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INTERNATIONAL CONFERENCE ON

BUSINESS REMODELLING:

EXPLORING NEW INITIATIVES IN KEY BUSINESS FUNCTIONS

23rd & 24th February 2018

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Proceedings of

International conference on
Business Remodelling: Exploring New Initiatives in Key Business Functions

Conference Proceedings of

TIRPUDE INSTITUTE OF MANAGEMENT EDUCATION, Nagpur

ISBN: 978-93-5291-574-3

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Published By

Tirpude Institute of Management Education, Nagpur (Maharashtra), India

Preamble

A business model is central to a host of business activities of an organization. Business Process Modelling is a method for improving organizational efficiency and quality. Its beginnings were in capital/profit-led business, but the methodology is now applicable to any organized activity.

Increasing transparency and accountability of all organizations, together with the modern complexity, penetration and importance of information technology and communication tends to heighten demand for process improvement everywhere. Thus, business modelling and remodelling is arguably more widely relevant today than the earlier efficiency methodologies. Put simply, it aims to relook at improving business performance by optimising the efficiency of connecting activities related to business, organization, profit, change, projects, etc.

With a view to focus on this important business aspect, the 2-day international conference organized at Tirpude Institute of Management Education (TIME) had the theme **"Business Remodelling: Exploring New Initiatives in Key Business Functions"**.

In order to further explore and understand this subject, TIME, Nagpur, invited academicians, research scholars and business managers to share their knowledge and insights by contributing their original research papers at this International Conference in February, 2018.

Dear Friend,

It is my singular pleasure to forward to you the proceedings of International conference on "**Business Remodelling: Exploring New Initiatives in Key Business Functions**", held on 23rd & 24th February, 2018, at our institute. This publication takes full advantage of the scholarly work of academicians and industry professionals and also creates an opportunity for you to store the same for future referencing.

I believe that cultivation of a strong research culture is absolutely necessary for excelling in the process of academic enhancement and knowledge disbursal. An academic institute can achieve this primary objective of value addition of updated and relevant knowledge to its students and the academic community at large by enabling high quality original research.

As editor, my task was made challenging due to very rare and original quality of research work submitted by contributors from across the international and domestic arena. Nevertheless, I have been able to select some of the finest works with the help of our reviewing team comprising of erudite scholars from academia and industry and present the same to you.

I am sure you will find the contents thought provoking and of immense value and relevance.

Thanking you,

Dr. Sanjay Kavishwar
Editor

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Comparative Study between Manual College Management System and Automated College Management System

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ABSTRACT

Many educational sectors in Asian countries in the past few decades have witnessed massive growth in a number of institutes and students. The associated policies and procedures related to various educational functions like admission process, attendance system, Teacher -student interaction and examination have grown manifold and had been streamlined.

College automation system deals with all kinds of student details of college, academic details and other such resources. This will help the institution to utilize its resources in an efficient manner.

RFID (Radio Frequency Identification) can be thought of as a part of AIDC (Automatic Identification and Data Capture). AIDC is a technique to assign unique identifications to the products in an enterprise. This can be integrated with this system for attendance purposes so that as the student enters the classroom his/her attendance can be marked automatically through the signals generated which is use to recognize RFID. This RFID can be integrated with the student's I-card.

Keywords: Education System, RFID, Office Automation, Data Capturing and Storing

1. Introduction

Many educational sectors in Asian countries in the past few decades have witnessed massive growth in a number of institutes and students. The associated policies and procedures related to various educational functions like admission process, attendance system, Teacher -student interaction and examination have grown manifold and had been streamlined. Also, it is seen that the information technology tools have offered pretty promising solutions to enable effective management of these functions. College automation system deals with all kinds of student details of college, academic details and other such resources. This will help the institution to utilize its resources in an efficient manner. This system is capable of greatly atomizing work. Since human memory cannot store too much data and is volatile there are chances for errors but with the help of a system that can store huge amount of data systematically the error quotient is greatly reduced. College automation system is capable of integrating different sections in an institution starting from admission section to student section. This kind of college automation system can also be integrated with teaching tools like online assignments, teacher- student chat system for sharing important information, accessing notes and video lectures, generating examination marksheets and notifying students about important events. RFID (Radio Frequency Identification) can be thought of as a part of AIDC (Automatic Identification and Data Capture). AIDC is a technique to assign unique identifications to the products in an enterprise. This can be integrated with this system for attendance purposes so that as the student enters the classroom his/her attendance can be marked automatically through the signals generated which is use to recognize RFID. This RFID can be integrated with the student's I-card.

2. History

During earlier system teachers used to write the attendance manually on papers, count them and make a final entry. All this was time consuming and tedious. Also different teachers have different method of marking attendance which adds to more complexity and thereby increasing the number of errors while performing the task. Also earlier it was not possible for the teacher to entertain each and every student. Hence, Students were not able to get the information due to lack of communication. To this savior was a notice board hanging on a wall and thereby letting every student know what all assignments, activities students are supposed to do. But then also not every student tends to take efforts to read the notice boards and also it was a drawback for the irregular students. Also for the admission process in the manual system the students were supposed to stand in queue for hours, fill the form manually on a piece of paper, submit the form and wait for the confirmation. Everything involved only paper with no security for student data. For the purpose of generation of progress report of the students too there were involvement of papers and this makes the task tedious. Since generating report involved manual assessment and writing the report and submitting them engage lots of time of the teachers.

Earlier teaching methodology was also different since teachers had to check out the subjects she have taught and the topics she have to teach. Preparing notes of them, and providing these notes to the students in the written form while dictating notes would consume more time than teaching the lessons which would ultimately results into delay of syllabus completion. And if due to any reason student was not able to attend the lecture he/she would miss out that portion being taught during the lecture. These all proved to be drawbacks with the manual system and hence a replacement for this system was required.

3. Objectives

- To reduce manual work
- To increase transparency
- To reduce redundant data
- To save time
- To maintain data in a single repository
- To easily generate reports
- To increase security level in maintaining data

4. Current System

These were a little better than the manual system. The various departments in college started using excel sheets for maintaining the records. This improved the functionalities like counting and adding, it also reduces the time consumed. It had better chances of data recovery. But these excel sheet were maintain on different system so when there is a need to generate a summarized report of a student they had to gather information from different system which again proved to be tedious task. Also the chance of redundant data increases. The data about the present batch of the student as well as that of pass out students of the college were filled and stored in the computer. This increased the level of security and enhanced the backup capability. However, this still include some issues regarding the manual task. Since, the data has to be filled and updated manually in the system.

Instead of submitting the report with hands, mailing feature of computer with internet was used. This ensured faster communication and saves time. This phase however, had an add on and the process was simplified using computers. But, just like before, the TPO was supposed to notify students, and give them the info about the company and asking them to register. But still if the database with the TPO is not updated it may cause problem to notify every student.

In this phase, a cumulative sheet of attendance was prepared and was put on to the notice board thereby using mass communication to interact and also now a days due to increase in internet connectivity the attendance sheet is share on the official group such as whatsapp group.

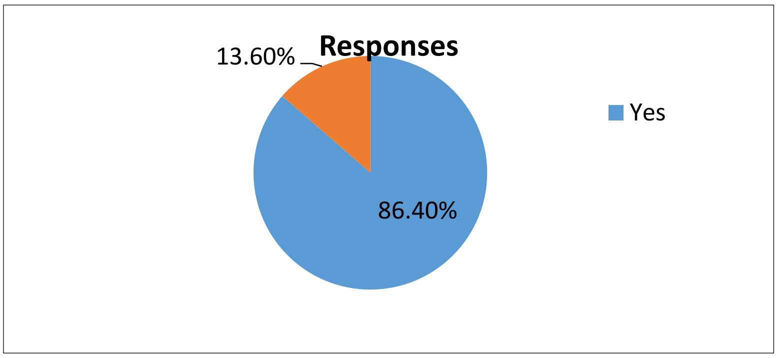
The notes for the student were prepared in the form of soft copy. This did not have big effect on the system. Individual report cards were generated for each student. It had the complete detail of the marks given. Though it was not a good option as the report cards are to be handled and kept safe to protect it.This was a little better, where private counseling was done by teachers for a particular student, his problems and solutions to them were discussed privately, thereby safeguarding his integrity. However, this is time consuming since it also involves some manual work.

5. Data Analysis

To support our research work, a survey was conducted to which 110 responses were generated. Out of which 55.5% were males and 44.5% females.

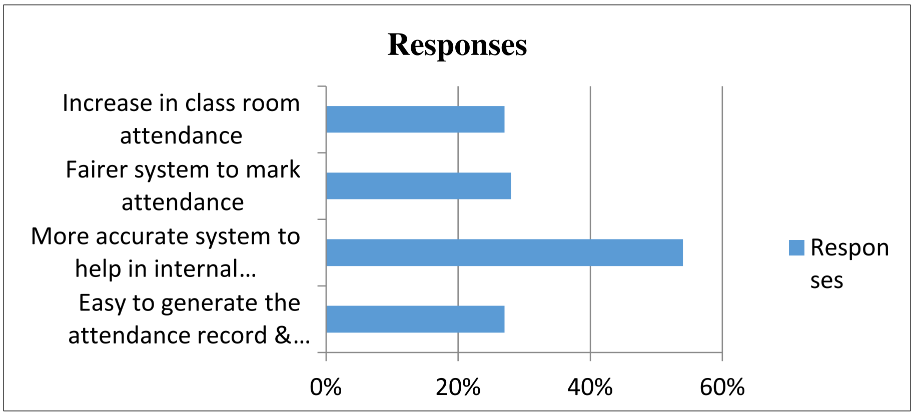
Following are the questions covered and interpretation derived:

1. Do you think attendance system under college automation is beneficial?



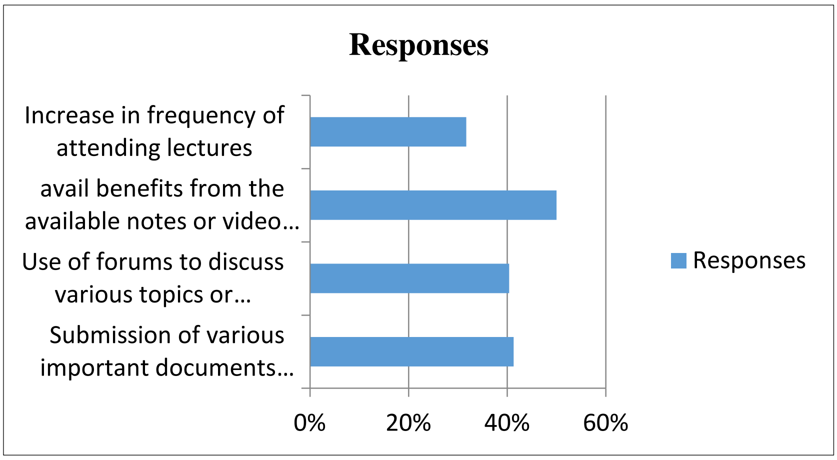
Interpretation: Out of 110 respondents 86.4% replied that attendance system under college automation is beneficial while 13.60% replied no to this question.

2. *If yes, what can be the benefits of it?*



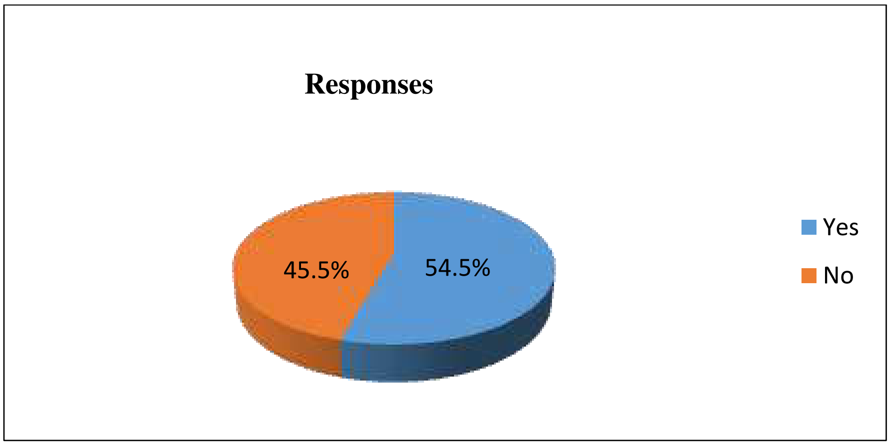
Interpretation: Out of all the respondents 27% replied that college automation will be helpful in increasing classroom attendance of the students, 28% felt that this system will be more fairer to mark attendance, 54% agreed that this system will be more accurate one to help in internal assessment of the system and 47% replied that it will be more easy to generate the attendance record & overview the attendance graph with this system.

3. *What other benefits of the college automated system do you think can greatly help you (student)?*



Interpretation: Out of all the respondents 31.7% replied that college automation will be helpful in increasing frequency of attending lectures by the students, 50% felt that this system will be helpful to avail benefits of the available notes or video lectures uploaded on their accounts, 40.4% agreed that it will be useful to discuss various topics or doubts related to academic subjects and 41.3% replied that it will be more easy to submit important documents online with this system also this will reduce paperwork for them

4. *As any such automated system involves huge cost, so if there is hike in college fees is it worth the facilities being provided by it?*



Interpretation: Out of the 110 respondents, 54.5% agreed that even if there is a hike in the college fees structure due to the college automated system it will be worth the benefits provided, while 45.5% does not agreed to the same.

6. Conclusion

Thus from the research work and the result of the survey conducted it can be concluded that college automated management system will be more beneficial for the colleges as well as students. As manual work consumes more time and is tedious thing to do college automation management system will be the suitable replacement to it. Also the future belongs to the art of smart work. Technology is growing rapidly; hence college automation system can be more enhanced after some years where face recognition, voice recognition, and other such tool can be integrated with it. College automation system provides more data integrity, data security and data analytics. This system can give efficient analysis of the data gathered such as list of regular and irregular student, good performing students, status of the fees paid and paid etc. The system will be more transparent as work such as marking attendance, internal assessment of students will be done less manually or completely through the system. The time saved of the teachers and students by using such college automation system can be utilized in creating more skill based education system. It can be concluded that college automation is a one-time investment providing better solution to the college management system work.

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Digital Marketing and Social Media

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ABSTRACT

The rapid development of technology, and the reach of such technologies at affordable costs, has revolutionized the ways in which businesses operate today. The Internet is being used by millions of people at this very moment; therefore these technologies have led to a paradigm shift in the way that communication happens. Business reputation and presence in a market is more driven by 'social media'. The swift evolution of digital media has brought innovative changes and opportunities for marketing. Fueled via an increase in devices to read digital media, it has resulted in the simultaneous growth of digital marketing.

If done right, in the long run, social media marketing can prove to be really cost effective. Because as of today, even the paid social media campaigns, such as Facebook Ads, are cheaper than other advertising options such as search engine ads. This means there's a higher return on investment.

Keywords: Social media, digital marketing, SEO, Web portals, E-commerce

1. Introduction

Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. Digital marketing's development since the 1990s and 2000s has changed the way brands and businesses use technology for marketing. As digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of visiting physical shops, digital marketing campaigns are becoming more prevalent and efficient.

Digital marketing methods such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, email direct marketing, display advertising, e–books, and optical disks and games are becoming more common in our advancing technology.

For its users the Internet and digital technologies have not only provided the means to fi nd, buy and sell products but they have also created an environment for building communities, where like-minded people can network, socialize and be entertained. The emergence of social networking sites such as Facebook, LinkedIn, Google+ and microblogging sites like Twitter have had a significant impact on global society

Internet marketing is another term originally used to refer to the achievement of corporate goals through meeting and exceeding customer needs better than the competition through the utilization of Internet technologies. E-marketing is a term which refers to the use of technology (telecommunications and Internet based) to achieve marketing objectives and bring customer and supplier closer together. For instance, a company might use email to manage customer enquiries and also integrate Web-based technologies with email and other information systems, such as customer databases, in order to facilitate management of customer and supplier relationships. From a marketing perspective e-marketing can help identify and anticipate customer needs, and also provide a means to satisfy customers by providing prompt and informed responses quickly.

Digital Marketing

The marketing of products or services using digital channels to reach consumers is called digital marketing. The key objective is to promote brands through various forms of digital media. Digital marketing extends beyond internet marketing to include channels that do not require the use of the internet

Social Media

Social media are computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. The variety of stand-alone and built-in social media services currently available introduces challenges of definition; however, there are some common features

Social media are interactive Web 2.0 Internet-based applications.

User-generated content, such as text posts or comments, digital photos or videos, and data generated through all online interactions, is the lifeblood of social media.

Users create service-specific profiles for the website or app that are designed and maintained by the social media organization.

> *"If you make customers unhappy in the physical world, they might each tell six friends. If you make customers unhappy on the Internet, they can each tell 6,000."*
>
> **Jeff Bezos,**
> **Amazon Founder/CEO**

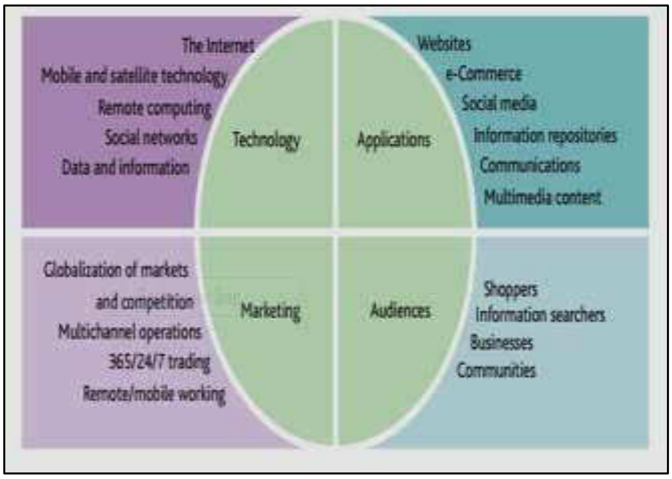
Social media facilitate the development of online social networks by connecting a user's profile with those of other individuals or groups.

Key Dimensions of the Digital Communication Environment

Since 1982 digitization has taken place and there has been a steady increase in the use of digital technologies. Products such as televisions, telephones, watches, cameras and music have changed to digital formats. As digitization spreads, the level of connectivity across devices, people and locations increases. For example, photographs can be shown on computer screens, shared on social networks and stored remotely in the computing cloud. The Internet connects billions of people and organizations around the world, allowing fast transfer of information. Intranets connect people within a company, facilitating communications, and extranets connect a company with its trading partners, such as suppliers and distributors. In this chapter we are concerned with four dimensions of the digital age that have implications for marketing: 1) technology, 2) applications, 3) marketing, 4) audiences

Digital Promotions and Social Media Planning

The formulation of the digital marketing plan is likely to be informed by four significant and interdependent elements.



Strategic alignment of digital promotional activities with corporate, marketing and marketing communication strategies is important as it should ensure development of a potentially successful digital marketing plan. This process should also help define the purpose of the digital marketing activities.

The value proposition should emphasize the unique advantages created by the use of digital technologies for example, choice (amazon.com offers the world’s widest and deepest range of books at very low prices), convenience (tesco.com offers round-the-clock shopping), community (Facebook brings people together around the world). The value proposition created through the relative advantage afforded by digital technologies should reinforce core brand values and be clearly articulated to target audiences. It will also determine the extent to which organizational change is required.

Organizational change is likely if the digital marketing plan is to be delivered successfully. A good example to consider is how retailers like Tesco and Sainsbury’s have developed unique logistical solutions to support online ordering. E-commerce initiatives can involve applying a wide range of digital technologies: Internet, EDI, email, electronic payment systems, advanced telephone systems, mobile and handheld digital appliances, interactive television, self-service kiosks and smart cards. Consequently, utilizing such technologies may require significant changes to operations and working practices in order to ensure that the right skill sets (capabilities) and resources are available when required.

Implementation of the plan should be executed in a timely manner. Additionally, the success of the digital marketing plan is likely to be affected by senior management commitment, availability of appropriate resources and the appropriateness of the strategic vision that is guiding the implementation. The significance of the digital marketing plan for a company's overall strategy will also largely be dependent upon levels of technology adoption, investment and integration.

Ability to Reach More People Via Social Media Search

By using social media, you diversify your marketing efforts in more than one way. You don't reach out to just one type of crowd, but connect to a versatile customer base.

People are no longer dependent on Google search when they need to connect to something or someone. Today, search is not limited to the mighty web search engines. It has moved beyond, which is why social media platforms such as Facebook and Twitter are the new search engines.

There are massive amounts of content being created and shared on the social web. This content can easily be discovered by users with the help of keyword search, hashtags, etc. When people search for the type of content you're publishing on your social media page, you may win new fans that want to follow, connect and do business with you.

2. Research Methodology

Primary data has been collected through a structured questionnaire. Secondary data are available from Research Papers, reports of various Institutes has been used to interpret the data.

3. Objectives

i. To overview Digital marketing and social media

ii. To discuss the implications of digital promotions and social media for marketing planning

iii. To discuss social media and networking

4. Data Analysis

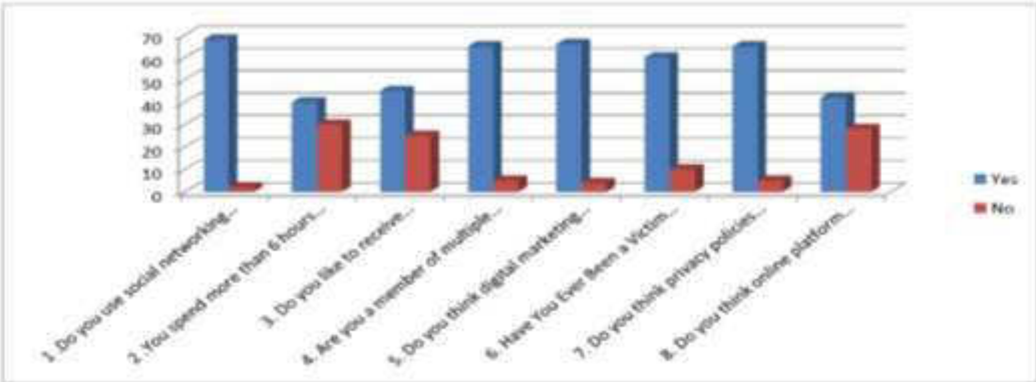


Fig A

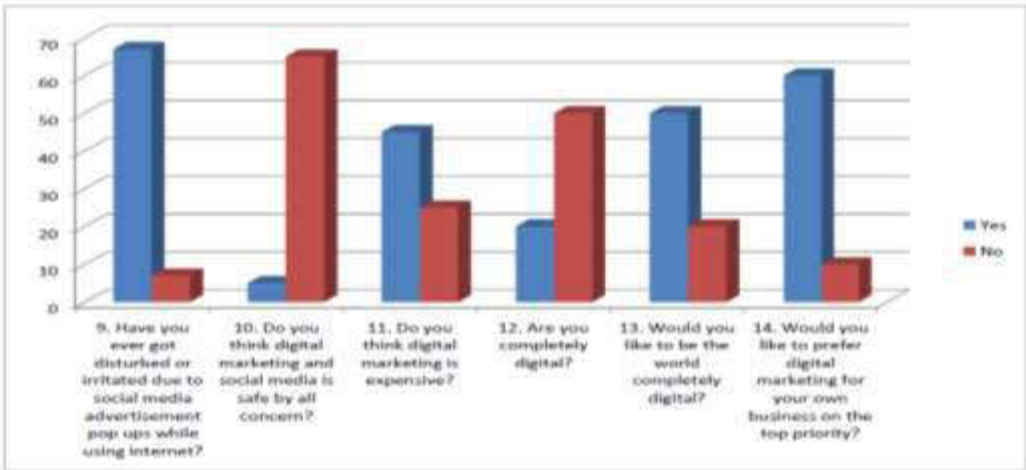


Fig B

An online survey was conducted to know the preferences and choices of a group for the use of digital marketing and social media and responses were recorded as shown in figures A & B

QUESTIONNAIRE FOR DIGITAL MARETING AND SOCIAL MEDIA

PLEASE TICK √ IN APPROPRIATE ROW

Sr. No	Question	Yes	No
1	Do you use social networking sites?		
2	You spend more than 6 hours a day on social networking sites?		
3	Do you like to receive information on new products offers services via advertisements on social networking websites?		
4	Are you a member of multiple social networking sites?		
5	Do you think digital marketing and social media is the best means of promotion or product/service marketing?		
6	Have You Ever Been a Victim of On-Line Bullying (offensive comments or emails)?		
7	Do you think privacy policies are effective in social networking sites?		
8	Do you think online platform is important for you to preserve important documents, such as legal, property papers, etc.?		
9	Have you ever got disturbed or irritated due to social media advertisement pop ups while using internet?		
10	Do you think digital marketing and social media is safe by all concern?		
11	Do you think digital marketing is expensive?		
12	Would you like to be the world completely digital?		
13	Would you like to be the world completely digital?		
14	Would you like to prefer digital marketing for your own business on the top priority?		

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A Study of the Novel Innovation: "Social Media" - As a Form of Advertising in the Framework of Digital Marketing

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ABSTRACT

A new concept in Marketing has evolved during the last decade known as "Digital Marketing." This Paper provides an insight on the concept of changing Digital marketing scenario throughout the globe & in particular in the Indian Marketing context. It also gives an insight of the role of changing social media platforms which adds as an aid in the concept of digital marketing. Evolution of digital marketing since the 1990 has changed the way brands and businesses use technology for marketing. LPG further added zeal to the revolution.

This paper also provides a thorough view on the usage of social media platforms in digital marketing concept. The purpose of this research is to detect the social media platforms which are efficiently helping the process of e-marketing. As digital platforms are increasingly incorporated into marketing plans and everyday life, and as people utilize digital devices instead of visiting physical shops, digital marketing campaigns are becoming more prevalent and efficient. Digital marketing methods such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, direct marketing (e-mails), display advertising, e–books, and optical disks and games are becoming more common in our advancing technology. This research is driven to give a clear scenario of these emerging trends in digital marketing.

Keywords: Digital Marketing, Social Media, e-marketing, technology

1. Introduction

Usage of internet, social media, mobile apps, and other digital communication technologies has become part of billions of people's daily lives. Clearly, people are exposing themselves to more and more digital and social media. This is for many purposes, including their roles as customers as they search for information about products, purchase and consume them, and communicate with others about their experiences. Marketers have responded to this vital shift by increasing their use of digital marketing channels. The major motive of Marketers in today's time is to create customer sustainability. To facilitate this objective marketers need to be in constant touch with the consumers or prospects. The dominant logic of marketing is shifting from the exchange of goods towards service factor, interactivity, connectivity & ongoing relationships. Technological innovations, new channels & changing media environment to facilitate this shift & the question of how firms should interact with their customers is gaining in importance. The cost factor involved in this interaction also has to be given due significance. Hence the cost competence & interactivity of these digital channels easily facilitate the enduring dialogue between the enterprise & patron. The growth of digital media has given marketers a gigantic prospect to stay connected to their forecasts. Marketers can now be in touch with their customers on a more frequent basis and the level of personalization has augmented at a non-excessive cost. The main claim here is that being frequently in touch with customers should help achieve positive effects on customer & Brand loyalty. For instance, customers can be offered supplementary information & brand communication when buying products or when consuming them. This can include newsletters, maintenance & repurchase reminders, assistance for keeping the products up-to-date, & tools for interacting with networks & peers. For being regularly in touch with customers is one of the central Ideas of CRM. Recent studies have found that the relational information process of CRM plays a vital role in enhancing an organisation's customer relationship performance. Furthermore the use of CRM applications is positively associated with improved customer knowledge & improved customer gratification. Today's consumer marketing is largely being carried out in digital settings, particularly social media and mobile. It is therefore necessary for consumer behaviour explorers to examine and understand consumer behaviour in digital environments.

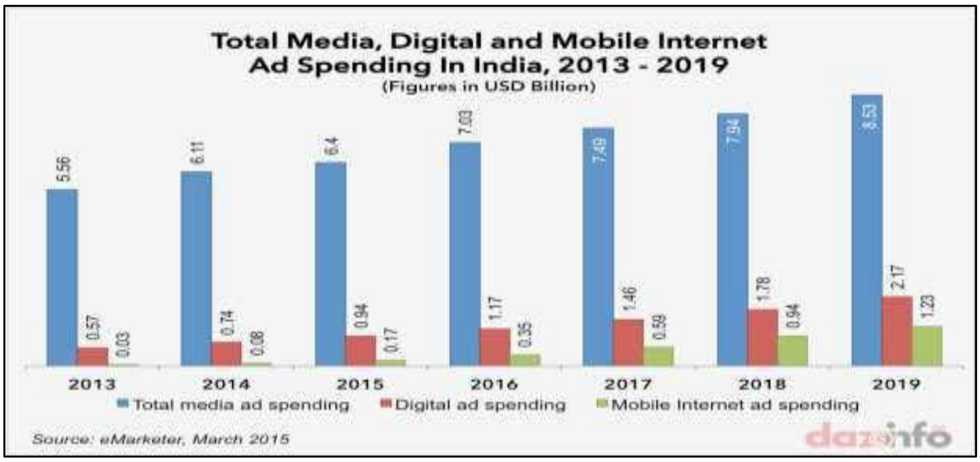
Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium.

Digital marketing's expansion since the 1990s and 2000s has changed the way brands and businesses use technology for publicizing. As digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of visiting physical shops, digital marketing campaigns are becoming predominant and resourceful.

The term digital marketing was first coined in the 1990s but has been used in practice as early as the mid-1980s, when the Soft Ad Group, (now Channel Net), developed advertising campaigns for automobile companies. Digital marketing became more sophisticated in the 2000s and the 2010s, with the proliferation of devices capability to access digital media at almost any given time led to the great growth of this terminology.

International Journal of Advanced Research Foundation reveals that in the year 1996 India MART B2B marketplace was established in India & in the year 2007 Flipkart was established in India. Since then every E-marketing or commercial enterprise has started majorly using digital means for their marketing purposes. Therefore the traces of digital marketing in India can be traced back to the year 1996.

The report by the International Journal of Advanced Research Foundation (2011) summarized that India is going to see the golden period of the Internet sector between 2013 to 2018 and that an incredible growth opportunity and secular growth adoption for E-Commerce, Internet Advertising, Social Media, Search, Online Content, and Services relating digital marketing is destined to occur.



The survey made by dazinfo indicates the size of Digital Marketing industry in India:

- 34% of the companies already had an integrated digital marketing strategy in 2016
- 72% marketers believe that traditional model of marketing is no longer sufficient and this has increased the usage of digital marketing which in turn has augmented the company revenues.

Today, digital marketing industry in India is growing rapidly. Many factors are responsible for this growth. The use of communication tools has greatly changed in the past few decades. The belief was that online information is full of dishonesties. No one could listen to any online advertisement not to talk of purchasing groceries, furniture or clothes. The story has certainly transformed. Everything from marketing to sales can be done online. This is due to the trust that has been restored back to online communication in India. This has helped the marketing initiatives. The communication industry has taken up the initiative for bringing revolution. Low cost cell phone handsets are now available making it possible for the people of the republic of India to have about 600 million internet users which ultimately create fascinating business prospects to sell to a mounting population.

Moreover, the development in the digital marketing industry in India is evident in the marketing shift from anonymity to identity. Interaction on the Internet now looks more physical as opposed to the anonymity of identity in the past. Several factors have been found to contribute to the growth of digital marketing in India. Before now, internet usage was only meant for the wealthy. There is now a great change in the lifestyle of the middle class. The very majority now have access to the internet in India. Internet and 4G penetration revolutionized the marketing scenario for both consumers and the marketers. It was discovered that changes in lifestyle and standard of living had increased the level of consumption, quality and also the pattern of consumption. The quality of use in the urban centres of India is on a high side. This is because majority do not have time to go and actually visit places meant for shopping. Keeping struggles to earn money apart, people want some other things to be done at their own convenience and the evolution of digital marketing, we may say, has been acting like a blessing in disguise.

Another major player in digital marketing is the involvement of Social Media Marketing. Earlier social Networking sites were only useful in getting connected with the society. Now this terminology Social media has a changed perspective which may or may not be considered positive. However, the positive impact is that the globe has become one in terms of connectivity whereas on the other side there exists a dump yard of unwanted advertising messages.

Social media marketing refers to the process of gaining website traffic or attention through social media sites. Social media marketing programs usually centre on efforts to create content that attracts attention and encourages readers to share it with their social networks. A corporate message spreads from user to user and presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself. Hence, this form of marketing is driven by word-of-mouth, meaning it results in earned media rather than paid media.

Social networking websites allow individuals, businesses and other organizations to interact with one another and build relationships and communities online. When companies join these social channels, consumers can interact with them directly. That interaction can be more personal to users than traditional methods of outbound marketing and advertising. Social networking sites act as a word of mouth or more precisely, e-word of mouth. The Internet's ability to reach billions across the globe has given online word of mouth a powerful voice and far reach. The ability to rapidly change buying patterns of products or service acquisition activity to a growing number of consumers is defined as an influential network. Social networking sites and blogs allow followers to "retweet" or "repost" comments made by others about a product being promoted, which occurs quite frequently on some social media sites. By repeating the message, the user's connections are able to see the message, therefore reaching more people. Because the information about the product is being put out there and is getting repeated, more traffic is brought to the product/company.

The options available for social media marketing are enormous in numbers namely Pinterest, Instagram, Twitter, LinkedIn, YouTube, and Facebook to name a few. Various campaigns have been conducted to boost this emerging social media marketing trend. Not only product or service marketing but in today's time the political arena has also espoused the social media marketing strategies to gain heavy public assurance & conviction. The US presidential election campaign via social media is one of the recent examples of this form of digital marketing. Some more social media marketing campaigns of India during the previous years that have helped the brands flourish expeditiously have been listed below:

The Pokémon effect: Pokémon Go was a turning point for augmented reality. At its peak, the app was downloaded by over **100 million users**. Although, its launch had been timed perfectly – during summers, when kids are not in school – branding had a big role to play in the overall success of the game as well. Brand Pokémon has developed itself over a period of more than two decades with games, character design, anime and the tone of the series. But what it also did last year, was to unleash a new avenue for digital marketers with its mass appeal and immense reach.

Golmaal Again: An unprecedented buzz was generated around the movie as the Golmaal Again marketing strategy was created keeping social media at core. The fourth film in the popular franchise Golmaal, Golmaal Again was expected and devised to be bigger and better than its predecessors, using the power of social media. Leveraging the popularity of the Golmaal franchise among its loyal fan base and combining it with the far reaching capabilities of social media, the makers of the film intended to create an unprecedented buzz around its release and turn it into one of the biggest blockbuster of the year. Participants were required to include the hashtags (#) GolmaalAgain, GolmaalAgainTrailer and GolmaalAgainTrailerInvite, across all social media platforms to win a chance to attend the trailer launch. While critics have called the series mindless, lame and mostly unfunny, the films have set the cash registers ringing at the box office, every single time. As always, there is a stark difference between the critics' *reviews* and the audiences.

Google Search – Reunion: One of the toughest challenges brands face when creating a campaign is to blend their product with the story, a story that manages to evoke in the hearts of their audience, a bridge of emotions that extends from their hearts to what they are watching on screen. Google elevated the standards with their Reunion campaign, with cinematography that had viewers sobbing and smiling at what they had just seen. A heart wrenching story of two friends separated during childhood, brought together through will and the power of Google, it changed the way brands produced advertisements from thereon with over **4 million hits in under a month**, Google India launched a successive series where instead of reinventing the wheel, they build on a winning strategy with something that has already entered hearts and minds.

Tata Sky Daily Dillagi: For the promotions of the newly launched Daily Recharge, a sachet size recharge voucher was issued by Tata Sky where one could avail DTH services for a day, the DTH provider launched 'Daily Dillagi'. Instead of a single TV Commercial, the brand launched a series of episodes where a love story would keep developing in each one, thereby promoting the voucher's daily usage. On social media, the brand built engagement by asking fans questions around the forthcoming episodes. This pioneering concept allows a minimum recharge value starting at Rs.8/-, making it the smallest denomination of recharge voucher in the television viewing sector globally. With the understanding that there is a demand in smaller towns and villages for bite sized consumption (much like shampoo sachets and small sized mobile recharges), the 'Daily Recharge' card enables Tata Sky to make inroads into these untapped markets. This campaign also was a massive blast on social networking site Facebook

Fair & Lovely Confidence at work : Fair & Lovely, the fairness cream brand that most social media comedians love to hate for its regressive advertising focused solely towards associating 'fairness' with 'success', took a complete U-turn in its latest campaign. The TVC did not focus on fairness as a parameter of success as well as the beauty bloggers who were roped in for the digital initiative, did not promote its skin benefits. Instead, beauty and fashion bloggers created videos sharing tips on communication, hair and dressing and also talked about the role of confidence at work.

While there are countless examples of the use of social media for branding and marketing of products and services (including intangible services) there also are certain exceptions to the Social media marketing concept.

The organizations that manufacture products which survive only on one parameter i.e. QUALITY (minimum basic standards), till date, have not entered the social media arena for advertising. Some such products are mentioned below.

Sriracha: Sriracha, A Huy Fong Foods, company that produces the cult favourite hot sauce, doesn't advertise. In fact, it does not have a Facebook page or Twitter account, and it hasn't updated its website since 2004. That didn't stop the company from selling 20 million bottles of the hot sauce in the year 2017, according to Businessweek.

Rolls-Royce: The luxury car maker doesn't advertise as a brand and instead benefits from its reputation among its wealthy clientele. Even without traditional ads, Rolls-Royce beat a 107-year-old sales record in 2012, Luxury Daily reported at the time.

Jiffy's Muffin Mix: The Michigan-based Muffin Company doesn't pay for advertising for a few reasons, according to its CEO Howdy Holmes. First, he says the most "effective" way to sell your products to customers is through word-of-mouth. Second, by not paying for advertising the company can offer its muffin mix at significantly lower prices.

