular investor started investing in gold. Gold no doubt is a hedge against all kinds of uncertainties but the Governments need to take strict measures to control the increasing prices of the yellow metal and help the investors overcome the losses due to uncertainties in the other markets. Fan Fei (2010) explains in his paper about the attempt to disentangle the price movement of gold after the Bretton-Woods system, the last international monetary regime based on gold. The author concludes that in the recent years there is an increasing trend in gold prices and in the years to come there is going to be an aggressive growth in gold prices. Mishra and Mohan (2012) opine that domestic and international gold prices are closely interlinked. And then their study examines the nature of the changes in the factors affecting international gold prices during the last two decades.

Short-run volatility in international gold prices used to be due to fluctuations in traditional factors such as international commodity prices, US dollar exchange rate and equity prices. Raturaj et.al 2012 in his research paper makes an attempt to analyze the causality relation that may run between domestic gold prices and stock market returns in India. The study is carried out by taking into consideration the domestic gold prices and stock market returns based on BSE 100 index. The author investigates using the Granger causality in the Vector Error Correction Model for the period January 1991 to December 2009. The analysis provided the evidence of causality between the variables.

Objective of the Study

- To analyze the impact of gold investment on imports of gold
- To analyze the impact of gold investment on CAD
- To analyze the impact of gold on forex.

Research Methodology

This paper aims at investigating the factors for steep rise in the prices of gold in India. This study is majorly based on secondary data that have been collected from the database on Indian economy which is maintained by Reserve Bank of India. The study analyses the yearly domestic gold prices which have been calculated by taking average of gold price of every month in a year.

Data Analysis

The following table shows the top seven commodities imported by India and the percentage share of imports for the year 2013:

Table - 1

Commodity	Percentage of share of imports
Petrol crude and product	30.1
Gold and Silver	10.1
Pearls, Precious and Semi-precious Stones	8.9
Machinery except Electrical and Electronics	6.6
Electrical goods	6.1
Organic and Inorganic Chemicals	4.2
Transport Equipments	3.1

(Source: www.rbi.org.in)

The following graph shows the top seven commodities imported by India and their percentage of its share for the year 2013.

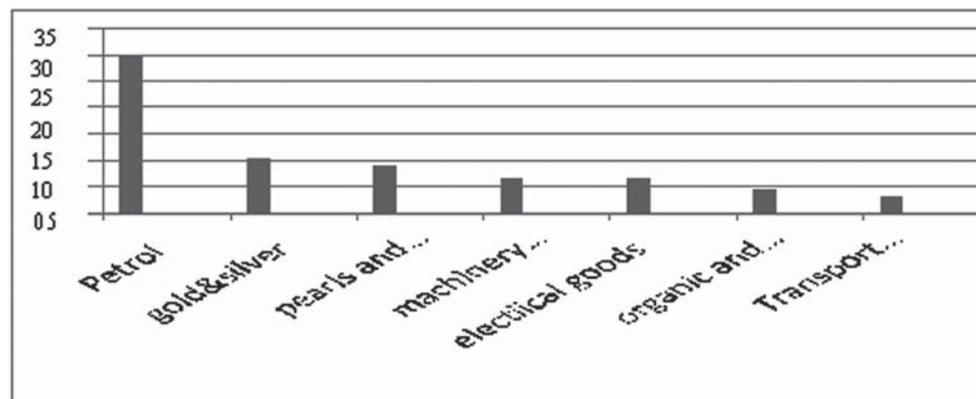


Fig. 1

The highest share of Indian imports is petrol and crude oil (30.1%) and the second position is gold and silver (10.1%). The third position is taken by pearls and precious metals, which are again supplementing the gold imports. The oil import is huge burden on India's BOP but oil consumption is something which is very difficult for India to reduce but there is an option to restrict and control the imports of gold and silver.

It is in fact shocking to note that India dominated over China in its demand for gold as can be seen by the following chart:

Table - 2 : Showing consumers gold demand for consumption in tons

COUNTRIES	JEWELLERS (tons)	BARS AND COINS (tons)	TOTAL in tons
INDIA	649.9	409.1	1059
CHINA	508.9	260.8	769.7
RUSSIA	70	----	70
USA	119.3	94.2	213.5
UK	25.2	----	25.2

(Source: www.rbi.org.in)

It is very clear from the above that India is the world's biggest importer of gold. It accounts for nearly one third of the total world's demand for gold. Indian consumers' demand for gold is 37.6% more than that of China, another major economy of the world. Russia, USA and UK do not even come close to the levels of Indian and Chinese consumer demand.

