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ASSOCIATION BETWEEN REASONS FOR OUTBOUND TRIPS AND WILLINGNESS FOR OUTBOUND TRIPS IN MARUTHAMUNAI

Dr. M. B. M. Ismail¹

Abstract

Studies that have been conducted in Spain, European countries and other World countries have adopted different methodological and analytical techniques. This proposed study is undertaken in the title of Association between Reasons for Outbound Trips and Willingness for Outbound Trips in Maruthamunai, Ampara District of Sri Lanka. Review of Literature is based on empirical reviews which supported to derive a conceptual model and develop hypothesis. A sample of 82 respondents has been selected in this survey using convenience sampling and approximated SRS technique for data collection. As per the results of the Pearson Chi- square, Likelihood Ratio and Linear-by-Linear Association, there is an association Between Reasons for Outbound Trips and Willingness for Outbound Trips in Maruthamunai.

Keywords: Association, Maruthamunai, Outbound Trips, Reasons.

Introduction

There are several research studies that have been conducted in tourism. These studies have been conducted in Spain, European countries and other World countries. These studies are found in different contexts using different methodological and analytical techniques. In Sri Lanka, there are few studies that have been gathered by researcher. Ismail (2017) studied about the Relationship between Tourist Arrival and Accommodation Capacity which was based on Statistical Perspective From Sri Lanka. Ismail and Jamadeen (2017) studied about Factors for Tourism Sector in Sri Lanka. All these studies were different. They gave different findings and have been conducted in different time frames. This proposed study is undertaken in the title of Association between Reasons for Outbound Trips and Willingness for Outbound Trips in Maruthamunai, Ampara District of Sri Lanka.

Research Question and Research Objectives

Research Question and Research Objectives is tabulated in Table 1.

Table 1: Research Question and Research Objectives

Research Question	Research Objective
Is Reasons for Outbound Trips is Associated with Willingness for Outbound Trips in Maruthamunai?	To know the Association Between Reasons for Outbound Trips and Willingness for Outbound Trips in Maruthamunai

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Review of Literature

Review of literature has been carried out using empirical method. Few research works with respect to tourism has been reviewed by literature. Dons and Gonzalez (2018) studied and about sustainable tourism and social value at World Heritage Sites towards a conservation plan for Altamira, Spain. In this study, researchers indicated the factors that constitute the social value of heritage in relation to sustainable tourism. This study was a combined study that was based on qualitative and quantitative techniques. Research findings provided information about the multiple factors determining the social value of heritage. Blancas, Oyola, Gonzalez Caballero (2016) studied about sustainable tourism composite indicators using a dynamic evaluation to manage changes in sustainability. This study used the Victoria Dynamic Composite Indicator which is based on the goal programming technique. This study used data obtained from a comparative empirical study focused on some of the main European destinations. [Bramwell&Lane](#) (2014) studied about the critical turn and its implications for sustainable tourism research. Briassoulis (2002) studied about sustainable tourism and the question of the commons. Sustainable development needs wise management of natural, built, and socio-cultural resources in destination areas. This study indicated that when resources are overused and degraded sustainable development is severely threatened in the forms of economic wellbeing declines, environmental conditions worsen, social injustice grows, and tourist satisfaction drops.

Conceptual Model

Review of literature has supported to derive the following conceptual model as depicted in Figure 1.



Figure 1: Conceptual Model

Hypothesis Development

The above conceptual model supported to develop the following set of null and alternative hypothesis.

Null hypothesis: Reasons for Outbound Trips are not related to Willingness for Outbound Trips in Maruthamunai

Alternative hypothesis: Reasons for Outbound Trips are related to Willingness for Outbound Trips in Maruthamunai

Methodology

Population and Sample

In Maruthamunai, there are 13948 people (Source: <http://www.kalmunai.ds.gov.lk>: Accessed on 19.11.2018). Sometimes, actual population data of Maruthamunai population may vary.

Table 2: Population and sample

GS Number	Area	Total Families	Population
KP/67B	Maruthamunai-1	264	1089
KP/67	Maruthamunai-2	325	1150
KP/67A	Maruthamunai-3	1225	2160
KP/67C	Maruthamunai-4	353	1311
KP/67D	Maruthamunai-5	324	1253
KP/68	Maruthamunai-6 South	570	1953
-	Pandirupu-MD	461	1628
KP/72	Periyaneelavanai-01	579	2339
KP/72A	Periyaneelavanai-02	302	1065
			13948

(Source: <http://www.kalmunai.ds.gov.lk>)

Of this population size, a sample of 82 respondents has been selected as sample size for conducting this survey. Population and sample are tabulated in Table 2.

Respondents

This study has selected general public who are interested in Outbound Trips.

Sampling technique

Researcher has used a convenience sampling and approximated SRS technique for data collection.

Data Collection

This study used a primary data collection and used a very simple questionnaire for data collection.

Data collection period

This study collected data during the period 2018.

Data Analysis

This study applied statistics such as percentage, descriptive statistics, Chi-Square Tests such as Pearson Chi- square, Likelihood Ratio and Linear-by-Linear Association and Symmetric Measures such as Phi, Cramer's V and Contingency Coefficient. Researcher has used SPSS as a tool for data analysis.

Results and Discussion of Findings

Frequency

Willingness for Outbound Trips is measured on 5 point likert which ranges from 1 (the least willingness) and 5 (the highest willingness). More than 30% (30.5%) have moderate willingness to outbound trips. More than 26% (26.8%) have high willingness to outbound trips. Another more than 26% (26.8%) have the highest willingness to outbound trips. Less than 16% (15.9%) have low level of willingness to outbound trips. Willingness for Outbound Trips is tabled in Table 3.

Table 3: Willingness for Outbound Trips

	Frequency	Percent	Valid Percent	Cumulative Percent
1	7	8.5	8.5	8.5
2	6	7.3	7.3	15.9
3	25	30.5	30.5	46.3
4	22	26.8	26.8	73.2
5	22	26.8	26.8	100.0
Total	82	100.0	100.0	

Reasons for Outbound Trips are categorized into 5 categories. Where; 1 is other reasons for outbound trip, 2 is boredom, 3 is time-passing, 4 is fun (entertainment) and 5 is motive of family, friends and other parties. 28% and another 28% go for outbound trips for time-passing and fun (entertainment) respectively. Around 27% (26.8%) go for outbound trip for motive of family, friends and other parties. 17% go for outbound trip for boring and other reasons. Reasons for Outbound Trips are tabled in Table 4.

Table 4: Reasons for Outbound Trips

	Frequency	Percent	Valid Percent	Cumulative Percent
1	7	8.5	8.5	8.5
2	7	8.5	8.5	17.1

3	23	28.0	28.0	45.1
4	23	28.0	28.0	73.2
5	22	26.8	26.8	100.0
Total	82	100.0	100.0	

Descriptive Statistics

In this study, there are 82 respondents. Mean value is 3.56 which means respondents prefer higher willingness towards outbound trips. Median value is 4 which means 50% of the respondents prefer higher willingness towards outbound trips. Mode is 3 which means most of the respondents prefer moderate willingness towards outbound trips. Standard deviation is about 1 (1.208). Range is 4 (5 - 1). Similarly, in this study, there are 82 respondents. Mean value is 3.56 which means respondents go for outbound trip for the reasons of time passing and fun (entertainment). Median value is 4 which mean 50% of the respondents go for outbound trip for fun (entertainment). Mode is 3 which means most of the respondents go for trip for time passing. Standard deviation is about 1 (1.218). Range is 4 (5 - 1). Descriptive statistics for willingness and reasons for outbound trips are tabulated in Table 5.

Table 5: Descriptive Statistics

	Willingness	Reasons
Mean	3.56	3.56
Median	4.00	4.00
Mode	3	3 ^a
Std. Deviation	1.208	1.218
Variance	1.459	1.484
Range	4	4
Minimum	1	1
Maximum	5	5

a. Multiple modes exist. The smallest value is shown

Crosstabs

In this study, no missing cases and all respondents have perfectly answered to the study. Table 6 tabulates Case Processing Summary.

Table 6: Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Willingness * Reasons	82	100.0%	0	0.0%	82	100.0%

Table 7: Cross-tabulation between Willingness for Outbound Trip and Reasons for Outbound Trip

Count

		Reasons					Total
		1	2	3	4	5	
Willingness	1	3	1	2	0	1	7
	2	0	3	1	2	0	6
	3	1	1	16	3	4	25
	4	1	1	3	15	2	22
	5	2	1	1	3	15	22
Total		7	7	23	23	22	82

Chi- square test

Chi- square is based on Chi-Square Tests such as Pearson Chi- square, Likelihood Ratio and Linear-by-Linear Association as tabulated in Table 8. Values of Pearson Chi- square, Likelihood Ratio and Linear-by-Linear Association are 81.027, 68.391 and 18.652 respectively. Degrees of freedom are 16, 16 and 1 respectively. Test is significant.

Table 8: Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	81.027 ^a	16	.000
Likelihood Ratio	68.391	16	.000
Linear-by-Linear Association	18.652	1	.000
N of Valid Cases	82		

a. 16 cells (64.0%) have expected count less than 5. The minimum expected count is .51.

Directional Measures

Directional Measures are based on Lambda and Goodman and Kruskal tau. Values, approximated T and significance are tabulated in Table 9.

Table 9: Directional Measures

			Value	Asymptotic Standard Error^a	Approximate T^b	Approximate Significance
Nominal by Nominal	Lambda	Symmetric	.483	.080	5.075	.000
		Willingness Dependent	.474	.085	4.493	.000
Reasons Dependent		.492	.079	5.068	.000	
	Goodman and Kruskal tau	Willingness Dependent	.280	.070		.000 ^c
		Reasons Dependent	.284	.069		.000 ^c

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.
- c. Based on chi-square approximation

Symmetric Measures

Values of Symmetric Measures are based on Phi, Cramer's V and Contingency Coefficient is 0.994, 0.497 and 0.705 respectively. Phi, Cramer's V and Contingency Coefficient are significant. Table 10 tabulates Symmetric Measures

Table 10: Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.994	.000
	Cramer's V	.497	.000
	Contingency Coefficient	.705	.000
N of Valid Cases		82	

Conclusion

Findings of frequency showed that around 84% of the respondents have higher level of willingness to outbound trips whereas, less than 16% (15.9%) have low level of willingness to outbound trips. Around 73% of the people go for Outbound Trips for is time-passing, fun (entertainment) and motive of family, friends and other parties. 17% of the respondents go for outbound trip for boring and other reasons. Similar findings are proved by descriptive

statistics. Results of Crosstabs released that all respondents have perfectly answered to the study. Values of Pearson Chi- square, Likelihood Ratio and Linear-by-Linear Association are 81.027, 68.391 and 18.652 respectively. Degrees of freedom are 16, 16 and 1 respectively. Test is significant. Significance refers to that there is an association Between Reasons for Outbound Trips and Willingness for Outbound Trips in Maruthamunai. These results are further proved by Results of the Directional Measures that are based on Lambda and Goodman and Kruskal tau. These results are further proved by Values of Symmetric Measures that are based on Phi, Cramer's V and Contingency Coefficient and their significances.

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THE SECTORIAL COMPOSITION OF NPAS IN NATIONALISED BANKS IN INDIA

Dr.V.Dheenadhayalan¹

Abstract

Non-Performing Assets (NPAs) are a burning topic of concern for the public sector banks, as managing and controlling NPAs is very important. The current paper with the help of secondary data, from RBI website, tried to analyse the 13 years, (2004-05 to 2016-17) non-performing asset data of nationalized banks, by using descriptive statistics and with the help of correlation. The main objective of the study is to find out if there are any significant differences in the mean variation of the sectorial composition of NPAs. It can be concluded that both priority and non-priority sector have substantial effect on banks NPAs. It can also be concluded that there is a significant relation between priority non-priority and Public sectors NPAs with one another and total NPAs.

Key Words: *Non-Performing Assets, Nationalized Banks, Priority Sector, Public Sector and Non priority Sector*

Introduction

The sectorial Non-Performing Assets (NPAs) of banks are classified into three categories viz. Priority Sector, Public Sector and Non priority Sector. The Priority Sector includes Agriculture, Small-scale Industries (SSIs) and Other Sectors, with a view to ensure flow of credit to these underdeveloped sectors, commercial banks in India were advised to grant at least 40 per cent of their total advances to the borrowers in the Priority Sectors. Non-Priority Sector lending is the sector towards which the financial institutions are always ready to lend the credit. This sector is still glamorous. It attracts the finances every time.

Objectives of the paper

The main aim of the study is to examine the Sectorial Composition of NPAs in Nationalized Banks. The following are the specific objectives of the study

1. To study the contribution of priority sector NPAs on total NPAs of Nationalized Banks in India.
2. To study the contribution of non-priority sector NPAs on total NPAs of Nationalized Banks in India.
3. To study the contribution of public sector NPAs on total NPAs of Nationalized Banks in India.
4. To study the significance of priority, non-priority and public sector NAPs in contributing to the total NPAs.

Hypotheses

Keeping in view of the objectives the following hypotheses have been framed.

1. H01: There is no significant relation between total NPAs and Priority Sector NPAs
2. H02: There is no significant relation between total NPAs and Non Priority Sector NPAs
3. H03: There is no significant relation between total NPAs and Public Sector NPAs

Methodology

Research Design

Research Design chosen for this study is Descriptive Research Design. Descriptive study is based on some previous understanding of the topic. Research has got a very specific objective and clear cut data requirements.

Data Sources for the Present Study

The data is collected from the secondary sources and comprises published reports of RBI Report on Trend and Progress of Banking in India, RBI statistical information relating to Banks in India, various journals, magazines, PROWESS database, capital line database, India stat database and information from the related websites.

Statistical Tools and Techniques

For the analysis of data collected, various statistical tools and techniques like Average (Mean), Standard deviation (STD), Coefficient of Variation (CV), Compound Annual Growth Rate (CAGR), Maximum, Minimum, Pearson's coefficient of correlation and Chart are used in this study, Comparative analysis and deep study are done and at last results are received.

Period of the Study

The study covers a period of consecutive thirteen years starting from 2004-05 to 2016-17.

Results and Discussions

Following tables depict the sectorial composition of NPAs in Nationalised Commercial Banks in India.

Years As on March 31	Table 1: Sectorial Composition Of NPAs In Nationalised Banks						(Amount in Billion)
	PRIORITY SECTOR		NON PRIORITY SECTOR		PUBLIC SECTOR		TOTAL
	Amount	Percentage	Amount	Percentage	Amount	Percentage	Amount
2005	153.36	46.75	170.62	52.01	4.06	1.24	328.04
2006	149.22	51.78	132.27	45.90	6.68	2.32	288.17
2007	153.44	58.63	103.40	39.51	4.87	1.86	261.72
2008	159.72	63.96	85.63	34.29	4.38	1.76	249.74
2009	157.54	59.35	106.68	40.19	1.21	0.46	265.43
2010	195.67	53.76	165.23	45.40	3.05	0.84	363.95
2011	246.20	55.61	194.10	43.84	2.42	0.55	442.72
2012	324.24	46.96	355.55	51.49	10.68	1.55	690.48
2013	408.34	40.16	599.01	58.91	9.48	0.93	1016.83
2014	537.50	36.45	935.67	63.46	1.30	0.09	1474.48
2015	709.34	34.61	1337.67	65.26	2.59	0.13	2049.59
2016	969.03	23.18	3210.85	76.82	17.63	0.42	4179.88
2017	1257.29	24.80	3811.93	75.20	147.20	2.90	5069.22
Mean	416.99		862.20		16.58		1283.10
STD	358.45		1240.54		39.52		1590.91
CV	85.96		143.88		238.32		123.99
CAGR	19.16		29.55		34.88		25.63

Maximum	1257.29		3811.93		147.20		5069.22
Minimum	149.22		85.63		1.21		249.74
https://dbie.rbi.org.in/DBIE/dbie.rbi?site=publications							

The above table depicts that percentage share of priority sector NPAs on total NPAs have been more than 50% till March, 2011 after that it have decreasing continuously. In case of non-priority sector NPAs, it is increasing continuously in percentage terms from 2005, as on 31st March 2017, it was highest at 75.20% in the period of study. The compound annual growth rate for priority sector, non-priority sector and public sector are 19.16 %, 29.55% and 34.88% respectively. The following chart 1 shows the movement of NPAs in three two sectors. From the table it can be seen that the composition of NPA in total assets of nationalized banks has been declining in priority sector. Since 2005 the NPA % was highest in the year 2008 with 67.21 % and the lowest was in the year 2014 with 37.7 %.The % share of NPA is rising in non-priority sector. Since 2005 the lowest value was in the year 31.96 % and highest being 62.16 % in the year 2014.The share of NPA in public sector has been more or less stable over the years. But the overall Trend is declining in public sector landings from the table it can be seen that the composition of NPA in total assets of nationalized banks has been declining in priority sector. Since 2005 the NPA % was highest in the year 2008 with 67.21 % and the lowest was in the year 2014 with 37.7 %.The % share of NPA is rising in non-priority sector. Since 2005 the lowest value was in the year 31.96 % and highest being 62.16 % in the year 2014.The share of NPA in public sector has been more or less stable over the years. But the overall Trend is declining in public sector landings. From the table it can be seen that the composition of NPA in total assets of nationalized banks has been declining in priority sector. Since 2005 the NPA % was highest in the year 2008 with 67.21 % and the lowest was in the year 2014 with 37.7 %.The % share of NPA is rising in non-priority sector. Since 2005 the lowest value was in the year 31.96 % and highest being 62.16 % in the year 2014.The share of NPA in public sector has been more or less stable over the years. But the overall Trend is declining in public sector landings.