But such exceptions are rare to be found in the Indian digital & social Marketing domain.

The above were some major breakthrough examples of social media marketing battered into digital media marketing. Massive advertising for major brands is being done via Facebook, LinkedIn & Twitter in the Indian Marketing scenario. Today almost all the Local, National and Multinational Players irrespective of their market size and target markets are directly connected to their customers, consumers & prospects via the above mentioned platforms. Via these platforms not only products are sold, but also direct consumer feedback is taken, which is then implemented & provided to the customer in the form of satisfaction & Value for money.

Platforms of social connectivity like Facebook, twitter & Instagram have now been converted into advertising and marketing zones which has clearly ruined the objective of these podiums which was mere social connectivity.

2. Conclusion

The long and short of it is that companies may adopt various social media marketing methodologies but such campaigns will never be successful without the required quality and satisfaction value in a product or service. Though Social Media & Digital Marketing have hyped the product advertising quality & satisfaction is the prime feature in any selling practice. Identification of the right target market also plays a crucial role in the success or failure of any marketing exercise whether it be social media marketing, digital media marketing or non-usage of social media for marketing. Hence the usage of Social Media Marketing or Digital Marketing has to be very cautiously dealt with which can be clearly understood by the words quoted by Jeff Bezos CEO & Founder of Amazon.com “If you make customers happy in the physical world, they might each tell 6 friends. If you make customers unhappy on the Internet, they can each tell 6,000 friends.”

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Digitization and E-Commerce

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ABSTRACT

Digitization means the use of digital technologies and of data (digitized and natively digital) in order to create revenue, improve business, replace/transform business processes and create an environment for digital business, whereby digital information is at the core.

Today, some people, mainly active in the document and scanning business, still use the term digital transformation while they mean the digitization of documents and of processes.

The Association of Research Libraries endorses digitization as an accepted preservation reformatting option for a range of materials. ARL encourages its members and others engaged in digital reformatting and those interested in initiating these activities to make an organizational and economic commitment to adhere to accepted standards and best practices, and to establish policies and the capacity to maintain digital products for the long-term.

Keywords: Digitization, Digital Business, Digital Products, Reforms, Best Practices

1. Introduction

Digitization means the use of digital technologies and of data (digitized and natively digital) in order to create revenue, improve business, replace/transform business processes and create an environment for digital business, whereby digital information is at the core.

Matter

Digital transformation, as we use it **today**, is broader than digitalization as a way to move to digital business. It requires far more bridges to be built in an encompassing transformation was used to describe the transformation of, for instance, paper into digital information. Wait, wasn't that digitization? Indeed! You see where the confusions come from.

Today, some people, mainly active in the document and scanning business, still use the term digital transformation while they mean the digitization of documents AND of processes.

However, the vast majority, defines digital transformation as an enterprise-wide phenomenon. But some only look at specific aspects, thus often creating silos or having a view that's too technological or too much focused on one aspect of business, you name it.

Asia Pacific	27.9	39.7

The study conducted was based on the use of the use of digitization from the past and till date. There has been information and

2. Recognizing Digitization

Cultural institutions serve the international community by building, protecting, preserving and ensuring continued access to diverse collections and resources. The challenges of preserving collections have been addressed in different ways over time. Libraries have used conservation to preserve the original artifact and reformatting strategies, such as microfilming and the creation of print facsimiles, to retain content, enhance access, and protect the original from excessive wear. Over the past several years, libraries have moved towards using digitization as an additional method for reformatting endangered and fragile paper-based materials to both preserve and provide access to library collections.

The Association of Research Libraries endorses digitization as an accepted preservation reformatting option for a range of materials. ARL encourages its members and others engaged in digital reformatting and those interested in initiating these activities to make an organizational and economic commitment to adhere to accepted standards and best practices, and to establish policies and the capacity to maintain digital products for the long-term. ARL calls on the community of federal grants agencies, private foundations, and grants reviewers and panelists to give equal support to proposals that incorporate digital reformatting for preservation when these conditions are met.

- **Context**

Libraries need to employ a variety of reformatting strategies to meet the demands of preserving the many types of materials in our collections. Each reformatting method in use has strengths and weaknesses. Choices have to be made based on the characteristics of the originals, the capabilities of each reformatting process, the current and anticipated needs of the user, and cost. Evaluation is key - no one solution can fit all needs. Our preservation programs must be multi-faceted and responsive to be effective. The more preservation options libraries have at their disposal, the better collection managers can meet the current needs of collections as well as the expectations of users now and in the future.

The choice to use digitization, or any reformatting option for preservation, is not prescriptive – it remains a local decision. Institutions may choose to digitize only, to use one of the other reformatting methods, or to use a combination. Many approaches are possible but digital reformatting should now be considered a valid choice among the various methods for preserving paper-based materials. (See Appendix 1: Comparison of Reformatting Technologies for more details)

- **Benefits of Digitization as A Reformatting Strategy**

A number of positive outcomes result from deploying digitization as a reformatting strategy. Digitization increases the capture capability for many types of paper-based material, such as oversize and color items, for which there has been no effective reformatting strategy to date. Functionality, such as zooming capabilities, allows users to examine more closely fine details and produce a variety of outputs to suit different needs. Digital facsimiles better reproduce the navigational experience of a book than does the linear format of microfilm. Although the preservation of paper-based materials is the primary focus of this document, digitization also has the potential to capture information currently recorded on many other media and may be the only method to preserve this material.

When digital facsimiles of print materials are made accessible via the World Wide Web, the widest range of users has equal access to collections from any location whether they are on- or off-site. A virtual environment of digital files can combine content from many kinds of resources, including primary source material, and provide powerful opportunities to integrate materials seamlessly into instruction and course management systems for teaching and learning. Digitization allows users to create virtual collections that will support new and creative research made possible only in a digital environment. (See

Appendix 2: Benefits of Digitization as a Preservation Reformatting Option for more details)

- **Standards and Best Practices**

Ensuring high-quality image capture and providing for the long-term viability of digital objects is an admitted challenge, but the library profession has a long history of developing standards and best practices in order to support sustainable operations and facilitate inter-institutional collaboration. This tradition provides confidence that digital preservation challenges will be met.

- **Reformatting**

Institutions and collaborative organizations have identified issues and risks involved in creating and maintaining digital objects and have made significant progress to establish what needs to be in place. There is already wide consensus and acceptance in the preservation community and among practitioners in the field about the creation of digital masters for paper-based materials. There are established guidelines for image capture and processing to ensure that images are of high quality and provide faithful representations of the original. Standards-based-file formats and file compression practices are in use.

- **Metadata**

In the area of metadata, there are still challenges to overcome. Standards have been established for recording bibliographic descriptions. Work is in progress to specify element sets and formats for preservation and administrative metadata, to facilitate dissemination and maintenance of digital facsimiles over time. PREMIS, METS, and MODS are examples of ongoing metadata initiatives. Regular reports and open discussion as these standards are developed allow digitization programs to capture and record information that will be necessary once the standards are finalized.

- **Preservation of the Digital Object**

Experience to date shows that files can be preserved and refreshed in the short- term. While there are many challenges in managing digital objects over time, institutions are actively engaged in developing solutions to ensure integrity and authenticity, address media and technological obsolescence, and provide long- term accessibility. Efforts are also underway to identify system designs and business models for sustaining large collections of digital objects. In the meantime, practices are in place to ensure we are capturing and recording sufficient information and managing digital objects to keep them safe now. Strategies to keep master files safe for the short-term include the use of high-quality and reliable storage media, multiple back-up systems, periodic testing, and a schedule to refresh data. These short-term strategies are a bridge to the emerging solutions that are being developed to ensure long-term availability and access. (See Appendix 3: Standards and Best Practices in Digital Reformatting for more details)

3. National and Local Commitments

At the national level, there is commitment to and funding for the development of infrastructures to support digital preservation. The Library of Congress (LC) has been charged to develop a National Digital Information Infrastructure for Preservation (NDIIPP); the National Archives and Records Administration (NARA) has undertaken creation of an Electronic Records Archive (ERA); and the Government Printing Office (GPO) has established its Legacy Digitization Project for scanning the collections of the Federal Depository Program. The National Library of Australia (NLA) has done extensive work within its Preserving Access to Digital Information (PADI) initiative, and Great Britain's Joint Information Systems Committee (JISC) supports a variety of digital preservation initiatives including the UK Data Archives. The Consultative Committee for Space Data Systems (CCSDS) has developed a widely accepted reference model for an Open Archival Information System (OAIS), which provides a conceptual framework and common terminology for describing the elements and functions of a digital archive. (See Appendix 4: Current State of Commitment to Long-Term Preservation of Electronic Resources for more details).

Individual institutions and other organizations have also undertaken important work to develop models, build and test digital archives, create standards, and develop systems and software to support long-term digital preservation. The Global Digital Format Registry is being designed to capture and share information about a wide variety of file formats. Tools, such as JHOVE, are available to validate file formats as standard. Systems, such as LOCKSS, are being developed for managing digital archives and for exchanging digital content and strategies are being tested for migrating and checking digital data over time. Libraries continue to play a leadership role by recommending and testing standards and by actively contributing to broader efforts towards solutions for preservation of digital resources. (See Appendix 3 for more details).

ARL has formed a Working Group on Digitizing Government Document Collections that commissioned a business plan and is making recommendations for a coordinating role for ARL and next steps. Furthering GPO's goal of preserving content permanently and improving public access through derivative files, the project will establish a baseline for the creation of digital preservation quality master files, a minimum threshold that must be met by all participating institutions. It will also develop specifications and guidance for the creation of metadata, address requirements for preserving digital files, and develop a governance structure. This is a significant and long-term effort that will further consolidate and document standards, practices, and other guidance needed by those engaged in digital reformatting for preservation.

4. Time for Action

The time is right to adopt digitization as a reformatting strategy for preservation. "As more and more is born digital and a new generation of users grows up with digital as the default mode of delivery, resources that are not in digital form will be 'orphaned' over time because they are in 'obsolete' formats." (Abby Smith, Council on Library and Information Resources (CLIR), e-mail message, March 29, 2004.) Concurrently, in response to the increasing amount of and growing library reliance on "born digital" materials, commercial and private sectors are giving more attention to creating environments in which these materials can be maintained for the long term.

The technical issues facing long-term preservation of the born-digital are the same as those for materials converted into digital form. To ensure that preservation goals are incorporated into long-term solutions, we must be active participants in their development. Libraries cannot wait for these solutions to be completely settled before testing the waters. Therefore, we must be prepared for persistent technological change.

ARL supports digitization as a reformatting strategy for preservation and will act as a catalyst in bringing communities together and will take a leadership role by providing a clearinghouse function for information, promoting the use of standards and best practices, and facilitating the implementation of these standards by institutions. ARL has the great potential to fulfill this role not only for the GPO Project, but also for the larger preservation community engaged in the digital reformatting of a wide range of resources.

"Libraries are society's stewards of cultural and intellectual resources. For libraries to continue fulfilling their stewardship role, they will have to approach preservation in a new way. It must be integrated into every aspect of the library's work. Preservation must be considered at the highest levels of the institution and reconceived in the digital environment." (From the Preface to *The State of Preservation Programs in American College and Research Libraries: Building a*

Common Understanding and Action Agenda, Deanna Marcum, President, Council on Library and Information Resources, December 2002.)

Appendix 1:

Comparison of Reformatting Technologies

Libraries need a variety of reformatting strategies to meet the preservation demands of the many types of materials in collections. Each reformatting strategy has strengths and weaknesses that allow choices to be made based on the characteristics of the original material, the capabilities of each reformatting process, the needs of users, and cost. Digitization is now one additional reformatting strategy for preservation. The more options libraries have at their disposal, the more effective collection managers can be to meet the current needs of collections and the expectations of users now and in the future.

Microform Pros

- adequate capture capabilities for some types of paper-based material
- established and internationally-accepted family of standards, guidelines, and best practices used by preservation community. Adherence to standards and guidelines ensures longevity of the medium if properly processed and stored secure master copy
- affordable to make, store, reproduce, and distribute
- production and loan of titles in copyright are acceptable under current copyright law

Microform Facsimile Cons

- low user satisfaction
- limited distribution and access possibilities
- not easily incorporated into the desktop environment
- limited functionality (e.g., no searchable text, text analysis)
- susceptible to mishandling
- degradation of the master negative with duplication and loss of quality with successive generations of copies

Printed Pros

- adequate capture capabilities for some types of paper-based material including the production of high-quality printed facsimiles
- established and internationally-accepted standard for chemically stable and mechanically durable paper, which ensures longevity of medium
- stablished and internationally-accepted standard for binding of library materials, which ensures longevity of bound production and loan of titles in copyright are acceptable under current copyright law
- high user satisfaction
- once in hand, pages are easy to access and explore

Printed Cons

- no secure master copy
- limited distribution and access possibilities
- not easily incorporated into the desktop environment
- limited functionality (e.g., no searchable text, text analysis) ß loss of quality in copies

Digital Pros

- increased capture capabilities for many types of paper-based material, such as, oversize and color materials
- increased capture capabilities for many types of media
- no degradation of the master file with duplication and no loss of quality in copies

- secure master copies with adherence to emerging standards, guidelines and best practices in a trustworthy digital repository
- high user satisfaction with some digital products
- increased distribution and access possibilities
- easily incorporated into the desktop environment
- increased functionality (e.g., zooming, printing, searchable text, text analysis)

Digital Cons

- standards, guidelines, and best practices for producing and maintaining digital facsimiles for the long-term are in the development stage
- increased capture capabilities come at a high cost
- limited functionality inherent in today's computer monitors
- repository storage and management costs for digital master files are not fully known and the costs for some are predicted to be high
- current copyright law adds restrictions specific to digital copies of copyrighted materials and requires libraries to take additional steps to ensure compliance – deciding how this limitation will be managed must therefore be part of an institution's digital program planning process
- issues of technological obsolescence must be addressed in the management of digital objects over time

An Analytical Study on Liquidity Ratio as a Determinant of Profitability With Reference to Automobile Companies in India (2012-13 to 2016-17)

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ABSTRACT

Automobile sector being one of the important sectors of the Indian economy, affects various other allied and non allied sectors in a direct and indirect manner. Thus, it becomes important to study the financial performance of the automobile sector. Due to the wave of change in the market trend, the companies have changed their capital structure, which affects their financial performance in return. Hence, there occurs a need to study and analyse the financial performance of the Indian automobile sector.

There are various tools and techniques available to analyse the financial performance of any said company. One among them is ratio analysis. Ratio analysis forms an essential part of financial statement of any firm, which is a decision making tool for any investor. Amongst several ratios calculated by the firms, the liquidity ratios i.e. current ratio, quick ratio and profitability ratios i.e. Return on Assets and Return on Equity are the ones which depict the financial performance of the companies. Hence, there is a need to study these ratios as liquidity ratios and profitability ratios are indispensable when it comes to decision making.

The research paper aims to study the relationship between the liquidity ratios and profitability ratios with reference to automobile companies in India. In the later part of the paper, the impact of the liquidity ratios on the profitability ratios of the automobile companies is studied. The quantitative statistical tools used for the purpose of the study are correlation, regression and ANOVA.

Keywords: Financial Performance, Current Ratio, Quick Ratio, Return on Assets, Return on Equity.

1. Introduction

I.1 Liquidity and profitability:

Every firm is most concerned with its profitability. One of the most frequently used tools of financial ratio analysis is profitability ratio which is used to determine the company's bottom line. Profitability measures are important to company managers and owner alike. If a small business has outside investors who have put their own money into the company, the primary owner certainly has to show profitability to those equity investors. Profitability shows a company's overall efficiency and performance. On the other hand, liquidity shows the ability of firm to meet short-term obligations when they become due for payment can hardly be over-stressed. In fact, liquidity is a pre-requisite for the very survival of a firm. The short-term creditors of the firm are interested in the short-term solvency or liquidity of a firm. But liquidity implies, from the view point of utilization of the funds of the firm that funds are idle or they earn very little. A proper balance between the two contradictory requirements i.e. liquidity and profitability is required for efficient financial management.

Profitability and liquidity are two important variables which give information about the performance of any business entity. For long-term survival and healthy growth both profitability and liquidity should go parallel to each other .Profitability is one of the major goals of any business. Without being profitable it is not possible for a business to survive and the business growth is difficult. To generate profit a business need short-term funds to fulfill its day to day needs in operations and other requirements. Business will be more profitable when this short- term need of funds is generated by business operation not through external debts. So the liquidity tells about the business capability to meet short-terms need of funds by the business and profitability tells about the profit generated from the operations of business.

2. Review of Literature

According to the (Khidmat & Rehman, 2014) research that liquidity ratio has positive impact on the company profitability, ROA and solvency ratio has negative impact on the ROA and ROE. Liquidity, solvency and profitability run in opposite direction when one is decreases the other become increases.

As stated that (Lartey, Antwi, &Boadi, 2013)the relationship between liquidity and profitability of nine listed banks in Ghana find were declining and have weak positive relationship between them this is also find that their level of liquidity and profitability is decreasing. It is suggested that if bank will manage their liquidity in great manner so their profitability will be improved and will also help in reducing liquidity and financial risk. Liquid asset have no capacity to create interest, the bank can easily manage or handle any unforeseen risk caused by increase in asset side or decrease in liability side in unexpected situation of the financial statement.

By the research of (Zygmunt & Justyna, 2013) liquidity is associated with company profitability which reflect company performance of polish listed IT companies have positive relationship between receivable conversion period ,inventory conversion period and profitability it is also confirm that when growth of account payable days increase their profitability would be increased the companies should tightly focus on opportunities of liquidity and profitability because liquidity shows cash flows in hand.

According to (Kirkham, 2012) the traditional ratios and cash flow ratios used by telecommunication sector in Australia for the analysis of liquidity of twenty five companies resulted that traditional ratios have inappropriate decision regarding liquidity because companies have inadequate liquid assets or cash flows .Traditional and cash flow ratios are well compared with liquidity position of the company. The companies should use different approach or policies for making better decision making and financial position of the company. Cash flow ratios gives more ideas, approach and useful values for better future decision making of the company's.

Ajanthan (2013) investigated the relationship between liquidity and profitability of trading companies in Sri Lanka. The study covered 08 listed trading companies in Sri Lanka over a period of past 5 years from 2008 to 2012. Findings suggest that there is a significant relationship exists between liquidity and profitability among the listed trading companies in Sri Lanka.

Singh and Pandey (2008) examined that, the management of working capital is essential as it has a direct impact on profitability and liquidity. Working capital components and found a significant impact of working capital management on profitability for Hindalco Industries Limited.

3. Research Methodology

3.1 Objectives of the Study:

1. To find out the relationship between current ratio and Return on assets(ROA)
2. To analyze the relationship between current ratio and Return on equity(ROE)
3. To determine the relationship between quick ratio and Return on assets(ROA)
4. To analyze the relationship between quick ratio and Return on Equity(ROE)

3.2 Hypothesis of the Study:

For the present study following hypotheses are framed:

H01: Current ratio has no impact on Return on Equity.

H02: Current ratio has no impact on Return on Assets.

H03: There is no relationship between Quick ratio and Return on Equity.

H04: There is no relationship between Quick ratio and Return on Assets.

3.3 Scope of the study:

The scope of this study is to define that how the companies are performing and scope to increase their profitability by using different effective strategies and policies to meet its short term obligation and resolve liquidity issues of the companies.

3.4 Research Method:

Analytical research method is used to evaluate the liquidity and profitability of selected automobile companies.

3.5 Limitations:

The present study is restricted to the five Automobile Companies listed in Indian Stock Exchanges (BSE/NSE).The time period taken into consideration for analysis is five years i.e. financial year 2012-13 to 2016-17.

3.6 Methods & Sources of Data Collection:

Only secondary data is used to attain the objective of the study which is taken from websites and cross verified with published annual report of the respective companies which is hunted from official websites.

3.7 Sampling Technique-

Sampling Method: The study is based on convenient sampling method. The automobile industry reported high growth performance which reported in the recent years.

3.8 Sample Size:

For the study, data of five listed automobile companies on the National Stock Exchange and

Bombay Stock Exchange from automobile industry is taken as a sample. The companies which are taken as the sample are:

1. Tata Motors Ltd.
2. Maruti Suzuki India Ltd.
3. Mahindra and Mahindra Ltd.
4. Hindustan Motors Ltd.
5. Force Motors Ltd.

3.9 Tools and techniques of analysis:

Statistical measures like descriptive analysis, correlation, regression are used to measure the relation between two variables i.e. liquidity and profitability and ANOVA for hypothesis testing with the help of MS Excel 2008.

3.9.1 Descriptive analysis:

To find out the mean, median, standard deviation of the variables.

3.9.2 Correlation Method:

To study the relationship between liquidity and profitability correlation method is used.

3.9.3 Regression Method:

A linear regression model has been developed to estimate the impact of liquid ratios on profitability

3.9.4 ANOVA for hypothesis testing:

ANOVA is used for testing the considered hypothesis, the result of which enables to accept or reject the hypothesis.

4. Theoretical Framework

Indian Automobile Sector:

The automobile industry, which is one of the most important fundamental sectors of the national economy of a country, is one of the significant indicators of the economic power and comprehensive national strength of a country. The automobile industry is important in the Indian economy and plays a crucial role therein. The automobile industry of India, which is enormous in size, holds an important position in the industrial system of India. The automobile sector is vital in promoting employment and boosting economic prosperity and serves as the pillar of local economic development and social stability.

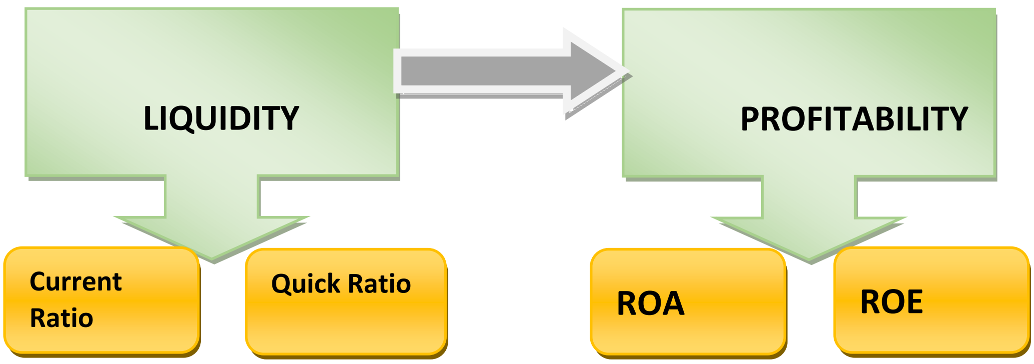
Indian automobile sector is one of the fastest growing sector, has reported high growth rate from 26 percent to a worst negative growth in some segments during past years. Indian auto sector is one of the most vibrant industry. The automobile industry is one of India's major sectors; accounting for 22% of the country's manufacturing GDP. The Indian auto industry, comprising passenger cars, two-wheelers, three-wheelers and commercial vehicles, is the seventh-largest in the world with an annual production of 17.5 million vehicles, of which 2.3million are exported.

Due to India's Automobile Background deep forward and backward connections with almost every segment of the economy, the industry has a strong and positive multiplier effect and thus propels progress of a nation. The automotive industry comprises of the automobile and the auto component sectors. It includes passenger cars; light, medium and heavy commercial vehicles; multi-utility vehicles such as jeeps, scooters, motor-cycles, three wheelers, tractors, etc; and auto components like engine parts, drive and transmission parts, suspension and braking parts, electrical, body and chassis parts; etc. The Indian automotive industry has made rapid strides since de-licensing and opening up of the sector in 1991. It has witnessed the entry of several new manufacturers with the state of art technology, thus replacing the monopoly of few manufacturers. The norms for foreign investment and import of technology have also been liberalized over the years for manufacture of vehicles. At present, 100% foreign direct investment (FDI) is permissible under the automatic route in this sector, including passenger car segment.

Indian automobile industry is the stands second in the list of top ten countries in the world in the area of two wheelers. It is the third in the section of small cars and fifth in the list in the section of commercial vehicles.

Profitability:

Profitability of a company is measured by analyzing its Return on Equity (ROE) and Return on Assets (ROA). Liquidity of a company is measured by analyzing its Current ratio and Quick ratio.



Ratios:

a. Current Ratio:

The current ratio is an indication of a firm's liquidity. The current ratio is a liquidity ratio that measures whether or not a firm has enough resources to meet its short-term obligations. It compares a firm’s current assets to its current liabilities, and is expressed as follows: Current Ratio = Current Assets / Current Liabilities

b. Quick ratio:

The quick ratio is an indicator of a company’s short-term liquidity, and measures a company’s ability to meet its short-term obligations with its most liquid assets. Because we're only concerned with the most liquid assets, the ratio excludes inventories from current assets. The quick ratio is also known as the acid-test ratio. Quick ratio is calculated as follows:

Quick ratio = (current assets – inventories) / current liabilities, or

Quick ratio = (cash and equivalents + marketable securities + accounts receivable) / current liabilities

c. Return on assets (ROA):

It is an indicator of how profitable a company is relative to its total assets. It is the relation between net income earned by the company and the total assets held by it. It s calculated as:ROA = Net Income / Total Assets

d. Return on equity (ROE)

It is the amount of net income returned as a percentage of shareholders equity. Return on equity measures a corporation's profitability by revealing how much profit a company generates with the money shareholders have invested.ROE is expressed as a percentage and calculated as: Return on Equity = Net Income/Shareholder's Equity

Determinants of variables:

The present study consist liquidity ratios as independent variable and profitability as dependent variables. Here, liquidity is measured with the help of Current ratio and Quick ratio and profitability is measured with the help of ROE and ROA.

Variables and its definitions:

Variables	**Proxy Variables**	**Formula**
Liquidity (predictor: *independent variable*)	Current ratio	Current assets/current liabilities
	Quick ratio	Quick assets/current liabilities
Profitability (*dependent variable*)	ROE (Return on equity)	Net income/shareholders Equity
	ROA (Return on assets)	Net income/total assets

5. Data Analysis

Ratios:

Company	**Year**	**CR**	**QR**	**ROE**	**ROA**
Maruti Suzuki India Ltd.	2017	0.55	0.35	20.28	20.91
	2016	0.63	0.37	16.92	17.18
	2015	0.68	0.41	15.65	15.73
	2014	0.77	0.67	13.26	12.34

	2013	1.04	0.9	12.87	12.11
Tata Motors Ltd.	2017	0.52	0.42	-11.91	-8.33
	2016	0.53	0.41	1.04	0.86
	2015	0.42	0.42	-31.93	-15.14
	2014	0.43	0.36	1.74	1.09
	2013	0.42	0.4	1.57	0.99
Mahindra and Mahindra Ltd.	2017	1.03	0.83	15.4	15.71
	2016	1.01	0.83	14.59	15.093
	2015	1.05	0.84	17.25	15.25
	2014	1.19	0.93	22.39	18.45
	2013	1.02	0.77	22.88	18.98
Hindustan Motors Ltd.	2017	0.09	0.07	15.96	18.72
	2016	0.17	0.13	31.8	39.42
	2015	0.34	0.26	60.99	77.7
	2014	0.63	0.66	7.27	12.13
	2013	0.39	0.21	181.83	-363.69
Force Motors Ltd.	2017	1.51	1.34	10.8	11.25
	2016	1.6	0.92	12.11	14.36
	2015	1.7	1.09	7.69	7.7
	2014	1.75	1.04	6.33	6.26
	2013	1.75	1	1.23	1.19

(Figures in %)

Descriptive Analysis:

CR		***QR***		***ROE***		***ROA***	
Mean	0.8488	Mean	0.6252	Mean	18.7204	Mean	-1.34948
Standard Error	0.100916	Standard Error	0.067664	Standard Error	7.51972	Standard Error	15.47764
Median	0.68	Median	0.66	Median	13.26	Median	12.34
Mode	0.63	Mode	0.41	Mode	#N/A	Mode	#N/A
Standard Deviation	0.504582	Standard Deviation	0.338318	Standard Deviation	37.5986	Standard Deviation	77.3882
Sample Variance	0.254603	Sample Variance	0.114459	Sample Variance	1413.655	Sample Variance	5988.934
Kurtosis	-0.80427	Kurtosis	-0.91044	Kurtosis	15.8401	Kurtosis	22.37238
Skewness	0.540644	Skewness	0.207008	Skewness	3.605893	Skewness	-4.58671
Range	1.66	Range	1.27	Range	213.76	Range	441.39
Minimum	0.09	Minimum	0.07	Minimum	-31.93	Minimum	-363.69
Maximum	1.75	Maximum	1.34	Maximum	181.83	Maximum	77.7
Sum	21.22	Sum	15.63	Sum	468.01	Sum	-33.737
Count	25	Count	25	Count	25	Count	25

Interpretation:

The descriptive analysis shows that the *mean value* of the independent variables i.e, current ratio and quick ratio is 0.8488 and 0.6252 respectively; whereas the mean of dependent variables i.e ROE and ROA is 18.7204 and -1.34948 respectively. The *median* for current ratio is 0.68 and for quick ratio is 0.66. Similarly, the median for ROE is 13.26 and for ROA is 12.34. Further, the *standard deviation* for liquidity ratios, current ratio and quick ratio; is 0.504582 and 0.338318 respectively; and the standard deviation for profitability ratios, ROE and ROA; is 37.5986 and 77.3882 respectively.

Correlation analysis of CR with ROE and ROA:

Correlation analysis is used to find association between independent variable(CR) and dependent variables (ROE and ROA) under study. For this study Karl Pearson coefficient of correlation is applied to find such relationship.

a. Current ratio with ROE

	Current Ratio	*ROE*
Current Ratio	1	
ROE	**-0.20884**	1

b. Current ratio with ROA

	Current Ratio	*ROA*
Current Ratio	1	
ROA	**0.138559**	1

Interpretation:

a. The above table shows the correlation between current ratio and ROE. It reflects a ***negative*** correlation between current ratio and profitability (return on equity) of -0.209 at 5 percent significance level.
b. The above table shows the correlation between current ratio and ROA of the automobile companies in India. It reflects a ***positive*** correlation between current ratio and profitability (return on assets) of 0.138 at 5 percent significance level.

Regression analysis of CR with ROE and ROA:

Regression analysis was conducted to study the relationship between liquidity (CR) and profitability (ROE and ROA) of automobile companies

c. Current ratio with ROE

Regression Statistics	
Multiple R	0.208842
R Square	**0.043615**
Adjusted R Square	0.002033
Standard Error	0.504069
Observations	25

d. Current ratio with ROA

Regression Statistics	
Multiple R	0.138559
R Square	**0.019199**
Adjusted R Square	-0.02344
Standard Error	0.510462
Observations	25

Interpretation:

c. The above table shows the value of R, R square and the adjusted R square. R square (coefficient of determination) shows that 4.36% profitability (return on equity) is affected by current ratio and other 95.64% is caused by other variables.
d. The above table shows the value of R, R square and the adjusted R square. R square (coefficient of determination) shows that 1.92% profitability (return on assets) is affected by current ratio and other 98.08% is caused by other variables.

Hypothesis testing through ANOVA:

HO1: Current ratio has no impact on Return on Equity.

Model 1:**ROE= B_0+B_1(CR)**

ANOVA

	Df	*SS*	*MS*	*F*	*Significance F*
Regression	1	0.266508	0.266508	1.048891	**0.316414**
Residual	23	5.843956	0.254085		
Total	24	6.110464			

Interpretation:

The ANOVA table, tests the acceptability of the model from a statistical perspective. The F test confirms that predictor (independent variables) i.e Current Ratio is ***not a significant contributor*** to the value dependent variable i.e ROE. (p=0.316414> 0.05).

Coefficients:

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	0.901268	0.113084	7.969909	4.58E-08	0.667336	1.135199	0.667336	1.135199
ROE	-0.0028	0.002737	-1.02415	0.316414	-0.00846	0.002858	-0.00846	0.002858

On the basis of Table following model is formulated:

ROE= 0.901268 + (-0.0028)CR

Interpretation:

The application of t test tells us that the Current Ratio is ***not a significant contributor*** to the value of ROE. Furthermore, it is observed that the *constant* is significant contributor to the value of y(p=4.58E-08>0.05)

The significance value is 0.316414 which is more than 0.05 thus; the model is *not statistically significant.* For the given equation at the 95% confidence interval, the value of coefficient lies between 0.00846% (lower) and 0.002858 % (higher).

Therefore, **since** (p=**0.316414>**0.05), we **fail to reject null hypothesis (H01).**

Hence, it is concluded that current ratio **does not influence** profitability (ROE) of automobile companies in India.

Hypothesis testing through ANOVA:

HO2: Current ratio with ROA

Model 2:**ROA=** $\mathbf{B_0+B_1(CR)}$

ANOVA

	Df	*SS*	*MS*	*F*	*Significance F*
Regression	1	0.117313	0.117313	0.450212	**0.508917**
Residual	23	5.993151	0.260572		
Total	24	6.110464			

Interpretation:

The ANOVA table, tests the acceptability of the model from a statistical perspective. The F test confirms that predictor (independent variables) i.e Current Ratio is ***not a significant contributor*** to the value dependent variable i.e ROA. (p=0.508917> 0.05).

Coefficients:

	Coefficients	*Standard Error*	*t Stat*	*P-value*	*Lower 95%*	*Upper 95%*	*Lower 95.0%*	*Upper 95.0%*
Intercept	0.850019	0.102109	8.324655	2.15E-08	0.638791	1.061247	0.638791	1.061247
ROA	0.000903	0.001346	0.670978	**0.508917**	-0.00188	0.003689	-0.00188	0.003689

On the basis of Table following model is formulated:

ROA= 0.850019 + (0.000903)CR

Interpretation:

The application of t test tells us that the Current Ratio is ***not a significant contributor*** to the value of ROA. Furthermore, it is observed that the *constant* is significant contributor to the value of y(p=2.15E-08>0.05)

The significance value is 0.05089 which is more than 0.05 thus; the model is *not statistically significant.* For the given equation at the 95% confidence interval, the value of coefficient lies between -0.00188% (lower) and 0.003689% (higher).

Therefore, **since** (p=**0.508917**>0.05), we **fail to reject null hypothesis (H02).**

Hence, it is concluded that current ratio **does not influence**profitability (ROA) of automobile companies in India.

II. Correlation analysis of QR with ROE and ROA:

Correlation analysis is used to find association between independent variable(QR) and dependent variables(ROE and ROA) under study. For this study Karl Pearson coefficient of correlation is applied to find such relationship.

e. Quick ratio with ROE

	Quick Ratio	*ROE*
Quick Ratio	1	
ROE	**-0.27963**	1

f. Quick ratio with ROA

	Quick Ratio	*ROA*
Quick Ratio	1	
ROA	**0.198077**	1

Interpretation:

e. The above table shows the correlation between quick ratio and ROE of the automobile companies in India. It reflects a *negative* correlation between quick ratio and profitability (return on equity) of -0.2796 at 5 percent significance level.

f. The above table shows the correlation between quick ratio and ROA of the automobile companies in India. It reflects a *positive* correlation between quick ratio and profitability (return on assets) of 0.1981 at 5 percent significance level.

Regression analysis of QR with ROE and ROA:

Regression analysis was conducted to study the relationship between liquidity (QR) and profitability (ROE and ROA) of automobile companies

g. Quick ratio with ROE

Regression Statistics	
Multiple R	0.279632
R Square	**0.078194**
Adjusted R Square	0.038116
Standard Error	0.331808
Observations	25

h. Quick ratio with ROA

Regression Statistics	
Multiple R	0.198077
R Square	**0.039234**
Adjusted R Square	-0.00254
Standard Error	0.338747
Observations	25

Interpretation:

g. The above table shows the value of R, R square and the adjusted R square. R square (coefficient of determination) shows that 7.82% profitability (return on equity) is affected by quick ratio.

h. The above table shows the value of R, R square and the adjusted R square. R square (coefficient of determination) shows that 3.92 % profitability (return on assets) is affected by quick ratio.

Hypothesis testing through ANOVA:
HO3: Quick ratio with ROE:
Model 3:**ROE= B_0+B_1(QR)**

ANOVA

	Df	*SS*	*MS*	*F*	*Significance F*
Regression	1	0.214801	0.214801	1.951026	**0.17581**
Residual	23	2.532223	0.110097		
Total	24	2.747024			

Interpretation:

The ANOVA table, tests the acceptability of the model from a statistical perspective. The F test confirms that predictor (independent variables) i.e Quick Ratio is not a *significant contributor* to the value dependent variable i.e ROE. (p=0.17581> 0.05).

Coefficients:

	Coefficients	*Standard Error*	*t Stat*	*P-value*	*Lower 95%*	*Upper 95%*	*Lower 95.0%*	*Upper 95.0%*
Intercept	0.672304	0.074439	9.031661	5.04E-09	0.518316	0.826292	0.518316	0.826292
ROE	-0.00252	0.001801	-1.39679	**0.17581**	-0.00624	0.00121	-0.00624	0.00121

On the basis of Table following model is formulated:

ROE= 0.672304 + (-0.00252)QR

Interpretation:

The application of t test tells us that the Quick Ratio is ***not a significant contributor*** to the value of ROA. Furthermore, it is observed that the *constant* is significant contributor to the value of y(p=5.04E-09>0.05)

The significance value is 0.17581 which is more than 0.05 thus; the model is *not statistically significant.* For the given equation at the 95% confidence interval, the value of coefficient lies between -0.00624% (lower) and 0.00121%(higher).

Therefore, **since** (p=**0.17581**>0.05), we **fail to reject null hypothesis (H03).**

Hence, it is concluded that quick ratio **does not influence** profitability (ROE) of automobile companies in India.