Impact of Gold Imports on CAD

The nation's CAD, which reached a record 6.7 per cent of GDP in three months ended in December 2013, is widely considered the biggest concern for Asia's second largest economy. CAD represents the difference between India's imports of goods and services and its exports plus remittances by Indians living abroad. One way of looking at it is that India does not earn enough in foreign exchange to pay for imports such as oil and fertilizers. The excess of imports over exports, or the CAD, is usually covered by foreign investors bringing money into India or by dipping into the country's forex reserves. According to the Reserve Bank of India, with domestic production of gold falling to an insignificant level, current gold consumption is met entirely through imports. Though it is generally considered that a CAD of between 2.5 per cent and 3 per cent is sustainable for India, it has been very high since 2011, and external resilience has weakened on account of gold.

Impact of Investment on Gold on Forex Market

The first major problem faced by the Indian economy is a high rate of gold consumption which is resulting in the increasing CAD. India has to pay for its gold imports using its foreign exchange reserves. In spite of India being the largest importer of gold in the world its share in the total reserve of country is the lowest. India is leading in

terms of gold demand, but, however it lags behind in maintaining good foreign exchange reserves. India is in the sixth position with as low as 9% gold in the total forex reserves as can be seen from the following table:

Table - 3 : Showing the list of countries and the percentage of gold in total reserves

COUNTRIES	GOLD AS % OF TOTAL RESERVE
USA	77
GERMANY	74
ITALY	73
FRANCE	72
NEETHERLANDS	62
INDIA	9

Gold locked in Temples

The potentially large but a dormant source is the gold locked up with the temples across India. Larger holdings of gold are estimated to be with Balaji temple, Tirupati in Andhra Pradesh, Sree Anantha Padmanabhaswamy temple, Trivandrum, Guruvayur temple and Sabarimala temples in Kerala, as well as scores of religious places in southern states, with substantial gold holdings. The Sree Anantha Padmanabhaswamy temple is estimated to have gold holdings valued at more than 1000 billion. According to Jamal Mecklai, chief executive, Mecklai financial, the Tirupati temple could have gold holdings of almost 1700 tons. Even if the government borrows 500 tons from Tirupati and pays it two percent interest, the temple authority could earn 30 billion a year in interest. Tirupati's holdings could be about five percent of an estimated 30,000-35,000 tons of gold held in India.

Action taken by the Central Government

The government has tried to tackle the problem, raising import taxes and considering changing regulations so that less gold comes into India via the banking system. But the recent drop in gold prices could have provided the most effective fix. In August 2013, the finance ministry had banned banks from selling gold coins in order to contain the country's burgeoning CAD. Gold imports have fallen sharply to \$650 million in August 2013 on account of the steps taken by government to curb inbound shipments of the precious metal. Gold imports are estimated to have declined by 41 per cent to 500 tons in 2012-13 financial year on account of curbs imposed by the government.

Action taken by the RBI

The Reserve Bank of India (RBI) thinks that a CAD of 2.5 per cent of the gross domestic product (GDP) is sustainable. Against this, India's CAD in 2011-12 was

4.2 per cent of GDP and in the last quarter for which data is available, was 6.7 per cent of GDP. The greater the gap between the sustainable CAD level and the actual figure, the more vulnerable the economy is to adverse global developments which could suck out foreign investment. On the quantitative front, RBI introduced the 80:20 formula under which 80 per cent of imports would be for domestic demand while 20 per cent of total imports would have to be re-exported through value additions in the form of jewellery.

Alternatives to Reduce Investment in Gold

- A. Increase the reach of Banks:** The growing demand for gold purchases in the country is an indication that households with high levels of savings are looking at options available to invest their savings. As per a World Gold Council Report, India has one of the highest saving rates in the world; estimated at around 30% of total income, of which 10% is invested in gold. Therefore it is important that the financial sector taps this huge saving reserve. This is particularly true for the rural areas where according to the same World Gold Council Report only 21% of rural India had access to formal financial sources. Therefore lack of availability of alternate avenues of investment that might be resulting in heavy gold purchases.
- B. Innovative means of alternate investments must be considered:** It must be understood that it is easier for a rural person to buy gold jewellery than opening a deposit account in a bank, due to various documentary formalities that are required. In the competitive environment, banks have to contend with the transaction cost associated with servicing retail deposits and credit accounts.
- C. Liquidity quotient of alternate investment instruments:** A prime reason behind increased gold purchase is its liquidity aspect that is, in case an individual requires money he can immediately sell his gold for cash. This is usually not the case with other financial products as redeeming them usually takes time. Information technology could play an important role in facilitating retail banking in rural areas. However, the government can also consider introducing highly liquid across the counter instruments with the government guaranteeing buybacks.
- D. Massive education campaign must be launched:** Another alternative is to create awareness amongst the public at large as to how unnecessary piling of gold stocks with households is not only adversely impacting the current account position of the economy but is also increasing the level of black money circulation in the economy. This is happening because the purchase and sale of gold is being done