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MUDRA, Prime Minister Awas Yojana (PMAY), Start-up India and Stand-up India were launched to increase credit facilities to Priority sector.

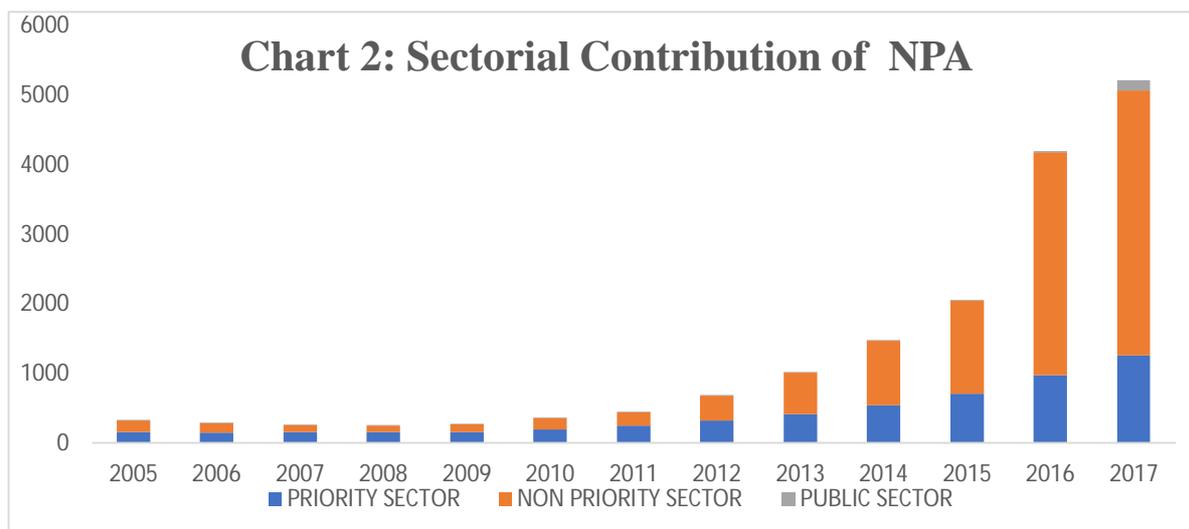
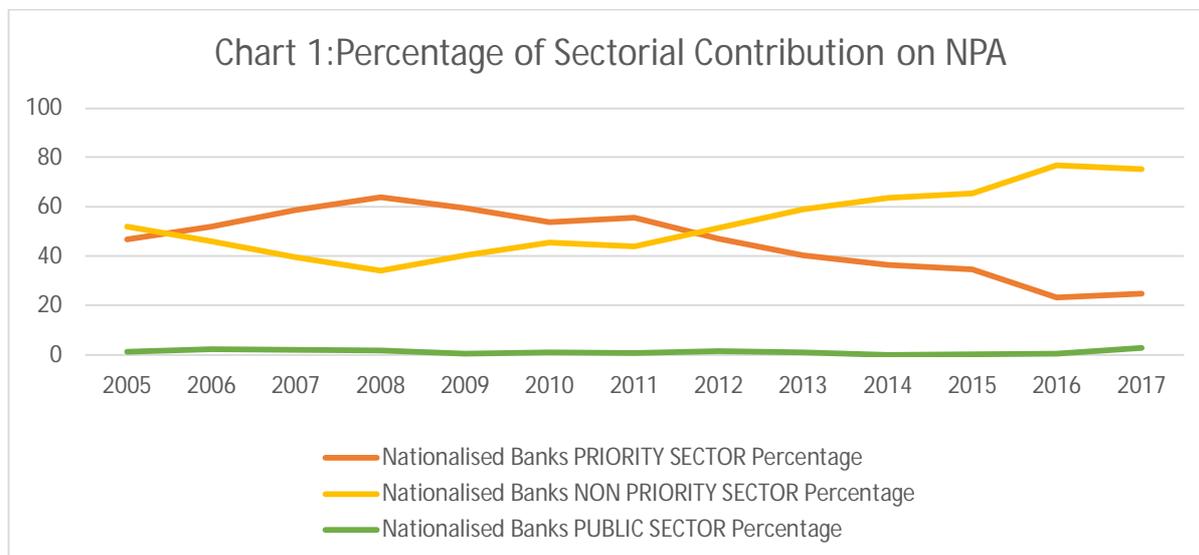


Table 2: Correlations of Sectorial Contribution of NPA

		priority sector	Non priority sector	public sector	Total npa
priority sector	Pearson Correlation	1	.977(**)	.745(**)	.986(**)
	Sig. (2-tailed)		.000	.003	.000
	N	13	13	13	13
Non priority sector	Pearson Correlation	.977(**)	1	.764(**)	.999(**)
	Sig. (2-tailed)	.000		.002	.000
	N	13	13	13	13
public sector	Pearson Correlation	.745(**)	.764(**)	1	.763(**)

	Sig. (2-tailed)	.003	.002		.002
	N	13	13	13	13
Total npa	Pearson Correlation	.986(**)	.999(**)	.763(**)	1
	Sig. (2-tailed)	.000	.000	.002	
	N	13	13	13	13

Sours: computed using table 1, ** Correlation is significant at the 0.01 level (2-tailed).

The following three hypotheses have been tested to study the significance of priority, non-priority and public sector NAPs in contributing to the total NPAs using person's coefficient of correlation

Hypothesis 1

H01: There is no significant relation between total NPAs and Priority Sector NPAs

To test the above hypothesis Pearson Correlation coefficient method have been applied, the results of Pearson correlation coefficient is 0.986, which is between +0.75 to +1.0i.e. There is high degree positive correlation between Total NPAs and priority sector NPAs.

Hypothesis 2

H02: There is no significant relation between total NPAs and Non Priority Sector NPAs

In this case Pearson Correlation coefficient is 0.999 i.e. highly positive correlation exist between these two variables. This result suggests that there is a significant relation between total NPAs and Non Priority sector NPAs.

Hypothesis 3

H03: There is no significant relation between total NPAs and Public Sector NPAs

To test the above hypothesis Pearson Correlation coefficient method have been applied, the results of Pearson correlation coefficient is 0.763, which is between +0.75 to +1.0i.e. there is high degree positive correlation between Total NPAs and Public sector NPAs.

Conclusion

It can be concluded that both priority and non priority sector have substantial effect on banks NPAs. It can also be concluded that there is a significant relation between priority non-priority and Public sectors NPAs with one another and total NPAs. In spite of the contribution of these sectors in rising NPAs, it is also evident that it contributes to socio economic development as well. Therefore the operating measures of banks and government should make efforts to manage and reduce NPAs along with the facilitation of accelerating this important vehicle of development.

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GOODS AND SERVICES TAX AND ITS IMPACT ON INDIAN ECONOMY

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Abstract

The Good and services tax (GST) is the biggest and substantial indirect tax reform since 1947. The main idea of GST is to replace existing taxes like value-added tax, excise duty, service tax and sales tax. It will be levied on manufacture sale and consumption of goods and services. GST is expected to address the cascading effect of the existing tax structure and result in uniting the country economically. The paper highlights the background, objectives of GST and the impact of GST on Indian Economy. The paper further explores various benefits and challenges of GST. Finally, the paper examines and draws out a conclusion.

Introduction

The word „tax“ is derived from Latin word „tax are“ which means to estimate. A tax is an enforced contribution, exacted pursuant to legislative authority. Indian Taxation System comprise of- Direct and Indirect Tax. Goods and Services Tax (GST) is one of the most discussed Indirect Taxation reforms. It is a comprehensive tax regime levied on manufacture, sales and consumption of goods and services. The introduction of GST would mark a clear departure from the scheme of distribution of fiscal powers envisaged in the Constitution. The proposed dual GST envisages taxation of the same taxable event, i.e., supply of goods and services, simultaneously by both the Centre and the States. Therefore, both Centre and States will be empowered to levy GST across the value chain from the stage of manufacture to consumption. The credit of GST paid on inputs at every stage of value addition would be available for the discharge of GST liability on the output, thereby ensuring GST is charged only on the component of value addition at each stage. This would ensure that there is no ‘tax on tax’ in the country. GST will simplify and harmonies the indirect tax regime in the country. It is expected to reduce cost of production and inflation in the economy, thereby making the Indian trade and industry more competitive, domestically as well as internationally. It is also expected that introduction of GST will foster a common or seamless Indian market and contribute significantly to the growth of the economy.

The President of India approved the Constitution Amendment Bill for Goods and Services Tax (GST) on 8 September 2016, following the bill's passage in the Indian parliament and its ratification by more than 50% of state legislatures. This law will replace all indirect taxes levied on goods and services by the central government and state government and implement

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GST by April 2017. The implementation of GST will have a far-reaching impact on almost all the aspects of the business operations in India. With more than 140 countries now adopting some form of GST, India has long been a stand-out exception. GST is a value-added tax levied at all points in the supply chain, with credit allowed for any tax paid on input acquired for use in making the supply. It would apply to both goods and services in a comprehensive manner, with exemptions restricted to a minimum.

In keeping with the federal structure of India, it is proposed that the GST will be levied concurrently by the central government (CGST) and the state government (SGST). It is expected that the base and other essential design features would be common between CGST and SGSTs for individual states. The inter-state supplies within India would attract an integrated GST (IGST), which is the aggregate of CGST and the SGST of the destination state.



GST is proposed to fulfil the following objectives:

- ⤴ GST would help to eliminate the cascading effects of production and distribution cost of goods and services. This would help to increase GDP and then to economic condition of the country.
- ⤴ GST would eliminate the multiplicity of indirect taxation and streamline all the indirect taxes which would be beneficial for manufacture and ultimate consumer.
- ⤴ GST would be able to cover all the shortcomings of existing VAT system and hopefully serve the economy health.
- ⤴ Incidence of tax falls on domestic consumption
- ⤴ The efficiency and equity of system is optimized
- ⤴ There should be no export of taxes across taxing jurisdiction
- ⤴ The Indian market should be integrated into single common market
- ⤴ It enhances the cause of co-operative federalism.

Present Indirect Tax structure in India is very complicated and complex in nature. It consists of cascading effects of tax. These add to cost of goods and services through “tax on tax” which the final consumer have to bear.

Impact on Indian Economy in General

1. GST is a better tax system. It is more transparent, efficient, effective, self policing and less bureaucratic. GST would eliminate double taxation under the current SST. Consumer will pay fair prices for most goods and services compared to SST.

2. For businesses, they are able to reduce their cost of doing business since they are able to claim GST incurred on their business inputs. For example, under the current taxation system, manufacturers are not allowed to claim service tax on telecommunication, accounting and legal services and sales tax on indirect inputs such as office equipment and furniture. These taxes

Are embedded into the price of the goods sold. Hence, the cost of doing business increases. Under the GST system, any GST incurred on acquisition is claimable and is not a cost to businesses.

3. As such, Malaysian exports will become more competitive in the global market as no GST is imposed on exported goods and services. This will strengthen our export sector which would contribute to the economic growth of the country.

4. To make our exports more competitive, GST on exports will be zero-rated and the exporter can recover all the input tax incurred in the course of his business.

5. At present, imported goods are subject to import duty and sales tax unless exempted. Under GST, imported goods will still be subject to import duty but sales tax will be replaced with GST. As to whether the imported goods will be cheaper or more expensive will depend on a number of factors besides the GST rate.

6. There will be a positive impact on the economy due to the following:

- Reduction in business costs:
 - Special schemes to alleviate cash flow problems
 - Credit offset mechanism
 - Can claim the input tax due based on the invoice produced
- Lead to more competitive pricing
- Speeds up economic union of India
- Makes our export more competitive as exports are to be zero-rated
- Increase in Gross Domestic Product

- By merging all levies on goods and services into one, GST acquires a very simple
- Reduce shadow economy activities
- Uniformity in tax regime with only one or two tax rates across the supply chain as against Multiple tax structure as of present.
- It is a tool to manage the economy e.g. tourist refund scheme is proposed as a means to boost the tourism industry and tourism spending in the country, exports are zero-rated to make our goods more competitive globally.
- Increased tax collections due to wide coverage of goods and service
- Improvement in cost competitiveness of goods and services in the international market.



Benefits of GST:

GST has been envisaged as a more efficient tax system, neutral in its application and distribution ally attractive. The advantages of GST are:

- Wider tax base, necessary for lowering the tax rates and eliminating classification disputes.
- Elimination of multiplicity of taxes and their cascading effects.
- Rationalization of tax structure and simplification of compliance procedures.
- Harmonization of center and State tax administrations, which would reduce duplication and compliance costs.
- Automation of compliance procedures to reduce errors and increase efficiency.

Benefits on various stakeholders:

For Business and Industry:

- Easy Compliance
- Removal of cascading
- Improved Competitiveness for centre and State Government
- Simple and easy to administer

- Better Controls on leakage
- Consolidation of Tax base
- Higher Revenue Efficiency for the consumer
- Single and transparent tax proportionate to the value of goods & Services
- Reduction of prices.
- Increase in real income and purchasing power.

Challenges of GST in Indian Context

At Present, lots of speculations are going as to when the GST will actually be applicable in India. Looking into the political environment of India, it seems that a little more time will be required to ensure that everybody is satisfied. The states are confused as to whether the GST will hamper their revenues. Although the Central Government has assured the states about compensation in case the revenue falls down, still a little mistrust can be a severe draw back. The GST is a very good type of tax. However, for the successful implementation of the same, there are few challenges which have to face to implement GST In India. Following are some of the factors that must be kept in mind about GST:

1. Firstly, it is really required that all the states implement the GST together and that too at the same rates. Otherwise, it will be really cumbersome for businesses to comply with the provisions of the law. Further, GST will be very advantageous if the rates are same, because in that case taxes will not be a factor in investment location decisions, and people will be able to focus on profitability.
2. For smooth functioning, it is important that the GST clearly sets out the taxable event. Presently, the CENVAT credit rules, the Point of Taxation Rules are amended/ introduced for this purpose only. However, the rules should be more refined and free from ambiguity.
3. The GST is a destination based tax, not the origin one. In such circumstances, it should be clearly identifiable as to where the goods are going.

Conclusion

Tax policies play an important role on the economy through their impact on both efficiency and equity. A good tax system should keep in view issues of income distribution and, at the same time, also Endeavour to generate tax revenues to support government expenditure on public services and infrastructure development. The ongoing tax reforms on moving to a goods and services tax would impact the national economy, International trade, firms and the consumers There has been a good deal of criticism as well as appraisal of the proposed Goods and Services Tax regime. It is considered to be a major improvement over the pre-existing

central excise duty at the national level and the sales tax system at the state level, the new tax will be a further significant breakthrough and the next logical step towards a comprehensive indirect tax reform in the country. GST is not simply VAT plus service tax, but a major improvement over the previous system of VAT.

It can be concluded from the above discussion that GST will provide relief to producers and consumers by providing wide and comprehensive coverage of input tax credit set-off, service tax set off and subsuming the several taxes. Efficient formulation of GST will lead to resource and revenue gain for both Centre and States majorly through widening of tax base and improvement in tax compliance. It can be further concluded that GST have a positive impact on various sectors and industry. Although implementation of GST requires concentrated efforts of all stake holders namely, Central and State Government, trade and industry. Thus, necessary steps should be taken.

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STRATEGIES FOR ENHANCING WORK –INTEGRATED LEARNING (WIL) IN COLLEGES AND UNIVERSITIES

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Abstract

Work-integrated learning (WIL) programs are getting to be well known with graduates, government, bosses, and colleges. A noteworthy advantage of a WIL program is the expanded employability of graduates, and this matches well with the present pattern whereby graduates expect a result from their interest in training. Educational module is one of the essential items that colleges offer to their partners, yet the educational programs have gotten less consideration than may be normal. This paper talks about issues identified with structuring a WIL program for a post-advanced education program. The significance of WIL programs all in all is trailed by talk on how WIL, work and information are identified with one another. Issues identifying with planning a fruitful WIL program are talked about by its staff, scholastics and the businesses as partners in the program. The WIL program's suggestions for the post-graduate educational modules are likewise examined.

Keywords: Curriculum, experiential learning, work-based learning, work-integrated learning.

Introduction

A great part of the writing on WIL plots the advantages related for managers, graduates and the college, however few handle a portion of the imperative difficulties and issues that emerge in its execution. There are some vital preconditions for powerful WIL educational programs improvement and execution. These preconditions include:

1. Implementation of fitting strategies and methodologies
2. Cultural move towards the improvement of organizations and a 'partner approach'
3. Development of WIL educational modules and teaching method
4. Adequate resourcing.

Strategy 1: Policies and approaches

Colleges are progressively looking to WIL as an approach to accomplish key objectives and enhance understudy learning. In any case, most think about complex educational modules and managerial issues of program execution; that is, most colleges rush to perceive the advantages of WIL however are tested by the need to build up a college wide promise to WIL that is bolstered by facilitated strategies and methodologies. As one senior college administrator recognized, WIL offers incredible chances however must be completely claimed by the college.

A few colleges have received a methodology where duty regarding the improvement and usage of WIL educational modules rests with resources yet organization is facilitated and

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bolstered midway. Projects originate from the resources and these projects should draw in network. Each school has a consultative panel and they have solid network portrayal.