Hypothesis testing through ANOVA:
HO4: Quick ratio with ROA
Model 4:**ROA= B_0+B_1(QR)**

ANOVA

	Df	*SS*	*MS*	*F*	*Significance F*
Regression	1	0.107778	0.107778	0.93924	**0.342555**
Residual	23	2.639246	0.11475		
Total	24	2.747024			

Interpretation:

The f test confirms that predictor (independent variables) i.e Quick Ratio is *not a significant contributor* to the value dependent variable i.e ROA. (p=0.342555> 0.05).

Coefficients:

	Coefficients	*Standard Error*	*t Stat*	*P-value*	*Lower 95%*	*Upper 95%*	*Lower 95.0%*	*Upper 95.0%*
Intercept	0.626369	0.06776	9.243898	3.3E-09	0.486196	0.766541	0.486196	0.766541
ROA	0.000866	0.000894	0.969144	**0.342555**	-0.00098	0.002714	-0.00098	0.002714

On the basis of Table following model is formulated:

ROA= 0.626369 + (0.000866)QR

Interpretation:

The application of t test tells us that the Quick Ratio is ***not a significant contributor*** to the value of ROA. Furthermore, it is observed that the *constant* is significant contributor to the value of y(p=3.3E-09>0.05)

The significance value is 0.342555 which is more than 0.05 thus; the model is *not statistically significant.* For the given equation at the 95% confidence interval, the value of coefficient lies between -0.00098% (lower) and0.002714% (higher).

Therefore, **since** (p=**0.342555**>0.05), we **fail to reject null hypothesis (H04).**

Hence, it is concluded that quick ratio **does not influence** profitability (ROA) of automobile companies in India.

6. Findings

Independent variables (Liquidity Ratios)	Dependent variables (Profitability Ratios)	Correlation	Regression	Hypothesis	Result
Current Ratio	ROE	Negative	4.36% profitability is affected by current ratio Model: ROE= 0.901268 + (-0.0028) CR	H01: Current ratio has no impact on Return on Equity.	**Fail to reject null hypothesis (H01)**
	ROA	Positive	1.92% profitability is affected by current ratio Model: ROA= 0.850019 + (0.000903) CR	H02: Current ratio has no impact on Return on Assets.	**Fail to reject null hypothesis (H02)**
Quick Ratio	ROE	Negative	7.82% profitability is affected by quick ratio. Model: ROE= 0.672304 + (-0.00252) QR	H03: There is no relationship between Quick ratio and Return on Equity.	**Fail to reject null hypothesis (H03)**
	ROA	Positive	3.92 % profitability is affected by quick ratio. Model: ROA= 0.626369 + (0.000866) QR	H04: There is no relationship between Quick ratio and Return on Assets.	**Fail to reject null hypothesis (H04)**

7. Conclusion

Liquidity management is the trade of financial indicator like stocks or bonds without affecting its current price and has sufficient cash to pay its short term debt obligation or to invest into different avenues to minimize their loss of risk and thereby increase profitability.

On the basis of the study, it is concluded that there is both negative and positive relationship between profitability and liquidity ratios; it means companies have less sufficient resources or opportunities to invest in another assets to maximise return on equity.

After application of correlation and regression, it is concluded that liquidity ratio (CR,QR) shows a negative result in case of ROE and positive with regards to ROA. (i.e. if liquidity rate is increased, ROE will decrease and vice versa while if liquidity rate is increased, ROA will increase and vice versa).

- There is a *negative* correlation between current ratio and profitability (return on equity). The significance value is 0.316414 which is more than 0.05 thus; the model is *not statistically significant.* Therefore, **since** (p=**0.316414**>0.05), we **fail to reject null hypothesis (H01).** Hence, it is concluded that current ratio **does not influence** profitability (ROE) of automobile companies in India.
- There is a *positive* correlation between current ratio and profitability (return on assets). The significance value is 0.05089 which is more than 0.05 thus; the model is *not statistically significant.*Therefore, **since** (p=**0.508917**>0.05), we **fail to reject null hypothesis (H02).** Hence, it is concluded that current ratio **does not influence** profitability (ROA) of automobile companies in India.
- There is a *negative* correlation between quick ratio and profitability (return on equity). The significance value is 0.17581 which is more than 0.05 thus; the model is *not statistically significant.* Therefore, **since** (p=**0.17581**>0.05), we **fail to reject null hypothesis (H03).** Hence, it is concluded that quick ratio **does not influence** profitability (ROE) of automobile companies in India.
- There is a *positive* correlation between quick ratio and profitability (return on assets).The significance value is 0.342555 which is more than 0.05 thus, the model is *not statistically significant.*Therefore, **since** (p=**0.342555**>0.05), we **fail to reject null hypothesis (H04).** Hence, it is concluded that quick ratio **does not influence** profitability (ROA) of automobile companies in India.

8. Recommendation

The results recommend that managers should try to frame more conducive policies for maximizing profitability for decision making process through proper liquidity management.

Company should also try to create more worth for their shareholders via reducing the period of accounts receivable and inventories to a rational minimum.

Employees can also be concerned about the company's liquidity to identify whether the company is able to meet its financial obligation.

Thus, automobile companies are advised to maintain sufficient liquidity so that liquidity really affects profit, which will affect the shareholders equity that will be divided to shareholders. Companies should try to improve their performance and their financial liquidity position to increase their profit and performance as well.

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Remodeling of the Core Business Concepts (With AirBnB as an Example)

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ABSTRACT

Making the decision to remodel your business can be both exciting and horrifying all at once! It is a major investment that *could* cause a few hiccups in the short term, but really pay off down the road. However, it is important to make good decisions along the way.

Just like building a house, it is important to acknowledge your expectations and understand what it will take to make those expectations a reality. Spend some time thinking about areas where you might be willing to sacrifice a top-of-the-line finish in return for an upgrade elsewhere. Also, think about how to use the remodel to make your business more efficient, and your customers and employees happier and more comfortable in the environment around them.

Keywords: Business, Dynamic Business Environment, Customer Satisfaction, Competition

1. Introduction

We as travelers are changing the way we travel, and brands clearly are taking note of it. Checking off must-see lists & taking selfies is very passé, travelers are opting for the actual experiences that every city in the world has to offer. This right here is what Airbnb is all about. Airbnb urges you to actually live like a local when you visit your dream destination. The concept of Airbnb has been growing in India as well as across the globe, but the brand took a giant step towards expanding its Indian footprint by announcing their latest partnership with Jet Airways.

Let's know more about A company that asks u not to just go there but live there:-

- **Fundamentals**
  - Type of site   Privately held company

▪ Available in	26 languages
▪ Founded January	24, 2006; 11 years ago
▪ Headquarters	San Francisco, California, U.S.
▪ Area served	Global
▪ Founder(s)	Brian Chesky, Joe Gebbia, Nathan Blecharczyk
▪ Key people	Brian Chesky (CEO), Joe Gebbia (CPO), Nathan Blecharczyk (CTO), Laurence Tosi (CFO),
▪ Industry	Travel, hospitality service
▪ Services	Homestay, vacation rental
▪ Employees	3100
▪ Website	www.airbnb.com
▪ Users	150,000,000

2. Objectives

i. To understand that there is A revolutionary change in the concepts over which the businesses are evolving

ii. To study the new trend in market

iii. Understanding that customer needs are of paramount obligation

iv. And to understand working of a company which is presently doing exceptionally great in its field

3. Hypothesis

Any idea may it be trivial or one of its kind, if strategized and seasoned can be a revolution in itself.

4. Limitations

- This study was purely restricted to service industry.
- Moreover customer view were based on normal question answer session
- This was majorly focused only on AirBnB

5. Business Concept

Just like Uber, Airbnb utilizes a platform business concept. This means they facilitate the exchange between consumers (travelers) and producers (homeowners). Because the consumers aren't Airbnb "employees," and because there's practically an infinite number of homes that could potentially go up on the site, Airbnb can scale at an incredibly fast rate at *zero marginal cost.*

That's where the platform business model trumps linear business models (Marriott, Hilton, and other traditional hotels). These linear businesses have to invest millions into building new hotels, while Airbnb doesn't have to deal with that.

6. Business Model

- **Value Proposition & Customer:** Airbnb is a community-based, two-sided online platform that facilitates the process of booking private living spaces for travelers. On the one side it enables owners to list their space and earn rental money. On the other side it provides travelers easy access to renting private homes. With over 1,500,000 listings in 34,000 cities and 190 countries, its wide coverage enables travelers to rent private homes all over the world. Personal profiles as well as a rating and reviewing system provide information about the host and what is on offer. Vice versa, hosts can choose on their own who to rent out their space to.
- **Mission & Core Values:** Airbnb is more than an affordable travelling accommodation option. Through facilitating access to distinctive spaces and local culture, Airbnb aims to enable travelers to "feel at home anywhere you go in the world" by building connections with local hosts, gaining access to distinctive spaces and culture of their destinations.
- **Value Formation & Core Activities:** Airbnb operates as a transaction facilitator between hosts and travelers who are looking for comfortable accommodation at a cheap price. By providing host protection insurance, as well as a rating and review system, the platform builds trust within the community of users and lowers transaction costs. Profiles and user reviews help to create reputation and trust among participants of the marketplace.

- **Revenue Model:** Airbnb receives commissions from two sources upon every booking, namely from the hosts and guests. For every booking Airbnb charges the guest 6-12% of the booking fee. Moreover Airbnb charges the host 3% for every successful transaction.
- **Organisation:** While Airbnb was at the Y-incubator, Paul Graham told them "it's better to have 100 people who love you than having a million of people that sort of like you." Therefore, Airbnb focuses on "making what people want" and cultivating a "sense of belonging", by engaging its community through story-sharing on the Airbnb website and by inviting users to be part of its logo redesign campaign. Airbnb also interacts with the local community beyond the virtual space, through partnerships with city authorities in San Francisco and Portland.

7. Financial Analysis

- **Revenue model: How Airbnb makes money?**

Airbnb offers free listings to property owners and let's travellers browse the listed spaces and select the one which best suits their needs on the platform. The business model of Airbnb is such that the booking and monetary transactions are done on Airbnb's platform. This is from where the company earns its share of revenue from 2 different sources which have been explained below:

- **Commission from Property Owners (Hosts)**
  Airbnb charges flat 10% commission from hosts upon every booking done through the platform.
- **Transaction fee from Travellers (Guests)**
  Airbnb charges 3% of the booking amount as transaction charges from travellers upon every confirmed booking.
- **Financial status of Airbnb**
  For a company that publishes very few details about its business, San Francisco-based Airbnb has seen a significant surge in its valuation. And the growth in valuation doesn't seem to be stopping soon.
  Airbnb earns revenues by charging the property owners a fee of 3% on the property rented and between 6%-12% from the guest renting the property. It does not disclose its detailed performance, but reports suggest that the company ended 2015 with nearly

$900 million in revenues. Revenues were estimated at $250 million in 2013. Despite the rising revenues, AirBnB is yet to make profits. The company is planning on turning profitable in the next year. It is estimated to have ended 2015 with $150 million in operating losses. It has expanded its presence in over 34,000 cities across 191 countries globally.

Airbnb has been venture funded so far. It has raised $3.4 billion from investors including Andreessen Horowitz, Ashton Kutcher, Baillie Gifford, China Broadband Capital, CrunchFund, Dragoneer Investment Group, DST Global, Elad Gil, Fidelity Investments, FirstMark Capital, Founders Fund, General Atlantic, Anton Levy, General Catalyst Partners, Joel Cutler, GGV Capital, Glenn Solomon, and Greylock Partners. Its last round of funding was held earlier this month when it raised $850 million at a valuation of $30 billion. In December 2015, it had raised $1.5 billion at a valuation of $25.5 billion. Besides the venture funding, AirBnB has also raised $1 billion in debt from J.P. Morgan Chase in June this year. Airbnb's Growth

Airbnb's growth continues despite the several regulatory blockades the company is facing. In its home town San Francisco, hosts on Airbnb and other similar rental companies are supposed to register with the city before using their services for finding renters. Failure to do so will lead to a new fine at $1,000 each day on companies like AirBnB for unregistered hosts on their platforms.

In Chicago, the city is adding a 4% surcharge to short-term rentals and has mandated hosts to register units. Additionally, there are studies that point out that hosts are making racially discriminatory decisions when it comes to renting their units through the service. And there continue to be cases where people find goods stolen or units trashed after a guest vacates. Airbnb is trying to manage these issues by strengthening its legal team. Earlier last month, it hired former US Attorney General Eric Holder to tackle the anti-discrimination controversy.

Meanwhile, the company continues to take other measures to deliver higher revenue growth. To leverage the Rio Olympics, Airbnb became the official partner with the games to provide alternate accommodation to visitors. It now has over 40,000 listings throughout the city, compared with nearly 20,000 two years ago. Airbnb expects that the games will help generate $25 million in revenues for the hosts in the country.

In summer this year, Airbnb also introduced a smart pricing tool for the hosts. The new service rolls out dynamic pricing tips for all hosts and is estimated to help grow revenues by an average 13% for the hosts. The tool will offer recommendations to hosts based on available demand, supply, features, and amenities offered by the hosts. Hosts suggest a range of rates to the tool and the tool then suggests the best price within that range.

In Japan, Airbnb has launched a new innovation and design company to support urban planning within a community. The division is called Samara and will bring together design and engineering experts from Airbnb to deliver new ideas that will integrate architecture, product design, software engineering, and new economic models. The first model being designed is Yoshino Cedar House in the Nara district. The house will develop architectural features that can build stronger relationship between hosts and guests. It will deliver services like Experiences, where locals can earn a fee to conduct tours of particular sights. The collaboration is expected to help improve economic conditions in the town.Many investors were waiting for AirBnB to go public this year. But the recent funding round suggests that the IPO may be a while yet. The $850 million round was coupled with a stock buyback and will help Airbnb add cash to support global expansion. The buyback of stock will allow it to cash out longtime employees and reward top talent without the IPO.

Regardless, the market wants to cash in on Airbnb's high value. At $30 billion, the company is the third most valuable private company in the world, after Uber and Xiaomi

- **Current status**

Currently, Airbnb’s payment and financial accounting system is a complex ecosystem that transacts in 191 countries, with 70+ currencies and 20+ processors. Not only has Airbnb’s transaction volume experienced exponential transaction growth every year, we have also rapidly increased features and products on our platform. Airbnb hopes to become a premier end-to-end travel service, not only helping people with accommodations but also trip experiences as well.

The challenge to maintain the existing financial accounting system to support new products as well as the increasing data volume has become a “mission impossible” sort of a task.

Airbnb's Finance Infrastructure engineering team is responsible for delivering accurate, reliable, and comprehensive business/financial data to our stakeholders. In this blog post, we'll talk about how we manage to keep track of where all of our money is and how it moves in a scalable way in the face of exploding data size and complexity, as well as to support new Airbnb initiatives and payment products. We'll share the workflow of our deprecated finance system, illustrate its challenges and issues and then describe the new system that we built to replace it.

- **The distinctive strength**

  Everything indicates that Airbnb has a great future ahead. Their involvement in charity activities as well as users offering free emergency accommodations to victims of Hurricane Sandy in 2012 demonstrate that **the company may seriously change the way we think not only about travelling but also sharing our private space with others.**

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Corporate Social Responsibility for Sustainable Development

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ABSTRACT

CSR is one of positive activities which is conducted by industries, business or firms. CSR activities affected the employee, social environment, economy positively. Industrial organizations have sustainable growth and development of organization, society and the whole economy. The purpose of the study is to explain the proper meaning and description of Corporate Social responsibility and its impact on sustainable development in India and study the theoretical aspects. It is to get the ethical view of the CSR. CSR is the need of the hour, its better implication in the association and bring them to a large scale.

Keywords: CSR, Social Environment, Ethics, Sustainable Growth

1. Introduction

In the world of Industrialization their no option process of Liberalization, Privatization and Globalization. In this process industrial area focuses on selected people and areas only for productions. New technologies, industrialization and urbanization create gap between the rich and poor as well as urban and rural. Industrials area creates some hazards and disasters which are affected lives of the people and their environment. The process of globalization has thrown new challenges like growing inequality across and within states, nation, volatility in financial market, environmental degradation and competition among the corporation, to overcome these challenges the globalization has to the practice and concepts of Corporate Social Responsibility.

Corporate Social Responsibility is important for Sustainable business. CSR activities follow to ethics, law and international norms. CSR working for sustainable developments of society. CSR is related to sustainable development, improvement of humanity, society, affected community and contribution in eradication of social problem. It is purposefully investment by the industries which leads them to compete among the other establishments. There are many companies who are engaging themselves in this activity at higher levels and contributing to the society, utilizing and managing in a better way. Indian companies are quite proactive in taking up CSR initiatives, having strategies and their implementation by integrating it in their business models or organizational structure.

Research Methodology

This research paper is an attempt of secondary research method. This paper includes the study of different research paper, government report. This study is of descriptive type. This paper is collection of information about CSR. The core approach is the possible link between CSR and the sustainable developments, if both elements can be combined.

2. Objectives

The objectives of the present study are specify Opportunities for achieving sustainable development throw CSR practices

Understanding the concept of CSR

Understanding the Need of CSR

To identify importance of CSR in India

3. Understanding the concept of Corporate Social Responsibility (CSR)

The concept of Corporate Social Responsibility is to understand the process of business in the corporations produce an overall positive impact among the workers as well as in the community. Corporate social responsibility (CSR) is a business approach that contributes to sustainable development by delivering economic, social and environmental benefits for all stakeholders. CSR is a very broad concept that addresses many and various topics such as social equality, women inequality, human rights, corporate governance, sanitation, health and safety, environmental effects, working conditions and contribution to healthy economic development. Now CSR has in Society become obligatory for the industries to implement with sustainable policies and interventions matching to the needs of the people and environment.

Corporate Social Responsibility (CSR), a term widely use for defining the responsibilities of Corporate world towards the society & environment. Although the term is not new in this Corporate world but its scope & meaning has undergone major changes from treating it as a mere charity in comparison with the responsibilities/duties of the Corporate towards the outer world.

Implications of CSR Section 135 of Indian Companies Act, 2013 governs the concept of CSR. It was passed by both the houses of parliament and with the assent of president on 29th august, 2013. It states that the companies which have:

1. net worth of Rs 500 crore or more,
2. turnover of Rs 1000 crore or more ,or
3. net profit of Rs 5 crore or more during any financial year shall form a committee on CSR of the Board.

Profitable companies to contribute at least 2% of average Net Profit in last three previous years on CSR. Section 198 of the Companies Act, 2013 specifies the calculation of "Average Net Profit".

Some CSR activities conducted of Industry throw NGO/ Foundations/self-foundation

- Infrastructural Development like road, sanitation facilities,
- Rehabilitation Projects,
- Education of the Villagers and marginalized groups,
- Conduct Income generation activity both for production and marketing,
- Employment opportunities,
- Digital India : Digital Village awareness programme
- Support to the Awareness Programmes,
- Arrange Medical Camps with care & support,
- Computers and Teaching materials / equipment's.
- Sports & Games,

- Cultural & Entertaining programmes,
- Substance Water & Sanitation facilities,
- Sponsor Skill development projects.
- Others matching to the needs of the community.

The CSR activities are need based. Some NGO's worked for the economical empowerment of the society. The Companies and NGOs both on short term as well as on long term basis with need based strategies are working in filling the existing gap between the needs and availability of resources. Company decided their target beneficiary group for short term and long term works.

Companies give facilitation to the NGOs which work for sustainability with dynamic linkages.

Participatory rural appraisal helps to the CSR programme to fulfill gap between need based programme.

Need of CSR

a. Without the presence of CSR, corporations can't compete effectively and efficiently in the market.
b. CSR strategically helps in modernization, training, creativity and intellectual capital.
c. CSR is required for sustainable developments.
d. It is a mandatory factor for industries to do some for environmental affected people cause of their productions.
e. Government rule for industries for inclusive growth of industries as well as society.
f. Industries Welfare committee Contribution for reconstruction after disaster, re habitation, reconstruction of the society.
g. CSR Environmental management :Efforts to achieve low carbon society. Recycling of wastes and scrap Bio-conservation activity. Make use of efficient energy tools.
h. Human resource management : It is related to the customers, suppliers and employees. To provide safe and friendly working environment, To importance a corporate culture, To ensure maximum work satisfaction to customers.

Impacts of CSR

1. CSR positively impact on organization and its related society. Some of the impacts are as follows: On Organization : Customer relation, Stable cash flow, Less cost of production, Large number of customers, Brand image, Reputation, Creditworthiness, Stability

2. CSR positively impact on Society: Social development, people participatory programme, Educated for people, Gender Equality, Brand image in the minds of consumers.
3. CSR positively impact on Environment Safe and pollution free, best utilization of resources, Reduce, reuse and recycle of resources, Energy efficient resources.
4. CSR positively impact on youth of the society. CSR activities engage youth in skill development projects, employable training.
5. CSR conducting so many social, economical activities in industrial affected community.
6. Consumers are socially conscious - Many consumers actively seek out companies that support charitable causes. Therefore CSR attracts customers.
7. Competitive advantage - Businesses that show how they are more socially responsible than their competitors tend to stand out.
8. Boosts employee morale - CSR practices have a significant impact on employee morale, as it reinforces his confidence on Company's empathy

Indian CSR Scenario

Corporate Social Responsibility is not a new concept in India. The Ministry of Corporate Affairs, Government of India has recently notified the Section 135 of the Companies Act, 2013 along with Companies (Corporate Social Responsibility Policy) Rules, 2014, which makes it mandatory (with effect from 1st April, 2014) for certain companies who fulfill the criteria as mentioned under Sub Section 1 of Section 135 to comply with the provisions relevant to Corporate Social Responsibility. As declared by United Nations Industrial Development Organization (UNIDO), CSR is understood as being the way through which a company achieves a balance of economic, environmental and social imperatives ("Triple-Bottom-Line- Approach") Government of India gives guide line to the industries to implementation of CSR. CSR is a tool to the industries for business as well as sustainable development of society. In Indian industries trying to reach out social, economic backward, marginal group though various programme for developments.

Indian follows the UNICEF millennium development goals for social development. CSR is a commitment to support initiatives that measurably improve the lives of underprivileged by one or more of the following focus areas as

- Education for all, Right to Education

- Relief and funds for the welfare of the Scheduled Castes, the Scheduled Tribes, other backward classes, minorities and women and such other matters as may be prescribed
- Eradicating hunger, poverty & malnutrition
- Promoting education
- Improving maternal & child health
- Ensuring environmental sustainability
- Protection of national heritage
- Measures for the benefit of armed forces
- Promoting sports
- Contribution to the Prime Minister‘s National Relief , Slum area development etc.

4. Conclusion

Corporate Social Responsibility is not a single time process. It will go on as the company is surviving and its activities are running. In modern era, consumer is the king. A company’s reputation success and survival is in the hands of society. If the companies will do well for the society, environment, government, stakeholders, consumers and suppliers etc. then only it will be able to achieve its goals otherwise it will not survive for long. Undoubtedly, companies are taking initiatives for the CSR activities and they know their responsibilities and duties and they are also trying to contribute more and more for them. The companies have come to know that performance of CSR is the need of the hour. CSR has come a long way in India. The companies are integrating their business models with the CSR activities. Even the report is prepared for CSR activities and in the coming times, it will also be shown in the Annual Reports. Hence, company shall contribute more and more to make this planet better to live in.

5. Recommendations

Need and role of Corporate Social Responsibility for the sustainable development of the people and environment, recommendations made are as follows:

- Better awareness on CSR to be created among the stakeholders,
- Encourage every corporate for CSR.
- Use Participatory Rural Appraisal for need base development programme.
- More needs to be done in PRA - CSR Model and Framework.

- Government should be make a framework for development of the people throw the CSR.

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Descriptive Research Paper on Research Methodology, Interpretation and Research Report Writing

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ABSTRACT

The Research Paper is a Descriptive Research Paper which covers the importance of Research Methodology and Research Report Writing. It explains the steps involved in carrying out research.

It also emphasis on importance or Research Report Writing. It also explains different types of research and designs which are involved in designing a research method.

It also explains the relation between Research methods and Research techniques. It also explains who Research is related to Scientific Techniques.

It explains different tools and Software used to carry research in different fields both in Academic and corporate field.

Keywords: Research Method, Research Report Writing, Research Techniques, Scientific techniques, Research Tools

1. Introduction: Research Methodology and Report Writing

a) Research Methodology: Introduction:

Research is an art scientific investigation. Research is an academic activity and such as such the term should be used in a technical sense.

According to Clifford Woody comprises defining and redefining problems, formulating hypothesis or suggested solutions; collecting, organising and evaluating data, making deductions and reaching conclusions; collecting, organizing and evaluating data;

making deduction and reaching conclusion; and at last carefully testing the conclusions to determine whether they fit the formulating hypothesis.

D. Slesinger and M. Stephenson in the Encyclopaedia of Social Sciences define research as "manipulation of things, concepts or symbols for the purpose of generalising to extend, correct or verify the knowledge, whether that knowledge aids in construction of theory or in the practice of an art.

b) Interpretation and Report Writing: An Introduction:

After collecting and analysing the data, the researcher must accomplish the task of drawing interfaces followed by report writing. This must be done very carefully else incorrect conclusions will get drowned and the whole purpose of research will go in vain.

Interpretation refers to the task of drawing interfaces from the collected facts after an analytical and or experimental study.

Interpretation is the device through which the factors that seem to explain what has been observed by researcher during study can be better understood and it also provides a theoretical conception which can serve as a guide for further researches.

2. Objective of Study:

a) To study the meaning and importance of Research;
b) To study different types of Research;
c) To study different techniques used for carrying out Research;
d) To study the importance of Interpretation and Report Writing in Research;
e) To understand how to write a Research Report.

3. Literature Review:

C.R. Kothari in his book **"Research Methodology, Methods and Techniques'** explained in detail about the importance of Research and tried to explain different types of Research and Research methodologies used for carrying out a research. He also has tried to explain the format and steps used for carrying out a research. He explained important tools like Chi-square, ANOVA and Testing Hypothesis in his book. He also explained the steps used for writing a research report.

In 1952, Redmon and Mory had defined research as a systematized effort to gain a new knowledge in the book "**Advanced Learner's Dictionary od Current English**."

In the book, **"Scientific Social Surveys and Research",** Pauline V.Young had explained the concept Applied and Fundamental research, he also had explained the concept of Applied research and its aims. He also explained the concept of basic research.

Robert C.Meir,William T.Newlell and Harold L.Dazier, in their book **"Simulation in Business and Economics** had tried to explain the meaning of "Stimulation approach" and its importance in business and economics.

Marie Jahoda, Morton Deusch and Stuart W. Cook in their book "**Research Methods in Social Relations** had mentioned that "*Research is equally important for social scientists in studying the social relationships and in seeking answers to various social problems.* They tried to explain the importance of research in studying social relationships of society.

Bernard Ostle and Richard W.Mensing in their book, **"Statistics in Research"** and Karl Pearson in his book **"The Grammar of Science, Part-I"** had tried to explain the relationship between Research and Scientific Methods.

C.William Emory, in his book **"Business Research Methods",** had explained the meaning if Interpretation and its importance in Research Report.

Pauline V.Young in his book **"Scientific Social Surveys and Research"** had mentioned that the researcher must remember that," ideally *in the course of research study, there should be constant interaction between initial hypothesis, empirical observation and theoretical conceptions. It is exactly in this area of interaction between theoretical orientation and empirical observation that opportunities for original creativity lie".* He must pay special attention to this aspect while engaged in the task of interpretation.

Elliott S.M. Gatner and Francesco Cordasco, in their book **"Research and Report Writing"**, had explained different steps required for writing Research Report.

4. Descriptive Study on Research Method and Research Report Writing

a. Objective of Research:

i. To gain familiarity with a phenomenon or to achieve new insights into it;(studies with this objective in view is termed as exploratory or formulative research studies);
ii. To portray accurately the characteristics of a particular individual, situation or a group;(studies with this objective in view is termed as descriptive research studies);

iii. To determine the frequency with which something occurs or with which it is associated with something else (studies with this objective in view is termed as diagnostic research studies).
iv. To test a hypothesis of casual relationship between variables (such studies are known as hypothesis-testing research studies).

b. Type of Research:

(1) *Descriptive vs Analytical:* Descriptive research includes surveys and facts-finding enquires of different kinds. The major purpose of this research is description of the state of affairs as it exists at present. In analytical research, On the other hand, the researcher has to use facts or information already available and analyse these to make a critical evaluation of the material.

(2) *Applied vs. Fundamental:* Research can either be applied research or fundamental research. Applied research aims at finding a solution for a fundamental research. Applied research aims at finding a solution for an immediate problem facing a society or an industrial/business organisation, whereas fundamental research is mainly concerned with generalization with formation of a theory.

(3) *Quantitative and Qualitative:* Quantitative Research is based on the measurement of quantity or amount. It is applicable to phenomena that can be expressed in terms of quantity. Qualitative research, on other hand, is concerned with qualitative phenomena.

(4) *Conceptual vs. Empirical:* Conceptual research is that related to some abstract idea(s) or theory.

(5) Some Other Types of Research:

(i) Longitudinal or one-time research;
(ii) Field setting or laboratory research;
(iii) Clinical or diagnostic research;
(iv) Exploratory research;
(v) Historical research;
(vi) Conclusion-oriented & Decision oriented.

Research Method versus Methodology

Sr. No	Type	Method	Techniques
1.	Library Research	1. Analysis of historical records. 2. Analysis of documents.	1. Record notes, content analysis, tape & film analysis. 2. Statistical compilations & manipulations, reference & abstract guides, content analysis. 3. Observational behavioural scales, use of score cards etc.
2.	Field Research	1. Non-participant direct observation. 2. Participant observation. 3. Mass observation. 4. Mail Questionnaire. 5. Personal interview. 6. Focused interviewed. 7. Focused interview. 8. Group interview. 9. Telephone Survey. 10. Case Study & Life history.	1. Observational Scales; 2. Recording mass behaviour, interviewing etc; 3. Identification of social & economic background of respondents. 4. Use of attitude scales; 5. Open & close ended questions; 6. Interviewer focusses attention upon a given experience and its effects. 7. Small group of respondents are interviewed simultaneously. 8. Used as a survey technique for information and discerning opinion; 9. Cross sectional collection of data of intensive character.
3.	Laboratory Research	i. Small group study of random behaviour, ii. Play & role analysis.	1. Use of audio-visual recording devices.

Research and Scientific Methodology:

I. It relies on empirical evidence;

II. It relevant concepts;

III. It is committed to only objective consideration;

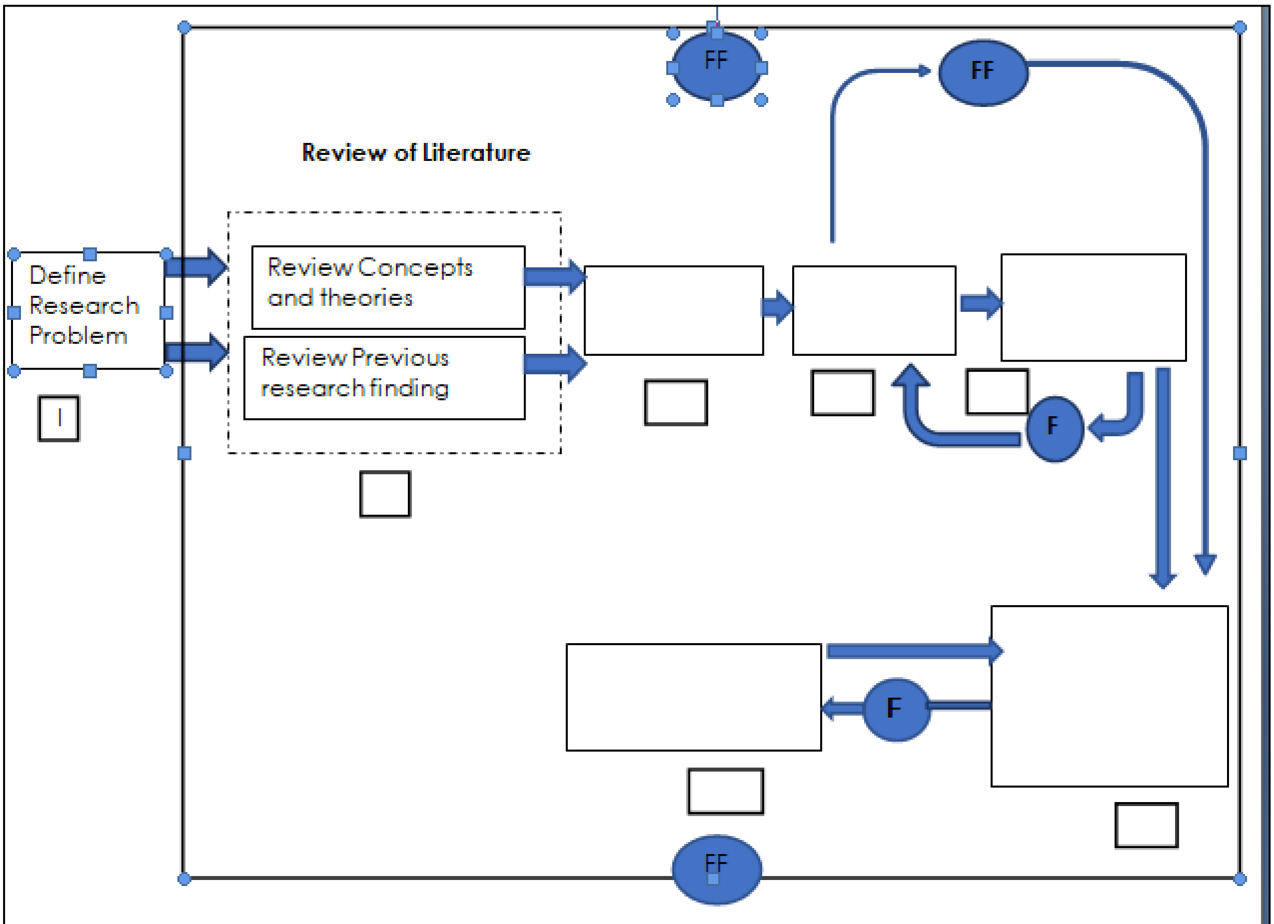
IV. It presupposes ethical neutrality;

V. It results into probabilistic predictions;

VI. It results into probabilistic predictions;

VII. Its methodology is made known to all concerned for critical scrutiny are for use in testing the conclusions through replication;

VIII. It aims at formulating most general actions what can be termed as scientific theories.



Research Process in Flow Chart

Where,

- F= Feedback (Helps in controlling the sub-system to which it is transmitted.)
- FF= Feed Forward (Serves the vital function of providing criteria for evaluation.)

5. Research Process

i. Defining a Research Problem:

A research problem, in general refers to some difficulty that a researcher experiences in the context of either a theoretical or practical situation and wants to obtain a solution for the same.

a) Selecting the Problem:

i) Subject which is overdone should not normally be chosen else it will be very difficult to throw any new light on it.

ii) Controversial subject not become the choice of an average researcher.

iii) Too narrow or too vague problems should be avoided.

iv) The subject should be flexible and should be familiar so that its related materials can easily be found.

v) The importance of the subject and qualifications and the training of a researcher, the costs involved, the time factor are few other criteria that must also be considered in selecting a problem. A researcher must ask the following questions before starting the research:

(1) Whether he is well equipped in terms of his background to carry out the research?

(2) Whether the study falls within the budget he can afford?

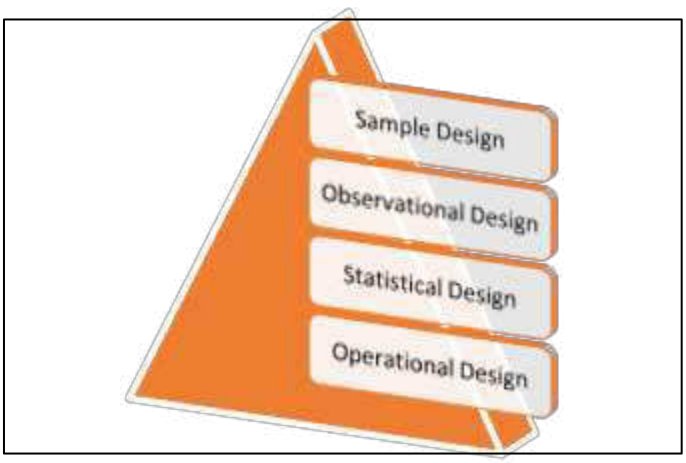
(3) Whether the necessary corporation can be obtained from those who must participate in research subjects?