in cash thereby hurting the government on two fronts. Firstly, the purchasing gold against cash gives an individual an opportunity to convert his black money into white. Secondly, the cash received by the seller also remains undeclared and thereby no tax will be paid. On top of this the gold imports are being financed by the hard earned foreign exchange. Therefore it is imperative for the government to educate the citizens of the country about the adverse impact of rising gold imports.

Conclusion

India's passion for gold is not new. However, what has happened over the last few years is that rising gold imports have coincided with a rise in its prices and a weakening of the rupee against the dollar. The combined impact has served to extend the CAD. As Amartya Sen, a noted economist, has acknowledged "the importance of a holistic growth and advocated the thought that human development, as an approach needs to be the basic development idea thereby suggesting that it is advancing the richness of human life, rather than the richness of the economy in which human beings live."

References:

1. A. Arun Kumar, Revolution of gold in Indian economy, *International Journal of Research in Management, Issue 2, Vol. 5, September 2012, ISSN No.2249 5908*
2. DR S. Amutha Rani k. Vijayalakshmi, Importance of gold in Indian economy, March 2014, 'facts for you' A report by ASSOCHAM, India : India's Gold Rush: Its Impact and Sustainability.
3. Dr. Partap Singh, Gold Prices in India: Study of Trends and Patterns *International Journal of Innovations in Engineering and Technology (IJIET), Vol. 2 Issue 4, August 2013 345 ISSN: 2319 – 1058*
4. www.rbi.org.in www.cso.in
5. www.finmin.com www.dipp.com

Membership No.

**Primax International Journal of Commerce and Management Research (PIJCMR)
"Membership Form"**

Dear Editor,

I/We wish to become one of the subscribing member as, Annually/Three Years/Five Year, **"Primax International Journal of Commerce and Management Research (PIJCMR)"**. I herewith abide by for all the rules and regulation of the journal.

Author's Name	
Academic Qualification	
Designation	
Date of Birth	
Gender	
Management Discipline (HR/Marketing/Finance/IB/Others)	
Nationality	
Institutional/organization/Freelance Address	
Residence address	
Article title	
Mobile Number	
E-mail ID	
How did you come to know about this journal	
Membership desired (Annually/Three years/ Five Year)	
Membership fees by Draft/Cheque	
Draft /Cheque No.	
Date	
Banker's Name	
Amount (Rs/US \$)	

In Favour of "Primax Commerce and Management Research Academy" payable at Bangalore.)

(**Note:** Photocopies can be used for additional authors), Mention your Name & Phone No. at the back side of the DD)

Date:

(Signature of Applicant)

Subscription Charges

Subscriber type	One Year	Three Year	Five Year
Individual	Rs. 1,500	Rs. 4,000	Rs. 6,000
Academic Institutions	Rs.2,000	Rs. 5,000	Rs. 8,000
Business and Professions	Rs.3,000	Rs. 7,000	Rs. 10,000
Foreign	US \$ 150	US \$ 300	US \$ 500

Payment Details :

For out station Cheques, Please add Rs. 50/- (US\$20) extra towards collection charges. Draft/ Cheque should be in name of “**Primax Commerce and Management Research Academy**” Payable at Bangalore. DD should be drawn from any nationalized bank.

Send the Membership Form along with DD to the following address:

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

Managing Editor,

Primax International Journal of Commerce and Management Research

No.25/A, Nagadevanahalli, Boothappa Temple Road,

80, Feet Ring Road, Jnanabharathi Post,

Bangalore -56, Karnataka, India. Ph: 08971725451

E-Mail: primaxecf@gmail.com, kvr08@rediffmail.com

Copyright Form

Name of Author and /Authors :

Designation :

Official Address & Pin Code :

Residential address & Pin Code :

Mobile Number (s) :

Landline Number (s) :

E-mail Address :

The author(s) hereby guarantees that the manuscript, titled _____

_____ which has been submitted to the "**Primax International Journal of Commerce and Management Research**", is original and has not been submitted for publication or published elsewhere; and that:

- All trademarks used within the manuscript has been credited to its owner or written permission to use the name has been granted.
- The Author(s) acknowledges that all images such as tables, screenshots, graphics, etc. do not have a copyright that is held by a third party.
- The Editor will have the right to edit the text for the original submission and for any revision, provided that the meaning of the text is not materially altered.
- I/We agree to indemnify the Editors PIJCMR against all claims and expenses arising from any breach of warranty from me/us in this agreement.