The advantage of this methodology, instead of a more concentrated college approach, is that programs are bound to mirror the explicit needs of the personnel. This methodology can likewise empower the development of solid connections between personnel staff, managers and the network. In any case, it relies upon workforce based duty to WIL and this can prompt variable commitment in WIL over the college.

Related to staff based methodologies a few colleges give chances to graduates to draw in with WIL encouraged through vocations administrations. This methodology can furnish resources with access to industry databases and give chances to vocations guides and workforce staff to cooperate. Members noticed that this community oriented methodology ought not to be 'either/or' and that WIL, as an educational modules movement, must be 'possessed' at the staff or order level.

Strategy 2: A stakeholder approach

Members offered a scope of proposals on approaches to enhance commitment between partners. These recommendations feature the requirement for a partner coordinated way to deal with the arranging and execution of WIL that depends on formalized connections and a typical comprehension of the related obligations and dimension of duty required. It was recommended that profitable discourse, veritable comprehension, and duty are bound to happen through joint effort as opposed to rivalry. That is, a partner approach requires clear understandings and the acknowledgment of necessities and also shared advantage and expenses. The driver is significance.

The educationalists are seeing the benefit of adding this to their courses and the advertising individuals are considering it to be a decent method to advance the college. It is getting to be applicable. The accomplishment of the program is the aftereffect of the progressing useful associations between people crosswise over both the University and the administration and non government part. It is that responsibility and experience that has encouraged the long haul connections which enables this program to be so effective for every one of the gatherings included – graduates, scholastics, administrators and all other staff from accomplice associations.

In the same way as other different territories, human services is an amazingly powerful field and exhibits an undeniably difficult condition for the arrangement of work-coordinated learning programs. We have to work with our key accomplices to ceaselessly rethink their

requirements and goals with the end goal to advance the further improvement of our connections in commonly helpful ways.

Strategy 3: WIL curriculum and pedagogy

College staffs contend that, from a student point of view, WIL can give graduates a true learning condition where they consolidate proficient information building and practice with working environment learning. Presentation to working environment settings can enable graduates to receive proper work environment practices and help them to end up versatile, versatile and transformative representatives.

There are some standards of good practice in the structure and the executives of WIL programs. These standards underscore the significance of educational modules plan that consolidates work coordinated action into the educational modules, suits the assorted variety of learning, incorporates the learning and instructing of both explicit and nonexclusive aptitudes, and perceives conventional and vocation expertise improvement. In the event that WIL educational programs is to accomplish its coveted instructive results and fabricate a scaffold of learning between the college and the working environment, at that point the segment needs to broaden its current scope of WIL methodologies and evaluation techniques.

Curriculum design and alignment

This implies consolidating new models that are deliberately planned and productively adjusted both to standard college educational program and business needs. Expanded correspondence and input between colleges, graduates, and businesses about educational modules issues will upgrade educational programs plan and build up instruments for nonstop quality enhancement for future activities.

In this examination both college senior supervisors and scholarly staff featured the significance of structuring WIL as a necessary piece of the educational programs, as opposed to an additional. For instance, participants at a college center gathering focused on the need to expressly compose it into the educational modules and survey it generally WIL was useful for graduates however unfocused and useless. Most senior supervisors and WIL staff required a sound college wide way to deal with WIL with facilitated strategies that help college wide, cross-personnel systems and construct solid connections with the network and bosses:

The difficulties are to perceive that WIL is a procedure and individuals add to it at various parts of the procedure – it is multi-possessed. We need to refine the handover procedures and input forms crosswise over jurisdictional limits.

Evaluation and quality

Input on the nature of WIL programs was recognized as a vital part of proceeded with educational modules enhancement and advancement. As one respondent remarked, how would we know WIL is functioning – what do we ask for from it? Members distinguished both formal and casual systems for social event input, and in addition pointers of progress. Formal input instruments incorporate partner pre-and post-overviews, assessment structures and meetings. At the point when solicited to distinguish markers from quality and achievement one respondent noticed that the college would state work results and the Course Experience Questionnaire. Respondents additionally referenced explicit pointers, for example, expanded cooperation rates of graduates and bosses; understudy eagerness and commitment; enhanced classroom association, evaluations, and fulfillment rates; expanded quantities of graduates coming back to do additionally consider; and expanded quantities of businesses asking for consultancies. Colleges' commitment in WIL programs and the working of important associations with managers will upgrade the nature of the learning background and improve graduates' entire of college encounter.

Strategy 4: Resourcing WIL

Members perceive that overseeing assets is vital as WIL grows crosswise over various orders and callings. Members proposed an assortment of arrangements as of now set up in a few colleges, or thoughts that could be actualized over the area. These proposals depend on the desire that college strategy and methodologies perceive coordination and supervision of WIL educational modules as an authentic scholastic undertaking that is perceived and esteemed in the advancement procedure. For instance, it is urging to see that few colleges have created strategies and ways to deal with guarantee outstanding burden issues are perceived. The advancement framework at University accounts not just for good research and educating criticism, yet in addition for commitment with the network, and University has tended to remaining task at hand worries by perceiving the extra and extraordinary nature of exercises engaged with overseeing WIL programs.

One proposal for overseeing assets found in the study reactions is to deliberately manufacture the limit of existing staff engaged with WIL exercises, both scholarly and authoritative. As per respondents, two basic territories requiring enhancement are:

- evaluating graduates in the working environment
- overseeing associations among colleges and businesses.

Members remarked that college staff, nearby chiefs and graduates all require expertise upgrade in these zones. Connected to this recommendation is the possibility that better advancement of the advantages of WIL would empower more staff, graduates and business to lock in.

Another proposal is the advancement of a scope of help systems to all the more likely empowers assistance of WIL. One approach to lighten utilitarian issues identified with remaining task at hand is to isolate the outstanding burden of preparing and organization among scholarly and managerial staff.

Arrangement of [administrative] staff contrasted with scholastics – there should be a cozy connection between the two in light of the fact that the outstanding task at hand is concentrated. Preparing ought to be finished by scholarly staff and organization done by expert staff.

Concluding remarks

Graduates and businesses feel firmly that industry contribution in all parts of the post-graduate educational programs is advantageous, especially in light of the fact that it presented graduates to 'genuine world' issues and give them involvement in meeting due dates and dealing with their time. More grounded linkages between educational programs substance and 'genuine world' precedents and applications are over and over referenced by alumni as a method for creating conventional aptitudes in the college setting. Initiative and innovative abilities, accepting accountability and deciding, and showing high moral models were felt to be all the more properly created in the work environment, either amid work arrangement or in a business circumstance, than at college where openings were more constrained. Work arrangements gave a phenomenal stage from which graduates could advance to the work environment and look for further open doors for their improvement. The lion's share of alumni are happy with the range and number of chances their bosses accommodated proficient and abilities advancement.

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ANALYSIS OF FACTORS INFLUENCING CONSUMER CHOICE TOWARDS GREEN ENERGY - AN EMPIRICAL STUDY IN NAMAKKAL TOWN

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Abstract

Within the past decade, green energy industries have experienced faster growth rates than most other industries. Continued growth of green energy has the potential to meet many of the nation's economic, environmental and social goals. This has policymakers, investors, and economic developers pondering how best to support the sustained growth of green energy.

Globalization leads the modern world towards green sources of energy. Green energy is clean sources of energy that have a lower environmental impact compared to conventional energy technology. Green energy plays a significant role in the strategic energy planning process for any country. Regarding energy resources, India plays an important part on the world scene.

Keywords: *Green Energy, Renewable energy, Solar Energy, Wind Energy, Hydropower.*

Introduction

The world is currently facing the environmental sustainability problems and environmental issues influencing and changing the patterns of human life and activities on this planet. Fossil fuels, the conventional energy sources, are not only running out at a dangerous pace but also give off tons of pollution. In order to meet the growing energy demands and save the planet from being spoiled and poisoned, nations all over the worlds are seriously turning towards natural renewable energy systems. Green energy is, thus, considered an extremely important aspect in safeguarding the planet as convenient for the future generations.

Retail competition in energy market will allow the consumer to choose the energy company, some researchers suggest that the consumer will make decision in purchasing the energy, probably depends on environmental products. With the rapid change in the consumer behavior resulting from the green movement towards the sustainability of the environment, the green energy will replace the traditional energy considering the environmental benefits, if this phenomenon continues to rise, and consumers are willing to pay for the green energy, then it will create a new market for renewable energy products. Since environmental concern is arising, it may help to emerge green marketing as a successful tool in the energy market.

The green energy practices offers opportunity to engage people and promote green life styles. From the other side there is also an opportunity to innovate in providing business solutions and achieve profit targets and at the same time build the customer trust on a green energy. Growing human populations and rising levels of consumption have elevated energy demands,

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placing increasing burdens on the environment – particularly on the global climate. In a transition to clean sources of energy, much energy growth will come from Green energy. Global attention has largely focused on the environmental impacts of conventional energy sources, particularly fossil fuels. However, some recent reviews have compared the impacts among different renewable energy sources. While green energy sources generally have low carbon emissions, they are often more land-use intensive than conventional energy sources, thereby creating potential conflicts with the conservation of terrestrial biodiversity and ecological services.

Renewable energy is unlimited, as supplies are continually replenished through natural processes. Renewable energy sources are limited in the sense that their availability varies across space and time. We provide here a general overview of three of the most important renewable energy sources – hydropower, solar energy, and wind power – and assess their potential impacts on biodiversity and key ecosystem services.

According to a report by the International Energy Agency, the increase of amount of electricity produced from renewable sources increased from just over 13% in 2012 to 22% the following year. They also predict that that figure should hit 26% by 2020 (9). In terms of total generation, renewable accounts for 19% of our present usage.

Importance of the Study

The green energy sources, based on wind, water, and sunlight could provide all new energy globally by 2030, and replace all current non-renewable energy sources by 2050. This study will contribute to the existing knowledge and will try to find factors that may play a role on consumer choice towards the adoption of green energy.

Objective of the Study

1. To analyses factor influencing the green energy.
2. To examine the level of satisfaction of consumer towards green energy.

Sample Methods

The respondents are interviewed on the basic of convenient, accessibility and time. Thus, convenient random sampling method is adopted to select interviewee.

Sampling techniques is used for this study is simple random sampling techniques. In simple random, few retail outlets in selected area where chosen and data was collected with the footprints of the respondents. Convenience sample chosen as and when the stores come on the way.

Literature Review

According to Bird et al. (2002) green power products are generally 100% renewable energy offerings and are produced from either a mix of several renewable resources or a single resource such as hydro or wind. Just a small numbers of these products are selling at the cost of conventional electricity while the majority have 10-30% premium price than conventional electricity. Green energy, also called “renewable energy” is defined by Omer (2008) as energy that is generated from natural and renewable resources. The term renewable energy is used to describe a wide range of naturally occurring, replenishing energy sources. Green energy sources are widely considered as energy sources that have less of an ecological impact than conventional energy sources. Harmon and Cowan (2009) define green energy as energy produced and used in ways that are not damaging to the environment. The term green energy is often interchangeably used with sustainable energy, alternative energy and renewable energy. Green energy alternatives for instance include geothermal power, wind power, hydroelectric power, solar power as well as biomass fuels. According to Omer (2008), using alternative approaches to energy generation and exploitation is the key factor in reducing and controlling CO₂, thus, contributing to global warming.

Analysis and Interpretation

Table 1.1 Factors Influencing Of Green Energy

SL.No	Factors	Rank
1.	Reducing Environmental Distortion	12 (48%)
2.	Health Benefits	8 (32%)
3.	Perform consistently	12 (3%)
4.	Social Approval	2 (8%)
	Total	25(100%)

Table 1.1 exhibit, Majority of the respondents are provide first rank to reducing environment distortion by save earth, second rank to health benefit by extent their life time, third rank goes to performance consistently by replenish resources and Last rank goes to social approval by adoption of innovative technology.

Table 1.2 Level of Satisfaction of Green Energy

SL.No	Features	Highly Satisfied	Satisfied	Dis Satisfied
1.	Feel good	9(36%)	15(60%)	1(4%)
2.	Reducing electricity bill	7(28%)	16(64%)	2(8%)
3.	Save earth	10(40%)	14(56%)	1(4%)
4.	Improve standard of living	12(48%)	10(40%)	3(12%)

Table 1.2 exhibits, the majority 60 percent of the respondents are reveals that satisfied, 36 percent of the respondents are reveals that highly satisfied and 4 percent of the respondents are reveals that dissatisfied by feel good with the adoption of green energy.

In this connection of the majority 64 percent of the respondents are reveals that satisfied, 28 percent of the respondents are reveals that highly satisfied and 8 percent of the respondents are reveals that dissatisfied by reduce the electricity bill with the adoption of green energy.

The above table depicts of the majority 56 percent of the respondents are reveals that satisfied, 40 percent of the respondents are reveals that highly satisfied and 4 percent of the respondents are reveals that dissatisfied by save earth with the adoption of green energy.

In this analysis the majority 48 percent of the respondents are reveals that highly satisfied, 40 percent of the respondents are reveals that satisfied and 12 percent of the respondents are reveals that dissatisfied by improve standard of living with the adoption of green energy.

Findings

- Highest number of the respondents is provided first rank to reducing environment distortion by save earth.
- Majority 60 percent of the respondents are reveals that satisfied by feel good with the adoption of green Energy.
- Majority 64 percent of the respondents reveals that highly satisfied by reducing electricity bill with the utilization of green Energy.
- Majority 56 percent of the respondents are reveals that satisfied by save earth with the consumption of green Energy.
- Majority 48 percent of the respondents are reveals that highly satisfied by improve standard of living with the usage of green Energy.

Conclusion

After the analysis of the study, we can conclude that the majority of consumers supported green energy and moreover our survey result shows that consumers are willing to pay extra for the green energy if they see some benefit of their money in terms of good quality, services, taking care of customers and society. We find that many consumers are aware of the environmental issues and they feel their concern about the environment, particularly the young consumers and to participate for sustainability of the environment. The study results that reducing Environmental distortion, health benefit and social responsiveness, are most important factors in decision making. Finally the consumers are highly satisfied with adoption of green energy.

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ROLE OF DIGITAL INDIA IN RURAL AREAS - A STUDY

S.Geetha¹

Abstract

The world has transformed from knowledge savvy to techno knowledge savvy. The things should be available on one click. The Digital India programme comprises of various initiatives each targeted to prepare India for becoming a knowledge economy and for bringing good governance to citizens through synchronized and coordinated engagement of the entire government. Digital indicates to electronic technology which generates stores and processes data. It is stored in a virtual central repository that can be accessed anytime, anywhere, through established protocols. Digital Technologies include Cloud Computing and Mobile Applications. Digital India is one of the step by the government to motivate and connect Indian Economy to a knowledge savvy world. The overall programme is focused to develop India for a knowledgeable future by developing central technology for allowing revolution which covers many departments under one umbrella programme.

Keywords: Digital, electronic, technologies, world, programme, Umbrella.

Introduction

An initiatory step toward the digital India is to connect rural areas with high-speed internet networks. It was launched for the first time by Prime Minister Shri Narendra Modi on 2 July 2015. It has three essential factors: these are Universal digital literacy, delivering government services digitally and Development of secure and stable Digital Infrastructure In this digital era when uses of technologies increasing day by day in everyday lives in reference to communication to transactions including retail stores to government offices. It provides the facility to connect with each other and sharing the information. There are few lines about digital India said by Shri Narendra Modi (Hon'ble Prime Minister of India) and Shri Ravi Shankar Prasad (Hon'ble Minister of Communications & IT Government of India) [1]: "E-Governance is an essential part of our dream of Digital India, the more technology we infuse in Governance, the better it is for India". Shri Narendra Modi Hon'ble Prime Minister of India "Digital India is more for the poor and underprivileged. It aims to bridge the gap between the digital haves and Have-nots by using technology for citizen". Shri Ravi Shankar Prasad Hon'ble Minister of Communications & IT Government of India Digital India is a dream scheme of government of India. The objective is to providing the government services to Indian citizens digitally and connects rural area with internet so that people get benefits of all government services and can also improve their digital literacy. Government of India wants to co-ordinate with common public by connecting digitally so that they can digitally empowered society. Now in the current time when peoples live in digital era, it is to go with technology as world is going digital day by day. Individual should learn to use of digital

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technology in daily life including communication, transaction, business and many other daily work. With the help of Digital technology peoples can manage daily works and shares information in far better and effortless way. The term “Digital India” speaks so much about itself. Digital India campaign is an initiative to transform India into a digitally empowered country and knowledge economy

Objectives

- To study the impact of digital India programme on the upliftment of Indian rural economy.
- To study how Digital India programme will lead to empowerment of rural entrepreneurship in the country.
- To study the impact of digital India programme on the empowerment of rural women.

Scope of Digital India in Rural Areas

The overall scope of this programme is: To prepare India for a knowledge future. On being transformative that is to realize IT (Indian Talent) + IT (Information Technology) = IT (India Tomorrow) Making technology central to enabling change. On being an Umbrella Programme - covering many departments weaves together a large number of ideas and thoughts into a single, comprehensive vision, so that each of them is seen as part of a larger goal. Each individual element stands on its own, but is also part of the larger picture. The weaving together makes the Mission transformative in totality.