If the researcher has answers for these questions than he can place his research accordingly.

vi) The selection of problem must be preceded by primarily study. This may not be necessary when the problem requires the conduct of a research closely familiar to one that has already been done. But when the field of inquiry is relatively new and doesn't have available a set of well-developed techniques, a brief feasibility study must always be undertaken.

ii. Research Design: The formidable problem that follows the task of defining the research problem us the participation of the design of the research project, popularly known as the **"research design"**. Decisions regarding what, where, when, how much, by what means concerning an inquiry or research study constitute a research data. "A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose

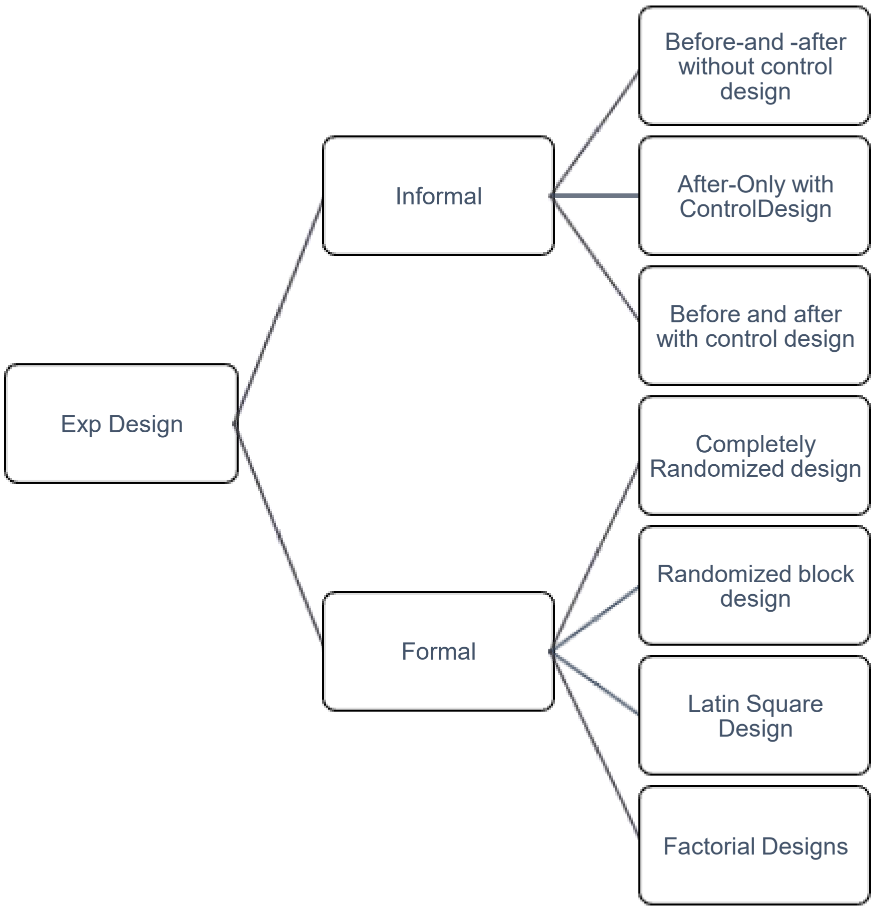
Types of Research Designs:



Important concepts related to Research Design:

i. Dependent and Independent Variables:
ii. Extraneous Variables
iii. Control
iv. Confounded Relationships.
v. Research Hypothesis.
vi. Experimental and mon experimental hypothesis-testing research
vii. Experimental and controlled groups
viii. Treatments
ix. Experiment
x. Experimental Unit(s).

Experimental Designs:



- **Before -and -After without Control Design:**

Test Area:	**Level of phenomenon before treatment(X)**	**Treatment introduced** →	**Level of phenomenon after treatment (Y)**

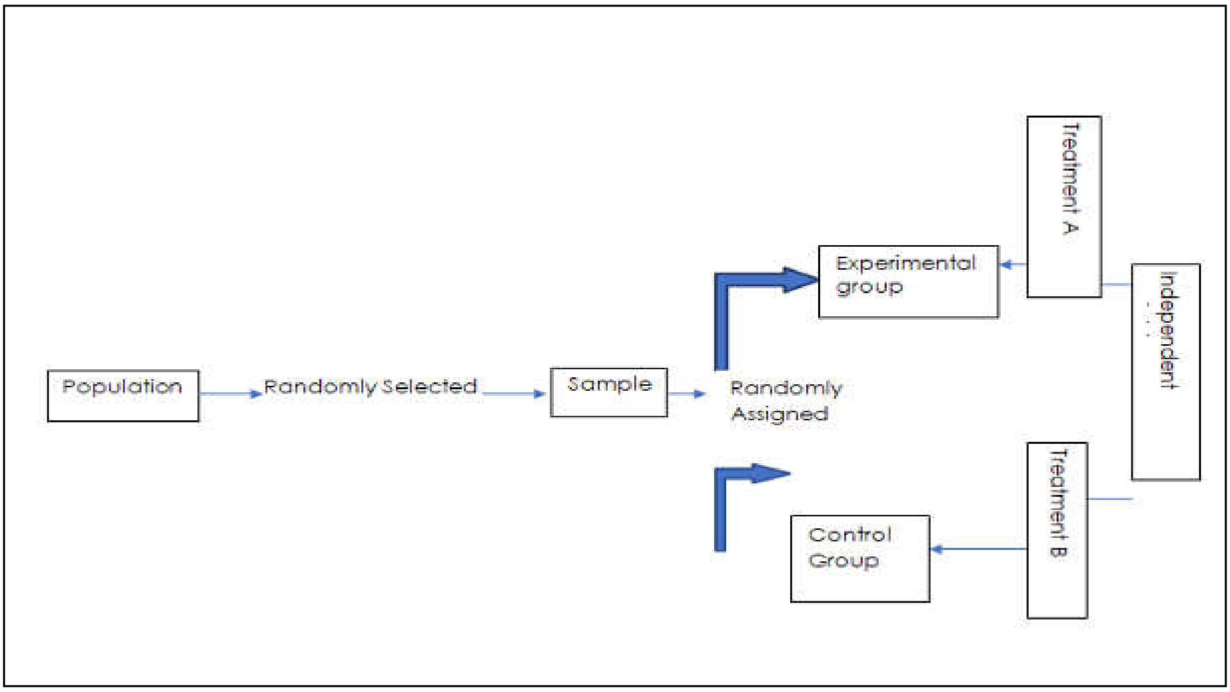
- **After-Only with Control Design:**

Test Area:	**Treatment introduced** →	**Level of phenomenon after treatment (Y)**
Control Area:		**Level of phenomenon without treatment (Z)**
	Treatment Effect =(Y)-(Z)	

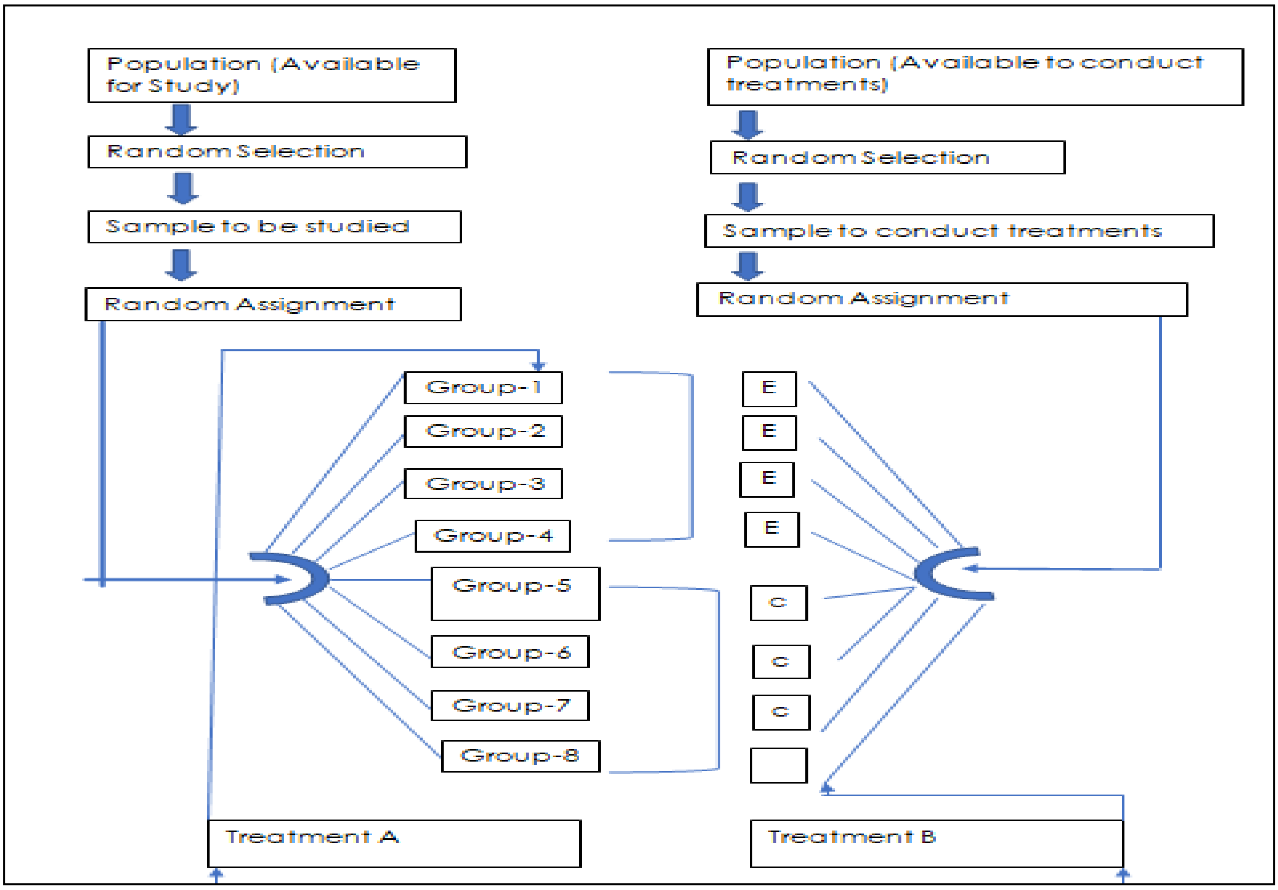
- **Before-and-After with Control Design:**

	Time Period I		**Time Period II**
Test Area:	**Level of phenomenon before treatment (X)**	**Treatment Introduced** →	**Level of phenomenon after treatment (X)**
Control Area:	**Level of phenomenon without treatment (A)**		**Level of phenomenon without treatment (Z)**
	Treatment Effect = (Y - X)-(Z - A)		

- **Complete Randomized Design:**
    - **Two-group sample randomised experimental design (in diagram form).**



Random Replications Design form



- Randomized Block Design (R.B Design): The RB design is analysed by 2-Way analysis of Variance (2-way ANOVA) technique.
- Latin square Design (L.S. Design): LSD is used where the researcher desires to control the variation in an experiment that is related to rows and columns in the field. Field Marks: Treatments are designed at the random within rows and columns, with each treatment once per row and once per column.

X_1	A	B	C	D	E
X_2	B	C	D	E	A
X_3	C	D	E	A	B
X_4	D	E	A	B	C
X_5	E	A	B	C	D

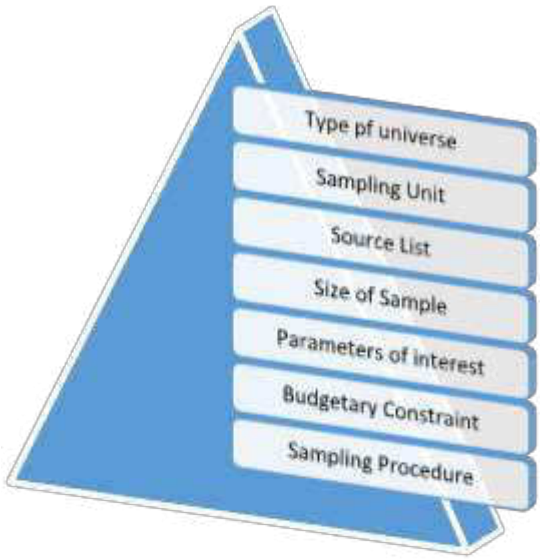
III. **Developing a Research Plan**: After identifying and defining the problem as also accomplishing the related task, researcher must arrange his ideas to write them in form of an experimental plan, this is called as Research Plan.

a. Research Plan must have following things:

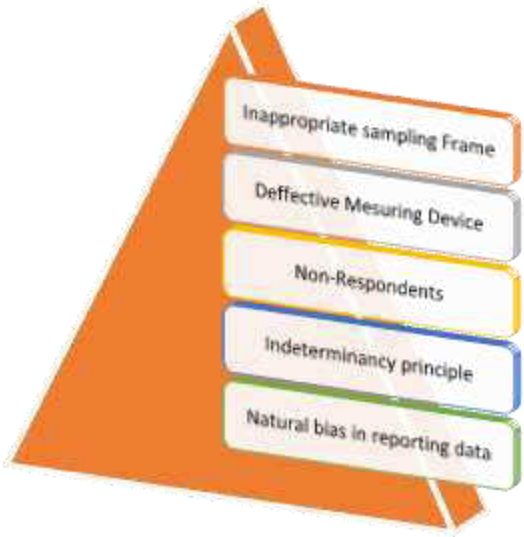
i. Research Objectives must be short and very clear.
ii. The problem to be studied must be to the point and clearly stated so that one may know what information is to be obtained for solving the problem.
iii. Each major concept which researcher wants to measure must be defined in operational terms in context of research project.
iv. The plan must contain the method to be used in solving the problem.
v. The plan must also state the details of techniques to be adopted.
vi. A clear mention of population to be studies should be made. If the study is happened to be sample based than the research plan should have the sampling plan.
vii. The plan must have methods which are used for processing the data.
viii. Result of pilot test, if any, should be reported. Time and cost budgets for research project should also be prepared and laid down in the plan itself.

IV. **Sample Design:** A sample design is a definite plan for obtaining a sample from a given population.

a. Steps in Sample Design:



b. Criteria of Selecting a Sampling Procedure:



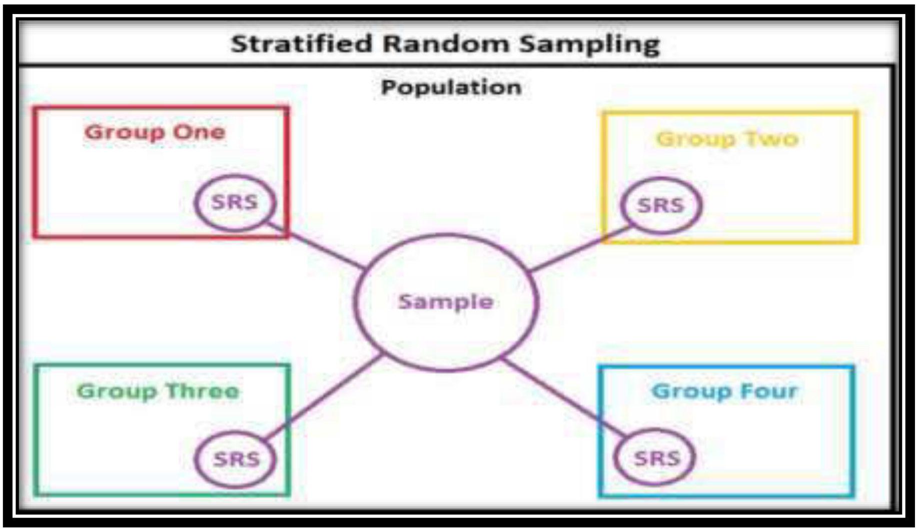
c. Different Types of Sample Design:

Element Selection technique	Representation	
	Probability	Non-Probability
Unrestricted sampling	Simple Random Sampling	Haphazard Sampling
Restricted Sampling	Complex Random Sampling	Purposive Sampling

d. Type of Sampling Designs:

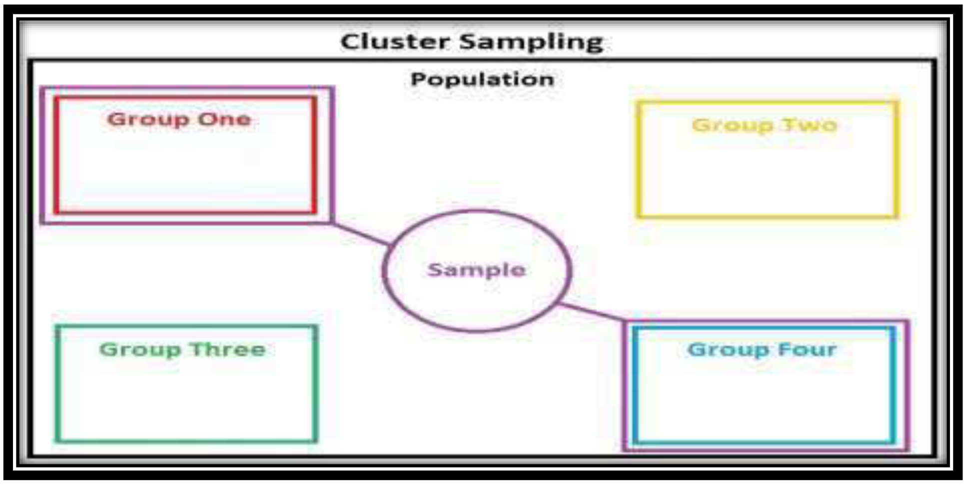
i. **Systematic Sampling:** Systematic sampling is a type of probability sampling method in which sample members from a larger population are selected according to a random starting point and a fixed periodic interval. This interval, called the sampling interval, is calculated by dividing the population size by the desired sample size.

ii. **Stratified Sampling:** In statistical surveys, when subpopulations within an overall population vary, it is advantageous to sample each subpopulation (stratum) independently. Stratification is the process of dividing members of the population into homogeneous subgroups before sampling. The strata should be mutually exclusive: every element in the population must be assigned to only one stratum. The strata should also be collectively exhaustive: no population element can be excluded. Then simple random sampling or systematic sampling is applied within each stratum. The objective is to improve the precision of the sample by reducing sampling error. It can produce a weighted mean that has less variability than the arithmetic mean of a simple random sample of the population



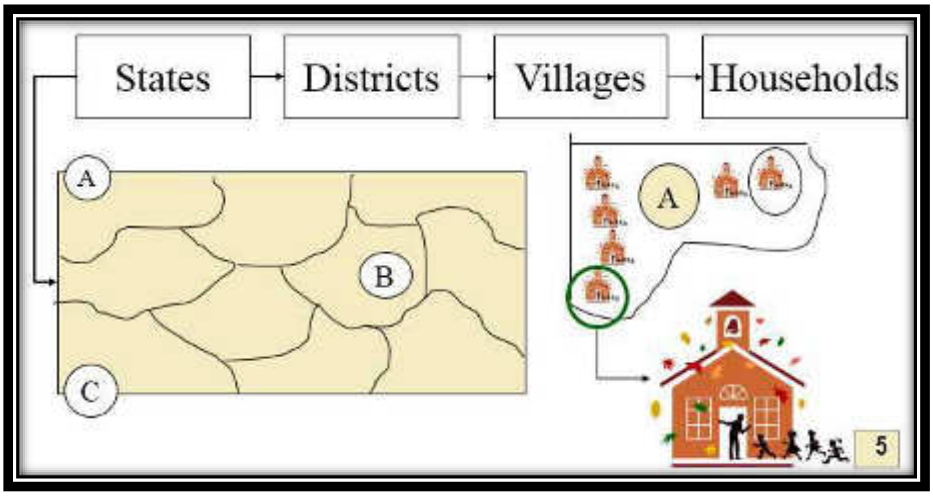
.

iii. **Cluster Sampling: Cluster sampling** refers to a type of **sampling** method. With **cluster sampling**, the researcher divides the population into separate groups, called **clusters**. Then, a simple random **sample** of **clusters** is selected from the population. The researcher conducts his analysis on data from the sampled **clusters**.



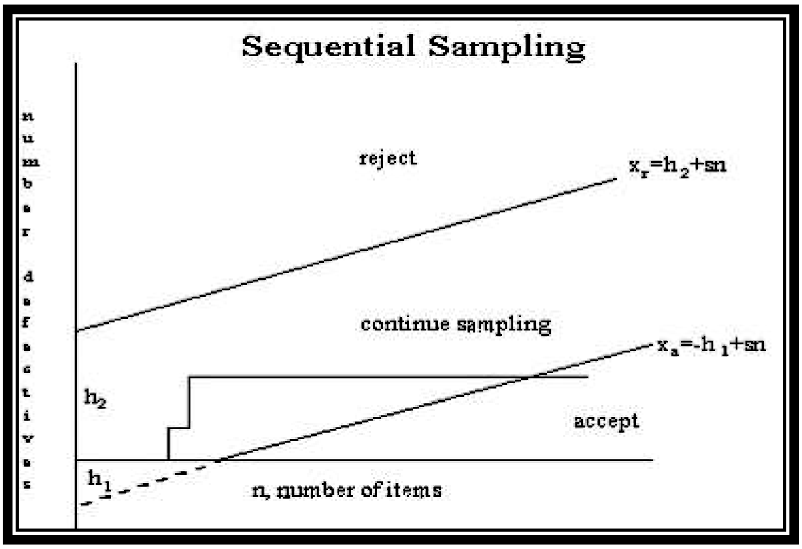
iv. **Area Sampling:** A method in which an area to be sampled is sub-divided into smaller blocks that are then selected at random and then again sub-sampled or fully surveyed. This method is typically used when a complete frame of reference is not available to be used.

v. **Multistage Sampling:** Multistage sampling can be a complex form of cluster sampling because it is a type of sampling which involves dividing the population into groups (or clusters). Then, one or more clusters are chosen at random and everyone within the chosen cluster is sampled.



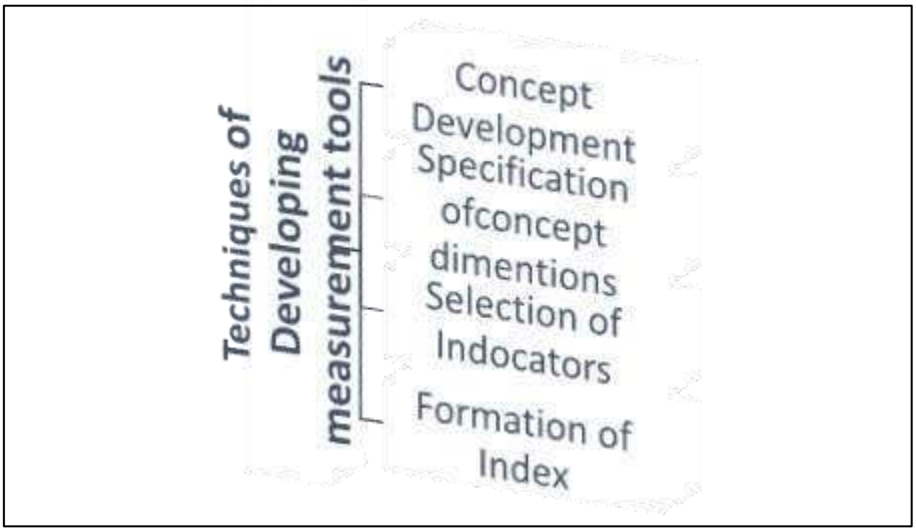
vi. **Sampling with Probability proportional to size:** Probability proportion to size is a sampling procedure under which the probability of a unit being selected is proportional to the size of the ultimate unit, giving larger clusters a greater probability of selection and smaller clusters a lower probability. In order to ensure that all units (ex. individuals) in the population have the same probability of selection irrespective of the size of their cluster, each of the hierarchical levels prior to the ultimate level has to be sampled according to the size of ultimate units it contains, but the same number of units has to be sampled from each cluster at the last hierarchical level. This method also facilitates planning for field work because a pre-determined number of individuals is interviewed in each unit selected, and staff can be allocated accordingly It is most useful when the sampling units vary considerably in size because it assures that those in larger sites have the same probability of getting into the sample as those in smaller sites, and vice versa.

vii. **Sequential sampling:** Sequential sampling is a non-probabilistic sampling technique, initially developed as a tool for product quality control. The sample size, n, is not fixed in advanced, nor is the timeframe of data collection. The process begins, first, with the sampling of a single observation or a group of observations.

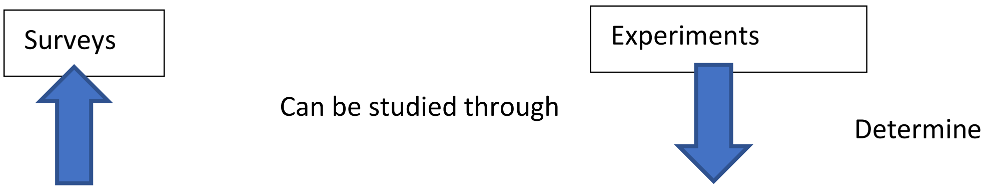


e. Measurement Scales:

Techniques of Developing Measurement Tools:

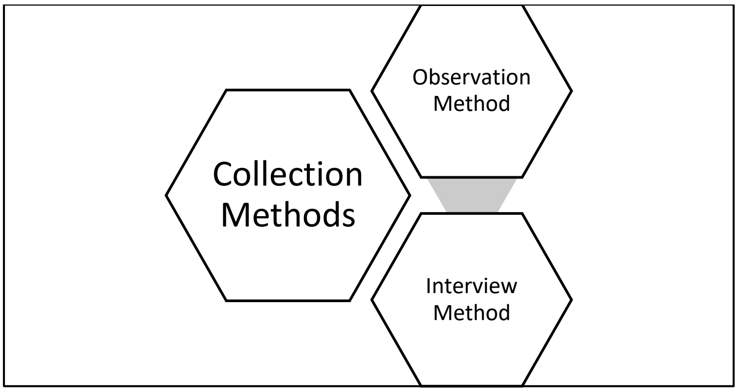


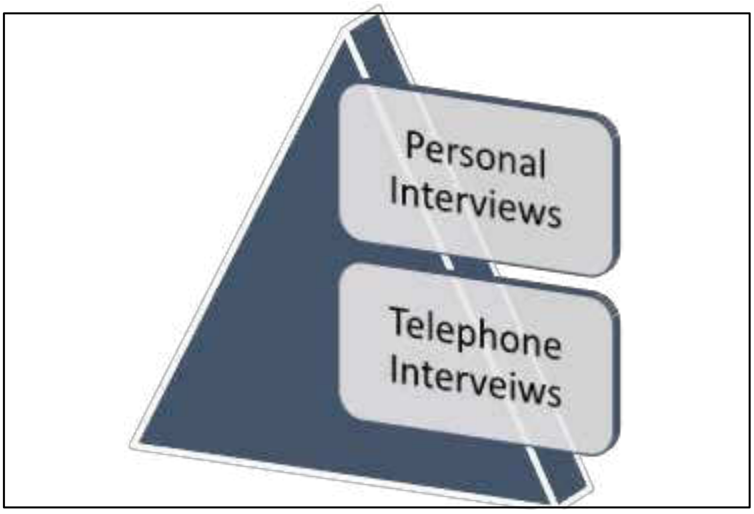
Method of Data Collection:



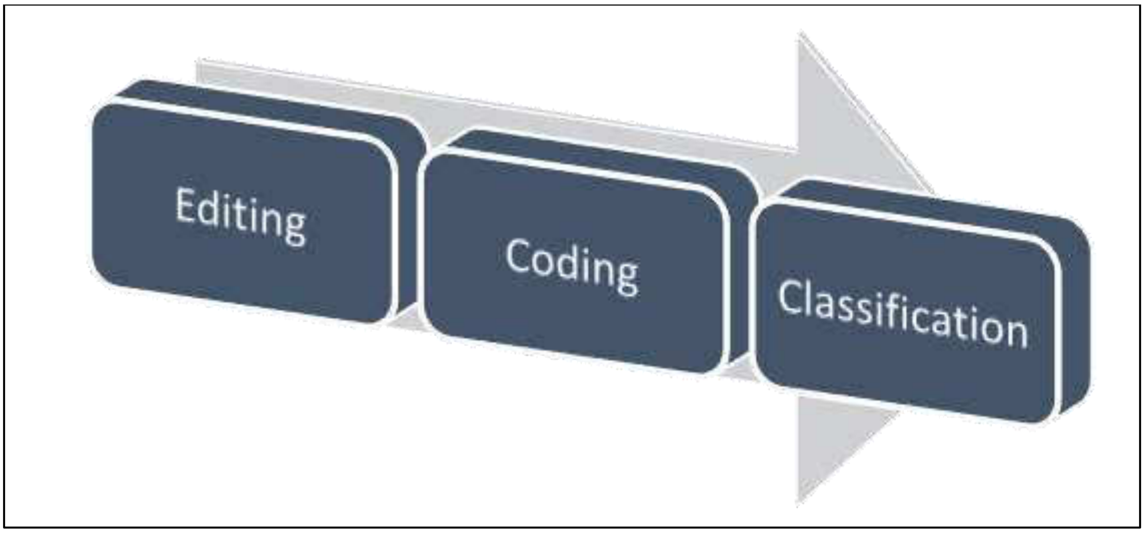
Possible relationship between the data and unknowns in the universe		
Economics	Psychological	Others

Important Methods:





V. **Process and Analysis of Data:**



a. Elements and Types of Analysis:

i. **Multiple Regression Analysis:** It is adopted when the researcher has one dependent variable which is presumed to be a function of the two or more-independent variable. The object of this analysis is to make a prediction about the dependent variable based on its covariance with all the concerned independent variable.

ii. **Multiple Discriminate Analysis:** Its appropriate when the researcher has a single depends variable that cannot be measured, but can be classified into 2 or more groups on the basis of some attribute. The object of analysis happens to be to predict an entity's possibility of belonging to a particular group based on several predictor variables.

iii. **Multivariate Analysis of Variance (multi-ANOVA):**It is an extension of 2-way ANOVA,wherein the ratio of among group variance to within group variance is worked out on set of variance.

1. **Canonical correspondence analysis (CCA)** is a multivariate method to elucidate the relationships between biological assemblages of species and their environment. The method is designed to extract synthetic environmental gradients from ecological data-sets.
2. **Inferential statistics** is one of the two main branches of statistics. Inferential statistics use a random sample of data taken from a population to describe and make inferences about the population. ... You can measure the diameters of a representative random sample of nails.

b. Measure of Central Tendency :

1. **Mean =**Average. (Sum of Variables/Total Number of Variables)

$$\boldsymbol{x^{-}= (\sum x\_i)/n}$$

Where, $x^{-}=x_1+x_2+x_3\ldots\ldots x_n$

2. **Median**= $A+\sum f_i(x_i-A)/\sum f_i$ (Middle Value).
3. **Mode: it is the most frequently occurring value in a series.**

a. Geometric Mean =$n\sqrt{(\pi x\_i^{\cdot})}$

b. Harmonic Mean=Rec.$\sum$RecX_i/n

4. **Measure of Dispersion:**

a. Range= Highest Value of a Series – Lowest value of an Series.

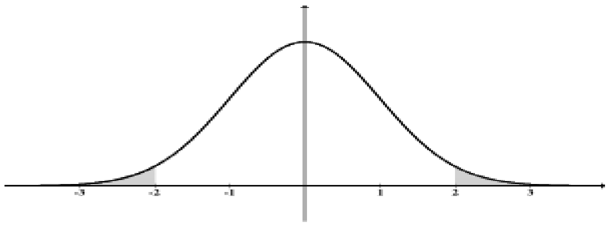
b. Mean Deviation:

i. Mean Deviation from mean= $\delta\_\bar{x} = |x\_i - \tilde{x}|/n$

ii. Mean deviation from median =$\delta\_m = (\sum |x\_i^{-} M|)/n$

iii. Mean deviation from mode=$\delta \bar{z} (\sum |x\_i - z|)/n$

5. **Skewness:**



$$(\bar{x} = M = Z)$$

Kurtosis is the measure of flat-toppedness of a curve. A bell shaped curve or normal curve is Mesokurtic because it is kurtic in the centre, but if it is relatively more peaked than the normal curve than its called as Leptokurtic whereas a curve is more flat than the normal curve, its called as platykurtic. In brief kurtosis is humpedness of curve and points to the nature of distribution if items in the middle of series.

c. Measures of Relationships:

i. Spearman Coefficient of Correlation or r_s **$1-[6\sum d^2/n(n^2-1)]$**

ii. Simple Regression: $\boldsymbol{\hat{y} = a + bx}$

$R=b\sqrt{\sum X_i^2}/\sqrt{\sum Y_i^2}$

iii. **Multiple Regression:**

1. $\hat{y} = a + b_1X_1 + b_2X_2$
2. $\sum Y_i = na + b_1\sum X_{1i} + b_2\sum X_{2I}$
3. $\sum X_{1i}\, Y_{i\,=}\, a\sum X_{1i} + b_1\sum X_{1I}^2 + b_2\sum X_{1I}\, X_{2I}$
4. $\sum X_{2i}\, Y_{i\,=}\, a\sum X_{2i} + b_1\sum X_{1I}\, x_{2I} + b_2\sum X_{2I}^2$

iv. $r_{Y.X1X2}=\sqrt{b_1\sum X_{1I}Y_I + b_2\sum X_2Y_I/\sum Y_I^2}$

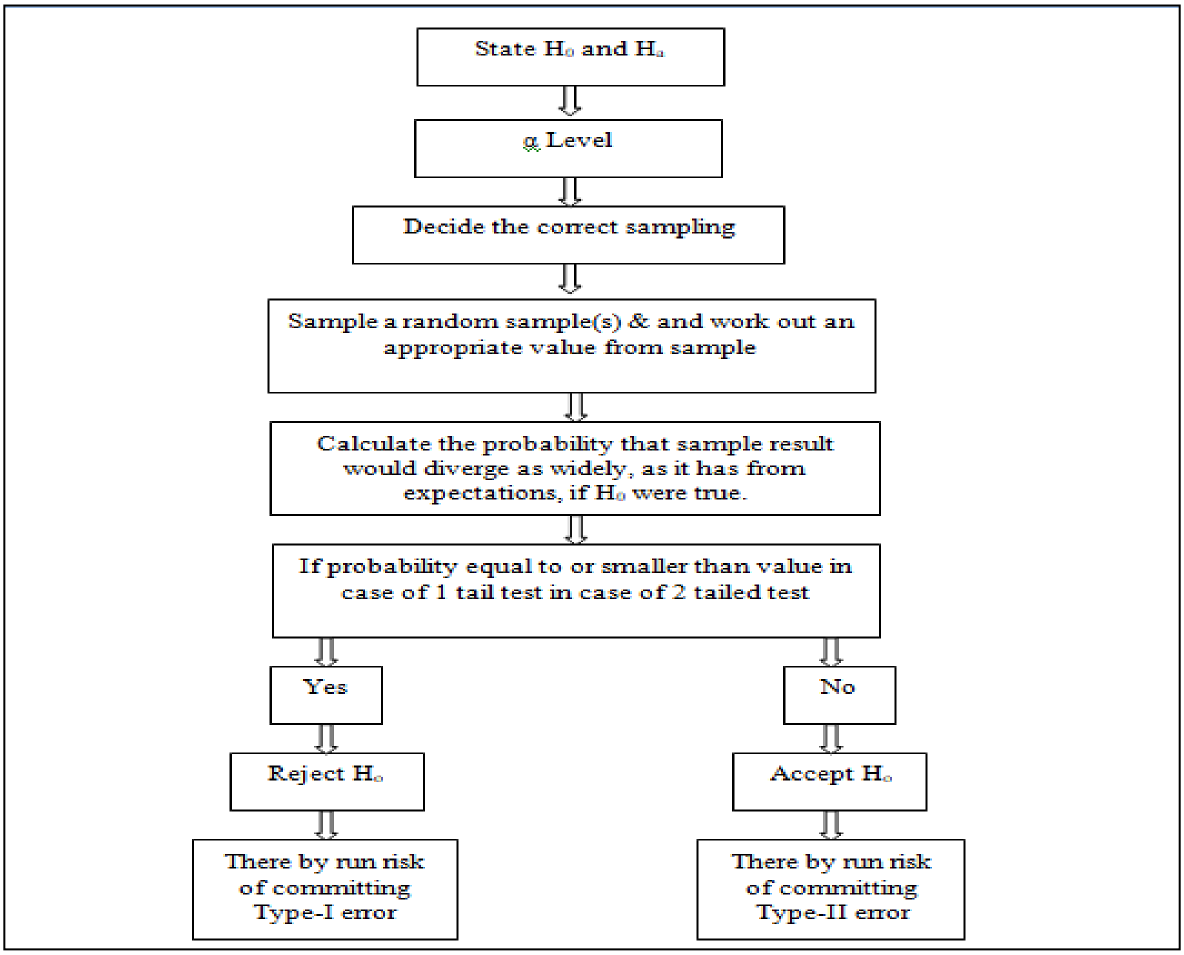
VI. Testing of Hypothesis :

a. Null Hypothesis
b. Alternative Hypothesis.

VII. Decision Rule :

	Decision Rule	
	Accept H0	Reject H0
H0(True)	Correct Decision	Type I Error (α error)
H0(False)	Type II Error (β error)	Correct Decision

IX. Flow diagram of Hypothesis Testing:



X. Important testing tools:

a. Chi Square: As a non-parametric test it is used to determine if categorical data shows dependency or the two classifications are independent. It can also be used make comparison between theoretical population and actual data when categories are used.

i. Test the goodness of fit.

ii. Test the significance of association between two attributes

iii. Homogeneity or significance of population variance.