1st Author's

2nd Author's

3rd Author's

Signature.

Signature.

Signature.

Sent to:

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

Managing Editor,

Primax International Journal of Commerce and Management Research

No.25/A, Nagadevanahalli, Boothappa Temple Road,

80, Feet Ring Road, Jnanabharathi Post,

Bangalore -56, Karnataka, India. Ph: 08971725451

E-Mail: primaxecf@gmail.com, kvr08@rediffmail.com

Observation

Primax International Journal of Commerce and Management Research (Peer- Reviewed International Refereed journal)

Dear Professors / Researchers...

Spare a moment of your time to assess the standards of research papers/articles/case studies and other information published in current "Primax International Journal of Commerce and Management Research". Give your candid comments constructive criticism and valuable suggestions to scale-up our future vertex.

Aspects	Excellent	Good	Average	Poor	Couldn't read
Contents of the Journal					
Relevance of the Abstracts					
Standard of articles					
Pertinence of the review of literature					
Writing methodology					
Research Methodology format					
Level of data analysis and interpretation					
Standard of Conclusion					
Pertinence of Bibliographic					
Overall rating/ standard					

Frank opinion about the Journal _____

Name & Occupation :

Phone :

Email-ID :

Primax International Journal of Commerce and Management Research (PIJCMR)

Journal for Commerce & Management

Print ISSN : 2321 – 3604

(Karnataka Reg.No.:48/159/CE/0103/2013)

Online ISSN : 2321 – 3612

Dear Research Scholars and Author (s)

“Greetings from Primax Commerce and Management Research Academy”

Primax International Journal of Commerce and Management Research (PIJCMR) is to provide a platform for researchers and practitioners of Commerce and Management to share ideas, exchange experiences. It covers a wide range of areas consider to be a multidisciplinary research journal. PIJCMR is both inspiring reading and an important source for important specialized researchers, academicians, managers, in Management, Commerce, Economics, Business, Retailing, Finance, Marketing, Human Resource, Banking, Insurance, Corporate Governance and emerging paradigms in allied subjects. PIJCMR is a quarterly double-blind peer-reviewed refereed journal, which is published in the month of March, June, September and December every year. The decision of the chief Editor to publish a paper in concurrence with referee(s) opinion is considered final.

Formatting & Submission Instructions:

Font	Times New Roman
Font Size	12
Paragraph /Line Spacing	One and half space on a Standard A4 size Paper
Margin	1 inch for all sides
Soft copy (CD)	Authors Detail, Abstract and Full Article.
Hard copy	Membership form, Copyright form, DD with covering letter.
DD	For one year subscription Rs. 1,500, Demand Draft (DD) should be drawn in favour of “Primax Commerce and Management Research Academy” payable at Bangalore. DD should be drawn from any nationalized bank.

“For other details please visit our website: www.primaxijcmr.com”

Call for Papers:

Authors are invited to submit their research paper in the area of commerce and management. The research paper will be published upon successful review and authors will be awarded certificate of excellence for their publication. All issues of the journal are available for open access and in print.

Contact Details

Prof. T. Rajeswari., M.B.A.,M.A(Eng.),M.Sc.,M.A(Soc).,
Founder and Managing Editor,
Primax Commerce and Management Research Academy,
No.25/A, Boothappa Temple Road, 80 Feet Ring Road,
Jnanabharathi Post, Nagadevanahalli,
Bangalore -56, Karnataka, India. Ph: 08971725451
Email: primaxecf@gmail.com, kvr08@rediffmail.com
www.primaxijcmr.com



Prof. T. Rajeswari,
Managing Editor,



**PRIMAX INTERNATIONAL JOURNAL OF
COMMERCE AND MANAGEMENT RESEARCH**

No.25/A, Boothappa Temple Road, 80 Feet Ring Road,
Jnanabharathi Post, Nagadevanahalli, Bangalore -56,
Karnataka, India. Ph: 08971725451

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