1. The Digital India Programme will pull together many existing schemes which would be restructured and re-focused and implemented in a synchronized manner. The common branding of the programmes as Digital India highlights their transformative impact.
2. A wide range of applications and content relevant for rural consumers must be accessible on mobile devices and the operators must provide service packages affordable to the target user.
3. Broad based availability of broadband services, through handheld devices, is a pre-requisite for the achievement of the goals of „Digital India“.

The socio-economic potential and impact of rolling out electronic governance software and mobile applications in rural India is much more than urban India. The Digital India agenda has created opportunities for many ministries and departments of the government to come together and develop integrated solutions. But many technology providers, and indeed even some policy planners, have begun to consider Digital India opportunity as synonymous to the development of smart cities and the “Internet of Everything”.

Benefits of Digital India Programme

- It makes possible the implementation of digital locker system which in turn reduces paper work by minimizing the usage of physical documents as well as enabling e-sharing through registered repositories.
- It ensures the achievement of various online goals set by the government.
- It makes possible for people to submit their documents and certificates online anywhere which reduces physical work.
- Citizens may digitally sign their documents online through e-Sign framework
- It will ease the important health care services through e-Hospital system such as online registration, taking doctor appointments, fee payment, online diagnostic tests, blood check-up, etc.
- It provides benefits to the beneficiaries through National Scholarship Portal by allowing submission of application, verification process, sanction and then disbursal.
- It is a huge platform which facilitates an efficient delivery of government or private services all over the country to its citizens.
- .Bharat Net programme (a high-speed digital highway) will connect almost 250,000 gram panchayats of country.
- There is a plan of outsourcing policy also to help in the digital India initiative.

Concept of Digital India in Rural Areas

- The purpose of Digital India is to create increased internet connectivity which means that even rural people and small scale businesses will have an outreach that surpasses limitations of every kind.
- The vision is to create a digitized country that welcomes a whole new world full of untapped potentials besides also making way for investments in many niche industries and furthermore possibilities for the technology sector.

Digitalization of Rural India

The economic impact of digitalization of rural India is far and wide. To quote in the words of Kane J. Shore a Journalist “What a difference five years can make. In that time, a project to bring the Information Age to villagers in southern India has given 50 000 “information shop” users in a dozen “information shop” users in a dozen communities’ high-speed wireless telephone and Internet access. It has also helped improve more traditional Indian communication methods, such as public loudspeaker networks and community newspapers.”

- Increase in Employment Opportunities: First and foremost benefit of digitalization is increase in employment opportunities in rural areas. Large number of small entrepreneurs have got employment in provision of Internet kiosks in rural areas
Improvement in standard of Living:
- The second benefit is the improvement in standard of living of the people by improving their income. Large numbers of people are getting benefitted by these facilities. They are using internet services and other facilities provided by various schemes like lifelines India and are getting awareness regarding various plant diseases, new methods of farming etc. They are also getting information on various diseases of farm animals and methods by which they can remain healthy and their output also increases.
- Reduction in Risk and Uncertainty: Rural community is making full use of available techniques and is reducing risk and uncertainty by getting market information online. Fishermen are checking weather conditions before venturing into the sea. They are also carrying mobile phones with them so that in case of any emergencies they can contact their relatives or authorities and they can get help.
- Saved life during Tsunami: “Residents of the village of Nallavadu, Pondicherry on the east coast of India escaped December’s deadly tsunami after some quick-thinking, and forewarned, citizens managed to broadcast an alert of the oncoming waves. After receiving a phone call from a relative in Singapore who had heard of the earthquake and resulting tsunami headed for India, villagers broke into the community centre set up by the IDRC-supported MS Swaminathan Research Foundation (MSSRF) where a public address system used routinely to announce sea conditions to the fishermen was housed.
- The warning was successful and the entire village’s population of more than 3,500 evacuated the area in time “ (Digital Review of Asia Pacific) This is only one instance in which ICT could save lives of large number of people.
- Increasing e-literacy in rural areas: Large number of rural youth is getting training in using computers, MS Office and Internet. Internet Kiosks are conducting educational and training programs for rural youth. Under various programs large number of rural youth is being trained through village knowledge centers.

- Increasing awareness about Spoken English: Rural people have become aware of importance of spoken English, since English is the main language required for Internet.

Advantages of digital India

Digital connectivity is an emerging concept to connect with peoples across demographic and socio-economic sectors. Digital India program assures to renovate India into digitally empowered country by emphasizing digital literacy, providing digital resources, and combining digital platforms. To provide accessibility of digital resources for citizens is a commitment of Digital India programme. For example, the program is to provide accessibility of phones, tablets and computers for those who are visual or hearing impairments learning or cognitive disabilities or physical disabilities etc. e-Saadhya: CDAC, Bangalore with CDAC Hyderabad, implemented Adaptable e-Learning Accessibility Model for the Disabled. It is an education framework for those children with autism and mild mental retardation Government of India is planning to generate 28,000 BPOs Jobs in various states and one Common Service Centre (CSC) in each of the gram panchayat in the state. India is seen the rebellion of the digital generation against established traditions. The aim of digital India is transforming travelling the paths of both rural and urban India with overwhelmingly affecting the lives of every citizen to make a new India which is digitally empowered knowledge economy.

Digital Infrastructure as a utility to every citizen

A well connected nation is a prerequisite to a well served nation. Once the remotest of the Indian villagers are digitally connected through broadband and high speed internet, then delivery of electronic government services to every citizen, targeted social benefits, and financial inclusion can be achieved in reality.

- ❖ Availability of high speed internet as a core utility for delivery of services to citizens
- ❖ Digital identity that is unique, lifelong, online and authenticable to every citizen
- ❖ Mobile phone & bank account enabling citizen participation in digital & financial space
- ❖ Easy access to a Common Service Centre
- ❖ Shareable private space on a public cloud
- ❖ Safe and secure cyber-space

Conclusion

With the adoption of Digital India Project, India will have a powerful digital infrastructure. All educational institutions and government services will soon be able to provide digital services round the clock. More employment prospects will open for the youth that will boost the nation's economy. Tech giants from all over the world are willing to actively. Participate in this campaign. The outcome of Digital India is to produce Wi-Fi locations for people, creating job, universal phone connection, High speed internet, Digital Inclusion, e-Services, e-Governance, Digitally motivated people, National Scholarships Portal, Digital Lockers System, e-education and e-health making India to be pioneer in IT use solution.

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ENVIRONMENTAL EFFECTS OF E-COMMERCE A – STUDY

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Abstract

The environmental effects of e-commerce may be described in terms of first-, second-, and third-order effects. Data for these effects are scarce, partly because research on environmental effects of e-commerce and e-business is still in its infancy, although it is evolving very rapidly. Until now, positive environmental consequences of e-commerce have generally been coincidental. Two crucial questions that must be addressed are (1) How do we improve our understanding and management of the environmental effects of e-commerce? and (2) Which approaches are best suited to the development of sustainable e-solutions? Three approaches to developing sustainable e-commerce solutions are discussed: the extension of environmental performance measurement and management to e-commerce activities, the use of new cooperative forms of innovation management, and the provision of customer choice. Finally, an outlook on future research demands is presented. The technology itself (information and communication technologies, Internet) does not determine sustainability, but rather its design, use, and regulation does.

Keywords: Business strategy e-commerce, environmental management, information and communication Technologies (ICT), innovation rebound effect.

Introduction

Electronic commerce (e-commerce or EC) describes the buying, selling, and exchanging of products, services, and information via computer networks, primarily the Internet. Some people view the term commerce as describing transactions conducted between business partners. To them, the term electronic commerce seems fairly narrow, so many use the term e-business (electronic business) instead. It refers to a broad definition of EC, not just buying and selling, but also servicing customers, collaborating with business partners, and conducting electronic transactions within an organization. According to Lou Gerstner, IBM's CEO, "e-business is all about time cycle, speed, globalization, enhanced productivity, reaching new customers, and sharing knowledge across institutions for competitive advantage." In this book we use the term electronic commerce in its broadest scope, as basically equivalent to e-business. E-commerce is a very diverse and interdisciplinary topic, with issues ranging from e-technology, addressed by computer experts, to consumer behavior, addressed by behavioral scientists and marketing research experts.

Types of E – Commerce

The opening case shows an example of business-to-business EC (B2B), in which two or more businesses make transactions or collaborate electronically. Although B2B is the major current type of electronic commerce (as measured by monetary volume), there are several other important types of EC:

- ❖ **Collaborative commerce (c-commerce).** In this type of EC, business partners collaborate electronically. Such collaboration frequently occurs between and among business partners along the supply chain.
- ❖ **Business-to-consumers (B2C).** In this case the sellers are organizations, the buyers are individuals.
- ❖ **Consumers to businesses (C2B).** In these case consumers make known a particular need for a product or service, and organizations *compete* to provide the product or service to consumers. (An example would be Priceline.com, where the customer names the price and suppliers try to fulfill it.)
- ❖ **Consumer-to-consumer (C2C).** In this case an individual sells products (or services) to other individuals.
- ❖ **Intrabusiness (intraorganizational) commerce.** In this case an organization uses EC internally to improve its operations. A special case of this is known as B2E (business to its employees) EC.
- ❖ **Government-to-citizens (G2C) and to others.** In this case the government provides services to its citizens via EC technologies. Governments can do business with other governments (G2G) as well as with businesses (G2B).
- ❖ **Mobile commerce (m-commerce).** When e-commerce is done in a wireless environment, such as using cell phones to access the Internet, we call it m-commerce.

Limitations of E-commerce

Technical Limitations

- ❖ Lack of universally accepted standards for quality, security, and reliability.
- ❖ Insufficient telecommunications bandwidth.
- ❖ Still-evolving software development tools.
- ❖ Difficulties in integrating the Internet and EC software with some existing (especially Legacy) applications and databases.
- ❖ Need for special Web servers in addition to the network servers.
- ❖ Expensive and/or inconvenient Internet accessibility for many would-be users.

Non technical Limitations

- ❖ Unresolved legal issues
- ❖ Lack of national and international government regulations and industry standards.
- ❖ Lack of mature methodologies for measuring benefits of and justifying EC.
- ❖ Many sellers and buyers waiting for EC to stabilize before they take part.

- ❖ Customer resistance to changing from a real to a virtual store. People do not yet sufficiently trust paperless, faceless transactions.
- ❖ Perception that EC is expensive and unsecured.
- ❖ An insufficient number (critical mass) of sellers and buyers exists for profit.

E-Commerce Categories

- ❖ **Electronic Markets** Present a range of offerings available in a market segment so that the purchaser can compare the prices of the offerings and make a purchase decision.
Example: Airline Booking System
- ❖ **Electronic Data Interchange (EDI)** It provides a standardized system. Coding trade transactions • Communicated from one computer to another without the need for printed orders and invoices & delays & errors in paper handling . It is used by organizations that a make a large no. of regular transactions Example: EDI is used in the large market chains for transactions with their suppliers
- ❖ **Internet Commerce** It is use to advertise & make sales of wide range of goods & services This application is for both business to business & business to consumer transactions

Example: The purchase of goods that are then delivered by post or the booking of tickets that can be picked up by the clients when they arrive at the event.

Advantages of E-commerce

- Buying/selling a variety of goods and services from one's home or business
- Anywhere, anytime transaction
- Can look for lowest cost for specific goods or service
- Businesses can reach out to worldwide clients - can establish business partnerships
- Order processing cost reduced
- Electronic funds transfer faster
- Supply chain management is simpler, faster, and cheaper using ecommerce
 - Can order from several vendors and monitor supplies.
 - Production schedule and inventory of an organization can be inspected by cooperating supplier who can in-turn schedule their work

Disadvantages of E-commerce

- Electronic data interchange using EDI is expensive for small businesses

- Security of internet is not very good - viruses, hacker attacks can paralise e-commerce
- Privacy of e-transactions is not guaranteed
- E-commerce de-personalizes shopping

Features of E - Commerce

E-Commerce provides the following features:

- ❖ **Non-Cash Payment:** E-Commerce enables the use of credit cards, debit cards, smart cards, electronic fund transfer via bank's website, and other modes of electronics payment.
- ❖ **Service availability:** E-commerce automates the business of enterprises and the way they provide services to their customers. It is available anytime, anywhere.
- ❖ **Advertising/Marketing:** E-commerce increases the reach of advertising of products and services of businesses. It helps in better marketing management of products/services.
- ❖ **Improved Sales:** Using e-commerce, orders for the products can be generated anytime, anywhere without any human intervention. It gives a big boost to existing sales volumes. **Support:** E-commerce provides various ways to provide pre-sales and post-sales assistance to provide better services to customers.
- ❖ **Inventory Management:** E-commerce automates inventory management. Reports get generated instantly when required. Product inventory management becomes very efficient and easy to maintain.
- ❖ **Communication improvement:** E-commerce provides ways for faster, efficient, reliable communication with customers and partners.

Threats of E-commerce

- Hackers attempting to steal customer information or disrupt the site
- A server containing customer information is stolen.
- Imposters can mirror your ecommerce site to steal customer money
- Authorised administrators/users of an ecommerce website downloading hidden active content that attacks the ecommerce system.
- A disaffected employee disrupting the ecommerce system.
- It is also worth considering where potential threats to your ecommerce site might come from, as identifying potential threats will help you to protect your site. Consider:

- Who may want to access your ecommerce site to cause disruption or steal data; for example competitors, ex-employees, etc.
- What level of expertise a potential hacker may possess; if you are a small company that would not be likely to be considered a target for hackers then expensive, complex security may not be needed.

Conclusion

As a future medium and form of market transaction, the Internet and e-commerce are of central importance for sustainable development. Research on the environmental effects of e-business is still in its infancy, but it is evolving very rapid. The studies available so far make clear that e-commerce is inherently neither environment friendly nor environment hostile. Here there is no determinism: The technology (ICT, Internet) itself does not determine sustainability, but rather its design, use, and regulation does. The demand for future research in this field is considerable The need for research on the environmental impact brought about by e-commerce and Internet use is substantial. The identification of best practices for eco-efficient digital products and ecommerce applications Empirical studies that encompass a large number of companies to deliver results of statistical validity National and international monitoring programs on the Internet economy and the environment that gather data and assess the environmental effects of the Internet economy . In spite of LCA and other methodologies, which have been developed in recent years, there are still quite a few methodical problems with research on environmental effects of e-commerce and the Internet economy that must be solved: A principal problem consists in defining a unit of use. The paradigm of “functional equivalence” is difficult to apply in comparisons between different media. LCA-type materials and energy analyses of individual activities are not the only or perhaps best, indicator of how ecommerce activities contribute to dematerialization. It may require a system shift from first-order to second- and third-order effects. This also relates to appropriate system boundaries. The (micro) product technology assessment or LCAs so far register neither consequence in the value chain nor rebound effects. Also, it is necessary to expand the assessment beyond direct energy and material effects. As a result of network effects and critical threshold, some solutions may not be very efficient in their early stages, but perform better if applied on a larger scale (e.g., deliver services). Data validity is often insufficient; the data inventories for ICT devices and facilities are outdated. Quality/test criteria for studies on environmental effects of e-business applications are still lacking. In this article, three approaches for developing sustainable e-commerce solutions have been

presented. More detailed research on the role of environmental issues for the competitiveness of digital product and services and the e-commerce business models is needed.

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ECONOMIC PLANNING AND ISSUES IN AN ECONOMY

Dr.J.Kalaisigamani¹

Abstract

Economic planning in India was started in 1950. It is to make decision with respect to the use of resources. Economic Planning is a concept that is related to the long term plans of government to co-ordinate and develops the economy. It is necessary for economic development of country. This paper focuses on the Economic Planning and issues in an Economy.

Introduction

After independence, one of the most difficult choices that the leaders had to make was to decide the type of economic system that was capable enough to promote welfare equally across the country. The planning committee decided to adopt a mixed economic system – a judicious mix of both socialist and capitalist systems. Mixed economy was finally chosen with the help of Industrial Policy Resolution of 1948 and Directive Principle of Indian Constitution. Planning Commission was set up in 1950, Pandit Jawaharlal Nehru, the first Prime Minister of India was made the chairperson of the commission. There is an immense need for economic planning as resources in a country are limited whether natural resources or human resources. The shortage of resources compels the need for proper management at production, distribution and consumption ends.

Objectives of economic planning

- Economic Growth
- Reduction of Economic Inequalities
- Balanced Regional Development
- Modernization
- Reduction of Unemployment

Features of Economic Plan

- Determining the objectives that are to be achieved.
- Estimating the resources that are available in the country.
- Determining the order in which the objectives are to be achieved.
- Designing suitable schemes for realizing of the objectives.
- Determining the plan outlay and investment.
- Allocation of resources between different sectors as per the priority of objectives
- Establishing a body for the formulation, organization and appraisal of the plans

Types of Economic Plan

Perspective Plans

Perspective plan is a long-term plan. Generally, it is formulated for a period ranging from 15 years to 20 years.

Five-year Plans

Five-year plans as their name indicate are designed for a period of five years. It is an integral part of perspective plan.

Annual Plans

Annual plan is a part of five-year plan. It is prepared year-wise. So for each five-year plan, five annual plans will be prepared in a detailed manner.

Rolling Plans

Rolling plans do not have a fixed period of time. These plans have only duration and move forward. As it moves forward the year, which was completed, is deleted and one year is added at the end.