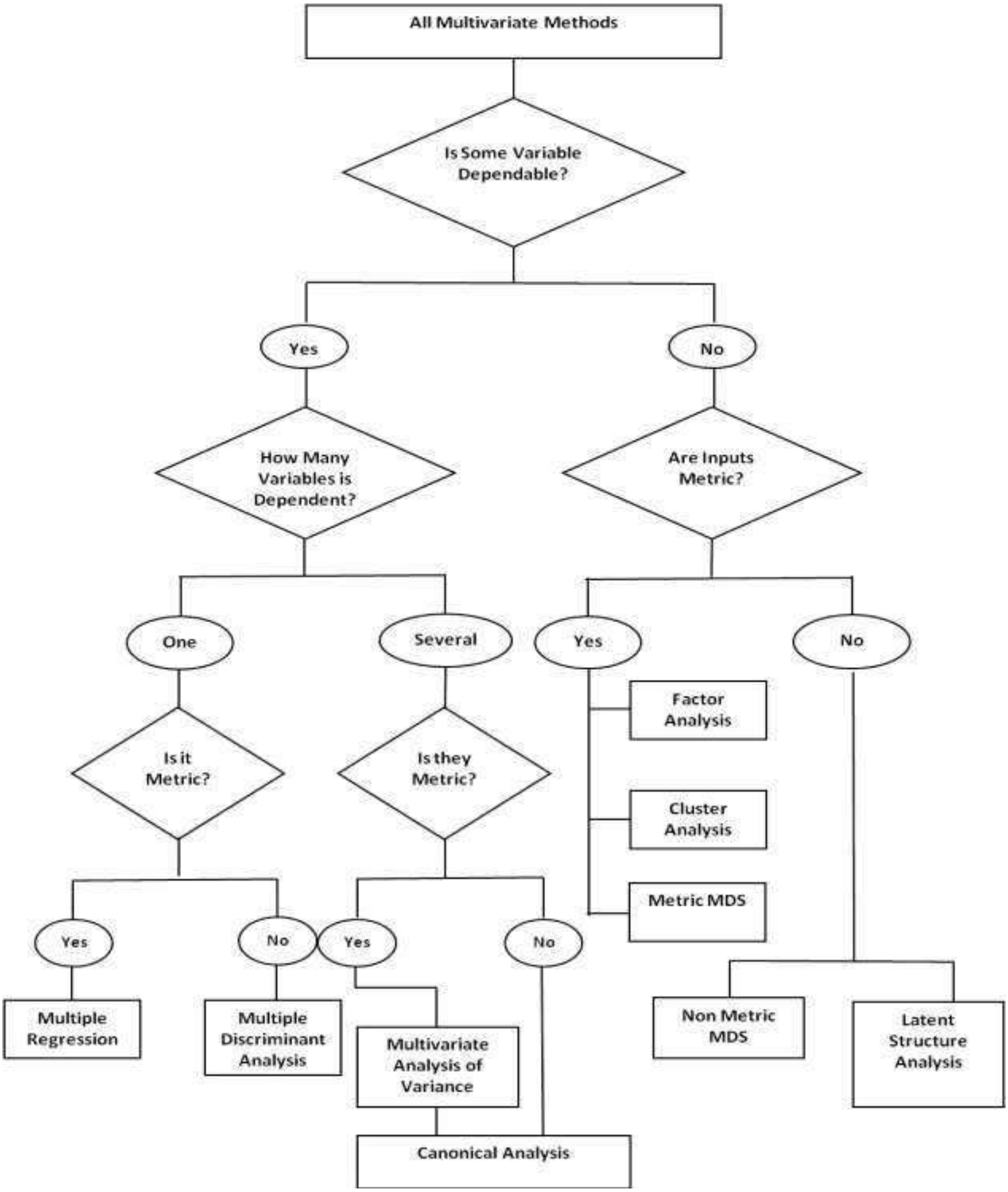
iv. Formula: $\sum(O_{ij}-E_{ij})2/E_{ij}$

Oij=Observed Frequency of the cell in the *i*th row and *j*th column

E_{ij}=Expected Frequency of the cell in the *i*th row and *j*th column.

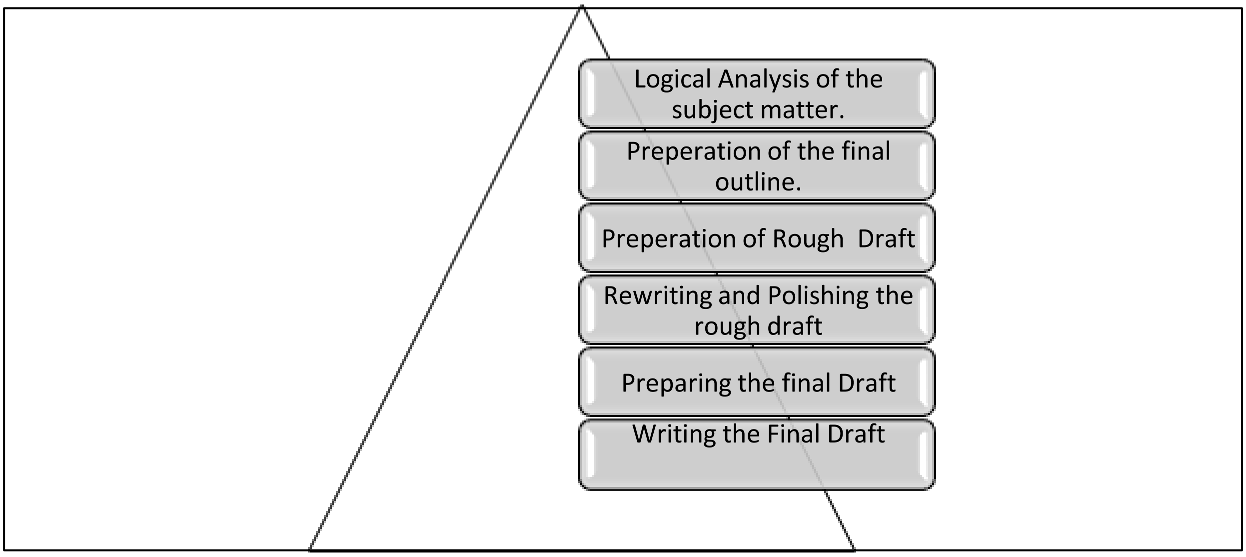
b. ANOVA:

i. F= (Estimate population variance based on between sample variance)/ Estimate population variance based on within sample variance.



6. Report Writing

Different Steps Required for Writing a Research Report:



For Books and Pamphlets, the order may be as under (Bibliography):

1. Name of the Author, the Last Name and First Name;
2. Title Underlined to indicate italics.
3. Place, Publisher, and date of publication.
4. Number of Volumes.

Layouts of the Research Report

1. Primary Pages
2. Main Text:

a. Introduction
b. Statement of finding and recommendations.
c. Results
d. Implementation of the results
e. Summary.

3. End Matter.

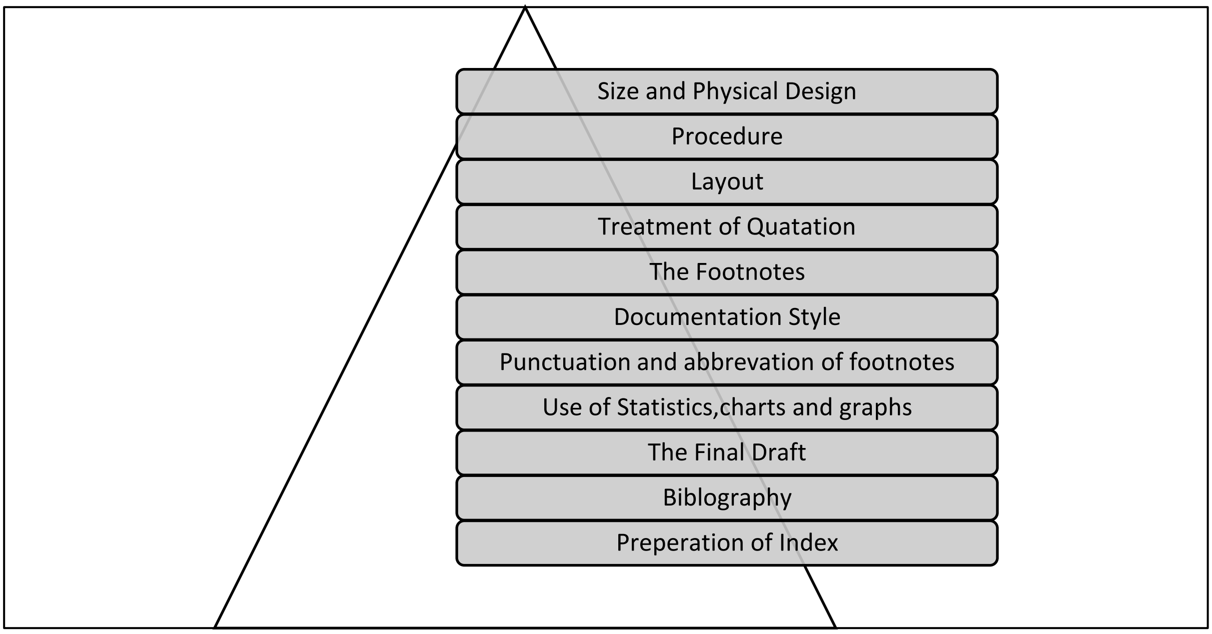
Types of Reports

1. Technical Report :

a. Summary of results.
b. Nature of Study
c. Methods employed
d. Data
e. Analysis of Data and presentation of data.
f. Conclusion
g. Biblography
h. Technical Appendices

i. Index
2. Popular Report
a. The findings and their implications
b. Recommendation of actions
c. Objective of the study
d. Methods employed
e. Results
f. Technical Appendices
3. Oral Presentation.

Mechanics of Writing Reports



7. Conclusion

It's a brief study on Research Method and Research Report Writing.

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Analysing the Impact of Packaging on Consumer Buying Behavior – A Way Forward for Green Packaging

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ABSTRACT

This study was undertaken to investigate consumer behavior in connection with functionality of green packaging. Based on three major functions of conventional package, the aim was to examine how consumer perceives ecological packaging in terms of ability to fulfill its functions. With the intention of dire need of protecting environment for next generation, a focus of this study is also on previous studies and researches in term of "green packaging" and "customer behaviour" towards green packaging.

Companies today need to pay attention on to changes in consumer perception while deciding appropriate marketing strategy and packaging. It is observed that design of packaging changed approximately every 15 years in the past by most of the companies.

The current study was undertaken with the questions whether consumers will shift from conventional packaging to green packaging, whether consumers are ready to purchase product with premium price with packaging overhead, whether education of the consumer is related product purchase. The study is conducted in the suburb of Mumbai region. Data collected through the instrument of structured questionnaire and the hypotheses are tested with chi square test.

The objective of this study is investigating the relationship between green packaging and customer buying behaviour in India. Furthermore, the study discusses the factors influence consumer buying behaviour, as well.

Keywords: *Green Packaging, consumer buying behavior, conventional packaging, Chi-square test, ecological packaging*

1. Introduction

The “green marketing” concept came from discussions based on basis assumption of perspectives about “sustainability”. In term of green marketing, companies need to pay attention on to changes in consumer perception while deciding appropriate marketing strategy and packaging. The design of packaging changed approximately every 15 years in the past; further, due to significant requirements towards environment. Based on earlier knowledge, the ecological packaging has become a popular topic for a vast number of discussions in different industries and countries. The “customer behaviour on sustainable packaging” concept is quite familiar in academic research studies, In this study, the author aim is to place green packaging in a relationship with its main functions; the customer behaviour toward ecological packaging’s ability to fulfill the basic package functions will then be examined.

2. Research Questions

1. Will the customer switch from conventional packaging to green packaging?
2. Is the customer willing to pay extra for green packaging?
3. Does education have relation to the packaging knowledge?
4. Will the customer choose a product using green packaging over a product using conventional packaging?
5. Is green packaging more attractive than conventional packaging?

3. Research objective

a. To know whether a customer will switch from conventional packaging to green packaging.
b. To evaluate customer’s willingness to pay extra for green packaging.
c. To know whether education has relation to the packaging knowledge of consumer.
d. To evaluate whether a customer will choose product using green packaging over a product using conventional packaging.
e. To know whether green packaging more attractive than conventional packaging.

4. Green packaging

Packaging, in general term, is a container directly in contact with a product, performing the functions of protection, hold, preservation, facilitation, identification as well as commercialization. Packaging is defined as the form part of a product, as well as, a product's brand. According to Palmer et al. (2000), packaging is a primary element of consumer's experience with product and also an essential tangible factor of any product, besides being a quality element. According to Underwood et al. (2001), in term of food industry, it is the most important external value in consumer purchasing decision.

With significant economic development and human awareness about green-related issues increasing steadily over the past two decades and people starting to acknowledge the influences on their lives, they are beginning to act against environmental changes. Green marketing was born as demand and effort of the public to arise in response to concerns about global environment and life.

In green marketing terms, it is not that difficult to recognize that "green" value, which means less negative impacts on the environment; it is the major effort of every marketer, as well as company, to add into their brand. According to Martin and Schouten, a sustainable brand is only able to exist when it is represented honestly in products and practices; one of important marketing mix aspects is packaging. So green packaging is a promise as well as practical evidence from a company for their green value that leads packaging to a particular attention of sustainable concern. The reasons partly came from that packaging offers chance in ameliorating the environmental influence of tangible goods without any altering in the core product.

The Sustainable Packaging Coalition (SPC), which is a non-profit organization equips business resources and sciences to enhance sustainable products through an environmental packaging vision, it gives a specific definition to green packaging as a physical design optimizing energy and material, made from healthy material throughout life-cycle and recovered and utilized effectively in industrial or/and biological closed loop-cycle.

The word "green" hinders under itself various interpretations by different interest groups; the media defines green packaging with reducing overflowing landfills and global warming, the manufactures equate about decreasing carbon footprint as well as saving materials with the term, whereas, customer thinks "green" as less packaging, or as recycling packaging. However, even if there are diversified perceptions of what "green packaging" is about, the consumer is still one who control the decision whether he/she buys or not so that the less sophisticated the company environmental platform, the more connection in the minds of the customer about product packaging.

4.1 Functions of Green Packaging

According to various studies from different researchers, packaging's function has been defined as consisting six key roles: protection, rationalization, economic, guarantee, communication and ecological function based on previous research of Schulte have listed protection, transport, handling, information and storage as five major functions of packaging. Zeman (2005) and Kacenak (2001) defined protection from possible damage, providing promotional and informational function as well as convenience to customer.

4.2 Protecting Product Quality

The product function of packaging is ensuring the product's sound condition during the transporting process to consumer, as well as, protecting the product from breakage and deteriorating. Manufacturers requires sturdy packaging to protect the product's content form buyer abuse and physical damage, as well as supple outside layout of commodity to withstand artificial lights and climatic extremes at all times. Ecological package has been expected to be less harmful to the environment by reducing layers of packaging, shrinking package size or alternating old material using eco-friendly resources. However, besides of realizing the benefits of light weighted packaging, such as cutting-down manufacturing expenditure, promotional value and positive ecological influence; green packaging has received criticism and interrogation from consumers in terms of protection function and fulfillment. Therefore, once transferring into a "green" concept manufacturers need to continuously re-search and develops in order to fulfill the primary task of keeping their commodity safe from factory to the perceived buyers.

4.2 Promoting Product

Packaging is a marketing tool, which makes a particular product outstanding among other commodities from various brands. The package can inform consumer crucial figures as well as have a promotional role (Palmer, 2000). According to Palmer (2000)'s studies, manufactures communicate with consumers directly (through brand name) or indirectly by attaching manufacture's brand, name and image with distinctive shape, type and colour of packaging. According to Connolly and Davison (1996), buyers do not spend much time on logical thinking, as the research result estimated that a third of purchase decisions were made in the point of sale. Therefore, packaging design has an extremely crucial role as s communication channel of a brand and further, directly or indirectly impacting on customer satisfaction (Rettie and Brewe, 2000). To conclude, attractive packaging plays a crucial role as a "speechless seller" for a commodity; so that, sustainable package needs to meet some particular conditions in possibility in attracting purchase intention (colour, design, shape), ensuring honesty of advertisement and informing of the essential characteristics of a product (storage conditions, elements of identification) (Domnica, 2010).

4.4 Providing Convenience to Customers

Beside the role above, the shape of packaging is considered as being conducive to stock convenience in different locations as on the shelves, at home and in office (Palmer, 2000). Packaging also needs to include specific information regarding the manufacturers and figures of the commodity, so that consumers are able to acknowledge entirely the perceived products. In the food industry, to meet specific industrial requirements, fulfilling principal functions in safety as well as reducing harmful impacts on environment, food-covering packaging is strictly required to contain additional information relating to product identification, preparation, usage, nutrition date, storage date, product life and opening instructions. Hence, besides fulfilling primary functions as protection and promotion, a packaging which is comfortable shape and includes all the essential information to convince any consumers, will become as a critical factor in the purchasing process and moreover, a key to the success of product marketing.

4.5 Packaging impacts on environment:

It is ironic fact that when the Earth's age is more than four and a half billion years old and the humans just appeared for more than 4 millions years. However, the negative impacts of the humans on the Earth make our planet hurt and has destroyed more than any existing species ever did.

The plastics waste has became to the general public attention attributable to dramatically growing knowledge concerning marine litter and overuse of plastic in almost all types of packaging. The poor generation and treatment of packaging waste and light victimization of valuable resources has caused negative impacts on atmosphere. Rather than use all waste, like plastics, glass; packaging waste is distributed straight to a land-fill. Once turtles, birds get tangled in plastic bags, floating dust threats marine species once they eat the fragmentation.

5. Consumer Buying Behavior

5.1 Green needs

Needs is defined as the basic requirement of humanity; a process that begins by describing a problem and then listing possible solutions for the appeared problem. Moreover, "needs" definition has been classified as a gap between "what is"- facing problem and "what should be"- possible solution (Witkin et al., 1995); or a gap between actuality and ideal (Reviere, 1996). Needs comes from various situations and under different forms and recognition of needs is activation of purchasing decision making process in order to gain some desired end stage (Martin & Schouten, 2012).

A marketer keeps consumer wants at the middle of promoting. Marketers affectively place consumer's necessities in term of eco-friendliness and social consciousness within the core of any green marketing ideas (Ottoman, 2011). As previous studies have shown green awareness has up since the 1970s; but, ranging from the Nineties, the environment has become a very essential issue and influenced entire manufacturing and developing product method, (Polonsky and Mintu-Wimsatt, 1995). So has cause a replacement chain of green-entrepreneurs who have tried to fulfill eco-consumer's wants (Wang, 1991; Adam, 1990; Hardy 1990; Jay, 1990). The Western countries were appears like pioneers in green evolution (Olney and Bryce, 1991) once shoppers of those countries are inundated with ecological claims from varied merchandise. Following Western countries, rising nations, like Asian nation, Brazil, China, etc. have additionally recorded dramatic will increase in environmental awareness of consumers.

5.2 Green needs adapted from Maslow's hierarchy of needs-

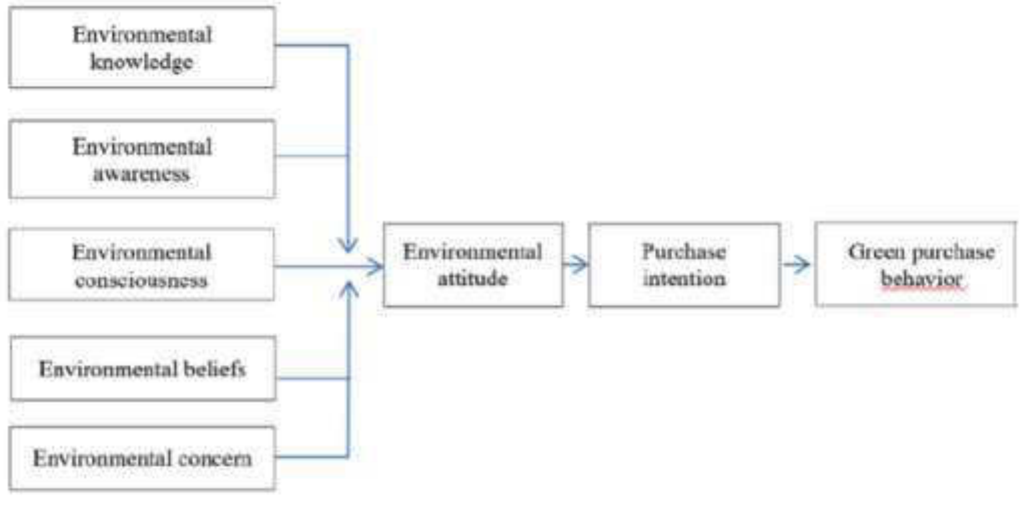
Regarding the theories developed by Abraham Maslow, studies illustrate that humans are motivated to fulfill their basic needs before going on to higher-order motivations. The studies also successfully developed hierarchy of needs which embraces five stages from basic needs such as survival to advanced needs such as self-actualization. In the following studies, Ottoman (2011) and Martin & Schou-ten (2012) have adapted from Maslow's hierarchy of needs in order to figure out green needs of consumers based on popular hierarchy of needs. At the basic needs of survival and subsistence and further safety-stage, people not only recognize of the importance of clean supplying sources such as water, food, but also recognize the urgent actions in sustaining these providing systems. So that the motivates, which come from needs of living in a healthy and safe environment, have risen concerns about society and environment and encouraged people to consume eco-logical products as one of the best solutions in order to secure the well-being sys-tem for not only themselves, but also their children, friends and all existed species on the Earth.. Being similar as any living creatures, human needs belong in a group or a system and this motivation becomes fundamental to any well-being systems. Green products provide the consumer belongingness to a green social group or system; together with society, they are sharing humanity and their sense in community, globally and even with future generations. Moreover, in the next stage of Maslow's hierarchy, people desire to be different and valued; so that, besides of belongingness, green products also satisfy the esteem needs of people when bringing the achievement of being responsible and contributing to build a better environment. At the highest stage, self-actualization is understood as needs for better human being quality; consuming ecological products and service fulfills consumer's moral requirements to secure the society and the environment.

5.3 Factors influence consumer behavior:

A common experience of purchase decision-making process from buyers does not mean that consumers will purchase the same product from the same brand at the same situation. Today, the buying process is becoming highly complicated and one of the reasons for a sophisticated purchasing process comes from varying in factors impacting on the customer's decision and behaviour toward particular product (Palmer, 2000). More constan the change in individual consumer's activities and feeling, more complex and dynamic the buying behaviour is (Perter and Olson, 2005, 6). Consumer behaviour has not only been portrayed as reflecting the process of how a specific buyers purchases a product; but also consisting more things regarding to the product such as services, ideas and brands (Hoyer and Maclnnis, 2007, 3)

Buying behaviour is mainly affected by three major groups, which are psychological factors (motivation, perception), purchase situation (personal background, surrounding environment) and social factors (culture, reference group) (Weber and Villebonne, 2002). Green consumer behaviour will not be an exception; the three major group factors also rule basic behaviour and lead the consumer to follow typical purchasing behavioural stages (Peattie, 1995). On the other hand, according to Kataria et al (2013), during each behavioural stage, “green buyers” raise additional concerns, evaluation and comparisons relating to “greenness” of products; but in regard to studies, the increasing of difficulties in creating a correlation between consumer behaviours and consumer concerns, because purchasers who show positive attitudes towards sustainable issues, do not demonstrate green consuming behaviour as a consequence (Gan et al., 2008).

Recently studies have revealed factors which have been listed as environmental knowledge, concern, belief, consciousness and awareness, are made use of exploring and assessing green behaviours as well as green purchasing decision (Saruma-thi, 2014). Also in regard to research, Sarumathi (2014) pointed out natural rela-tionship among influencing factors, purchase intention and buying behaviour.



Source: Sarumathi (2014:780)

5.4 Factors influencing green consuming behavior:

Environmental information comes from 2 sources: education and self-experience to grasp basic influence on atmosphere (D’Souza et al, 2006). In reference to environmental data, Hischman (1980), Machaud and Llerena (2011) and Laroche et al. (2001) have assessed that the additional data regarding environment problems, the additional outlay on green commodities. A sustainable consciousness describes creating additional decision concerning the promoting and conserving the natural atmosphere additionally as sustaining welfare society for the future; whereas, environmental awareness is processed as recognition of the influence caused by humans on nature and encouraging social consciousness to stop harmful effect on (Carrete et al., 2012, 472). A consumer and UN agency posses typical ecological awareness and consciousness in associating to green issues, is assessed as having additional chance to exhibit perception towards sustaining ecosystem, further as being inclined to buy eco-friendly merchandise as a particular category (Kim, 2011). Albeit green issues have a powerfully positive result on consumer's approach towards green lifestyle and encourage patrons to be additional inclined to use ecological commodities (Gan et al., 2008. Issues regarding environmental problems don't seem to be essentially related to buying behaviour further as thought-about within the shopping for decision-making process. The idea demonstrates thought on specific features of commodity in negative or positive aspects and plays crucially role in final purchasing decision of consumer (Kotler, 2005, 274-275; wholesaler, 2007, 136; Karunakaran, 2008, 63-65). To conclude, environmental angle, has been influenced by ecological knowledge, awareness, consciousness, issues and belief, which can shift into a plan of performing an activity (Kataria et al, 2013) and define intention to behave during a specific state of affairs (Kaufmann et al, 2012).

6. Research Method

Literature review illustrates and helps to understand the fundamental, controversial and neglected issues and topics, which have been discussed. It also is able to position the study within the context, as well as, construct the empirical research associating to theoretical framework. quantitative method is used for this study based on the dpendant and independent variables identified. Observation, experimentation and survey, which are three major methods to collect primary data (Samarhan, 1994), survey method is used to collect and gather data. The questionnaire is built regarding to the context of this study based on variables identified about buying behaviour, attitude and consciousness toward green packaging. The questionnaire is implemented in different ways, via mail, phone, & so on, because the larger amount of respondents, the more reliably the study-result reflecting the ac-tual market.

6.1 Data Collection:

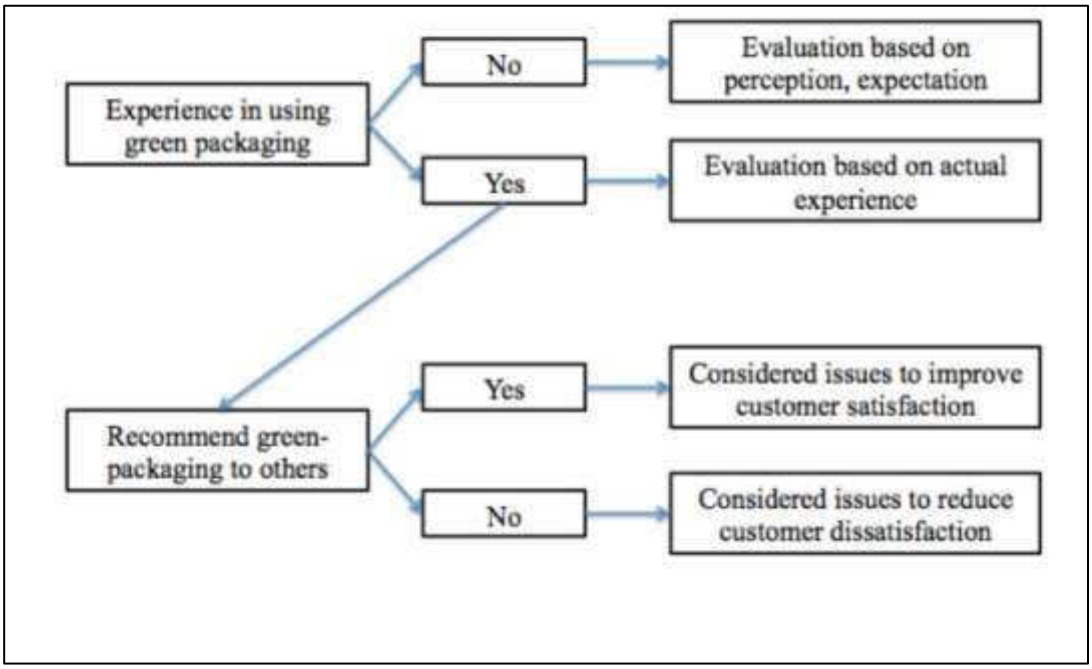
The questionnaire was designed under as an online version. For the online questionnaire, Google Survey browser was chosen as the based application for an online questionnaire. Google Survey is a useful tools for publishing e-forms to respondents, the collected data from Google Survey is possible to retrieve easily for making analysis.

6.2 Result Analysis

After collecting primary data, the analyzing data process begins based on the objectives of the thesis. As mentioned above, the primary data was collected using online survey and a paper questionnaire, so that a decision was made to gather en-tire data under an Excel file in order to fulfill the analyzing purposes. The paper questionnaires was checked carefully, encoded and then entered manually into the IBM SPSS Statistic. SPSS Statistic is professional software used for logical statistical analyzing; it is a well-known program for analysis in various fields such as social sciences, market researches, and entrepreneur survey. Therefore, I believe that the SPSS Statistic program is powerful tool used in the empirical process of the study.

6.3 Result of Empirical Study

The number of respondents to the survey was 161 in total. Regarding consideration on valid responses all 161 were used for analysis. In this chapter, the demographic characteristics of the all responses will be analysed general attitudes regarding green values, and then the focus on investigating customer behaviour towards functions of green packaging will be examined. When analysing the customer behaviour on the functions of green packaging, I am, on the passive as before, going to dissociate sample based on their experience in using green packaging. The reponses from experienced persons gave the exact evaluations based on actual practical contact with green packaging; whereas, non-experienced respondents gave an overview about their perception, evaluation and expectation on green packaging. After that, the study helps us understand the customer's willingness to switch to a brand using green packaging over conventional packaging, customer's willingness to pay extra for green packaging, whether education of the customer has relation to the knowledge of packaging, whether the customer will choose a product using green packaging over a product using conventional packaging and the attractiveness of green packaging over conventional packaging. The analysis process regarding to customer behaviour towards functions of green packaging, is illustrated in figure below



7. Analysing Process

To analyze the responses of the survey Chi square method is used using SPSS software. A Chi-square test is any statistical hypothesis test where the sampling distribution of the test statistic is a chi-squared distribution when the null hypothesis is true. Without other qualification, 'chi-squared test' often is used as short for Pearson's chi-squared test. The chi-squared test is used to determine whether there is a significant difference between the expected frequencies and the observed frequencies in one or more categories.

Hypothesis Tests:

<u>Whether the customer will switch to different brand using green packaging over conventional packaging</u>

H_0: Customer will not switch to a brand using green packaging over conventional packaging

H_1: Customer will switch to a brand using green packaging over conventional packaging

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Switch To Different Brand Green Packaging	161	1.1925	.51860	1.00	3.00

Chi-Square Test
Frequencies

Switch To Different Brand Green Packaging

	Observed N	Expected N	Residual
Yes	139	53.7	85.3
No	13	53.7	-40.7
May Be	9	53.7	-44.7
Total	161		

Test Statistics

	Switch To Different Brand Green Packaging
Chi-Square	203.677[a]
Df	2
Asymp. Sig.	.000

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 53.7.

As the frequency is less than 5 we reject the null hypothesis and thus we conclude that "Customer will switch to a brand using green packaging over conventional packaging". A total of 161 respondents were chosen to answer this question and 139 respondents responded "Yes" i.e 86% respondent said that they will switch to a brand using green packaging. 9 respondent said "No" i.e. 6% respondent will not switch to a brand using green packaging and 8% respondents were not sure.

Whether the customer is willing to pay extra for green packaging

H_0: The customer is not willing to pay extra for green packaging
H_1: The customer is willing to pay extra for green packaging

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Willing To Pay Extra For Green Packaging	161	1.3478	.47777	1.00	2.00

Chi-Square Test
Frequencies

Willing to Pay Extra for Green Packaging			
	Observed N	Expected N	Residual
Yes	105	80.5	24.5
No	56	80.5	-24.5
Total	161		

Test Statistics

	Willing To Pay Extra For Green Packaging
Chi-Square	14.913[a]
Df	1
Asymp. Sig.	.000

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 80.5.

As the frequency is less than 5 we reject the null hypothesis and thus we conclude that "The customer is willing to pay extra for green packaging". A total of 161 respondents were chosen to answer this question and 105 respondents responded "Yes" i.e 65% respondent said that they will pay extra to a brand using green packaging. 56 respondent said "No" i.e. 35% respondent will not pay extra to a brand using green packaging.

Whether there is relation of education to the knowledge of packaging in a consumer (For protection of product)

H_0: There is no relation of education to the knowledge of packaging in a consumer (For protection of product)

H_1: There is relation of education to the knowledge of packaging in a consumer (For protection of product)

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Education	161	3.12	1.631	1	6
GreenPackagingAtParInProtection	161	1.5901	.74559	1.00	3.00

Chi-Square Test

Frequencies

Education

	Observed N	Expected N	Residual
8th	1	26.8	-25.8
Graduate	92	26.8	65.2
HSC	27	26.8	.2
SSC	4	26.8	-22.8
MTech	1	26.8	-25.8
Masters	36	26.8	9.2
Total	161		

Green Packaging At Par In Protection

	Observed N	Expected N	Residual
Yes	91	53.7	37.3
No	45	53.7	-8.7
May Be	25	53.7	-28.7
Total	161		

Test Statistics

	Education	Green Packaging At Par In Protection
Chi-Square	230.565[a]	42.683[b]
Df	5	2
Asymp. Sig.	.000	.000

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 26.8.

b. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 53.7.

As the frequency is less than 5 we reject the null hypothesis and thus we conclude that "There is relation of education to the knowledge of packaging in a consumer (For protection of product)". A total of 161 respondents were chosen to answer this question the respondents were having varied education background i.e 8th, SSC, HSC, Graduate, M Tech, Masters, PhD. From the survey we understand that with education the knowledge of packaging is high. Thus we can conclude that knowledge of packaging for protection of product is directly proportional to education.

<u>Whether the customer will choose a product using green packaging over a product using conventional packaging</u>

H_0: The customer will not choose a product using green packaging over a product using conventional packaging

H_1: The customer will choose a product using green packaging over a product using conventional packaging

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Choose Green Packaging Over Conventional Packaging	161	1.6584	.88816	1.00	3.00

Chi-Square Test

Frequencies

ChooseGreenPackagingOverConventionalPackaging

	Observed N	Expected N	Residual
Yes	100	53.7	46.3
No	16	53.7	-37.7
May Be	45	53.7	-8.7
Total	161		

Test Statistics

	Choose Green Packaging Over Conventional Packaging
Chi-Square	67.839[a]
Df	2
Asymp. Sig.	.000

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 53.7.

As the frequency is less than 5 we reject the null hypothesis and thus we conclude that "The customer will choose a product using green packaging over a product using conventional packaging". A total of 161 respondents were chosen to answer this question and 100 respondents responded "Yes" i.e 62% respondent said that they will choose a product using green packaging over a product using conventional packaging. 16 respondent said "No" i.e. 10% respondent will not choose a product using green packaging over a product using conventional packaging and 45 respondent said "May Be" 28% respondents were not sure.

Whether green packaging is more attractive then conventional packaging

H_0: Green packaging is less attractive then conventional packaging

H_1: Green packaging is more attractive then conventional packaging

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Green Packaging More Attractive	161	1.7516	.75026	1.00	3.00

Chi-Square Test

Frequencies

Green Packaging More Attractive

	Observed N	Expected N	Residual
Yes	70	53.7	16.3
No	61	53.7	7.3
May Be	30	53.7	-23.7
Total	161		

Test Statistics

	Green Packaging More Attractive
Chi-Square	16.410[a]
Df	2
Asymp. Sig.	.000

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 53.7.

As the frequency is less than 5 we reject the null hypothesis and thus we conclude that "Green packaging is more attractive then conventional packaging". A total of 161 respondents were chosen to answer this question and 70 respondents responded "Yes" i.e 43% respondent said that Green packaging is more attractive then conventional packaging. 61 respondent said

"No" i.e. 38% respondent said green packaging is less attractive then conventional packaging and 30 respondents were not sure.

8. Conclusion

The result of empirical research were analysed based on 161 respondents answers. The aim of research was investigating consumer behaviour towards green packaging. The aspects which we studied under this project was the knowledge of customer in terms of packaging, will the customer switch to a product using green packaging, is the customer willing to pay extra for green packaging, is green packaging more attractive then conventional packaging & will green packaging influence a consumer's buying behavior towards the product. The demographic analysis suggested that the results be analysed based on individuals group having education range from SSC to PhD and among the working professionals, businessmen, freelancers and also the unsalaried group. Firstly, the analysis was analysed consumer behaviour based on their experience, and then the behaviour of experienced respondents was examined via ability to recommend green packaging to others.

While examining consumer behaviour toward functions of package, the findings showed positive evaluation from both non-experienced and experienced participants relating to functions of protecting product quality, willing to pay for the environment friendly product and providing convenience of ecological packaging. However, the research also pointed out features affecting on customer behaviours while considering green packaging in the purchasing process. For specific, in terms of protecting function, packaging made from minimal material were suspected not be solid enough to prevent contaminating and damage. Besides providing huge amount of benefit for the ecological value, consumers also consider price as an essential factor impacting on purchasing decision. Finally, reliability reflected trustworthiness; consumers were confused about the authenticity of information provided on package. The reliability of information on packaging was determined as an aspect impacting on customer behaviour in term of promoting and providing convenience to the consumer.

9. Suggestions

Understanding consumer behaviour of a market is a crucial factor while an entrepreneur aims to achieve success in a new target market, so that academics and practitioners can take advantage of this research for other further studies. According to results from current research as well as other previous studies, the followed suggestions were listed, in order to help individual, business or institution aim to penetrate into the Indian market.

The technical improvement is required to maintain and develop quality of packaging. Any ecological material used to make packaging must be ensured about the solidity. The solidity of material directly related to protecting ability as well as preventing contamination and damage during transportation. Manufacturers should remember that consumers would not certainly repurchase product packed by low-quality materials with add green benefit, instead of choosing a solid conventional packaging.

Green value definitely is not the only prior factor affecting on consumer behaviours. According to the study's analysis, a product added with ecological benefits on packaging should be considered offering under an affordable and competitive price. The competitive price, such as lower or the same price comparing to a conventional product's price, would be an advantage in attracting consumer to choose green product in the purchasing process. However, price strategy plan should be drawn up as long-term pricing strategy, which determines relationship among business profits, costs as well as the economic situation.

The consumer cannot immediately perceive added ecological information on packaging without any particular introductions or numeric measurement on how ecologically friendly a product is. Green practitioners should be extremely careful in any message that they aim to communicate with consumer. Any green facts sticking on packaging without evidence could possible cause negative damage on product image. The green marketers are suggested to keep transparency in their performance relating to Cooperated Social Responsibility. Furthermore, knowledge about an ecological label should be raised among consumers in order to improve trustworthiness of the ecological label in consumer perception. The green marketers are recommended to introduce the ecological label via public communication channels, such as official website of the company and advertisement.

To conclude, the practices to raise public awareness of environment should be conducted regularly in order to introduce effect on consuming habits on environment as well as educate customers to reduce negative impacts on nature. The entrepreneurs can conduct campaigns by themselves or co-operate with other environmental organizations to launch marketing programs, which encourages green practices.

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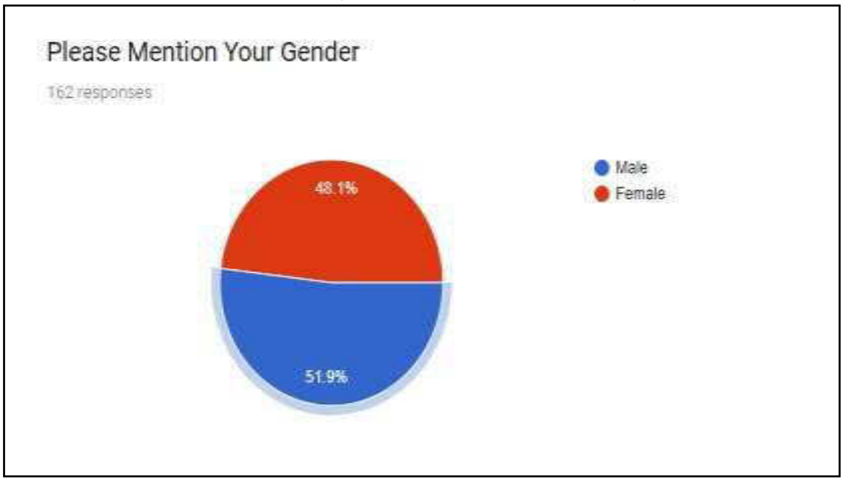
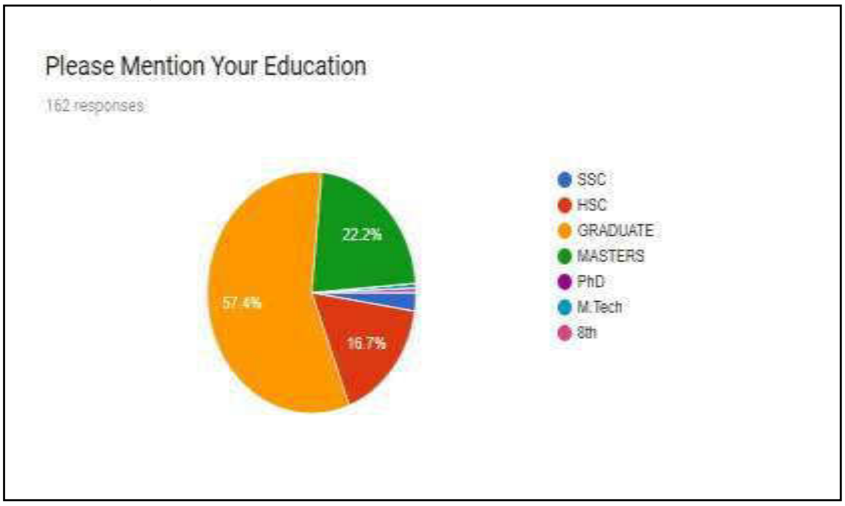
- *http://ec.europa.eu/eurostat/statisticsexplained/index.php/Packaging_waste_statistic*

Questionnaire for The Survey

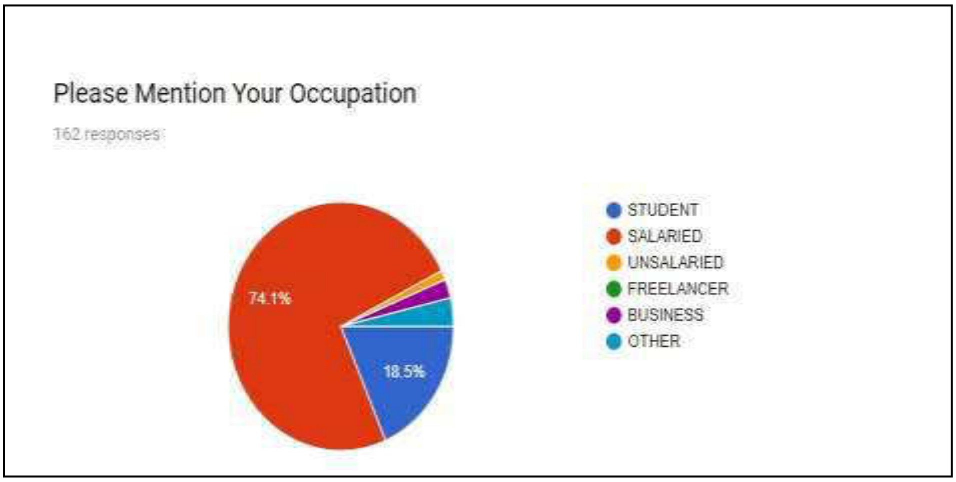
1) Please Mention Your Name
2) Please Mention Your Gender. a) Male b) Female



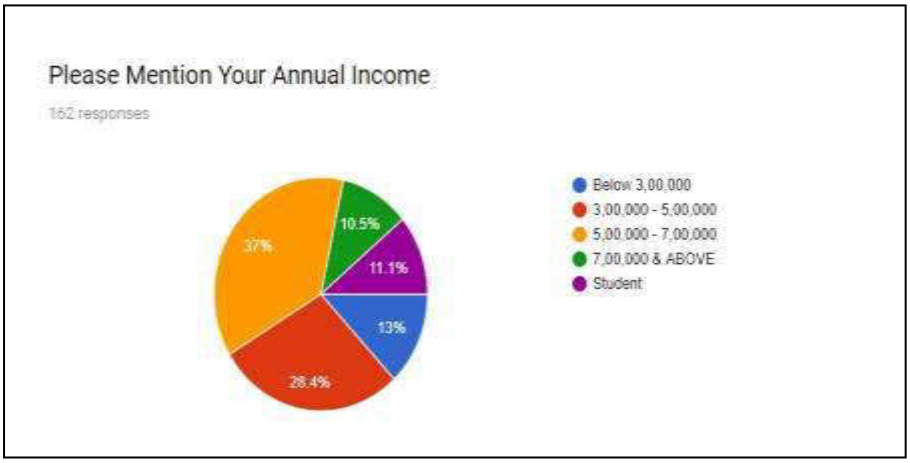
3) Please Mention Your Education.
a) SSC b) HSC c) Graduate d) Masters
e) PhD f) Others



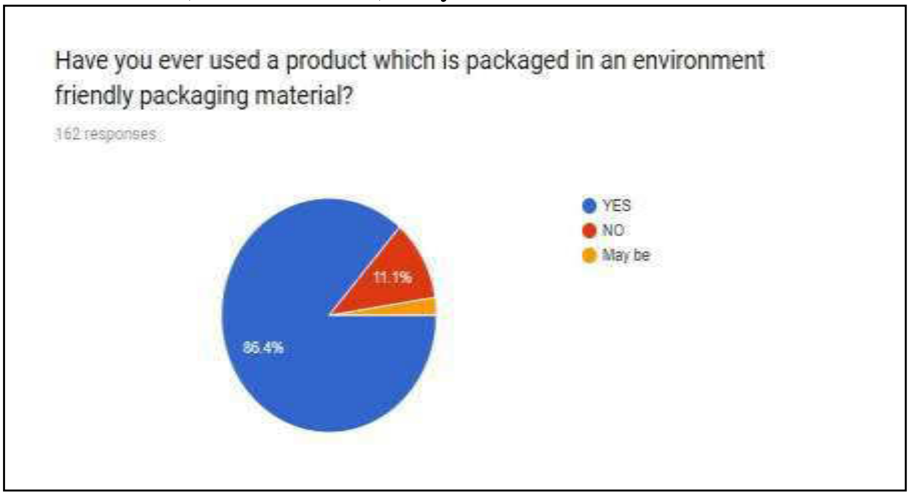
4) Please Mention Your Occupation
a) Salaried b) Student c) Unsalaried d) Freelancer
e) Business f) Others



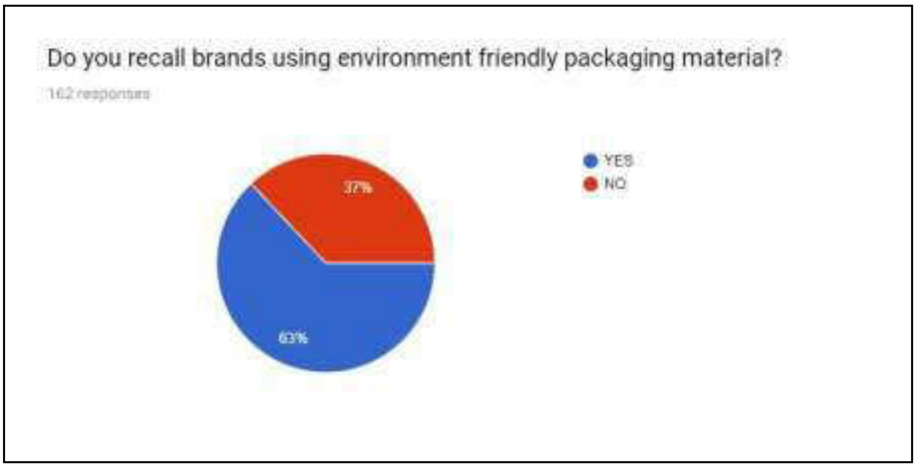
5) Please Mention Your Annual Income
   a) Below 3,00,000 b) 3,00,000 – 5,00,000 c) 5,00,000 – 7,00,000
   b) 7,00,000 and above



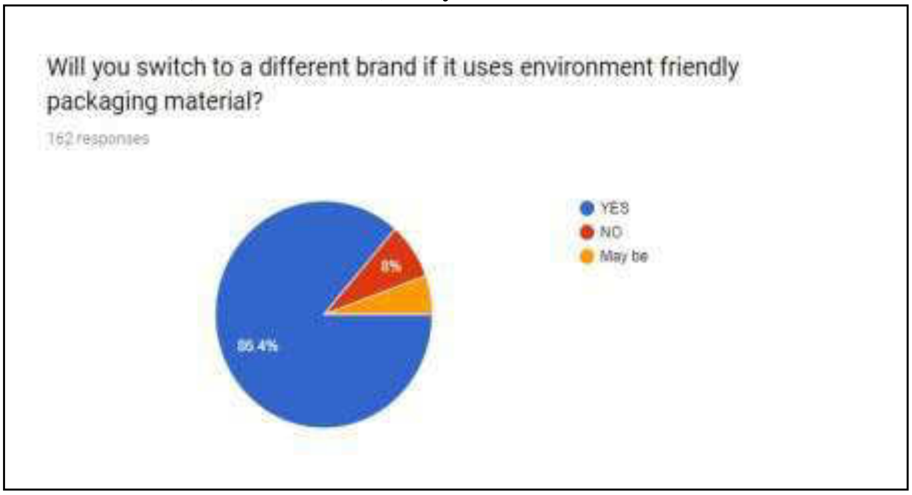
6) Have you ever used a product which is packaged in an environment friendly packaging material?
   a) Yes b) No c) May Be



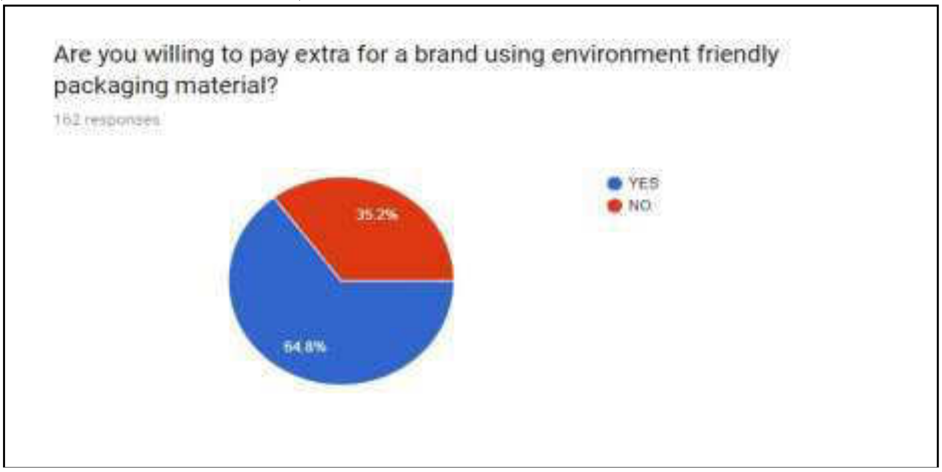
7) Do you recall brands using environment friendly packaging material?
   a) Yes b) No



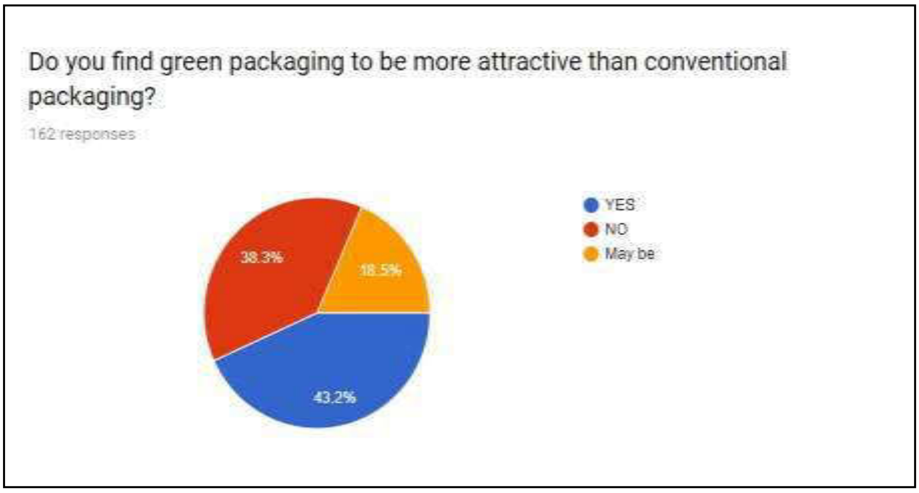
8) Will you switch to a different brand if it uses environment friendly packaging material?
   a) Yes b) No c) May Be



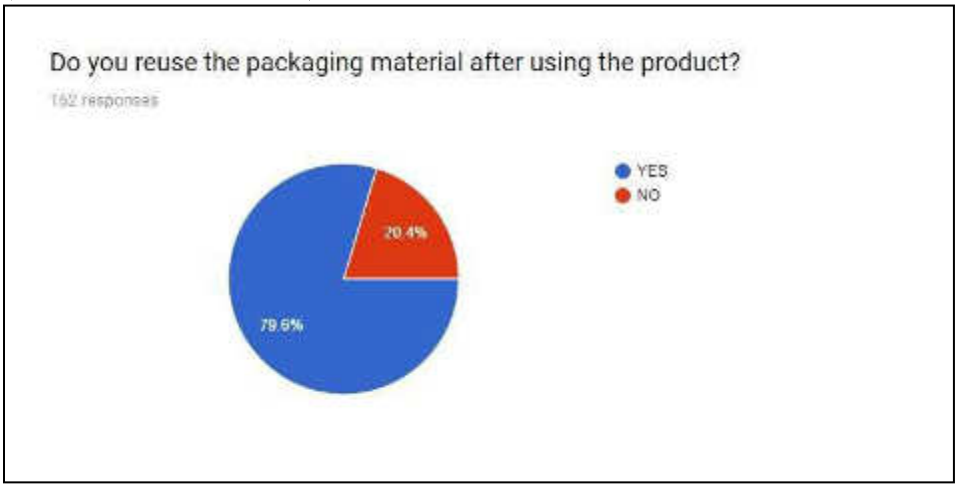
9) Are you willing to pay extra for a brand using environment friendly packaging material?
   a) Yes b) No



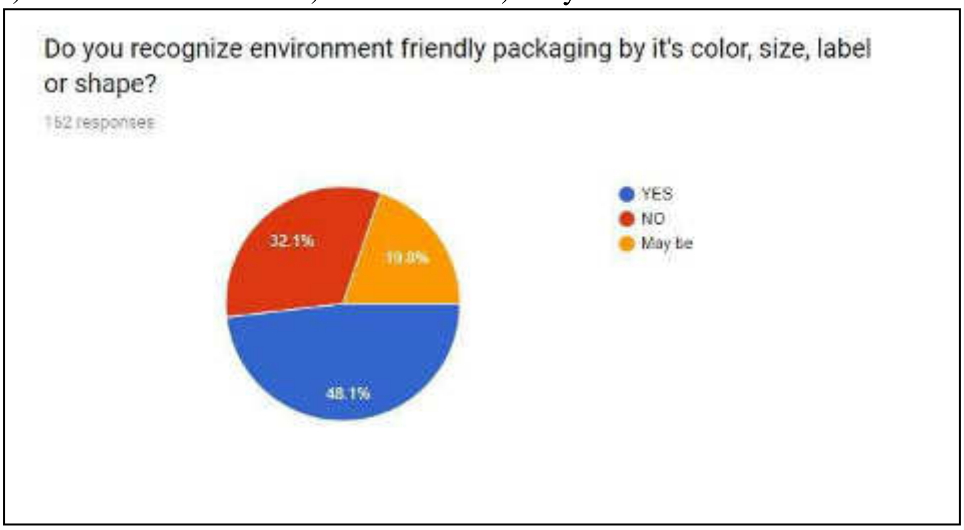
10) Do you find green packaging to be more attractive than conventional packaging?
   a) Yes b) No c) May Be



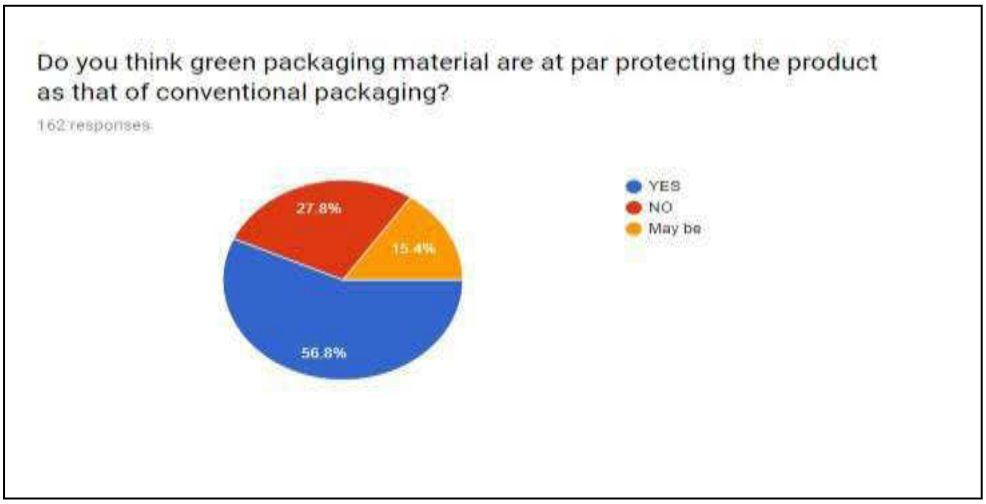
11) Do you reuse the packaging material after using the product?
 a) Yes b) No



12) Do you recognize environment friendly packaging by it's color, size, label or shape?
 a) Yes b) No c) May be

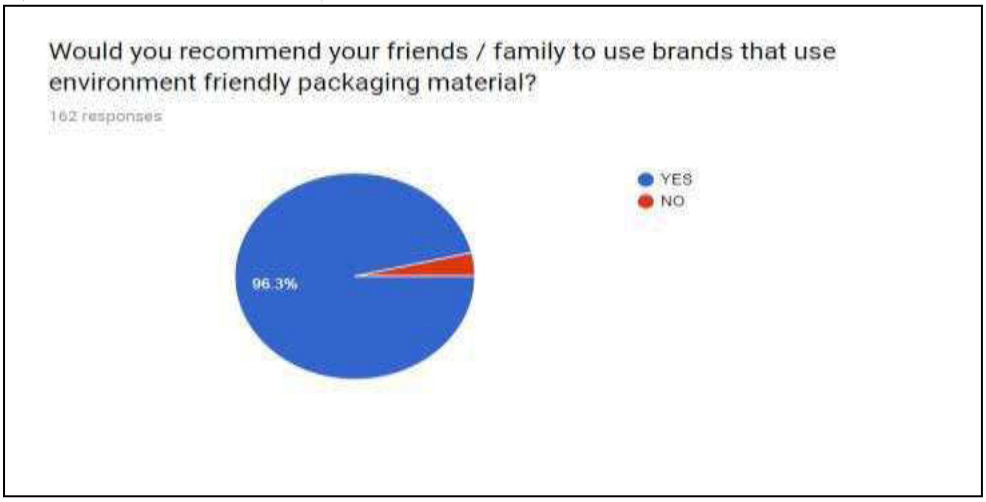


13) Do you think green packaging materials are at par protecting the product as that of conventional packaging?
 a) Yes b) No c) May Be



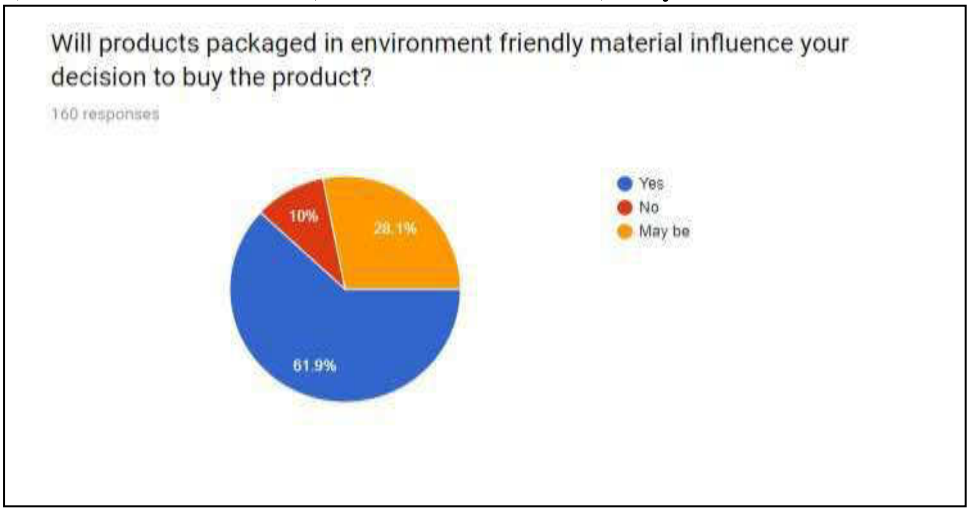
14) Would you recommend your friends / family to use brands that use environment friendly packaging material?

a) Yes b) No



15) Will products packaged in environment friendly material influence your decision to buy the product?

a) Yes b) No c) May be



E-Lounge: Comparative Study of Public Sector and Private Sector Banks

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ABSTRACT

When organizations are seeking new technology, they're most often looking for something that will not only streamline its internal processes, but also help it serve its customers better. The financial institution industry has been readily taking advantage of some of the new technology available today. Internet and mobile banking have been two of the largest leaps in service that banking customers and credit union members have seen due to the level of convenience. However, with Internet and mobile banking, there are limitations that still require the customer/member to come to a physical branch location. In order to bridge this gap, financial institutions are utilizing personal teller machines and self-service kiosks also called as e-lounge.

At first glance, they might appear to be an ATM; however, they are capable of performing a variety of additional transactions and services. Quite a few of the services offered go beyond the capabilities of online banking and tackle services that typically would require interacting with a teller during the regular branch hours.

Keywords: ATM, Banking Hours, E Services of Banks

1. Introduction

When organizations are seeking new technology, they're most often looking for something that will not only streamline its internal processes, but also help it serve its customers better. The financial institution industry has been readily taking advantage of some of the new technology available today. Internet and mobile banking have been two of the largest leaps in service that banking customers and credit union members have seen due to the level of convenience. However, with Internet and mobile banking, there are limitations that still require the customer/member to come to a physical branch location. In order to bridge this gap, financial institutions are utilizing personal teller machines and self-service kiosks also called as e-lounge.

- While self-service kiosks have been around for quite some time, they are becoming adopted by more and more financial institutions now-a-days. At first glance, they might appear to be an ATM; however, they are capable of performing a variety of additional transactions and services. Quite a few of the services offered go beyond the capabilities of online banking and tackle services that typically would require interacting with a teller during the regular branch hours. These kiosks offer the ability for customers to cash, cheques, complete money orders, print official cheques, pay bills and withdraw cash on top of other features.E-lounge is also called as E-lobby or E-Corners in some Banks.

Definitions of Key Concepts-

- Bank: A place that receives, lends, exchanges and protects money.
- Kiosk: A kiosk is a small physical structure (often including a computer and a display screen) that displays information for people walking by.
- Withdrawal: An act of taking money out of an account.
- Deposit: It means money placed into banking institutions for safekeeping. These deposits are made to deposit accounts such as savings accounts, checking accounts and money market accounts.
- Cheque: A cheque is a document that orders a bank to pay a specific amount of money from a person's account to the person in whose name the cheque has been issued.
- Passbook: A book issued by a bank or building society to an account holder, recording sums deposited and withdrawn.
- Technology: The application of scientific knowledge for practical purposes, especially in industry.

Purpose of the Study

The researcher has tried to do comparative analyses of E-Lounge between Public sector & private sector banks.

2. Objectives

- To study the concept of e-lounge.
- To know about the awareness of bank's account holders regarding e-lounge.
- To compare the E-lounge services provided by both the banks.
- To compare customer satisfaction regarding the services provided by public sector bank and private sector bank's e-lounge.

3. Research Methodology

The study is based on primary as well as secondary data. For the present study researcher has selected the purposive sampling method. The total 80 respondents were selected from two public sector & two private sector banks. To collect the primary data researcher has prepared the interview schedule containing13 questions related to the objectives of the study. Secondary data has been collected from the books, journals, official websites, etc.

4. Limitations

- The responses for the study have been collected from Nagpur only.
- Research sample included selected two public sector banks and selected two private sector banks only.
- The secondary data based information collected for this study carries all the limitations inherent in such data.
- Finally, the results of this study depend on the data collected from both primary and secondary sources. Therefore, the accuracy of the results dependsupon the accuracy of the data.

5. Review of Literature

- **Malika Rani (2012) 21:** Studied customer's perception on electronic banking services and also measured the satisfaction level of customers towards electronic banking services. The findings showed that maximum of 60 per cent of customers have positive perception on E-Banking services. Customers are more satisfactory with E-Banking services except one parameter like E-Banking is easy to use. The rural area customers are not using innovative E-Banking services frequently because they have less knowledge about internet and computer so customers hesitate to use in using E-Banking services.

- **Joshua A J &Moli P Koshy (2011), Journal of Internet Banking and Commerce, Usage Patterns of Electronic Banking Services by Urban Educated Customers: Glimpses from India, Vol. 16 no. 1:** This paper examines various usage patterns of technology-enabled banking self-services such as ATM services, internet banking services, tele banking services and mobile banking services. Only if the users start using all kinds of services within the ambit of the electronic banking would the adoption of these services would be complete and the users would then derive maximum benefit from these electronic banking channels.
- **KPMG, "Technology enabled transformation in Banking", The Economic Times Banking Technology, Conclave 2011:** This article has concluded that banking will be transformed by new technology by 2015. Customer friendly products, delivery channel, easy and accessible services and competitive pricing would be driving forces-and technology shall pay a dominant role in all these. Models using mobile devices and efficient payment systems will make banking services more widely available 24 x 7.
- **Kumbhar, Vijay (2011):** It examined the relationship between the demographics and customers' satisfaction in internet banking. It also found out relationship between service quality and customers' satisfaction as well as satisfaction in internet banking service provided by the public-sector bank and private sector banks. The study found out that overall satisfaction of employees, businessmen and professionals are higher in internet banking service. Also, it was found that there is significant difference in the customers' perception in internet banking services provided by the public and privates sector banks.
- **Sachin Mittal &Rajnish Jain (2010):** This paper is basically a literature review of banking industry and effect of IT based services on customer satisfaction. The study highlights customer satisfaction levels among young customers in banking industry. A survey indicates the gaps between customer's expectations and perception with respect to IT based banking services. Findings indicated need to improve the IT based services for enhancing customer satisfaction.
- **Sivakumaran (2005):** Believes that adoption of technology has led to the following benefits: greater productivity, profitability, and efficiency; faster service and customer satisfaction; convenience and flexibility; 24x7 operations; and space and cost savings.

- **Debashis and Mishra (2005):** The study analysed and measured customer satisfaction in branch services provided by nationalized banks in northern India. 1200 customers were given questionnaires and it was found out that computerization, accuracy in transactions, attitude of staff and availability of staff Influenced customer satisfaction. Least important factor was promotion of the products and various schemes.

6. Analysis and Interpretation

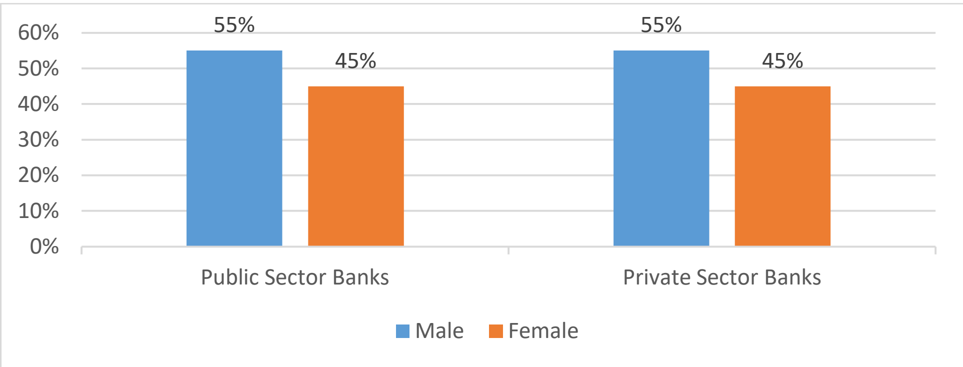
For the present study, the data is collected from the bank customers of Nagpur city. Customers of both Public & Private sector banks were taken. SBI & BOI were selected from public sector bank whereas AXIS & HDFC were selected from private sector banks.

Table 1: Gender Profile of the Respondents

Options	Public sector Banks			Private sector Banks		
	SBI	**BOI**	**Percentage**	**AXIS**	**HDFC**	**Percentage**
MALE	10	12	55	8	14	55
FEMALE	10	8	45	12	6	45
TOTAL	20	20	100	20	20	100

(Source: Primary data)

Graph 1: Gender Profile of the Respondents



Interpretation:

From the above table and graph no. 1 it is observed that out of the total respondent in both the banks, the percentage of males using e-lounge is 55% and of females using e-lounge is 45%. From the above analysis it is concluded that it is same for both private and public sector banks because even today trade and businesses, which require bank, related males do works. Frequency of females doing trade and business is less compared to males.

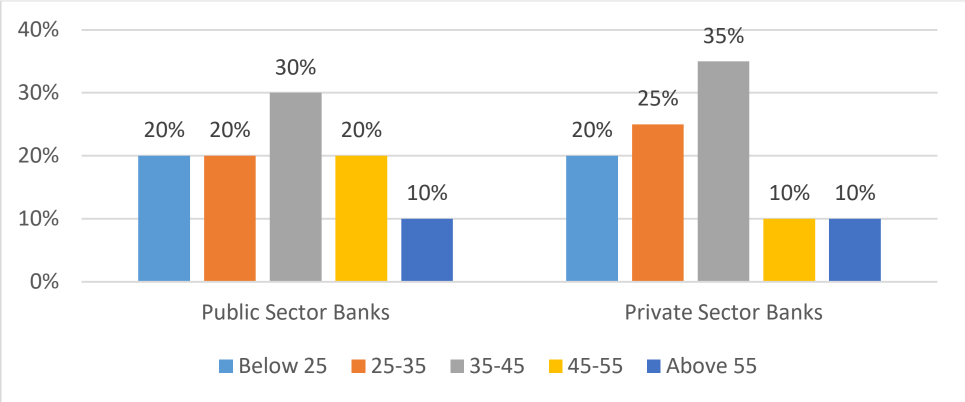
Table 2: Age Profileof the Respondents

Options	Public Sector Banks			Private Sector Banks		
	SBI	**BOI**	**Percentage**	**AXIS**	**HDFC**	**Percentage**
Below 25	4	4	20	6	2	20
25-35	4	4	20	4	6	25

35-45	6	6	30	6	8	35
45-55	4	4	20	2	2	10
Above 55	2	2	10	2	2	10
Total	20	20	100	20	20	100

(Source: Primary data)

Graph 2: Age Profile of the Respondents



Interpretation:

From the above table and graph no. 2 it is observed that percentage of age group between 35-45 in public sector banks is 30% whereas in private sector banks it is 35%. The percentage of age group between 25-35 and below 25 is 20% each for both sector banks.

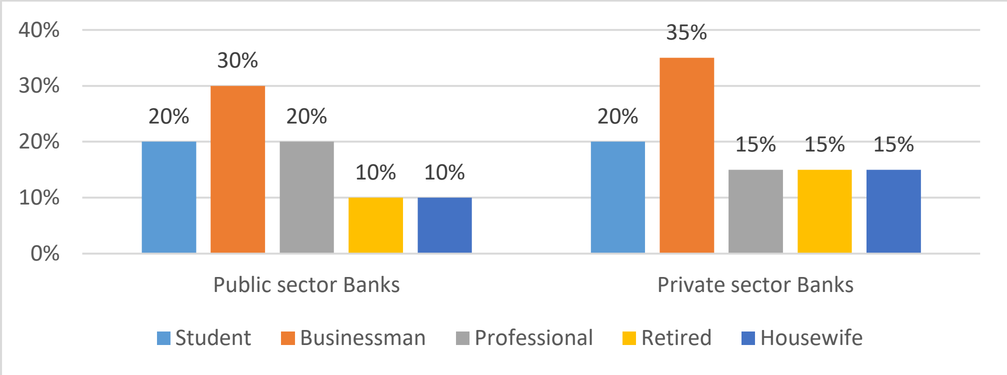
From the above analysis it is concluded that customers between age group 35-45, 25-35 and below 25 uses the service more because businessmen, professionals and students are usually in these age groups. They are literate how to avail E-Lounge facilities provided by the banks.

Table 3: Occupation Profile of the Respondents

Options	**Public sector Banks**			**Private sector Banks**		
	SBI	**BOI**	**Percentage**	**AXIS**	**HDFC**	**Percentage**
Student	4	4	20	6	2	20
Businessman	6	6	30	6	8	35
Professional	4	4	20	4	2	15
Retired	2	2	10	2	4	15
Housewife	4	4	10	2	4	15
Total	20	20	100	20	20	100

(Source: Primary data)

Graph 3: Occupation Profile of the Respondents



Interpretation:

From the above table and graph no.3 it is observed that percentage of businessmen in public sector banks is 30% whereas in private sector banks it is 35%. The percentage of students is 20% both banks &it is followed by professionals, retired person & housewives.

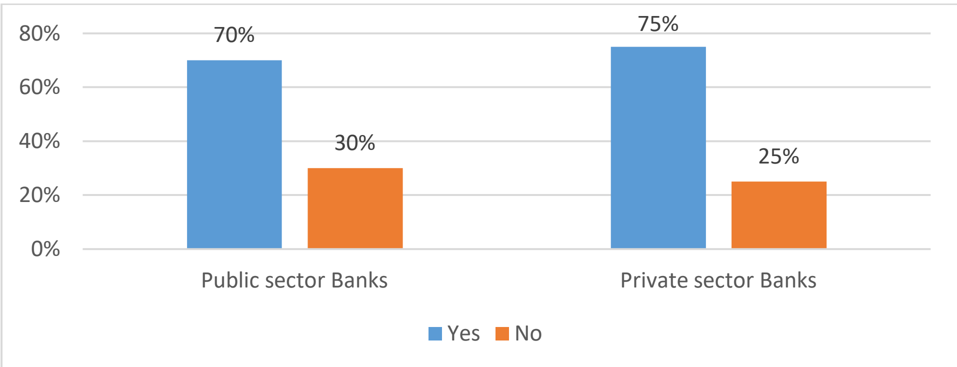
From the above analysis it is concluded that businessmen, students and professionals use e-lounge service more because they have more transactions and bank related works compared to other occupations listed above.

Table 4: Awareness for Digital Machine

Options	Public Sector Banks			Private Sector Banks		
	SBI	**BOI**	**Percentage**	**AXIS**	**HDFC**	**Percentage**
Yes	10	18	70	16	14	75
No	10	2	30	4	6	25
Total	20	20	100	20	20	100

(Source: Primary data)

Graph 4: Awareness for Digital Machine



Interpretation: From the above table and graph no.4 it is observed that in public sector banks 70% respondents are aware of digital machines whereas in private sector banks 75% respondents are aware of digital machines.

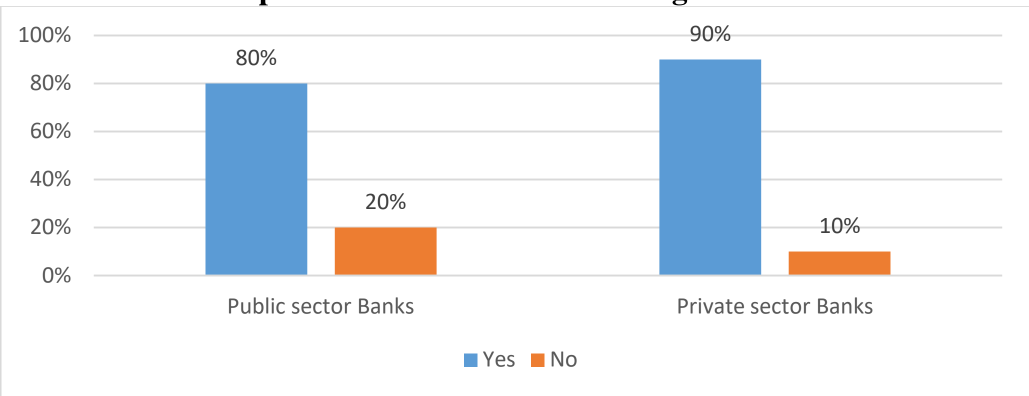
From the above analysis it is concluded that respondents of both the sector banks are aware about digital machines because now-a-days awareness regarding information technology or e-banking etc. is increasing day by day so people are aware about digital machines in banks.