Issues with planning

- Planning is central. Decentralized planning is still in promising stages.
- Planning commission is not a constitutional body. It has hijacked the role of finance commission.
- Often planning commission fails to comprehend ground realities. For example Unrealistic data on poverty line.
- Centralized planning may not extend in the peripheral areas.
- Alliance politics affects planning.
- Planning for 125 crore diverse population is not easy.
- Limited resources and funds available.
- Lack of visionary leadership and technological expertise.
- Lack of proper monetary mechanism to check the implementation of the plan.

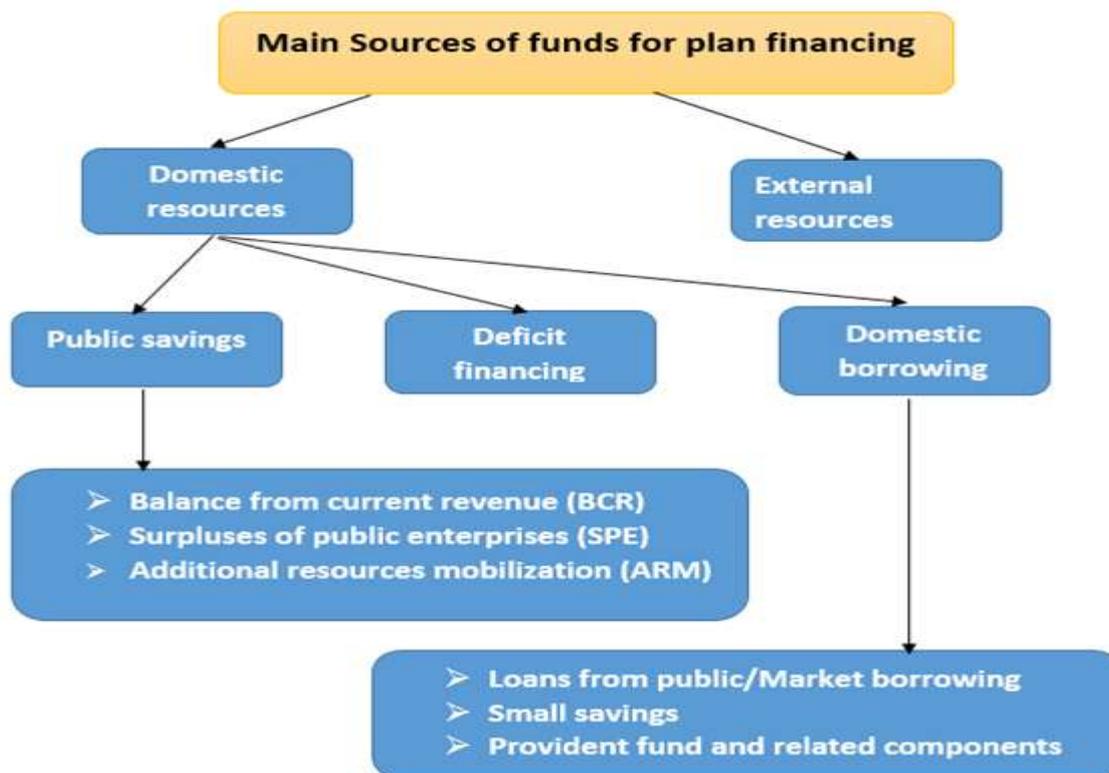
Issues to be addressed in planning

- Population growth.
- Food production.
- Health.
- Vulnerable sections of the population.
- Transport, communication and energy self-sufficiency.
- Water conservation and air quality.

- Trade and investment.
- Peace, security and governance.

Mobilization of resources

Mobilization of resources means to release locked resources. Every country has economic resources within its territory known as domestic resources. For the development of nation, identification and mobilization of its resources is essential.



Types of Resources of India

- Natural Resources such as Coal, Petroleum, Natural Gas, Water, Spectrum.
- Human Resources like the labour force and intellectual ability of a nation.
- Best utilization of these resources lead to generation of economic resources such as savings, investment capital, and tax.

Mobilization of Natural Resources

India has sufficient reserves but due to policy bottlenecks, it is importing coal and iron. This is increasing our Current Account Deficit.

Mobilization of Human Resources

Human capital is deciding factor in the economic development. Indian economy is plagued with poor human resources. While the average population is traditional and lacks scientific

knowledge, 33% of population is still illiterate. It retards economic progress in country (Gupta, 2008).

Mobilization of human resources emphasizes the need to empower human resources. Weaker sections such as women, children, SC, ST, OBC etc. should be brought into mainstream. There should be correct employment opportunities for human resources, and when there is lack of skill the job demands. In India, despite having good savings rate, domestic investment is less. Indians are investing in less productive assets like gold and consumer durable. For good economic development, India needs to invest in agriculture, manufacturing or services.

Initial Resource Mix

There are various resource needs in a starting organization (technology, labour, capital, organizational structure, societal support, legitimacy). But the accurate mix of resources is not always available. The most important resource of an organization is its people. More savings and more productive investment.

Taxation

Indian taxation system underwent revolutionary reforms during the last decade. The tax rates have been rationalized and tax laws have been simplified resulting in better compliance, ease of tax payment and better enforcement. The procedure of rationalization of tax administration is continuing in India. Public revenue generation is for investment in social services and infrastructure. The private sector mobilizes the savings of households and firms through financial intermediaries, which allocate these resources for investment in productive activities.

Issues with mobilization of resources:

Issues in mobilization of resources include all those issues and problems underlined in mobilization of natural resources, human resources and financial resources. Low-income countries confronting prevalent poverty therefore mobilizing domestic resources is particularly challenging, which has led developing countries to rely on foreign aid, foreign direct investment, export earnings and other external resources. Nonetheless, there are compelling reasons to give much more emphasis to DRM (Domestic Resource Mobilization) Greater reliance on DRM is important to raise economic growth, reduce poverty and underpinning sustained development. High-growth economies typically save 20-30 per cent or more of their income in order to finance public and private investment. DRM is potentially more consistent with domestic ownership than external resources. Foreign aid consistently carries restrictions and conditionality. FDI (Foreign Direct Investment) is mainly oriented to

the commercial objectives of the investor, not the principal development priorities of the host country. DRM is more foreseeable and less volatile than aid, export earnings, or FDI.

Indian Economy

In Indian economy where huge labour force is available, importance of an employment oriented growth is observable. Growth in economic terms relates to the increase in GDP (national income). GDP is the money value of goods and services produced in an economy. Economic growth in India has generally unsuccessful to maintain balance between growth of productivity and occupation. In 1990's, the 6 per cent growth achieved, contribution of employment was only 1.8 per cent with that of productivity rising to 4.2 per cent. When the national income escalates, perfectly it should result in development (qualitative feature such as health, education, employment).

Employment growth in India

It is considered that employment has always highlighted as an element of development policy in India. The priority and attention have received changes in development plans from time to time and so have the approaches and strategies as well as policies and programmers for employment generation .ILO data signified that most of them saw an increase of less than one per cent per annum in their employment during the 1990s. According to financial analysts, India's significant record on employment growth has not been satisfactory in view of a faster growth of labour force. Additionally, there are a few disturbing features of employment growth in recent years. First, employment growth has slowed. Second, employment content of growth has shown a decline. Third, sectors with higher employment potential have registered comparatively slower progress. Fourth, agriculture, despite a sharp decline in its importance in gross domestic product, continues to be the biggest employer as the non-agricultural sectors have not generated enough employment to affect a shift of workforce. Fifth, most of the employment growth has been contributed by the unorganized, informal sector which is characterized by poor incomes and conditions of work. Lastly, employment growth in the organized sector which seems to have picked up in recent years has been mostly in the types of casual and contract labour.

Employment growth in the secondary sector includes mining, manufacturing, electricity, water and gas, and construction, has been comparatively high during 1972-73 to 2009-10. It has dropped over the longer period with some fluctuations over the shorter periods, but has revealed a noteworthy increase during 1994-2005. Even during 2004-05/2009-10, when overall employment has virtually deteriorated, it has grown at around 3.5 per cent in the

secondary sector. Employment growth in the tertiary or services sector has also been comparatively high but has constantly declined over the three periods of 10 years each since 1972-73. It has been documented that employment performance of the rural areas has been better as compared to the urban areas in so far as the non-agricultural activities are concerned. Data revealed that employment in all non-agricultural activities together grew at 4.58 per cent per annum in rural areas and 4.08 per cent per annum in urban areas during 1972-73/1983. Growth rates for rural and urban areas were similar at 3.65 during 1994-2005. Only during 1983/93-94 urban growth rate was higher at 3.5 as compared to 3.2 for rural areas. During 2005-10, rural areas performed better than the urban areas in growth of non-agricultural employment. Two service activities such as Information Technology (IT) and Tourism registered greater employment opportunities and these sectors have attracted special attention of policy makers. Information Technology Sector includes two main segments: information technology services (ITS) known as the software services and information technology enabled services (ITS) also often referred to as business process outsourcing (BPO). It is witnessed that employment in IT sector has been growing speedily.

Issues in India's growth, development and employment

- India's growth is decreasing.
- India's growth is principally backed by service sector. There is sluggishness in the manufacturing sector.
- Indian agriculture sector is still dependent on monsoon. Nearly 50 % of population dependent on agriculture which contributes only 14% of GDP.
- In India there is a big issue related to investment. It is stated that for high growth of any nation, there should be investment in productive areas. There should also be supporting infrastructure. But India is lacking in these areas.
- Due to external and internal factors, there is drop in foreign investment. This is broadening Current Account Deficit.
- For providing welfare schemes, subsidies and defence expenditure, India is borrowing. The Fiscal Deficit of India is widening.
- India's export sector is not developing with respect to the demands of import goods.
- Growth is not entirely inclusive. There are still a significant portion of people below poverty line.

Challenges of employment

Unemployment rates are still worrying in developing countries. Unemployment is the major macroeconomic variable and it is directly related to the GDP of the country. Unemployment leads to inflation and retarded growth. The major factors that augment unemployment are economic crisis. There are many issues with employment. The average salary and per-capita income of Indians are very low. In the Indian job market, middle to senior level specialists are in great demand in industries, with employers seeking strong management skills and some international exposure. The problem of unemployment in developing countries differs from industrialized countries. The issue of unemployment in developed country is just social problem where as in developing countries like India it arises from shortage of capital formation. Major aspect of employment in India is low return of work.

Conclusion

India has been a significant part of world economy. Indian economy is continuing to reap the rewards of more than 15 years reform. There are numerous issues related to Indian economic planning population explosion, low level technology or low standard of living. There is a need to mobilize country's natural and human resources to enhance economic development. Planning had progressed in many areas but country has to make efforts to reach the standard of developed countries.

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FACTORS INFLUENCING EMPLOYEE ENGAGEMENT

K.Devika¹

Dr.G.Latha²

Abstract

Most organizations today realize that satisfied employee is not necessarily the best employee in terms of productivity and loyalty. It is only an Engaged employee who is emotionally and intellectually bound with the organization, feels passionate about the organizational and individual goals, goes extra mile beyond basic job responsibility for the organizational development. Moreover, in times of diminishing productivity and loyalty, Employee Engagement is a powerful retention strategy in any industry. The objective of this study is to clarify the meaning of employee engagement, its importance and to identify the factors that are important for effective implementation in an organization. The researchers have reviewed various academic and popular research papers in the area of employee engagement and have come up with major factors which commonly influence employee engagement.

KEY WORDS: *Employee Engagement, Organizational climate and culture, leadership and communication, Organizational policies and procedures, Empowerment, personal factors*

Introduction

In today's dynamic business environment, employees are faced with new challenges daily. In fact, change and turmoil in the workplace seem to be the norm rather than the exception. Most agree that consistently successful organizations adapt to change better than the unsuccessful ones. Importantly, the key to successfully managing change starts with the organization's members. Indeed, an engaged, positive workforce can "make or break" an organization (Lockwood, 2007). However, it is often difficult for employees and employers to maintain a positive connection at work during turbulent times. Researchers commonly describe engaged employees as individuals who are highly energized and resilient in performing their job; put their heart into their jobs with persistence and willingness to invest effort; exhibit strong work involvement along with experiencing feelings of significance, enthusiasm, passion, inspiration, pride, excitement, and challenge from their work; and fully concentrate and immerse themselves in their work without noticing that time passes.

MEANING AND DEFINITION OF EMPLOYEE ENGAGEMENT

Kahn (1990) provided the first formal definition of employee engagement as "the harnessing of organization members' selves to their work roles; in engagement, people employ and express themselves physically, cognitively, and emotionally during role performances". He widely credited with the first application and use of engagement theory to the workplace in his article "Psychological Conditions of Personal Engagement and Disengagement at Work"

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which appeared in the Academy of Management Journal. And he refers “Personal engagement is the simultaneous employment and expression of a person’s ‘preferred self’ in task behaviors that promote connections to work and to others, personal presence, and active full role performances”.

Schmidt et al,(1993) proposed a bridge between the pre-existing concept of ‘job satisfaction’ and employee engagement with the definition: “an employee’s involvement with, commitment to, and satisfaction with work an employee engagement is a part of employee retention”. This definition integrates the classic constructs of job satisfaction (Smith et al., 1969), and organizational commitment (Meyer and Allen, 1991). Employees who are engaged tend to trust management and are more focused on mission attainment, strategic direction, and organizational outcomes (Payne et al.,1998), whereas those who are not engaged focus on their unhappiness and distrust towards management, often sharing their poor experience with co-workers.

Harter et al, (2002) Employee engagement refers to the individual’s involvement and satisfaction with as well as enthusiasm for work.

Saks, (2006) A distinct and unique construct that consists of cognitive, emotional, and behavioral components that is associated with individual role performance.

Czarnowsky, (2008) Engaged employees are mentally and emotionally invested in their work and in contributing to their employer’s success.

Macey and Schneider, (2008) Trait engagement is defined as the “inclination or orientation to experience the world from a particular vantage point.

Gebauer, (2008) indicates that engagement is not only part of a person’s genetic makeup from birth, but can be created if the key factors that influence engagement in an organization is understood and effectively managed. The author reports that the factors that attract people to an organization are different to those factors that retain them, and different factors maintain their engagement while employed.

Shuck and Wollard, (2010) Employee engagement has been defined as ‘an individual employee’s cognitive, emotional, and behavioral state directed towards desired organizational outcomes.

Importance of Employee Engagement

Organizations have started to realize that a satisfied employee is not necessarily the best employee in terms of loyalty and productivity. Organizations should have engaged employees rather than just satisfied employees, because it is an engaged employee who is more bonded

with the organization emotionally and intellectually, who feels more passionately about its goals and who is more committed towards its values. An engaged employee is always ready to walk that extra mile for realizing the organizational goals. Organizations derive the energy to drive the business from such employees. Therefore employee engagement becomes all the more critical in the modern business environment. Organization too is liable to provide the favorable organizational atmosphere for the successful performance of the engaged employees. Employees are engaged only when organizations have healthy work environment. There are various factors that contribute towards the employee engagement concept. Thus identify factors that influence overall employee satisfaction and engagement in the workplace. This information will provide insight on employee preferences and highlight key areas for organizations to consider as they develop and enhance initiatives for organizational improvement.

Review of Literature

During the course of this study work conducted several factors that have been found to affect the levels of engagement of an employee in an organization. A few of them are discussed below.

Organizational Climate

The importance of the climate is that it transcends individual satisfaction and hence has a greater impact on quantifiable outcomes. A climate of justice within an organization positively affects the structure and strength of interpersonal relations between employees which in turn increase firm performance. Thus it is clear that employees attitude towards work is influenced by the organizational climate which in turn has an impact on employees engagement. Thus, when employers establish an organizational climate that is perceived as positive by their employees, this will result in better organizational performance and higher levels of commitment, motivation and job satisfaction

Job satisfaction

Job satisfaction is the stepping stone of engagement. It is important for an organization to match the goals of the job to the individual goals of the employee so that they can feel satisfied about their jobs. Employees with higher level of self efficiency are more likely to be engaged when it comes to work as it leads to a higher temperament to spend extra efforts and energy completing tasks and therefore greater absorption and involvement.

Organizational communication

It focuses on connecting individual employees, groups and organization as a whole to facilitate realization of common interest and spontaneous cooperation. Communication satisfaction implies the affective response to the fulfillment of expectations in message exchange processes and which translates into an enjoyable, fulfilling experience. Long term engagement starts with good communication between employer and employee as well among co-workers.

Organizational culture

A positive organization culture aids in the engagement process due to the fact that a positive workplace support its employees. Improved engagement happen when there are positive working relationship, employee input in decision making and supporting growth and development with learning opportunities. It is reflected in the manifold ways in which employees perceive, think, act and behave. It forms the glue that holds the organization together and stimulates employees to commit to the organization and to perform.

Leadership

Employees show more engagement towards the organization when they see themselves getting praised by their immediate managers, they have the leadership's attention (for example, one-on-one conversations). Leadership dimensions that are found to be most influential are making up a good mentor or manager and articulation of the vision. In case of entrepreneurial firms the leadership needs to be visionary, future oriented and should involve the employees in their vision in order to increase employee engagement. It was also found that a key driver to employee engagement is the employees thinking that their leadership is committed. The quality of leader member exchanges between supervisors and employees affect the engagement levels of the employees.

Empowerment

The leadership of highly engaged workplaces makes a challenging and trusting environment, wherein employees are urged to disagree with prevailing orthodox practices, to innovate and help the organization grow. The ability of employees to give their views to the senior management also impacts engagement. The control along with rewards and recognition predicts employee engagement, higher commitment to supervisor enhances an employee' engagement levels which leads to higher learning and finally to innovation at the workplace The employees feel empowered when they sense that their manager has an empowering style

which in turn provides motivation and belongingness to the company thereby making him more engaged.

Performance Appraisal

Another important criterion for evaluating the engagement level of an employee is the fair rating of the performance of the employee. An organization following an appropriate appraisal technique, known to be unbiased and transparent, tends to show higher level of employee engagement. Communication between manager and employee regarding performance expectations and role clarity with respect to the employee's role also increase engagement levels. Goal setting has a positive influence on employee engagement which in turn positively impacts workplace optimism and lastly these results in positive impact on individual performance.

Health and Safety

It has been found that the levels of engagement were correlated with the feeling of security while working. Therefore, all organizations must adopt suitable systems and methods for the safety and health of the employees. Working hours, health and safety amongst other factors were found to be precursors to employee engagement in case of the public sector as well.

Family Friendliness

It refers to an individual's families' influence on his or her work. Engagement comes into the picture when the employee develops an emotional attachment with the organization as a result of the benefits provided for his family by the organization.

Emotional Factors

Emotional aspects like rationality also come into the picture in the discussion about drivers of employee engagement as they are linked to personal satisfaction and sense of inspiration. Family stress, work related stress and personal relationships also impact how engaged employees are. Positive emotions have an affective impact on work engagement was found from a study conducted using psychology interventions positively to promote self-efficacy, positive emotions and engagement at work.

Conclusion

Nowadays employee engagement is considered as a critical factor for the success of organization. The enhancement, raising and improvement of employee engagement are in the hands of organizations. Hence it needs to be frequently examined by the organization. So there exists a higher need for the studies related to employee engagement and its significance, to identify the engagement level of the employees, identification of variables contributing to

the engagement level, and identification of the benefits that organization or an individual might get due to engagement. Every organization wants to increase engagement levels, as increased employee engagement would lead to increased employee performance, which in turn will enhance the organizational performance. When an organization wants to increase engagement levels, it should look into factors which have a positive correlation on engagement. Organization must look into all those driving factors, however owing to the fact that employee engagement is a multifaceted concept with psychological, physical, and job factors. It can be said that management cannot force an employee to get engaged. It needs to look into all the aspects and create a working environment to make the employee get fully engaged.

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THE COMPARATIVE PERFORMANCE OF SELECTED INDIAN FERTILIZER COMPANIES- AN EMPIRICAL STUDY

Thanuja K.A¹

Abstract

Fertilizers are used for the growth of plants. Fertiliser industry supports the growth of Indian agriculture. Agriculture sector is contributing 1/6th of Indian GDP. Fertilizers will help to improve the productive level of soil. Development of fertilizer industries in India provided tremendous growth in agricultural market especially in export. Agricultural products are contributing a major portion of Indian economy. Fertilizer industries in India are mainly producing nitrogenous fertilizer, phosphate-based fertilizer, calcium ammonium nitrate, urea, ammonium sulphate etc. Chemical fertilizers lead green revolution in India. Government of India is also supporting the consumption of fertilizers in Agriculture sector.

Keywords: GDP, Chemical fertilizers, Green revolution, Agriculture sector.

Introduction

India is the second highest consumer of fertilizer in the world followed by China. There are many Fertilizer companies operating in India. Public sector fertilizer industries include National Fertilizers Limited, Fertilizers and Chemicals Travancore Limited, madras Fertilizers Limited, Hindustan Fertilizer Corporation Limited etc. Indian fertilizer industry includes some private companies like Karnataka Argo Chemicals, Mangalore Chemicals and Fertilizers Limited, Ajay Farm-Chem Private Limited, Balaji Fertilizers Private Limited etc. Indian fertilizer industry started its journey in 1906 by establishing the production unit of Single Super Phosphate in Ranipet, Chennai. Later, the large-scale companies like Fertilizers and Chemicals Travancore Limited and Fertilizer Corporation of India were established with an intention to develop the agricultural Production in India. Major fertilizer industries of India are located in Gujarat, Tamil Nadu, Uttar Pradesh, Kerala etc. Production of fertilizers is increasing in India. Government is trying to reduce the import of fertilizers by 2021. This study is to analyse the financial performance of three Indian Fertilizer industries.

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Review of Previous Studies

Sharma and Thaker (2010) in their study entitled “Economic policy Reforms and Indian Fertilizer Industry” states that fertilizer consumption has been increased in India. Fertilizer industry provided growth in agriculture sector.

Ambika and Sengottaiyan (2015) in their study entitled “Financial Performance Appraisal of Selected Fertilizer Companies in India” reveals the financial performance of fertilizer companies. This study is also revealing the profitability, earning capacity etc of fertilizer companies and it proves that Indian fertilizer industry is growing.

Bhagyamma and Bhat (2017) in their study entitled “An Analysis of Pattern and Growth of Fertilizer consumption in Karnataka State, India” shows that usage of fertilizers is increased in Karnataka district.

Objectives

- To identify the liquidity and profitability position of the sample industries.
- To analyse the factors determining the profitability of sample industries.

Company Profile

National Fertilizers Limited (NFL)

NFL is one of the major fertilizer company in India. NFL started its operation in 1974. NFL is functioning under the Government of India. The head office of NFL is located at Noida. NFL produces Urea.

Gujarat State Fertilizers and Chemicals Limited (GSFC)

GSFC commenced in the year 1967. GSFC produces many fertilizers under different brand. Head quarter of GSFC is in Vadodara. GSFC is an eco-friendly company. GSFC actively participating in plantation of trees and environmentally friendly operations.

Fertilizers and Chemicals Travancore Limited (FACT)

FACT started in the year 1943. FACT is in Kochi, Kerala. FACT Is a Government company. FACT has manufacturing units at Floor and Ambalamedu. FACT is producing Soda Ash, Sulphuric Acid, Factotums, and Ultraphos etc

Research Methodology

This study is mainly based on secondary data. The period of study is from 2013 to 2017.

Analysis and Interpretation

Table 1

Current Ratio

Year	Company Name		
	NFL	GSFC	FACT
2013	1.13	1.71	0.91
2014	1.13	1.93	0.79
2015	1.11	2.23	0.62
2016	1.14	1.85	1.12
2017	1.12	2.04	1.00

(Source: secondary data)

Current ratio is the relationship between current assets and current liabilities. Table1 reveals that NFL and FACT are not having adequate current ratio from 2013 to 2017. GSFC is having adequate current ratio from 2013 to 2017.

Table 2

Quick ratio

Year	Company Name		
	NFL		FACT
2013	1.02	1.42	0.46
2014	1.07	1.52	0.47
2015	1.06	1.79	0.36
2016	1.06	1.59	0.79
2017	1.01	1.66	0.65

(source:secondary data)

Quick ratio is known as liquidity ratio. Table2 reveals that NFL and GSFC are having adequate Quick ratio from 2013 to 2017. FACT is having adequate liquidity only in 2016 and 2017.

Table3

Trend of sales in percentage

Trend	2013	2014	2015	2016	2017
NFL	88.38642	123.842	111.9965	102.1916	100
GSFC	120.1123	104.6674	101.9793	116.0288	100
FACT	123.842	117.9704	105.9783	93.64925	100

(Base Year 2017)

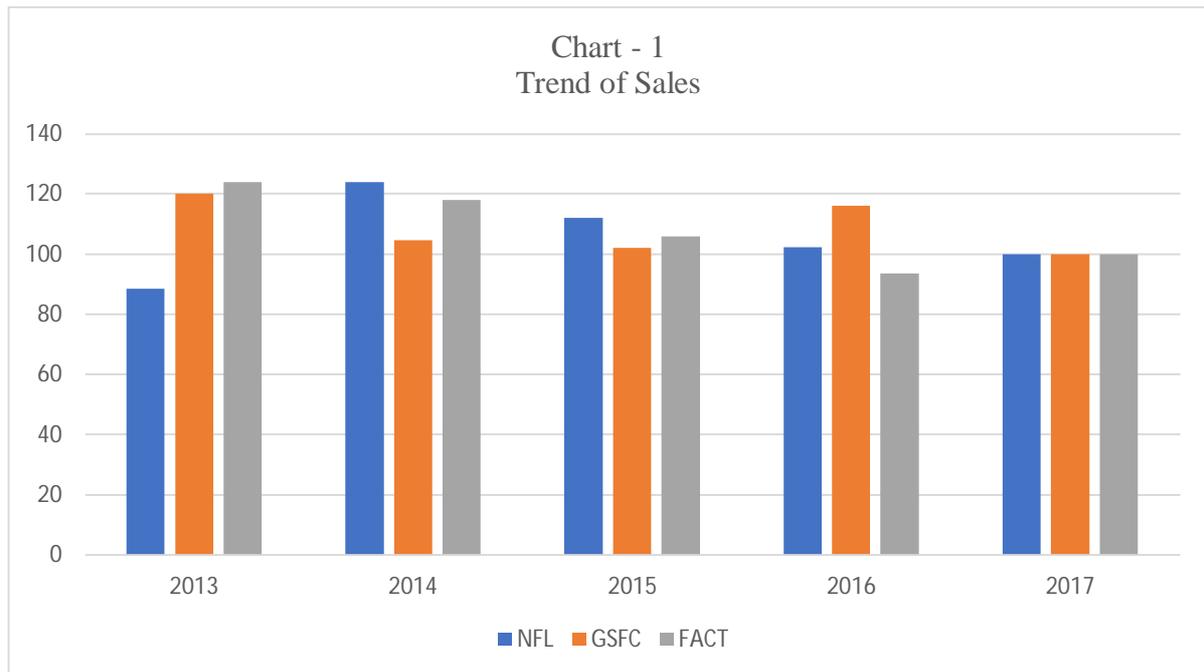


Chart 1 shows the trend of sales from 2013-2017. In the year 2013 FACT has more sales than NFL and GFC. In the year 2014 and 2015 NFL, has more sales. In 2016 GSFC has more sales.

Conclusion

This study was an attempt to check the financial performance of Indian fertilizer industries. From the study it is clear that fertilizer companies are helping the development of agriculture in India. Fertilizer industries are growing in India. But still Government has to provide more assistance to these companies. Growth of fertilizer industry can reduce the import rate of chemical fertilizers to India. It can also help India to improve the production of food grains. Financial assistance and subsidies can be given to fertilizer industries for their betterment. Growth of fertilizer industries can improve the standard of living of farmers in India. It can also support the development of Indian economy.



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AGE DIFFERENCES IN ENTREPRENEURIAL STRESS

Dr. G. Latha¹

Abstract

Entrepreneurs are the backbone in the economic development and employment of any country. When an individual is interested to be a job giver or provider than a job seeker, he becomes an entrepreneur. Entrepreneurship can be defined as any activity of setting up business or businesses with the hope to gain profit and the ability to take financial risk. But entrepreneurs face several challenges and barriers in their work life. Stress is one of the major problems faced by them. In this paper an attempt has been made to analyze stress of entrepreneurs based on age. Self imposed deadlines and quotas, feeling hurried and pressurized without time, feeling themselves as competitive, ambitious and achievement oriented are the potential sources of stress. Proper planning skills, time management skills are very essential for entrepreneurs. Entrepreneurship training programs incorporating training in these skills will be beneficial for the development of entrepreneurs.

Key Words: Entrepreneur, Stress, Age differences

Introduction

Businesses play a significant role in the economic development of our country. Entrepreneurs are the backbones of the small businesses. When an individual is interested to be a job giver or provider than a job seeker, he becomes an entrepreneur. The word entrepreneur is of French origin and its dictionary meaning is a person who organizes and manages a business undertaking, assuming the risk for the sake of profit. Entrepreneurship can be defined as the process of designing, launching and running a new business which is initially a small business. Entrepreneurs need several characteristics to be successful in their career. Similarly they face several barriers and challenges too. They cannot restrict their work to specific timings, due to which they face several problems. They mostly look after all their business activities on their own and seldom have people to whom they can delegate tasks. Naturally, they are prone to stress. This paper aims to analyze stress of entrepreneurs based on age. It also attempts to suggest some coping strategies for the betterment of the entrepreneurs.

The Entrepreneurial Personality

The entrepreneurial personality is a composite of the person, his skills, styles and motives. The variety of skills ranges from intuition to analytical ability. Vries identifies environmental turbulence, struggles around issues of authority with one's parents, a feeling of rejection, painful feelings of anger, hostility and guilt, identity confusion (identification with the person

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causing the hurt), adopting the reactive mode of painful feelings (guilt, rebellion, impulsiveness) as the six main elements of entrepreneurial personality.

This clearly indicates that entrepreneurs have painful feelings in their career. They are also adopting the reactive mode of painful feelings. This is an indication of stress. The entrepreneurial stress must be taken care of. Otherwise, long term exposure to such stress will lead to negative consequences affecting both the individual and their business. So, in this paper an attempt is made to analyze stress of entrepreneurs based on age.

Objectives

The main objective of this paper is to identify the stress experienced by entrepreneurs based on age. It also attempts to suggest some coping strategies for the betterment of the entrepreneurs.

Methodology

The data were collected from the entrepreneurs who attended a training program. It was a two weeks entrepreneurship development program. A questionnaire to measure stress was given to the 115 participants, out of which 104 questionnaires were complete and usable.

Profile of the respondents

Of the 104 respondents, 67 are female and 37 are male entrepreneurs. Their monthly income ranges from Rs. 5000 to Rs. 12,000. The sample had entrepreneurs with minimum age of 20 and maximum age of 43. The sample also consisted of entrepreneurs doing various business including grocery shop, data processing centres, tailor shop, furniture shop, flour mill etc. They belonged to big villages and small towns in the same district in Tamil nadu.

Results and Discussion

Table 1 show that the stress score of the respondents increases as the age increases. Entrepreneurs in the less than 20 age group feel relaxed when they are supposed to relax; they feel tensed while facing some problems and barriers in their business. Entrepreneurs in the other age groups feel tensed always. It can also be inferred that the enterprise must be started at an early age. At this stage, they can dedicate themselves in their work. As the age increases, the number of roles played by the entrepreneurs in the business as well as the family increases, which may lead to stress.

Table 1 showing Stress Score of Respondents based on their Age

Hypothesis: H₀: Entrepreneurs do not differ in their stress scores based on age.

Age	No. of Respondents	Mean Score	SD	F	P
≤25	32	30.5	4.8	3.09	0.019
26-30	44	30.7	6.3		
31-35	12	30.7	4.7		
36-40	8	34.5	8.0		
≥41	8	37.5	2.7		

Table 1 shows that p value is less than 0.05 and hence the null hypothesis is rejected. Entrepreneurs differ in their stress scores based on age. It can be inferred from the table that stress score increases with increase in age of respondents. Young entrepreneurs may feel enthusiastic due to the new start-up. They are able to work hard and spend more time for their new ventures compared to other older entrepreneurs. It can be inferred from table 2 that entrepreneurs differ significantly based on age on the dimensions of feeling hurried and pressurized without time, bringing job problems and actual work home, having troubles in relaxing, feeling angry when interrupted in accomplishing goals and doing two or more activities or tasks at the same time. Entrepreneurs in ≥ 41 years of age scored highest on feeling hurried and pressurized without time and also in doing two or more activities or tasks at the same time. Respondents in 31-35 years age group scored high on bringing job problems and actual work home whereas the 36-40 age group scored high on feeling angry when interrupted in accomplishing goals and having troubles in relaxing. These are similar to the findings that young employees were comparatively free in expressing their tension behavior (Usha Rani Verma, 1993).

Table 2 showing Dimensions of Stress of Respondents based on Their Age

S. No	Response	≤25		26-30		31-35		36-40		≥41		f	P	Sc he ffe 's
		M	S D	M	SD	M	SD	M	SD	M	SD			
1.	Feeling hurried and pressurized without time	3.50	1.02	3.82	0.72	3.33	0.49	3.50	0.53	4.50	0.53	3.62	0.01*	1 vs 3, 5

2.	Setting self-imposed deadlines and quotas	3.50	1.34	3.55	1.32	3.00	1.48	3.50	1.60	4.50	0.53	1.55	0.19	
3.	Bringing job problems and actual work home	3.63	1.33	2.36	1.31	3.67	0.49	3.00	1.07	3.00	1.34	5.95	0.00*	1 vs 2, 3
4.	Seeing themselves as competitive, ambitious and achievement oriented	3.38	1.76	3.91	0.91	3.00	0.85	3.50	1.60	4.50	0.53	2.55	0.04*	
5.	Having troubles in relaxing.	2.38	1.24	2.55	1.45	3.00	0.85	4.00	1.54	2.50	1.60	2.88	0.03*	1 vs 4
6.	Perception of spouse, friends as living pressurized life	3.00	1.43	2.92	1.39	2.33	1.97	2.50	1.60	3.50	0.53	1.41	0.24	
7.	Doing more effort than an average worker.	3.25	1.32	2.91	1.39	2.33	1.97	2.50	1.60	3.50	0.53	1.43	0.24	
8.	Feeling angry when interrupted in accomplishing goals	4.25	0.44	3.64	1.31	4.00	0.85	4.50	0.53	2.50	1.60	5.80	0.00*	5 vs 1, 4
9.	Doing two or more activities or tasks at the same time.	2.88	1.48	2.55	1.58	2.67	1.30	3.00	2.14	5.00	0.00	4.57	0.01*	5 vs 1, 2, 3

10.	Seeing everyday life as filled with problems	3.38	1.0	3.09	1.75	3.33	1.78	2.5	1.60	4.50	0.53	2.12	0.84	
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Suggestion

Their stressors of entrepreneurs need to be assessed experimentally in different dimensions. Orientation and training programmers must be planned according to the needs. Yoga, meditation, planning and time management skills might help them to reduce stress and manage their business in a successful way.