Table 5: Awareness about E-lounge in Banks

Options	Public Sector Banks			Private Sector Banks		
	SBI	**BOI**	**Percentage**	**AXIS**	**HDFC**	**Percentage**
Yes	14	18	80	18	18	90
No	6	2	20	2	2	10
Total	20	20	100	20	20	100

(Source: Primary data)

Graph 5: Awareness about E-lounge in Banks



Interpretation: From the above table and graph no. 5 it is observed that 90% of respondents from private sector banks are aware about e-lounge whereas only 80% of respondents from public sector banks are aware about e-lounge and how to use it.

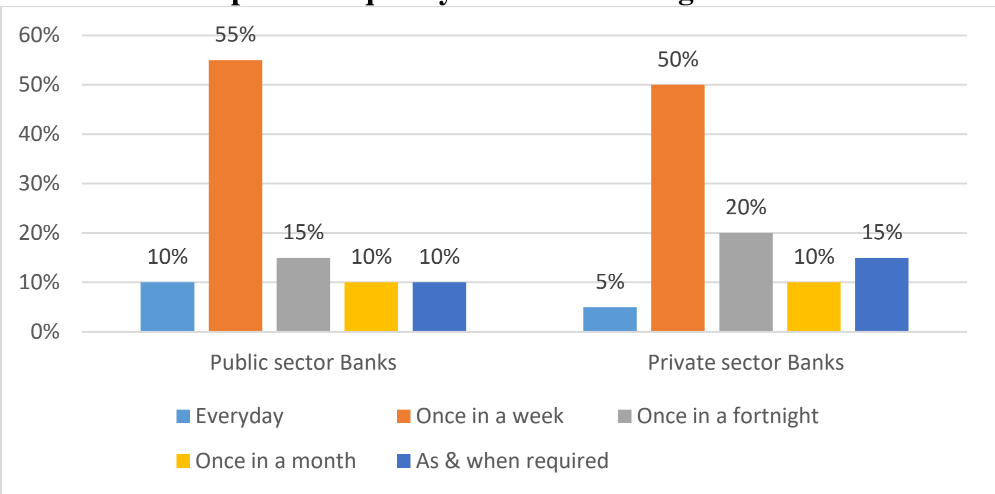
From the above analysis it is concluded that private sector bank users are more aware about e-lounge facility because private sector banks take steps for creating awareness among customers. Private sector banks creating number of new customers by providing them excellent e-lounge facility. Public sector bank users should also be guided by the bank officials on how to use it.

Table 6: Frequency of use of E-lounge services

Options	Public sector Banks			Private sector Banks		
	SBI	**BOI**	**Percentage**	**AXIS**	**HDFC**	**Percentage**
Everyday	2	2	10	0	2	5
Once in a week	10	12	55	10	10	50
Once in a fortnight	4	2	15	4	4	20
Once in a month	2	2	10	2	2	10
As & when required	2	2	10	4	2	15
Total	20	20	100	20	20	100

(Source: Primary data)

Graph 6: Frequency of use of E-lounge services



Interpretation:

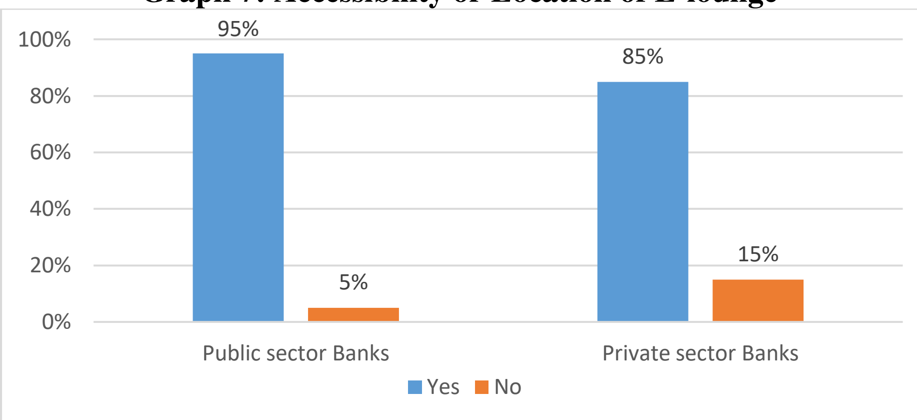
From the above table and graph no. 6 it is observed that in public sector banks 55% of respondent use e-lounge services once in a week whereas in private sector banks 50% of respondents use it once in a week. From the above analysis it is concluded that frequency of use of e-lounge services is more, once in a week and it is almost same for both banks because now a days e-bank services are available and it is easy for any person to visit e-lounge at any time. Even though the percentage are less because still numbers of customers illiteracy regarding the use of e-lounge.

Table 7: Accessibility or Location of E-lounge

Options	Public sector Banks			Private sector Banks		
	SBI	**BOI**	**Percentage**	**AXIS**	**HDFC**	**Percentage**
Yes	18	20	95	18	16	85
No	2	0	5	2	4	15
Total	20	20	100	20	20	100

(Source: Primary data)

Graph 7: Accessibility or Location of E-lounge



Interpretation:

From the above table and graph no.7 it is observed that 95% respondents of public sector banks are satisfied with accessibility of e-lounge whereas only 85% of respondents from public sector banks are satisfied with of e-lounge.

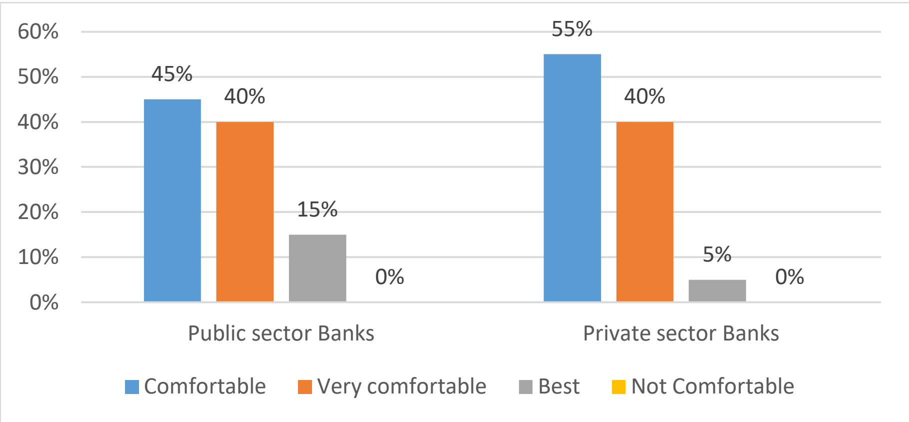
From the above analysis it is concluded that banks are taking care of customers' e-lounge services by establishing kiosk according to the requirement of customers.

Table 8: Interior Layout of E-lounge

Options	Public sector Banks			Private sector Banks		
	SBI	**BOI**	**Percentage**	**AXIS**	**HDFC**	**Percentage**
Comfortable	14	4	45	6	16	55
Very comfortable	4	12	40	12	4	40
Best	2	2	15	2	0	5
Not comfortable	0	4	0	0	0	0
Total	20	20	100	20	20	100

(Source: Primary data)

Graph 8: Interior Layout of E-lounge.



Interpretation:

From the above table and graph no.8 it is observed that from public sector banks 45% of total respondents find interior layout of e-lounge comfortable whereas in private sector banks 45% of respondents find it comfortable. But in public sector banks 15% find interior layout best whereas in private sector banks only 5% find it best.

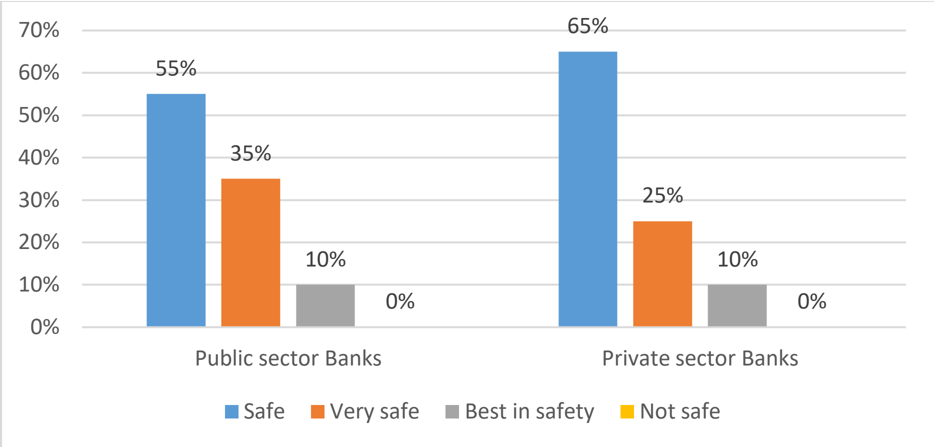
From the above analysis it is concluded that customers of public sector banks are more satisfied with interior layout of E-lounge because in some private sector banks the machines are launched inside the banks premises. So, it does not form any interior layout for it.

Table 9: Safety in E-lounge

Options	Public sector Banks			Private sector Banks		
	SBI	**BOI**	**Percentage**	**AXIS**	**HDFC**	**Percentage**
Safe	12	10	55	12	14	65
Very safe	6	8	35	6	4	25
Best in safety	2	2	10	2	2	10
Not safe	0	0	0	0	0	0
Total	20	20	100	20	20	100

(Source: Primary data)

Graph 9: Safety in E-lounge



Interpretation:

From the above table and graph no. 9 it is observed that 35% of public sector banks respondents find e-lounge best in safety whereas 25% of private sector banks respondents find it best in safety.

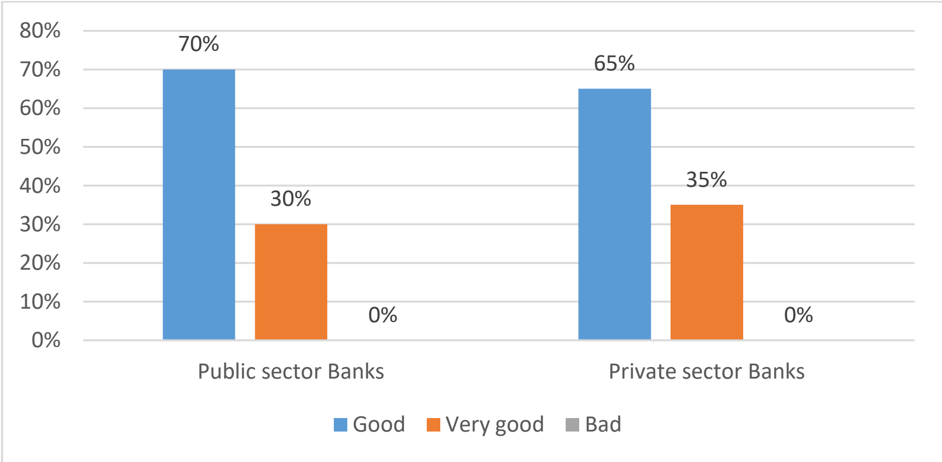
From the above analysis it is concluded that customers of public sector banks E-lounge are more satisfied with safety in E-lounge. Generally, in any bank safety is the most important factor. But the experiences vary from customer to customer.

Table 10: Condition of Machines in E-lounge

Options	Public sector Banks			Private sector Banks		
	SBI	**BOI**	**Percentage**	**AXIS**	**HDFC**	**Percentage**
Good	16	12	70	12	14	65
Very good	4	8	30	8	6	35
Bad	0	0	0	0	0	0
Total	20	20	100	20	20	100

(Source: Primary data)

Graph 10: Condition of Machine in E-lounge



Interpretation:

From the above table and graph no. 10 it is observed 35% respondents from private sector banks find condition of machine very good in e-lounge whereas 30% of respondents from public sector banks find condition of machines very good in e-lounge.

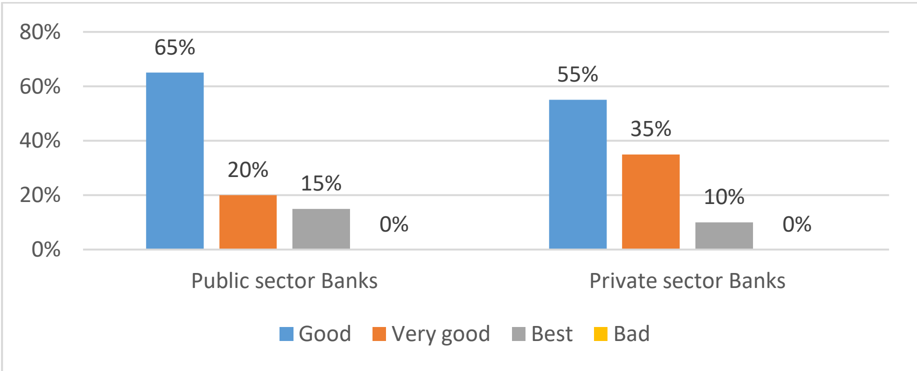
From the above analysis it is concluded that customers of private sector banks are more satisfied with condition of machines in E-lounge because the above percentage is more in support of private banks. Because of ill conditions of the machines, customers are facing problems many times for depositing & withdrawing the cash at times of emergency i.e. after working hours of bank.

Table 11: Speed of Machines

Options	Public sector Banks			Private sector Banks		
	SBI	**BOI**	**Percentage**	**AXIS**	**HDFC**	**Percentage**
Good	14	12	65	10	12	55
Very good	4	4	20	8	6	35
Best	2	4	15	2	2	10
Bad	0	0	0	0	0	0
Total	20	20	100	10	10	100

(Source: Primary data)

Graph 11: Speed of Machines



Interpretation:

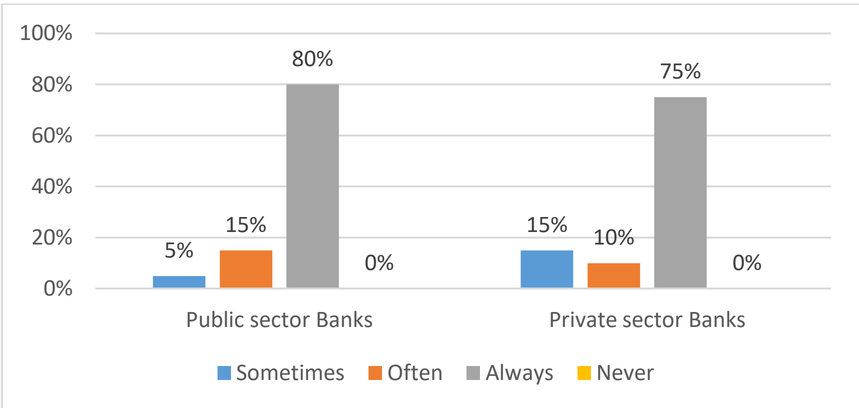
From the above table and graph no.11 it is observed that 15% of respondents from private sector banks find speed of machine best whereas only 10% of respondents from private sector banks find it best. From the above analysis it is concluded that customers of public sector banks are more satisfied with speed of machine in e-lounge.

Table 12: Presence of Security guard for Help or Any Query

Options	Public sector Banks			Private sector Banks		
	SBI	BOI	Percentage	AXIS	HDFC	Percentage
Sometimes	2	0	5	2	4	15
Often	4	2	15	2	2	10
Always	14	18	80	16	14	75
Never	0	0	0	0	0	0
Total	20	20	100	20	20	100

(Source: Primary data)

Graph 12: Presence of Security guard for Help or Any Query



Interpretation:

From the above table and graph no. 12 it is observed that presence of security guard for help or any query is 80% available in public sector banks and 75% in private sector banks.

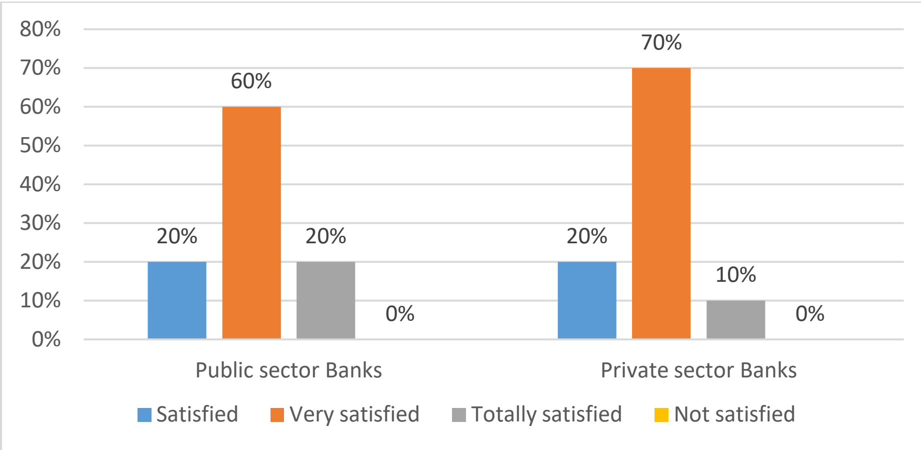
From the above analysis it is concluded that respondents of public sector banks are more satisfied with presence of security guard for help in e-lounge because from the experience of respondents the security guard was always present whenever they needed help.

Table 13: Satisfaction for service of E-lounge

Options	Public sector Banks			Private sector Banks		
	SBI	BOI	Percentage	AXIS	HDFC	Percentage
Satisfied	6	2	20	2	6	20
Very satisfied	12	12	60	16	12	70
Totally satisfied	2	6	20	2	2	10
Not satisfied	0	0	0	0	0	0
Total	20	20	100	20	20	100

(Source: Primary data)

Graph 13: Satisfaction for service of E-lounge



Interpretation:

From the above table and graph no. 13 it is observed that total satisfaction for e-lounge in public sector banks is 20% and in Private sector banks is 10%.

From the above analysis it is concluded that respondents of public sector banks are more satisfied with the service of e-lounge in banks because in overall factors public sector banks' e-lounge gave good experience to its customers.

7. Conclusion

In view of the above study, overall satisfaction level of the customers of the various banks is good. But some of the customers felt that the E-lounge services of their banks have to be improved for their utmost satisfaction. The researcher suggests that the bankers in order to retain the customers, they must improve the safety, provide accurate information and make easy for customers in using the E-lounge services. In general, majority of the customers are highly satisfied in using the E-lounge services of their banks.

Based on this study, the opinion of the sample respondents among the bank customers the various aspects of e-lounge services provided by public and private sector banks are evaluated using appropriate statistical techniques.

It is concluded from the results of the study that the usage of e-lounge services is perceived as important and the use of these services is associated with socio-economic and demographic characteristics of the respondents. Though, most of the customers prefer manual banking over e-banking, the customers tend to use e-lounge services and adoption of e-lounge or e-banking services among the bank customers is significantly influenced by the number of times visiting the banks as well as the number of banking transactions per month.

Most of the services through e-loungeperformed by both public and private banks are beyond the expectation of the customers. Similarly, the various services provided by both public and private sector banks are more than adequate for customers. It is concluded finally that there is significant difference between public and private sector banks in respect of both services provided and services performed via e-lounge.

It is identified that “time saving and less cost” tend to influence the bank customers’ “intention to continue using this service in the future” whereas “providing accurate, relevant and up-to date information”, “flexibility and easy accessibility with convenience” and “assisting to share the experience with bank and other customers more efficiently” tend to influence the bankcustomers to strongly recommend to others to use e-lounge services in the future.

It is further concluded that the bank customers may also continue to use e-lounge services in the future” as it is useful in getting account details and balance statements as well as for transferring funds. Moreover, bank customers tend to strongly recommend to others to use e-lounge services as it is useful for cash deposit, cash withdrawal, cheque deposit, using available cash in the accounts, internet banking and online terminal for other e-banking related usage.

Finding the best way to implement these kiosks (and other new technology) as well as encourage usage, without making customers feel excluded or discouraged from the other channels, will likely become a key priority for financial institutions. Just like with other channels of banking, customer type and demographics will likely play a large role in preference and usage. As these services become optimized and banks and credit unions get more creative with using technology to help better serve customers, it will be interesting to see the role it plays in the customer interaction model as a whole. While customer service interactions will remain a very important factor for banking customers, there will likely be an increasing push from customers to stay competitive by offering these new technologies.Some of the employees and customer, though they partake e-lounge services, were unaware about the fact that the area in a bank where the kiosks are installed is called an e-lounge.

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CSR Activities for Social Welfare: A Case Study of L&T, Nagpur

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ABSTRACT

Over the decades, the concept of corporate social responsibility (CSR) has continued to grow in importance and significance. It is recognized the world over that integrating social, environmental and ethical responsibilities into the governance of businesses ensures their long term success, competitiveness and sustainability. This approach also reaffirms the view that businesses are an integral part of society, and have a critical and active role to play in the sustenance and improvement of healthy ecosystems, in fostering social inclusiveness and equity, and in upholding the essentials of ethical practices and good governance. Corporate Social Responsibility is an integral part of business strategy whereby companies act with responsibility towards social and environmental concerns in their business operations and interactions with their stakeholders. Through CSR companies aim to achieve balance of economic, environmental and social imperatives simultaneously addressing the expectations of shareholders and stakeholders. In the earlier times Organizations were considered only as profit maximizing entities but with changing times and a more aware society many companies have felt they could strike a chord with their stakeholders through their CSR activities. CSR driven efforts do not only relate to make a contribution by donating money but it speaks of incorporating societal and moral practices into business strategies that help the consumers in building an optimistic brand image. This paper aims at analyzing the CSR activities undertaken by L&T, Nagpur for social welfare.

Key-Words: Corporate Social Responsibility, Social Imperatives, Competitive Advantage, Brand Image.

1. Introduction

Corporate Social Responsibility, or CSR, is something that was started by fashionable 'ethical' businesses. Realizing that promoting a responsible way of doing business actually improved the bottom line soon received wider interest, and now demonstrating responsibility has become expected when bidding for major contracts. The concept of Corporate Social Responsibility can be explained quite simply; it is doing the right thing. Corporate Social Responsibility, or CSR for short, is about how your organization's existence affects stakeholders beyond your own interests, recognizing the impact your operations have on the community at large. Adopting CSR considers how you can use this impact in a positive way, leading to sustainable growth and financial gains. Corporate Social Responsibility (CSR) means businesses and organizations working responsibly and contributing positively to the communities they operate in. It involves working with employees, their families, the local community and society at large to improve their quality of life. Companies that operate in a socially responsible way strengthen their reputations. In business, reputation is everything. It determines the extent to which customers want to buy from you, partners are willing to work with you and where you stand in the community. Corporate social responsibility (CSR) is also often referred to as business responsibility and an organization's action on environmental, ethical, social and economic issues. The terms in the area can seem confusing if you don't know the jargon - but don't be put off by this. CSR can be described as an approach by which a company does the following:

- Recognizes that its activities have a wider impact on the society in which it operates, and that developments in society in turn impact on its ability to pursue its business sustainably.
- Actively manages the economic, social, environmental and human rights impact of its activities both locally and across the world, basing these on principles which reflect both international values and the organizations own values (ethics), reaping benefits for both its own operations and reputation as well as the communities in which it operates.
- Seeks to achieve these benefits by working closely with other groups and organizations – local communities, civil society groups, other businesses and home and host governments.

2. Literature Review

- In a study made by **Caroll (1998)** on top 500 largest Indian companies found that around 49% companies were reporting on CSR. Most of the companies report on donations, renovating schools in villages, mid day meals etc. well defined expenditure on CSR has been shown by very few companies. The study also revealed that only 25% companies CSR activities were for employees and the rest were focusing on vicinity and society at large.
- **Nigel Sarbutts (2003),** the paper explored the way of doing CSR by small and medium sized companies. The research depicted that a structured approach to managing corporate reputation and profit maximization of SME‟s through CSR. The societal activities of small and medium sized companies is based on their cost is Benefit Analysis. Small Corporation always struggle for more reputation and minimization of risk. In such a situation, CSR comes as hope for these companies.
- **Vasanthi Srinivasan (2010)** in his study on CSR and Ethics in Medium, Small and Micro Enterprise in India attempts to draw from the existing body of knowledge from both the academic and popular literature in India to identify the CSR practices and develop a research agenda for responsible business practices in the small-medium enterprise in India. The findings highlighted that most of the studies done in the Indian context have largely been qualitative and exploratory in nature. The study also revealed that since small-medium enterprises contribute significantly to the economy and are geographically spread in a country like India, adoption of CSR and ethical practices is crucial to a balanced development.
- **Dr. M. Ramana Kumar (2013)** in his study on CSR (Analysis of select Indian Private and Public sector companies) tried to analyze the CSR activities carried out by Indian Private (Reliance Industries Ltd.) and public sector companies (ONGC) and also study the Indian government policies and programmes of CSR. The study revealed that though the Indian public and private firms are making efforts in the CSR areas, still there is a requirement of more emphasis on CSR.

3. Objectives of the Study

i. To Study the concept and benefits of CSR.
ii. To study the various CSR activities undertaken by L&T, Nagpur in 2016-2017.

4. Research Methodology

The study is based on primary as well as secondary data. Primary data has been availed from the interview with the area manager and reports of L&T, Nagpur office. Secondary data has been collected through various sources of information such as Research Papers, Books, Bank websites etc.

5. Limitations of The Study

- The study includes the use of secondary data collected from other sources which may have some deficiencies.
- Due to the limitation of time and monetary resources, Researcher was unable to develop a deep insight into the topic.
- Another major limitation was non-availability of resources to undertake the survey because this project was not sponsored and all the costs were to be borne by the Researcher only.

6. Benefits of Corporate Social Responsibility

During the 1950's and 1960's, the concept of **Corporate Social Responsibility** and Corporate Citizenship emerged as an alternative priority for organizations to consider. At its heart, Corporate Social Responsibility is about an organization taking responsibility for the impacts of its decisions and activities on all aspects of society, the community and the environment. Corporate Social Responsibility is more than just donating money or printing double-sided to save trees, it's about contributing to the health and welfare of society, operating transparently and ethically. More importantly, this way of operating should be embedded in the business, rather than an afterthought.

- **The ability to have positive impact in the community**- Keeping social responsibility front of mind encourages businesses to act ethically and to consider the social and environmental impacts of their business.
- **It supports public value outcomes-** Put simply, public value is about the value that an organization contributes to society. A sound, robust corporate social responsibility framework and organizational mindset can genuinely help organizations deliver public value outcomes by focusing on how their services can make a difference in the community.

- **It supports being an employer of choice**- Being an employer of choice typically translates into the company's ability to attract and retain high caliber staff. There are ways to approach being an employer of choice, including offering work life balance, positive working conditions and work place flexibility.
- **It encourages both professional and personal development**- Providing employees with the opportunity to be involved in a company's socially responsible activities can have the benefit of teaching new skills to staff, which can in turn be applied in the workplace. By undertaking activities outside of their usual work responsibilities, employees have the chance to contribute to work and causes that they might feel passionate about, or learn something entirely new which can help enrich their own perspectives. By supporting these activities, organizations encourage growth and support for employees.
- **It enhances relationships with clients**- A strong corporate social responsibility framework is essential to building and maintaining trust between the company and clients. It can strengthen ties, build alliances and foster strong working relationships with both existing and new clients. One way this can be achieved is by offering pro-bono or similar services where a company can partner with not-for-profit organizations to support their public value outcomes, where funds or resources may be limited. In turn, this helps deliver public value outcomes that may not have been delivered otherwise.

7. CSR Activities by L&T, Nagpur (2016-2017)

Larsen & Toubro Limited, also known as L&T is an Indian multi-national conglomerate headquartered in Mumbai, Maharashtra, India. It was founded by Danish engineers taking refuge in India, as well as an Indian financing partner. The company has business interests in engineering, construction, manufacturing goods, information technology, and financial services, and also has an office in the Middle-East and other parts of Asia. L&T is India's largest engineering and construction company. Described by NDTV in 2013 as a "bellwether of India's engineering & construction sector", L&T was recognized as the Company of the Year in Economic Times 2010 awards. Larsen & Toubro is a major technology, engineering, construction, manufacturing and financial services conglomerate, with global operations. L&T addresses critical needs in key sectors - Hydrocarbon, Infrastructure, Power, Process Industries and Defense - for customers in over 30 countries around the world. L&T is engaged in core, high impact sectors of the economy with integrated capabilities spanning the entire spectrum of 'design to deliver'.

CSR of Larsen & Toubro Limited, Nagpur during the Period Of 2016-2017

- In the month of January 2016, Larsen & Toubro Limited, Nagpur has provided a Water tank to the Deaf & Dumb School & Hostel campus on their urgent request. 70 students and Campus were benefited from the activity.
- In February 2016, Larsen & Toubro Limited provided woolen clothings to the students of Mecosabagh Corporation School. 50 Students were benefited from the activity.
- In March 2016, Essentials & Provisions were made available for Shantibhavan- (Mother Teresa's) Home for Aged and Destitute.
- In July 2016, Larsen & Toubro Limited conducted an Eye Care camp at PSD Workshop Butibori & NAO. 85 & 60 employees respectively availed benefit of this camp conducted in partnership with Vasan Eye Care.
- In July 2016, Mecosabagh School was visited to access the requirement for CSR activity.
- In July 2016, support was extended by Larsen & Toubro Limited to 'Arroha' for identification of new premises within city limits. Uddyam activity progress report was submitted for LTPCT.
- In July 2016, Ladies Club members commemorated the World Youth Skill Day (15th July) with the Uddyam students at Kalmeshwar and Wadi Centre of Aaroha.
- In December 2016, a Medical Camp was conducted by Nagpur Area Office in association with Swami Vivekananda Medical Mission, Khapri on 27th December 2016. A Team of doctors comprising Gynecologist, Dentist, Eye Specialist, Pediatrician and General Practitioner extended their services to the villagers of Gumgaon having population of approximately 3000 people. Free consultation, checkup & medicines were given to the villagers. The children were educated on importance of hand washing, personal hygiene & cleanliness. The Medical camp got an overwhelming response and 160 villagers availed the benefit of the Medical Camp. The villagers welcomed this gesture of L&T. Six L&T-ites volunteered the Medical Camp.
- In January 2017, A Medical Camp was conducted by Nagpur Area Office in association with Swami Vivekananda Medical Mission, Khapri on 31st Jan 2017. A Team of doctors comprising Gynecologist, Dentist, Eye Specialist, Pediatrician and General Practitioner

extended their services to the villagers of Satgaon having population of approximately 2000 people. Free consultation, checkup & medicines were given to the villagers. The children were educated on healthy on importance of hand washing, personal hygiene and cleanliness. The Medical camp got an overwhelming response and 260 villagers availed the benefit of the Medical Camp. The villagers welcomed this gesture of L&T. Four L&T-ites volunteered the Medical Camp.

- In January 2017, a CSR activity was carried out at Mecosabagh School. The required essentials like purifier, ceiling fan, writing material for students etc. were provided which benefitted 30 students of the school.

8. Conclusion

We are living in a world surrounded with numerous problems related to environment and society. CSR (Corporate Social Responsibility) is a means to sort out these problems to some extent because business is a part of society. Earning more and more profits is a natural phenomenon of every business unit but social responsibility is an obligation to the people living inside and outside the business organizations. Today, Government has also come as an initiative to control those business activities which makes a harmful effect on the society. The government suggested time to time to the business units that the corporate should enact a framework related to CSR i.e. its areas, investment, activities etc. and include them in the vision, mission and strategic planning. CSR typically includes issues related to business ethics, community engagement, global warming, water management, mange the use of natural resources, human rights etc. So, in order to get sustainable development and to survive in this competitive world, the organizations need to demonstrate a close and good relationship with society. Today the concept of CSR has undergone radical change. It has integrated social as well as environmental issues into their missions and decisions. Companies take keen interest in informing about their CSR activities to their stakeholders as well. However, the challenge for the companies is to determine a strong and innovative CSR strategy that should deliver high performance in ethical, environmental and social areas and meet all the objectives and expectations of the society as a whole.

"Every Company has a social responsibility, a constitutional opportunity and a moral obligation towards the society"

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Leadership and Entrepreneurship in Economic Growth in an Organization during the International Financial Crisis

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ABSTRACT

This paper how social conditions influence personal skills such as entrepreneurship and leadership. The hypothesis is that the merger of leadership and entrepreneurship in the economic units has a direct impact on its management, administration and growth in a period of economic crisis. The result is that there is a relationship between leadership, entrepreneurship and economic growth during the administration of the organization in an economic crisis.

Keywords: Economic crisis, entrepreneurship, functions of entrepreneurship, growth, leadership.

JEL: Q130, O400, M130, M16

RESUMEN

Este trabajo tiene por objetivo analizar las condiciones económicas y sociales que promueven o limitan la creación de nuevas unidades económicas. Estas condiciones sociales influyen en las capacidades personales como son la iniciativa emprendedora y el liderazgo. La hipótesis principal del trabajo es que la fusión del liderazgo y el emprendimiento de las unidades económicas tienen un impacto directo con el manejo, administración y crecimiento de la misma en un periodo de crisis económica. El resultado es que existe una relación entre el liderazgo, el emprendimiento y el crecimiento económico durante la administración de la organización en una crisis económica.

Palabras clave: Crecimiento económico, crisis económica, emprendimiento, funciones del emprendimiento, liderazgo.

1. Introduction

Within the administration is found the study of the company, and this to be an organization should make its operation more efficient and effective to maximize its resources and generate higher earnings and profits. To achieve this requires people who are the guides of the organization, which are called "leaders", "entrepreneurs" and even "managers". However, there is no universal definition of leadership because it is complex and analyzed in different forms, which require different definitions. Also, it cannot always be considered the words entrepreneurship and entrepreneurs as part of an organization, because under the term entrepreneur is not exclusive to the economic and administrative sciences.

This is because the term itself covers various aspects and disciplines, such as sociology, psychology, only to mention some of those that make up the social sciences. Thus, anyone has and / or may develop entrepreneurship at the time he makes an innovation or take a risk as Schumpeter (1982) points out. But if mentioned Schumpeter, it can be taken the term entrepreneur to management sciences, which would favor conducting research in this science and could combat the lack of academic inquiries compared with large percentages of research being conducted on disciplines in social sciences or natural sciences (Montaño, 2001).

For its part, the leadership will be defined according to Lussier and Achua (2011, p. 6) as the process of influence between leaders and followers to achieve organizational objectives through change. In addition to this, Mintzberg (1991) identified 10 managerial roles that leaders play to meet the objectives established in organizations. He divided them into three important roles: interpersonal roles, informational roles and decision-making roles. In decision-making roles is the role of entrepreneur, in which upon receiving an idea that can benefit the organization decides to make an innovation that he launches.

The overall objective of this article is to analyze whether within the Cooperative Society of Fishing Production (SCPP) The Patole, Cooperative of Limited Liability Company and Variable Capital (SC de RL de CV) there is only one person or if there are several people who guide, 'leading' or 'undertaking'. Furthermore, the characteristics of entrepreneurs and strategic leaders will be analyzed to show that there is a merger between the two when making decisions about economic growth during the 2008-2010 international financial crises.

2. Background of the Problem

There are several factors that contributed to the crisis of 2008-2010. First, widespread expectations of significant revaluations and continued in the price of real estate and raw materials are mentioned. Secondly a monetary policy that allowed financing costs very low (in US interest rates fell from 6.5% to 1%) reaching negative real rates, i.e. below expected inflation. And thirdly, the borrowing capacity of economic operators that expanded beyond any reasonable limit by the unbridled credit growth (Ciutadans-Party citizenship, 2008).

The financial and economic crisis of 2007 was preceded by an extended period of easy and cheap credit encouraged, the short-termism and excessive risk-taking by financial markets and financial markets took too many risks by speculative behavior leading to major imbalances as was the serious problem of lack of liquidity and tightening of refinancing conditions and leverage by financial institutions. Added to this the bankruptcy of Lehman Brothers on September 15, 2008 made the crisis all the financial orb (Directorate-General for Economic and Financial Affairs of the European Commission, 2009) broke out.

As a result problems arise in the financial systems that were transmitted to the real economy, credit contracted, business investment and domestic demand fell. It started the domino effect and trans boundary effects around the world coming to the EU and eurozone. European states have been mired in recessions, severe increases in levels of unemployment and public deficits, a sharp drop in revenue collections and in some cases, the collapse of a growth model that was forgetting the regulator right (Pérez Carrillo, 2010).

In Mexico, many companies were affected by the volatility of the exchange rate, mainly because they have debts in dollars, which generates foreign exchange losses. Some companies have hedges against these variations in exchange rates, but many do not. For example, the company Cemex, has a debt of more than 70% in dollars, increasing day by day with the devaluation of the peso against this (CEMEX, 2013). In addition to this, there is no increase in sales, generating as a consequence that companies are in a difficult and complicated situation because its costs continue to grow and profit margins continue to decline.

However, some economic units did not suffer the effects of the crisis, as in the case of the Cooperative Society of Fishing Production (SCPP) The Patole SC de RL de CV (here in after the SCPP the Patole), in which it happened an effect opposite. Figure 1 shows that during the period 2008-2010 impressive gains obtained by the production, which were higher than the values of the productions of previous years. Particularly in 2009, this growth is observed (See Figure 1 on next page).

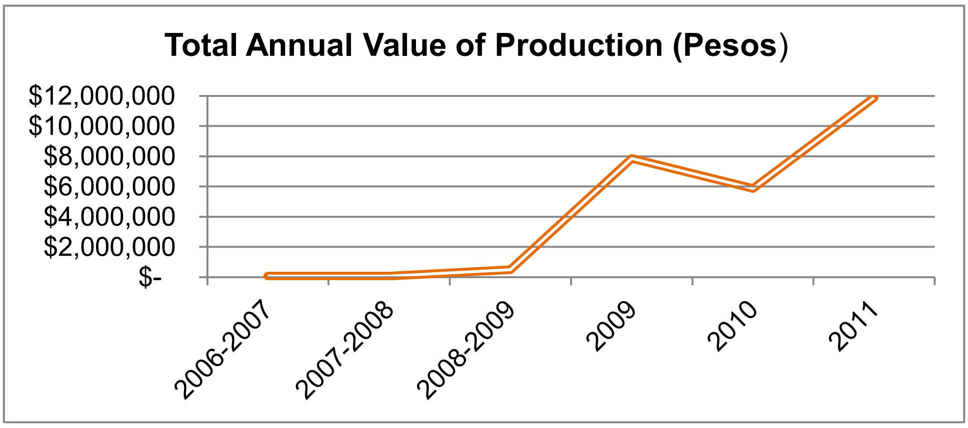

Figure 1. Annual production value in pesos of S.C.P.P. The Patole, S.C. of R.L. de C.V. period 2006-2011.