Conclusion

In the modern world, stress is unavoidable in the day-to-day life. Every individual is subject to stress. Entrepreneurs doing business on their own are no exemption from stress. The sources of stress for an entrepreneur are many. One of the important characteristics and skills for entrepreneurs in the survival stage is “to work under stress by managing it”. Entrepreneurs must possess proper planning, time management skills and vision to manage the stress. The sources of stress of entrepreneurs must be identified and necessary characteristics and skills to cope with stress can be incorporated in the training programs. Such training programs will benefit the entrepreneurs and help them to have a stress free personal and business life.

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GROWTH AND WORKING OF SALEM DISTRICT CENTRAL CO- OPERATIVE BANKS: A REVIEW

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Abstract

The banking industry is one of the basic instruments economic developments. It plays an important role in the mobilization and allocating of resources in the economy. A co-operative bank is a financial entity which belongs to its members, who are at the same time the owners and the customers of the bank. Co-operative banks are often created by persons belonging to the same local or professional community or sharing a common interest. Cooperative banks generally provide their members with a wide range of banking and financial services such as loans, deposits, and services etc. Present paper, In the an effort has been made to examine the growth and earning of Salem District Central Co-operative Bank in Salem and Namakkal Districts, in the state of TamilNadu. The study is diagnostic and exploratory in nature and makes use of secondary data. The study concludes that the co-operative banks in the districts have significantly improved their growth and working performance.

Introduction

The British government has introduced the co-operative department in India. The Salem District Central Co-operative Bank was registered on 06.01.1909 and started its function on 26.01.1909 in the name of “Salem Urban Co-operative Bank”. The Bank’s origin was at central level and later it was turned into state level. The bank was registered as “Central Co-operative bank.” In 1942., In 1981,the name was altered as “Salem District Central Co-operative Bank”. Before 1981, the co-operative banks were supposed to issue agricultural loans only. But after 19981, the register of Co-operative Societies permitted. The District Central Co-operative Banks, which have deposits of Rs.200 crore, and above issue non-farm sector loans to the members for their economic development. They are 59 branches in and around Salem and Namakwa districts and 380 primary agricultural cooperative banks. These Primary agricultural co-operative banks are divided as 10 area offices, which are situated in the main centres of Salem and Namakwa districts. This study intended to analyze the working and operation of these three sectors of banks. The indicators selected to study are number of banks, number of employee, business per employee, interest income, and other income, cost of funds and return on assets. This study covers the working performance of Salem District Central Co-operative Banks. The period of the study is 10 years spanning from 2005-2006 to 2014-2015. As observed from the review of literature, no study has been carried out regarding the recent growth and working of SDCCBs. So it becomes imperative to know the recent working performance.

Review of Literature

Jadhav,K.L, Yadav,D.B and Shendage,P.N (2007) examined credit disbursement of District Central Co-operative Banks (DCCBs) in Maharashtra. The gross cropped area, average rainfall and deposits with the DCCBs were observed to be the most important factors influencing the regional inequality in the disbursement of per hectare short term credit in all the regions as well as the state as a whole. They have suggested that due to importance given to borrower members, which will lead to increase in loan disbursement.

Lakshmanan,C and Dharmendran,A (2007) studied the impact of Non Performing Assets (NPAs) on performance variables in Chennai Central Co-operative Bank. They examined performance variables namely, net profit, investment, legal expenses and spread. They observed that the results of NPAs on all the above performance variables were negative and insignificant at 5 percent level in all the equation. They concluded that the effective management of NPAs is essential to strengthen the financial position of the bank.

Pasiouras, Fotios and Sifodaskalakis, Emmanouil (2007) in this study, they employ the Malmquist index to examine the total factor productivity change in the Greek cooperative banking, using a balanced panel dataset of 78 observations from 13 banks over the period 2000-2005. They estimate two models, one based on the intermediation approach, and one based on the production approach. The results are mixed. The first model indicates a small decrease (3%) in total factor productivity whereas the second model indicates an increase by 6.6%. They also compare the results on the basis of banks size and find that TFP growth is higher for smaller banks on average over the entire period of our analysis. However, this relationship between size and productivity is not robust across the years. Furthermore, the differences between the groups are not statistically significant.

Darling Selvi,V (2008) examines the lending performance of Kanyakumari District Central Co-operative Bank (KDCCB). He observed that the overall growth rate of loan disbursement on short term credit shows a positive growth of 25%. The credit facilities extended by KDCCB are high for services, medium for industries and low for agriculture. He concludes that the overall performance of the KDCCB is good. If the benefits are properly toiled and utilized there will be a bright future for both to the community and to the nation.

Mayilsamy,R (2008) examined the loan operations in district central co-operative banks in India. He has observed that any financial institutions' including DCCBs carries on business out of funds, which are collected as deposits or borrowings from higher financial agencies.

He concluded that the efficiency of banking institutions as a financial intermediary depends to a great extent on timely recovery of loans.

Panayiotis P. Athanasoglou, Evangelia A. Georgiou and Christos C. Staikouras (2009) this paper assess the evolution of output and productivity in the Greek banking industry for the period 1990-2006. Three main categories of bank output were estimated based on modern theoretical approaches, while for the estimation of output and productivity (partial and factor) they relied on the index number method (Tornqvist index). They also considered the effect of labor quality on banks' productivity and the contribution of total factor productivity to bank output growth. Bank and labor productivity outpaced considerably the respective GDP growth and labor productivity of the Greek economy during the period under examination. Capital and total factor productivity have also improved remarkably mainly since 1999, due to the structural changes that took place within the industry, capital (mainly IT) investments and improvement in the quality of human capital.

Mayil Murugan,A (2009) made an empirical analysis on capital adequacy ratio in central co-operative banks. He observed that capital adequacy has reduced the likelihood of failure and increases liquidity of the bank. He has concluded that fulfilling the capital adequacy norm is not at all the problem for the bank for ever.

Mayilsamy,R and Revathi Bala,M (2009) in their work entitled "Management of Non Performing Assets (NPAs) in District Central Co-operative Banks (DCCBs) in India", felt that the Narasimham Committee Report-1998, rightly pointed out that 'NPAs constitute a real economic cause to the nation in that they reflected the application of scarce capital and credit funds to unproductive uses. They have concluded that high NPAs in the banks have devastating effects not only on the banks but also on the economy as a whole. They have suggested that the formation of the good policy will be no use unless it is implemented in true spirit.

Dr. Gurcharan Singh and Sukhmani (2011) studied on "An Analytical Study of Productivity and Profitability of District Central Cooperative Banks in Punjab" "focused on evaluating performance of cooperative banks in the state of Punjab. Six District Central Cooperation Bank (DCCBs) from the state of Punjab has been selected for the study. Their productivity and profitability have been studied for a period of nine years (1999-2000). It is found that profitability in all selected DCCBs of Punjab had shown a negative trend whereas the productivity improved significantly over the period of study.

Research Methodology

The study has been conducted mainly based on the secondary data. The secondary data has formed the major source of study. The secondary data has been compiled from various published and unpublished records maintained by the Salem District Central Co-operative Banks.

Results and Discussion

**Table -1
Growth of Sdccb**

Years	Total Membership of Co-operative institutions
2005-2006	1963
2006-2007	1963
2007-2008	1962
2008-2009	1963
2009-2010	1963
2010-2011	1963
2011-2012	1963
2012-2013	1958
2013-2014	1959
2014-2015	1961

Source: Annual Reports in SDCCB

Interpretation

The above table reveals that, the growth of SDCCBs in terms number of banks and Membership of co-operative institution. In case of membership in SDCCBs has been no changing in the year 2009-2010 to 2011-2012. There is a decrease in membership in 2012-13 with 1958.

Productivity

Productivity is a vital indicator of measuring performance. In simple words, it is output-input ratio. It is a relationship between given output and the means used to produce it. There are number of indicators to measure the productivity of co-operative banking sector. Measures of productivity at bank or industry level may differ from the indicators of productivity at branch level. Productivity is affected by man power, mechanization, system and procedures, cost of

operations, customer services and various external aspects. The business per employee of the SDCC Banks

**Table-2
Business per Employee**

YEARS	Business per employee (Rupees in Lakhs)
2005-2006	377.3415
2006-2007	432.2796
2007-2008	642.5054
2008-2009	772.7562
2009-2010	1021.324
2010-2011	1343.22
2011-2012	1188.27
2012-2013	1534.047
2013-2014	1819.233
2014-2015	1846.649
Mean	1097.76
S.D	539.62
C.V(%)	49.156

Source: Annual Reports of Sdcc Bank.

Interpretation

The forgoing table indicates that there has been steady increase in the business per employee of SDCC Banks. It has been noted that the business per employee is very high for the period of 2014-2015, as the mean value is 1097.76 and standard deviation are 539.62 and co-efficient of variation (%) is 49.156.

Profit per Employee

Profit per employee is a key ratio for a start up business. Low profit per employee in comparison to similar business is an unhealthy sign, often boding possible failure. It is an important ratio which business owners, entrepreneurs and investors should consider when evaluating the business.

**Table-3
Profit per Employees**

YEARS	Profit per employees (Rupees in Lakhs)
2005-2006	0.01296
2006-2007	1.4236
2007-2008	3.5747
2008-2009	2.9188
2009-2010	5.3660
2010-2011	6.6051
2011-2012	5.0580
2012-2013	6.496
2013-2014	7.6838
2014-2015	8.1798
Mean	4.7318
S.D	62.699
C.V(%)	57.042

Source: Annual Reports of SDCC Bank.

Interpretation

The above table reveals that there has been a steady increase in the profit per employee of SDCC Banks. It has been noted that the profits per employee is high in 2014-2015 as the mean value is 4.73. The Standard deviation is 62.699. The Co-efficient of variation (%) is 57.04.

Interest income

Interest is a major source of income for a bank. Total income of Salem District Central Co-operative Bank is composed of interest income (interest on advances and on investment) and other income which is in the form of commission and brokerages and donations, income from non banking assets and other receipt. The interest income earned by SDCC Banks is shown in the following table.

**Table-4
Interest Income**

YEARS	Interest income (Rupees in Lakhs)
2005-2006	9927.97
2006-2007	9435.25
2007-2008	9283.73
2008-2009	16820.47
2009-2010	16103.42
2010-2011	17808.91
2011-2012	21789.11
2012-2013	28952.05
2013-2014	38437.19
2014-2015	34362.62
Mean	20292.072
S.D	10470.56
C.V(%)	51.59

Source: Annual Reports of SDCC Bank.

Interpretation

The above table exhibits the interest income earned by the banks during the period of the study, it has been noted that the interest income is high for the period of 2013-2014, as the mean value is 20292.072. The standard deviation is 10470.56. The co-efficient of variation is 51.69.

Other Income

Banks are profit seeking institutions which accept deposits from general public and advance money to individuals like household, entrepreneurs, business man etc, with the prime objective of earning profit in the form of interest, commission etc. Other income of the banks is in the form of commission, brokerage and donations which earned by the SDCC banks.

**Table-5
Other Income**

YEARS	Other income (Rupees in Lakhs)
2005-2006	470.27
2006-2007	167.98
2007-2008	3103.24
2008-2009	189.17
2009-2010	124.22
2010-2011	134.48
2011-2012	180.92
2012-2013	120.71
2013-2014	200.48
2014-2015	145.69
Mean	483.716
S.D	926.023
C.V(%)	191.439

Source: Annual Reports of SDCC Bank.

Interpretation

It has been observed from the above table that the other income is high for the period 2007-2008 of SDCC Banks, as the mean value is 483.716. The standard deviation is 926.023. The co-efficient of variation (%) is 191.439.

Cost of Funds

Cost of funds is another important indicator of profitability of a bank. It refers to interest expended as percentage of average working funds and is inversely related to the financial efficiency of the bank. Interest expended related to the funds raised by the banks and includes interest accrued on various deposit and on borrowings.

**Table-6
Cost of Funds**

YEARS	INTEREST EXPENDITURE	WORKING CAPITAL	RATIO (In Percentage)
2005-2006	5848.64	117422.63	4.980845685
2006-2007	5699.8	125245.12	4.550915836
2007-2008	8485.03	146200.64	5.803688684
2008-2009	10463.89	179095.74	5.842623616
2009-2010	12373.66	213391.84	5.798562869
2010-2011	13191.16	243861.16	5.40929109
2011-2012	18020.61	286651.96	6.286581819
2012-2013	23503.18	348531.03	6.743497129
2013-2014	32322.27	384106.36	8.414927053
2014-2015	28137.16	395011.61	7.12312228

Source: Annual Reports of SDCC Bank.

Interpretation

It has been observed from the above table that the cost of funds of SDCC Banks. Cost of funds increased percentage for the year 2013-2014 and decrease for the period 2006-2007.

Return on Assets (ROA)

It is indicator of how profitable a company is relative to its total assets. ROA gives an idea as to how efficient management is at using its assets to generate earnings calculated by dividing a company's annual earnings by its total assets.

**Table-7
Return on Assets**

Years	Net Profit	Total Assets	Ratio(in Percentage)
2005-2006	5.3	118132.58	0.004486485
2006-2007	546.67	126281.52	0.432897862
2007-2008	1143.9	150664.32	0.759237489
2008-2009	901.93	179301.58	0.503024011
2009-2010	1475.67	213391.83	0.691530693
2010-2011	1591.85	243861.15	0.652769004
2011-2012	1603.39	286651.96	0.559350789
2012-2013	1948.8	348531.02	0.559146787
2013-2014	2243.67	384096.36	0.584142479
2014-2015	2363.97	395011.61	0.598455828

Interpretation

The above table shows that the return on assets of SDCC Banks have been successful in performing the ROA which mean those banks have efficiently used their assets in generating income. It is noted that a increase of the ROA for the year 2007-2008 and decrease the percentage of ROA is 2005-2006

Findings

- This indicates that number of co-operative institution is increase yearly to year expect for the year 2012-2013.
- Business per employee is very high for the period of 2014-2015.It shows that the management of business per employee is very efficient in SDCCBs.
- Analysis of parameters of profit per employee shows that Co-operative Banks have been able to be more efficient by maintaining the profit per employee. It is noted that the amount of profit per employee steady increase to year to year.
- The interest income which is composed of interest on advances is very high for the year 2013-2014.
- The Other income shows that the share of other income in the total income is very high in SDCCBs.
- Interest expenditure to working capital ratio i.e., cost of funds increasing year by year during the study period the SDCCBS.
- Return on Total Assets ratio increase for the period 2007-2008.

Conclusion

Cooperative-banks form the most important part of the Indian financial landscape in terms of their role in channeling credit to the SDCCB and facilitating the process of financial inclusion. There has been a steady increase in the number of SDCCB and their branches operating in Salem and Namakkal District. The average population per bank branch acts as a basic indicator of the penetration of banking services. Going by this indicator, the penetration of banking services has been a consistent increase in SDCCBs. This research paper and its findings may be considerable use to cooperative banking institution.,

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SOCIO ECONOMIC PROFILE OF SILVER ANKLET MANUFACTURERS – A CASE STUDY OF SHEVAPET AREA IN SALEM DISTRICT OF TAMIL NADU

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Abstract

India is famous for its artistic jewellery work in the global market around 2000 years ago. Gold articles and Silverware products have a wider scope for export from India. Silver is known as the poor man's gold due to its low cost and rich medical values. Tamilnadu is considered as the one of the important hub which produces major share of silverwares of the country. Making of silver articles and ornaments by hand work is an important cottage industry in Salem. Salem anklets and toe rings are popular throughout the country and worldwide. Shevapet is the predominant area in Salem district where nearly 1 lakh workers directly employed in silverwares manufacturing units. This cottage industry provides enormous employment opportunities to the people and helps in the upliftment of the society. But the growth of the industry is not rapid due to various problems. This research is an attempt to study the socio economic profile of silver anklet manufacturers and identify the problems which curtails the prosperity of this silver manufacturing units.

Key words: silver anklet manufacturers, cottage industry, socio economic factors, problems faced by silver manufacturers

Introduction

Silver industry plays an important role in Indian economy. Indian silver originally referred to silver made in India from mid-19th century and was used more for decorative art works than jewellery, such as Bowls, Incense holders, trays etc. Silver in India comes next to gold in the jewellery buying preference of Indians due to its cheapest rate. With the current downward escalation of gold prices, silver is the new-found love of Indians. In Indian custom and heritage silver plays a dominant role. Silver made ornaments are trendy and attractive in current scenario due to the taste and need of the younger generation. They prefer silver than gold for the reason of price. Similarly, giving away silver coins as tokens of love or as return gifts is considered auspicious during Indian wedding and birthdays. Other ceremonies which see silver being used as gifts are naming ceremony of babies, engagement ceremonies and pujas during Indian festivals like Diwali and Holi. The silver articles used in these ceremonies are tumblers, cups, plates, spoons, anklets, earrings, nose ring, bracelets, waist thread, rings, bowls, idols, etc. At the time of marriage anklet and toe ring are the important jewellery for Indian bride. The art of turning silver sheet metal into dishes, bowls, porringers, cups, tumblers, vases, plates, sculpture, etc is known as silversmithing. A silversmith is a person who manufactures or creates objects from silver. Mostly handmade silver works are

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carried as micro, small and medium enterprises. These MSME units create employment opportunities to the rural sector and eliminate poverty in the country. It creates contribution to the gross domestic product and improves standard of living of the people.

Statement of the Problem

Silver is one of the major export items of India. It exports silver and silver articles to various countries in the world especially united states of America. Silver export companies in India are trying to expand to newer pastures like markets in China, Russia and Australia in addition to United States and Singapore. In Tamilnadu, the people are practicing gift for others at memorable occasions they prefer silver articles, silver anklets and toe rings are considered as wedding tradition. Silver anklets are done in Salem in large quantities which accounts for 60 percentage of production in the country. The anklets produced in Salem are made from high quality of raw material which ensures durability and are available in market at most economical rates. It sold across India, mostly in North India and in Andhra Pradesh. This industry currently having 10000 units employs around 2 Lac workers directly in this sector. The silver anklets and other articles are fully hand made in Salem as cottage industry. Nearly 2000 Kg of silver articles are manufactured per day in Salem district as a hub of Tamilnadu. The Major production area of silverware is Shevapet area of Salem. It had a history of hand making silver anklet for the past 200 years and popular throughout the country. Besides this growth in silver industry, the person who is considered as the back bone of this industry, i.e silversmiths are facing various problems. The major problems faced by them are labour and financial facilities. Absenteeism of labours, lack of skilled persons are their major issues with their lack of financial assistance. Apart from this, they also suffer stiff competition from corporate jewellery owners, problems of latest tools and technology, changes in customer preferences, price fluctuations in silver industry, changing Government norms, etc. With this background, an attempt is made to know the socio economic status of silver anklet manufacturers in the Shevapet area of Salem district.

Objectives of the Study

- To reveal the importance of silversmith in silver industry
- To study the factors influencing silver anklet manufacturers
- To know the socio economic status of silver anklet manufacturers in the study area
- To find out the problems faced by silversmith in industry
- To provide suggestions for the betterment of silversmith community

Scope of the Study

Silver anklets and articles manufacturing are done in Salem in large quantities but in small scale as MSME units. The major production area is Shevapet area of Salem, where the silver manufacturing is considered as the heredity business of many families. This cottage industry currently employs around 1 Lac workers directly in this sector. So the scope of the study is confined to socio economic profile of silver anklet manufacturers in the Shevapet area of Salem district.

Methodology of the Study

The study is descriptive in nature. The data collected from both primary and secondary sources. The primary data were collected from 120 silver anklet manufacturers of Shevapet area with the help of structured schedule. Convenience sampling technique was used in this research. The pilot study was also conducted by taking 10 respondents as sample to know the relevance of questions. The secondary data required for the study were collected from Salem DIC, journals, articles, magazines, government yojanas, newspapers, conference proceedings, standard books and websites. Statistical tools such as percentage analysis, LIKERT scale of ranking method and chi square test are used to analyses the data for results.

Results and Discussion

Table -1: Demographic Classification of the Respondents

S.NO	PARTICULARS	CATEGORY	SILVER MANUFACTURERS	PERCENT
1	Gender	Male	95	79%
		Female	25	21%
2	Age	Below 25 years	11	9%
		25-35 Years	43	36%
		36-45 Years	37	32%
		46-55years	8	6%
		Above 55 Years	21	18%
3	Religion	Hindu	66	55%
		Muslim	35	29%
		Christian	19	16%
		Jainism	0	0%

		Others	0	0%
4	Community	FC	11	9%
		BC	46	38%
		MBC	42	35%
		SC/ST	21	18%
5	Educational qualification	Illiterate	21	18%
		School level	66	55%
		Graduate	22	18%
		Post graduate	11	9%
6	Marital status	Married	79	66%
		Unmarried	24	20%
		Divorced	14	11.67%
		Widow	3	2.50%
7	Family structure	Joint	87	73%
		Nuclear	33	28%
8	Members in your family	2	7	6%
		3	11	9%
		4	40	33%
		5	28	23%
		above 5	34	28%
9	Residential area	Rural	21	18%
		Urban	55	46%
		Semi-urban	44	37%
10	Migrated	Yes	55	46%
		No	65	54%
SAMPLE SIZE			120	100

The above table represents the demographic profile of the respondents such as gender, age, religion, community, educational qualification, marital status, and family type, number of family members, residential area and migration category. From the 120 respondents 79 percent are male and 21 percent are female. Majority of the respondents belong to the age

group of 25- 35 years followed by the age group of 36-45 years. 55 percent of the respondents are Hindus, 29 percent are Muslims and 16 percent are Christians. Backward community and most backward community people mainly engaged in the silver anklet manufacturing sector by comprising 88 percent. Most of the respondents i.e. 79 percent are married, residual 41percent are unmarried, widow and divorced person. The study also revealed the major portion of the respondents followed the joint family structure having more than 3 members. Most of the respondents belong to the residence of urban area, followed by 44 percent from semi- urban area and the rest 21 percent belong to rural area. Migration level indicates 46 percent migrated from other districts to Salem for their business.

Table – 2: Market Area

Market Area	Respondent	Percentage	Cumulative Percent
Local area	25	21%	21
District level	16	13%	34
State level	59	49%	83
National level	20	17%	100
Total	120	100	
MEAN	2.61		
SD	.997		

The above table elucidates that 25 percent of the respondents market their products in local area, followed by 13 percent in District level, 49 percent belongs to State level and 17 percent belongs to National level marketing. Thus the study enlightened that most of the respondents operated their business at state level due to wide scope of silver anklet marketing in other states. Market area average is 2.61 and SD is 0.997; the above table apparently informed the suitable level of market area for silver anklets is state level followed by local market area, because the SD is very low.

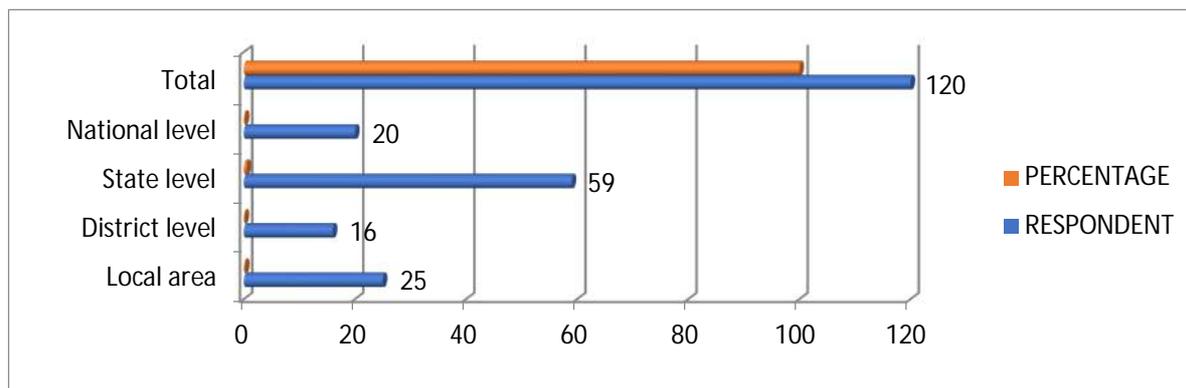
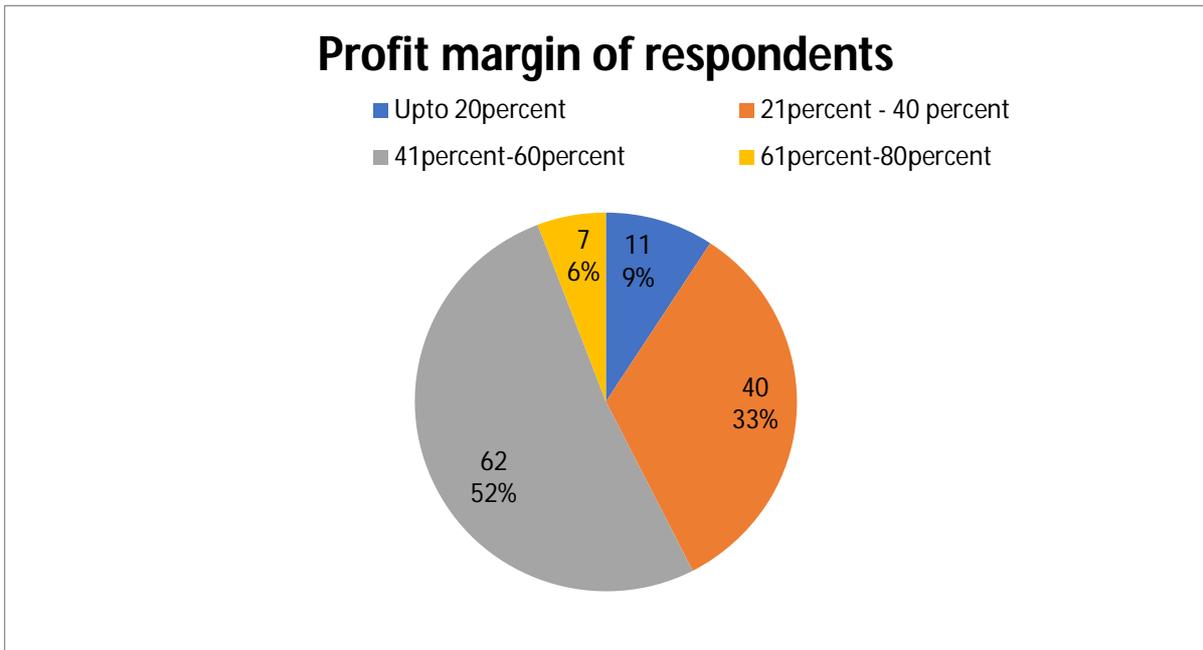


Table – 3: Profit Margin

Profit Margin	Respondent	Percentage	Cumulative Percent
Upto 20percent	11	9%	9
21percent - 40 percent	40	33%	42
41percent-60percent	62	52%	94
61percent-80percent	7	6%	100.0
Total	120	100	
MEAN	2.54		
SD	.743		

From the above table, it reveals 52 percent of the respondents earn the profit margin of 41-60 percent, followed by 33 percent between 21percent-40percent, 9 percent earn up to 20 percent, and rest of 6 percent between 61percent-80percent. Thus the study referred that most of the respondents profit margin lies between 41percent-60percent. Profit margin average is 2.54 and SD is 0.743; the above table makes clear that most of the silver anklet manufacturers in the study area earn optimum profit level.

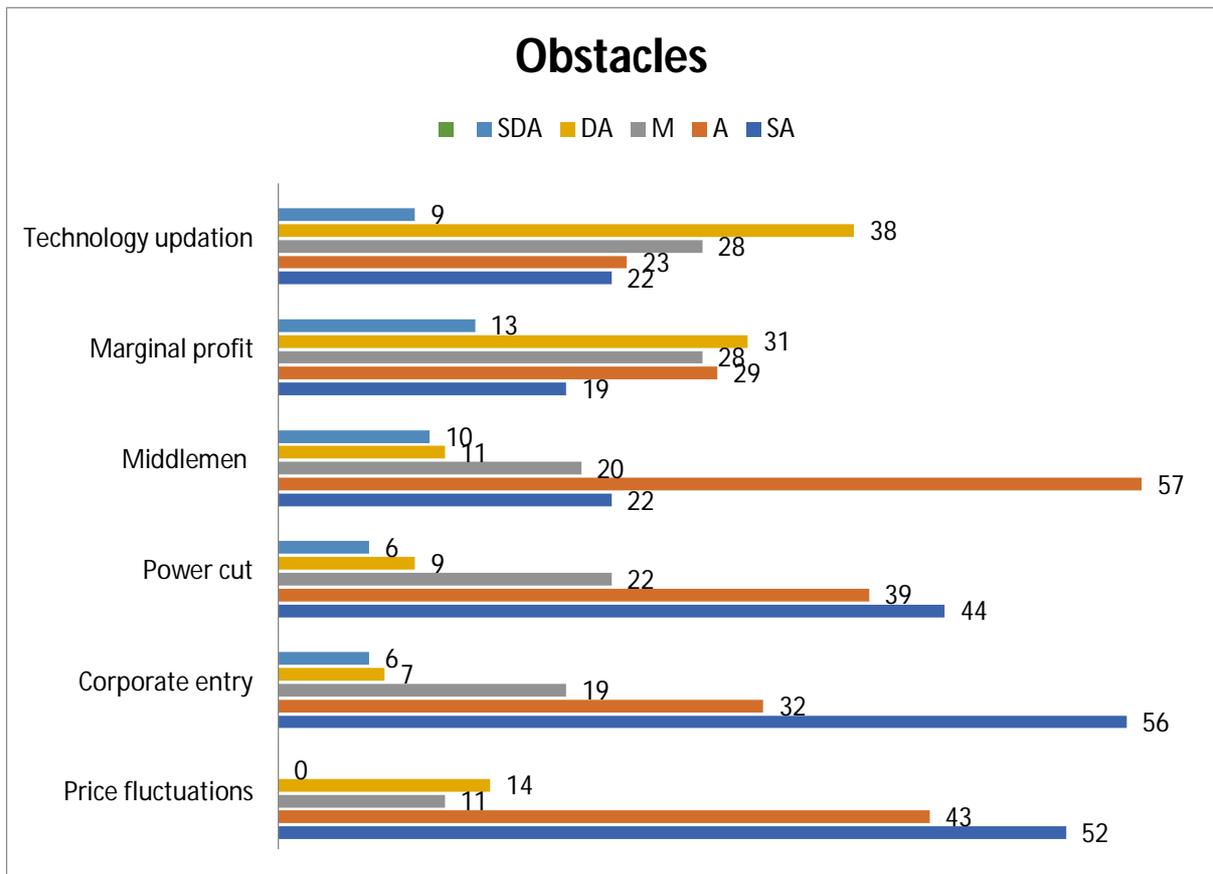


Likert Scale of Ranking Method-Inferences:

Respondents strongly agree the price fluctuation in the silver industry is the main obstacle faced by them. Also they agree that the corporate entry is also one of the problems which hurdles the growth of small and medium silver anklet manufacturing units. Respondents also agree the problems of power cut and middlemen interference. They disagree the problem of marginal profit and technology updating.

Table – 4: obstacles in running the manufacturing unit

Obstacles	SA	A	M	DA	SDA	Total
Price fluctuations	52	43	11	14	0	120
Corporate entry	56	32	19	7	6	120
Power cut	44	39	22	9	6	120
Middlemen	22	57	20	11	10	120
Marginal profit	19	29	28	31	13	120
Technology updation	22	23	28	38	9	120



Hypotheses Testing

Following are the various variables selected for the null hypothesis testing;

H₀₁: There is no association between age and monthly income of the respondents.

H₀₂: There is no association between location of the unit and marketing level of the silver anklets.

H₀₃: There is no association between field experience and risk involved in the business

Chi-Square test:

Chi-square is calculated as:

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

Where;

O = Observed Frequencies

E = Expected Frequencies

α value = 0.05

For H₀₁: There is no association between age and monthly income of the respondents.

Observed frequencies:

Age/ Monthly income	Below 25 yrs	25-35 yrs	36-45 yrs	46-55 yrs	Above 55 yrs	Total
Below 10000	6	8	5	0	3	22
10000-30000	4	25	15	5	18	67
30001-50000	3	7	17	4	0	31
Total	13	40	37	9	21	120

Expected frequencies

Age/Monthly income	Below 25 yrs	25-35 yrs	36-45 yrs	46-55 yrs	Above 55 yrs	Total
Below 10000	2.38	7.33	6.78	1.65	3.85	22
10000-30000	7.26	22.33	20.66	5.03	11.73	67
30001-50000	3.36	10.34	9.56	2.32	5.42	31
Total	13	40	37	9	21	120

Chi Square Test Value= 0.000459

$\chi^2(P)$ value is less than the α value i.e. $0.000459 < 0.05$, so the null hypothesis is rejected and concluded that there is an association between age and monthly income of the respondents.

In the same way other null hypothesis also tested and the results are

H₀₂: There is no association between location of the unit and marketing level of the silver anklets. In this case $\chi^2(P)$ value is higher than the α value i.e. $0.156311 < 0.05$, so the null hypothesis is accepted.

H₀₃: There is no association between field experience and risk involved in the business.

Here $\chi^2(P)$ value is less than the α value i.e. $0.005358 < 0.05$, so the null hypothesis is rejected.

Suggestion & Conclusion

From the findings of the study it is suggested that the lending institutions in the study area such as commercial banks, micro finance institutions and other funding agencies must come forward to provide specialized loans to the manufacturers engaged in silver industry. It should be taken into account that most of the manufacturers in this sector run their unit as cottage industry or micro units. So the proper measures must be taken by the officials to enlighten this sector by providing government hubs or special zones. The measures must be taken to avoid the interference of middlemen between the manufacturer and the buyer by providing legal license to the manufacturers with minimum formalities. It is also suggested that the price fluctuation in the silver industry must be curtailed to the possible extent by the government.

It is concluded that silver anklet manufacturing units in the Shevapet area of Salem district crawls like a child which needs support of the government to grow. If the government monitors and provides measures for the growth of the industry, it will automatically results in economic growth and development.

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