Source: Based on information presented in the reports on work of the S.C.P.P. The Patole, S.C. of R.L. de C.V., 2006-2014.

3. Delimitation of the Problem

Companies are important for developing country economies, are probably the best solution to overcome the financial crisis that is affecting everyone. The role of leaders and entrepreneurs in business is crucial to prevent a product, good or service from stagnating and allow the company to continue innovating or creating new markets.

The international financial crisis has significantly affected not only large companies, it has also affected SMEs, because there are certain goods, services and products who buy stop purchasing because they do not have the money to pay them. And it is when it needs leaders and entrepreneurs with new ideas for the international economy to pick up and can generate more jobs.

The following table shows that at the national level, most of the economic units registered by the National Institute of Economics, Geography and Informatics (INEGI) in 2008 were in the micro and small size. According to the data presented in this table highlights the case of the Cooperative Society of Fishing Production The Patole, S.C. of R.L. de C.V. It is a Cooperative Society Limited Liability of Capital Variable, according to the Corporations Law and the

General Law of Cooperative Societies (S.C.P.P. The Patole, S.C. of RL de CV, 2006). (See Table 1).

Size	Sector	Range of number of workers	Economic units
Micro	All	Up to 10	3’499,035
Small	Business	From 11 to 30	85,832
	Industry and Services	From 11 to 50	132,130
Medium	Trade	From 31 to 100	61,677
	Services	From 51 to 100	15,379
	Industry	From 51 to 250	25,454
Large	All	From 251 and more	6,069

Table 1. Stratification of the size and range of number of workers in manufacturing sectors, services and trade 2008 economic units.

Source: Own elaboration with data from Instituto Nacional de Estadística y Geografía y la Secretaría de Economía (INEGI, 2011).

The object of the S.C.P.P. The Patole is the extraction, capture and fishing collectively in national and internal waters of the Pacific Ocean in the Tazajal, Banderillas, Los Muertos and Patole estuaries of the various species authorized by the Ministry of Environment, Natural Resources and Fishing under the conditions the same point, and the sale, transportation and industrialization through the cooperative products obtained in the activities listed (SCPP the Patole, SC de RL de CV, 1995). Therefore, it is placed within small economic units engaged in commercial activity.

4. Characteristics of Entrepreneurs and Strategic Leaders

In classical economic theory the subject of entrepreneurship is covered, but failed to establish the same general idea, because some assimilated it as the individual who bears the risk, as was the case of Cantillon, Baudeau, Thiinen, and Bentham. Others considered the entrepreneurs as the superior worker as denoted Say and Smith. Others related the entrepreneur as intelligent man as explained by Cantillon, Quesnay, Turgot and Baudeau, and others described him as innovative as were Smith, Bentham and Mangoldt; Rodriguez Ramirez (2009). To generalize the issues of entrepreneurship are distinguished two characteristics: One, where the entrepreneur is risk taker and too intelligent person; and another, in which the entrepreneur makes decisions with innovative risk and as an innovative worker who makes the difference (Jackson, Gaster & Gaulden, 2001).

In the table below, is clearly seen the characteristics possessed by entrepreneurs that distinguish them from other people. It also can be seen the general characteristics that leaders possess according to the theories of personality traits, behavioral, and mental models:

Rating	Entrepreneurial characteristics	Leaders' characteristics
Motivational factors	Need for achievement Need for recognition The need for professional development Perception of the economic benefit Low need of power and status Need for independence The need for affiliation or helping others Need for escape, shelter or livelihood	Well-intentioned He is interested for the greater good Fight for equality Encourages others and encourages their development
Personal characteristics	Personal initiative Decision-making capacity Acceptance of moderate risks Orientation to opportunity Economic stability / self-control Orientation towards specific goals Locus of internal control (attributed to himself his successes or failures) Tolerance for ambiguity / uncertainty It is receptive in their social relationships It has a sense of urgency / valuable time Honesty / integrity and trust Perseverance / Steady Personal responsibility It is individualistic It is optimistic	Sociable Warm Considered Is humble Is honest and sincere Responsible Goal oriented Stable Safe It is helpful Take responsibility Locus of internal control Adaptability Ability to engage with others in a shared sense.
Physical characteristics	Energy Work hard	Extrovert Full of energy Character and a clear voice
Intellectual characteristics	Versatility / Flexibility Creativity / imagination / innovation Search for truth and information Planning and systematic monitoring of results Ability to analyze the environment (reflection) Comprehensive vision problems Ability to solve problems Planning with time limits	Imaginative Curiosity Independent thinking Open mentality Systemic thinking Emotional intelligence

General skills	Leadership Customer orientation Ability to obtain resources Manager / Resource Manager Pattern of production factors Efficiency and quality demands Direction and management of the company Network Communication	Reliable Meets commitments Respect each person Valiantly defends right Integrity and strong values Personal domain

Table 2. Comparison of the characteristics of entrepreneurs and the general characteristics of leaders

Source: Characteristics of entrepreneurs developing Sánchez Almagro, Moriano León and Sevilla Solano, 2003 and characteristics of leaders Prepared with information Daft (2006).

One of the relationships between the leadership and entrepreneurship is a personality characteristic of the innovators and entrepreneurs leaders is to accept that any risk involves dealing with uncertainty. People who feel comfortable against uncertainty usually have much confidence in themselves. Textbooks define the entrepreneur as risk-taker, and this was confirmed by a recent investigation in which to risky is presented as individuals' most eminent success (Madrigal Torres, 1999). Entrepreneurs and innovators are inclined to trust your intuition and embark on what someone risk averse would call risky opportunity.

Also, in any organization can emerge an entrepreneur. Creativity is a process of discovery, innovation and production of an idea or object. This discovery has to be useful or valuable. The creative individual is always analyzing what happens around him because his spirit and capacity for research and discovery are their way of life. In administration and directing, creativity is expressed in problem solving, improvisation, managing the human side of the company and the promotion and development of human talent thereof as well as the deployment of communication skills and emotional intelligence to communicate and receive ideas and feelings of entrepreneurs (Madrigal Torres, 2005).

By making a comparison between the two tables, it can be seen that certain features are repeated. Therefore, there will come a point where the person who guides the organization will become the same-entrepreneurial leader. However, it should be clear the difference between them. Leadership is a quality that must develop entrepreneurs: to be a leader has to do with the ability to influence others and support them to carry out their tasks to achieve a goal common.

5. Justification

Therefore, this research supports the The Patole, S.C.P.P., to know the characteristics of people who have made leadership and entrepreneurship during periods of economic and / or financial crises, specifically during 2008-2010 in the environments in which they operate. It will support the S.C.P.P. The Patole to the extent to be shown if it is necessary the development of leadership skills and entrepreneurship throughout society if currently carried out by one person.

6. Assumption

Leadership and entrepreneurship in the management of organizations has a direct impact with the administration of the enterprises in a period of economic crisis. The personal characteristics of the leader and entrepreneur, as well as the different functions performed in making decisions have a direct relationship with the administration of the economic unit during periods of economic crisis.

7. Theoretical and Conceptual Framework

A. Theory of economic development A. Schumpeter

B. Theory of situational leadership Keneth and Blanchard

For the purpose of this research it will only be narrowed the concept of entrepreneurship indicated by Alcaraz Rodriguez (2011) as the set of features that make acting a person in a certain way and allow to display certain skills to visualize, define and achieve objectives. Creating, innovating and therefore doing activities that are novel in some way, to do things differently to improve the existing products or services.

Also, after doing the review of the theories and empirical literature will be applied the economic development theories of Schumpeter and situational leadership and Kenneth Blanchard. According to Alonso and Fracchia (2009) Schumpeter delineates the entrepreneur as the driving agent of a process of continuous transformations in the economic unit of production which make up a non-linear advancement of society. It considers the development as a change endogenously gestated, spontaneous and discontinuous and is in the conception of this mutation that emerges the entrepreneur figure.

For Schumpeter is not necessary that exist more productive factors for development, indeed, it is a simple adaptation. What matters is to make new things with existing factors, to combine with most efficient ways and to create new products. The entrepreneur is the agent that generates these innovations. Also, Schumpeter did not think that saving was the key to understanding the progress of societies because, in terms of mere capital formation, does not generate qualitative changes in the economy (Alonso and Fracchia, 2009).

The Schumpeterian entrepreneur seeks, in the words of the author, a powerful social position, the pleasure of being independent of and superior to others, the momentum of constant struggle and conquest and the satisfaction of creating. And it is also irrational because incorporated innovations not arise from a rigorous study but its own intuition. The Schumpeter entrepreneur is a born leader. He/she does not accept the reality as it is, but seeks to change and it needs to convince others to follow him/her. The entrepreneur needs to impress the investor to finance his/her projects. If he/she is introducing a new product, he/she needs to create demand, leading productive factors and combining non-traditional forms (Alonso and Fracchia, 2009).

The entrepreneur also leads the market as a whole, as its competitors will follow and imitate in implementing innovations. To summarize, in the original theory of Schumpeterian entrepreneur, this individual becomes the engine of qualitative leaps in the economic order by introducing innovations in production, marketing or market structure. To do this, he uses his intuition rather than refinishing and calculating costs and benefits when detecting possible new combinations. Just as motivation not just in the hedonistic pursuit of profit maximization, but finds pleasure in creative activity and a powerful social position (Alonso and Fracchia, 2009).

The theory of situational leadership of Kenneth Blanchard is based on the relationship between 1) driving work behavior; 2) the socio-emotional support as relationship behavior provided by the manager; and 3) the level of "maturity" of subordinates with respect to a specific task. He defined maturity as the ability to set high but achievable goals (motivation, achievement), and the willingness and ability to take responsibility, and education and / or experience of an individual or a group. These variables must be considered maturity only in relation to a specific task to be performed. That is, an individual or a group is not mature or immature in a total sense (Santa-Barbara Sanchez and Rodriguez Fernandez, 2010).

The degree of maturity of the people varies regardless of the specific task or objective function that the manager attempts through his/her efforts. For Hersey and Blanchard, the relationship-oriented behavior is the degree to which the leader is able to maintain personal relations between him and members of his group: Opening communication channels, providing social and emotional support, "pat on the back" and behaviors that facilitate the work. They suggest that the key to the success of the leader is to identify the degree of maturity of the subordinated and adopt the appropriate leadership style, which, according to the latter, may be one of the following types: direct, sell, participate or delegate (Santa-Barbara Sanchez and Rodriguez Fernandez, 2010).

8. Contextual Framework

The S.C.P.P The Patole S.C. of R.L. if C.V. conducts its operations primarily in the estuary 'The Tazajal', which adjoins the Lomas del Mar Piaxtla village of receivership Dimas station in the municipality of San Ignacio, Sinaloa. Access is through the Mazatlan-Culiacan motorway in which to reach Marble booth should be performed left shift toward the receivership of the same name. Then it follows a dirt road 3 km and finish traversing is found the town Lomas del Mar.

9. Method

Data collection through:

A. Databases on the Web (refereed articles, scientific journals, etc.).
B. Official websites (Cementos de Mexico, Directorate-General for Economic and Financial Affairs of the European Commission)
C. Reports of work, articles of incorporation of the S.C.P.P. The Patole, S.C. of R.L. de C.V., and application of questionnaires to members.
D. To a lesser extent without arbitration websites (google, yahoo, etc.).

10. Analysis of Results

Through the realization of this article is understood within the S.C.P.P. The Patole that there is only one person presenting the characteristics of leaders and entrepreneurs, which means that the personal characteristics of the leader-entrepreneur and the different functions performed in decision-making have a direct relationship with the administration of the economic unit during periods of economic crisis. The hypothesis of the research is that leadership and entrepreneurship of economic units have a direct impact with the management, administration and economic growth of the enterprise in a period of economic crisis.

The relationship established between the variables is that with the leadership and entrepreneurship can be overcome problems arising in the administration of economic crises that have occurred in the S.C.P.P. The Patole. The Pearson correlation states that for any probability value (sig) less than or equal to 0.05, reject the null hypothesis (Ho) and alternative hypothesis (Ha) is accepted. For all probability value (sig) greater than 0.05, Ho is accepted and Ha is rejected in the case of this research in Ho. Relationship exists, and Ha: They are independent. The correlation between the independent variable and the dependent variable shows a Pearson correlation of 0.353 using the significance level of 0.05., as found above 0.05 it is said that Ho is accepted and Ha is rejected.

The following table shows that between the independent variable and the variable exists dependent correlation Pearson 0.353 using the significance level of 0.05., as found above 0.05 is said that Ho is accepted and rejected Ha. (See table 3).

11. Conclusions and Recommendations

The aim of the investigation was achieved proving that there is a merge between leadership and entrepreneurship styles to be applied in the management and growth of the organization during periods of economic crisis. Regarding the growth of the economic unit and the relationship with the features and functions of entrepreneurs, this research shows that members agree that there is generally a relationship between these three indicators. This means that there are leaders who are entrepreneurial and are doing a good performance and others are supporting them. In addition, members consider that there are no problems between the entrepreneur and the administrative function, which means that entrepreneurs of the economic unit have good communication with the rest of the team.

		Independent variable: Entrepreneurship	Dependent variable: Economic crisis management
Variable Independent: Leadership-Entrepreneurship	Pearson correlation	1	.353
	Sig. (bilateral)		.151
	N	18	18
Dependent: Economic crisis management	Correlation de Pearson	.353	1
	Sig. (bilateral)	.151	
	N	18	18

Table 3. Correlations
Source: Own elaboration

It was shown that there was a good management in the administration of the economic unit during the economic crisis of the investigation. It means that entrepreneurs efficiently applied financial, human and material resources of the society, which presented innovations and implemented efficiently. As proof high yields achieved in those seasons are observed.

It is recommended that, as a cooperative society, is considered necessary that the leaders-entrepreneurs have a support team that has the same vision to success provided they are not salaried people. This support derives from the precepts of cooperatives, such as solidarity and collective work for the proper functioning of the organization. All members are considered self-sufficient for productive activities, although this scenario will be different in the medium term by the age of the partners. Therefore, they consider work as partners and should make no salaried people. It means that as most are involved and committed to the welfare of the economic unit as well as the idea that incorporate people from outside the organization would affect them.

It is considered that it is necessary that they be given more training in various activities by qualified personnel by federal, state and municipal governments to enable them to overcome periods of economic crisis and stop being leaders-entrepreneurs to become innovative entrepreneurs. Just as it would need to be in constant advice from various agencies or incubators that do not close your company and lose their assets when facing a period of global economic crisis.

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Business Remodeling- Exploring New Initiatives in Key Business Functions - New Trends in Entrepreneurship

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ABSTRACT

Objective

To identify new trends in entrepreneurship

Implications

Awareness of trends enables proper mentoring of budding entrepreneurs by institutions and formulation of policy by governments.

Entrepreneurship is commonly a process by which either an individual or a team, identifies a business opportunity and acquires and deploys the necessary resources required for its exploitation. Indians have always been entrepreneurs but in recent times there has been a shift in the nature of Indian entrepreneurship. These shifting trends in entrepreneurship and innovation are important drivers and shapers of the economy in the years to come. Shift from a "managed" to an "entrepreneurial economy", rise of the "Knowledge Economy", strategically networked innovation; globalization and social entrepreneurship have fueled new trends in entrepreneurship.

Rising unemployment, weak industrial growth, a struggling agriculture sector, cost rationalizations, the global slowdown, as also the government's inability to provide jobs for all has veered the economy around to a stage where individual entrepreneurship takes centre stage and this trend is further moulded by increased number of youth, a significant number of female entrepreneurs, diverse social and educational backgrounds of the unemployed and availability of co-working spaces for work.

Today's entrepreneurs and their ventures have adopted path breaking trends be it venture association or enterprise valuation or business models with different pricing strategies or the concept of ownership. Although entrepreneurs face the reality of being abandoned by risk funds and of the managerial challenges of scaling up the start up as projected, keeping pace with changing trends is certain to help them overcome most odds.

Key Words: Entrepreneurship, trends, knowledge, innovation, economy

1. Introduction

Entrepreneurship is commonly a process of designing, launching and running a new business, that too mostly, starting as a small business. Entrepreneurship is also the process by which either an individual or a team, identifies a business opportunity and acquires and deploys the necessary resources required for its exploitation. Entrepreneurship is normally associated with new, small, for-profit start-ups, but entrepreneurial behavior can also be seen in small, medium and large sized firms, new and established firms and in not-for-profit organizations, including voluntary-sector groups, and even government.

Key Words

Entrepreneurship, trends, knowledge, innovation, economy

Objective

To identify new trends in entrepreneurship

Methodology

To collect and collate relevant information from secondary data taken from the internet, newspaper articles

2. Phenomenon of Entrepreneurship

Entrepreneurship is a complex phenomenon that broadly relates to the entrepreneur, his vision and its implementation. It refers to the process of action an entrepreneur undertakes to establish an enterprise. It is a creative and innovative response to the environment. The key player is always the entrepreneur. So the term indicates the ability to discover an investment opportunity and to organize an enterprise around it, thereby contributing to real economic growth. It involves taking risks and making necessary investments under conditions of uncertainty and innovating, planning and taking decisions so as to make the venture a success.

Entrepreneurship is often simplified as running one’s own business but there's a difference between a ‘business owner’ and an ‘entrepreneur’ and although one can be both, what distinguishes entrepreneurship is the person's attitude. In entrepreneurship ‘passion is the real drive’, said Jun Jose de la Torre, in ‘Entrepreneur Middle East’. ‘Entrepreneurs possess an interior fuel and stamina that drives their actions, he said. This superior energy helps to overtake and surpass the different challenges, and it injects strength to continue pursuing goals when difficulties arise’.

Entrepreneurs tend to be good at perceiving new business opportunities and they regularly exhibit positive outlook in their perception. This together with a tendency towards risk-taking makes them more likely to exploit opportunities. Over the years the definition of entrepreneurship has expanded to explain how and why some individuals and teams identify opportunities, evaluate them as viable and then decide to exploit them. Others are not able to zero in on this but entrepreneurs use opportunities to develop new products or services, launch new firms or even new industries and create wealth.

Indians have always been entrepreneurs; we all hear about businesses growing from father to son or the rags to riches story in conventional industry. It has come to stand for something that is out of the box and is globally oriented. But in recent times there has been a shift in the nature of Indian entrepreneurship.

3. New Trends

These shifting trends in entrepreneurship and innovation are important drivers of the economy in the years to come.

a) Shift from a 'managed' to an 'entrepreneurial economy'- Historically, the industrial revolution transformed the world through technological innovation and gave us the likes of Henry Ford, Alexander Graham Bell, Thomas Edison and Guglielmo Marconi. This entrepreneurial phase transitioned into a managed economy in which large corporations and governments funded research. This resulted in large corporations such as General Electric, General Motors and IBM. Further emergence of new technologies gave rise to firms such as Apple, Google, Cisco and Facebook. In India too, the journey has been from Tatas, Birlas, to Reliance, Infosys and to Spacewood. Today the trend has changed to an entrepreneurial economy in which small to medium sized enterprises make up around 99% of all firms. While large firms still dominate industries and drive the commercialization of new technologies, they are increasingly hedged by new entrants with entrepreneurial flair.
b) Rise of the Knowledge Economy - A second trend noticed is the increased importance of intangible assets over physical capital and land. The Global Entrepreneurship Monitor classifies economies into 'Factor Driven', 'Efficiency Driven' and 'Innovation Driven'. The first are largely based on agriculture and commodities with most of the workforce engaged in primary industries and low value adding. The second are engaged in manufacturing and

value adding within the secondary industries, while the third are knowledge intensive and have much of their wealth created in the form of patents, registered trademarks and copyrights. There is now an increased inclination to invest in R&D with the generation of patents which give more labour productivity and enhanced economic growth.

c) Networked innovation - This means that the ownership now is diffused. At its peak in the early ‘40s the Ford Motor Company owned its own rubber plantations, transport companies as well as the manufacturing plants. By the 1990s companies such as Proctor & Gamble and Dell had a deliberate strategy of outsourcing R&D and production via licensing and supply chain management.

d) Globalization - This opened up global trade which was further facilitated by the interconnectivity offered by the modern information and communications technologies. Global trade agreements, free trade areas and treaties and international collaborations also played a key role in setting new trends in innovation and enterprise development.

e) Low, mid and high Technology - The fifth trend is the focus not just on innovation about high-technology but on the "Silicon Valley Business Model". Due to this, low and mid-tech industries became the more important in many economies. Low tech industries are today innovative and unlock their potential by investing in R&D and by protecting their intellectual property.

f) Social entrepreneurship and innovation - Another important trend is the recognition of the growing importance of the 'social economy' within society. The economies seek to enhance competitiveness and reduce government involvement in the economy. This lead to the emergence of Corporate Social Responsibility (CSR) within many large corporations. This eventually lead to many social entrepreneurships that comprised of voluntary, non-profit and social enterprises.

4. Aggregating Factors

Every month, a millions of Indians become eligible to join the workforce, but the growth in jobs has not kept pace with the rising number of aspirants. The result is that unemployment is on the rise. The situation has worsened due to weak industrial growth, a struggling agriculture sector, cost rationalizations in several sectors and the effect of a global slowdown. Further, traditionally labour-intensive industries are increasingly mechanizing their operations, again shrinking job opportunities. Large manufacturers are trimming operations, throwing many jobs into jeopardy. Since governments also are unable to provide jobs for all, the economy is veering around to a stage where individual entrepreneurship takes centre stage and this trend is aided by following factors too-

- Youth: India today is young, pragmatic, socially conscious and sets new innovative trends in entrepreneurship.
- Women: A significant number of female entrepreneurs have brought in fresh ideas and working methods which are defining trends in various sectors.
- Diversity: Entrepreneurs are emerging from diverse social and educational backgrounds and because each has different points of view there is diversity in entrepreneurship.
- Creative Co-working: Entrepreneurs always look for ways to cut expenses and boost creativity, and co-working spaces provides for both. These spaces give not just desk space, but offer built in communities, events, coffee shops, and accelerators which help increase efficiency.
- The Rise of Cities: This has given rise to new regulations allowing new businesses to function and grow.

The significance of new economy enterprises in education, healthcare, e-commerce and hospitality is immense. They indicate that there is a shift happening in economic activity, that the new economy is more digital and technology driven and is slowly but definitely changing entrepreneurial trends. India is on the cusp of a second-generation digital revolution, which is spreading across the economic spectrum, from agriculture, rural, healthcare, education, retail, manufacturing and other services. It is to be noted that awareness of trends enables proper mentoring of budding entrepreneurs by institutions and formulation of policy by governments.

The government, on its part, also has grasped this change and has responded with new 'thrust areas' such as Digital India, Skill India, StartUP India and Make in India, all focusing on creating an ecosystem that will generate jobs and encourage entrepreneurship.

5. Conclusion

It will be a challenging world in the coming years, and it is being faced with confidence and courage by plucky entrepreneurs with drive and innovative thinking. Today’s entrepreneurs and their ventures differ from the ‘old economy’ entrepreneurs and their businesses in several respects.

New entrepreneurs today do not build ventures for life-long association. They are willing to wind up when the funding dries up and to exit from their own venture for business and personal reasons.

The worth of the earlier businesses was based on hard assets, whereas the worth of new age enterprises is based on intangible valuation which cannot be mortgaged but can be bartered for equity capital. Earlier, business operated on the 'cost plus margin' business model. Today's ventures have innovative business models with different pricing strategies for products or services being offered.

Traditional family business owners accorded the highest importance to retaining 100% equity ownership. Loss of ownership was equated with loss of control over the business. The current entrepreneurial generation does not conform to this thinking. Effectiveness, not authority is the critical factor since rapid growth is the key word. Entrepreneurs do face the reality of being abandoned by risk funds, of the managerial challenges of scaling up the start up as projected but keeping pace with changing trends helps them overcome most odds.

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The Impact of Social Media Marketing on Consumer Purchase Intention with Special Reference to Youth of Nagpur City

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ABSTRACT

With the rapid development of technology and communication channels Consumers using more online sources. The most important of these tools are social media. Consumers access to the information they need about goods and services which will be awarded through social media dramatically. It is clear that now day, social media components are popular like Facebook and Twitter have got an attention to consumer markets. Therefore many companies today have pages on social networks to complement the information held about products, held by the feedback of consumers about products and tend to relate more to a company after reading various reviews. Company also can use social media as a tool to promote their products and make customers aware with their brand.

Keywords**:** social media marketing, Purchase Intension, Brand Awareness, Facebook

1. Introduction

In a rapidly evolving technology world, it appears that Nagpur has also experienced a rapid growth of social media usage in the last few years, which render a specific study to be conducted within the city. Social media has arisen as a new marketing tool. Main aim of any organization is to enhance the profit by using effective marketing strategies. Every Firm focuses on to maximize the profit and reduction of cost of production. Nowadays every firm uses social media for marketing like Facebook twitter and other media. In this Digital Era almost every person using internet as the introduction of 3G and 4G services. This rapid development of technology and communication channels providing good opportunity for firm to change the consumer perception through social media marketing.

2. Literature Review

With the advances in the internet and the emergence of Web 2.0, the interconnectivity between individuals has expanded on the internet. This development enables customers and businesses to collaborate on the internet (Füller et al.2009). This has emerged through social media, which enable consumers to generate content and have social interactions online via social platforms. There are a number of social platforms that have facilitated information sharing. For instance, Wikipedia, a free online encyclopaedia, is one of the most popular platforms and has the facility for users to collaborate on information sharing (Chen et al.2011a). Other platforms with the ability to generate reviews and ratings, such as Amazon, com, enable customers to review and rate products. In addition, members of these platforms are cooperatively interdependent (Chris et al.2008).

By using social media, consumers can create content and offer valuable advice to others (Füller et al.2009). This new development has seen online communities and an electronic network of individuals emerge on social platforms where members share information globally and quickly (Molly McLure & Samer 2005).

- A research Report on the topic "Digital Advertising in India" was presented by Research Team Balendu Shrivastava, Tarun Abhichandani and Harshal Deorukhkar of E-Tech Group, IMRB, and Mumbai in February 2012. Based on it following observations are derived:
  a) The Internet, arguably the most exciting medium of the modern generation is witnessing appreciable growth in India since the turn of the century. The number of Active Internet Users has now touched 70 Million by September 2011 (Source: ICube 2011).
  b) This represents a growth of almost 20% as compared to September 2010, when the number of Active Internet Users was 59 Million. In terms of the number of Claimed Internet Users, the numbers have risen from 78 Million in 2010 to 88 Million over the same period. This represents a growth of about 13% in the last year.
  c) For a similar time frame, the number of PC Literates also exhibited a 12.5% increase with the total number of PC literates going up from 106 Million to 119 Million. In simpler words, once an individual is exposed to the Internet, it is quite likely that he or she would continue using it like any other media as television, newspapers or radio.

d) With more than 100 Million Active Internet users (urban as well as rural India); the medium is still not being given its due attention. It remains one of the last media avenues in the long-tailed consideration set of various avenues.

e) Marketers tend to segregate audiences as they do in the traditional media avenues. On the digital platform, a user navigates to different types of content - popular mass content & niche content at a mouse click.

- According to the research dissertation by Fayu Zheng on the topic “Internet shopping and its impact on consumer behaviour” in 2006 following observations are derived:

a) Traditional consumer shopping behaviour has its own model, with the buying process starts from the problem recognition, information search, evaluation of alternatives, then purchase, and at last post-purchase behaviour (Crawford, 1997). During these serials actions, the perspectives on consumer behaviour could be divided into two parts: Macro perspective and Micro perspective. Macro perspective mainly influences by modes of thought and deploy form of enquiry. Micro perspectives mainly include the decision theories (Malcolm).

b) The traditional shopping is simply about the customer to purchase their needs. This behaviour will be influenced by the seller’s advertising and promotion to attract customers and make them to purchase the products.

c) Internet shopping and traditional shopping are sharing many similarities, at the same time, there still exists some differences between them, such as the Internet shopping could provide convenience and interactive services (Jarvanpaa and Todd, 1997), and the traditional shopping could give customers more comfortable shopping environment and good quality of products (Lee and Chung, 2000). Both aspect of shopping malls are trying to improve their services by learning commutatively from each other, such as traditional shopping malls provide more parking spaces, more counters, and closer to residential area in order to improve services in convenience; Internet shopping malls adopt virtual reality (Lee, 2001) and 3D techniques (Miller, 2000) to improve the presentation of products.

d) Consumer behaviour difference within online and offline shopping are mainly because of consumer’s attitude and interest. Now that consumers have both online and offline shopping choices, thus when buying books, some consumers use offline stores to gather information about prices and discounts and then buy from the online sites; or, on the other hand, some consumers prefer go to the physical bookstore as their perceptions of books and the environment in the bookstore is suitable for purchasing books.

3. Objectives

1. To study the impact of consumer's purchase intention through social media marketing.
2. To study the awareness of various brand on youth through social media marketing.
3. To study the impact of Facebook pages blog post and user reviews on consumers purchase intention.

4. Research Design

1. Primary data collection was done through questionnaire method.
2. Sample size was selected as 150 respondents from Nagpur City through random sampling method.
3. Research work was carried out for a period of 1 month.

5. Hypothesis

1. Social media marketing has positive impact on consumer purchase intention.
2. Social media marketing helps in creating brand awareness.

6. Data Analysis and Interpretation

From the responses obtained following are the graphical representations of the data gathered:

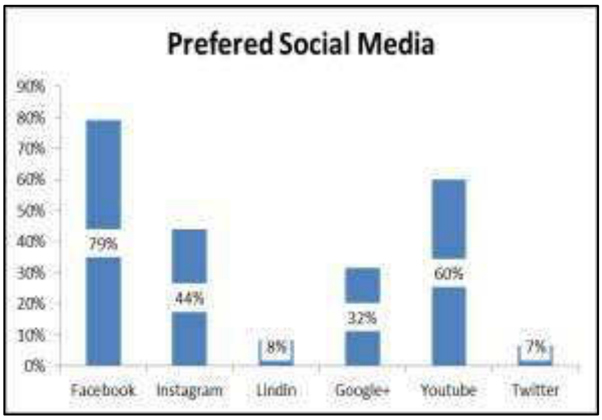
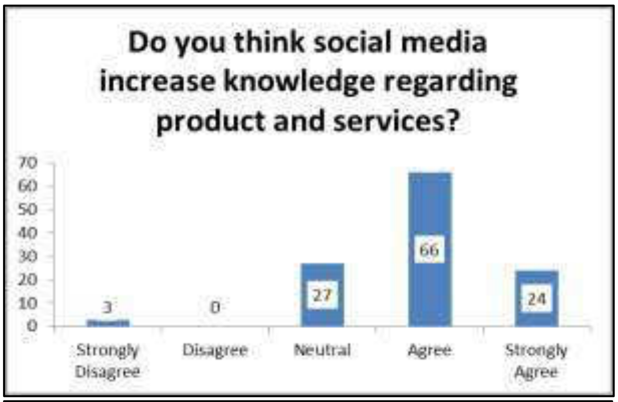
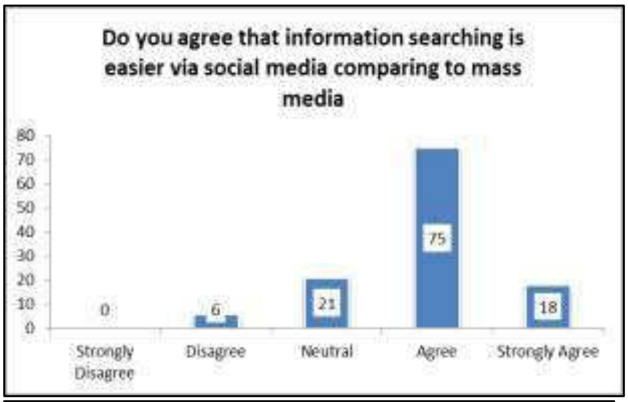
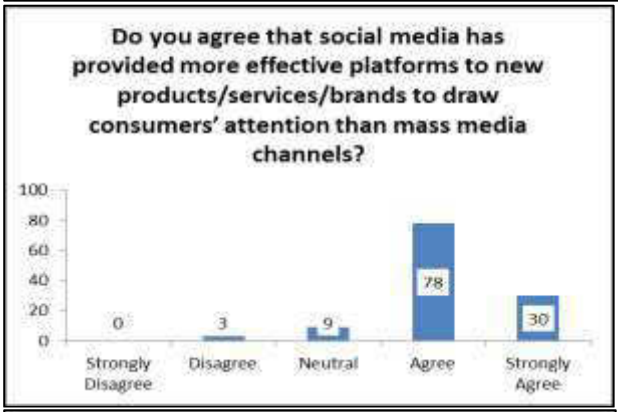


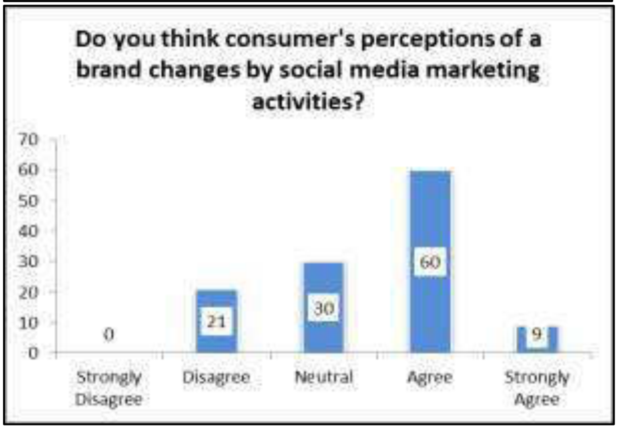
Chart 1: Typically preferred Social Media

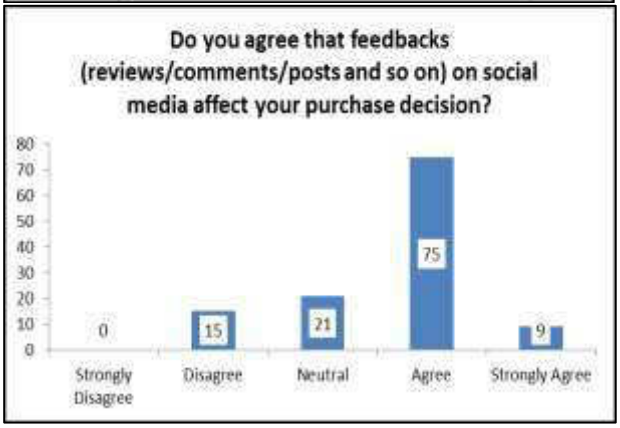
Inference: 79% youth prefer Facebook while surfing the internet. Instagram (44%), Google+(32%) and YouTube (60%) are also selected options for social media. Lesser preference was given to LinkedIn (8%) and Twitter (7%). Thus, today's techno savvy generation uses social media at an extensive rate regarding online purchases.

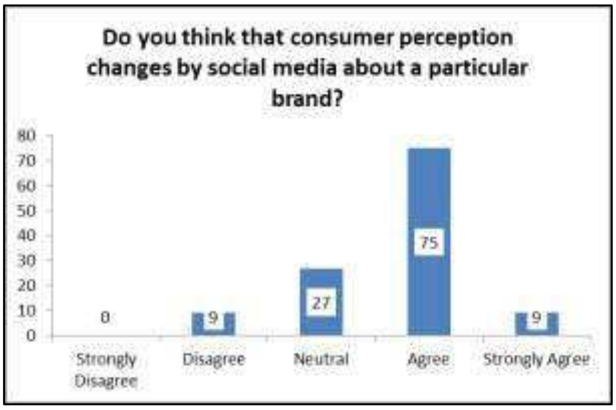


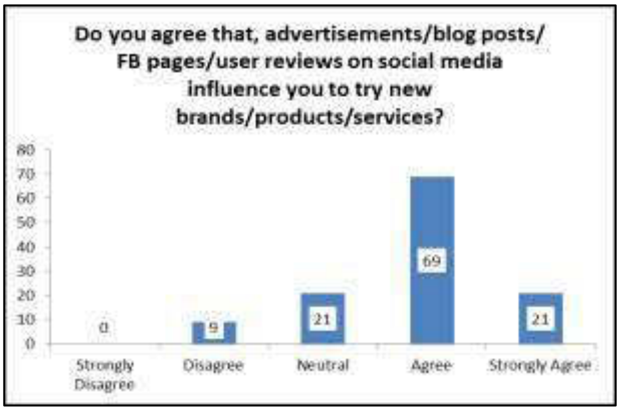












Sr. No.	Assessment	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Social media increase knowledge regarding product and services	3%	0%	23%	55%	20%
2	Information searching is easier via social media comparing to mass media.	0%	5%	18%	63%	15%
3	Initial purchase preference after searching relevant information on social media.	0%	15%	33%	48%	5%
4	consumer's perceptions of a brand changes by social media marketing activities.	0%	18%	25%	50%	8%
5	Advertisements/blog posts/ FB pages/user reviews on social media influence you to try new brands/products/services.	0%	8%	18%	58%	18%
6	Social media has provided more effective platforms to new products/services/brands to draw consumers' attention than mass media channels.	0%	3%	8%	65%	25%
7	Consumer perception changes by social media about a particular brand.	0%	8%	23%	63%	8%
8	Feedbacks (reviews/comments/posts and so on) on social media affect your purchase decision.	0%	13%	18%	63%	8%

7. Hypothesis Testing

T-Test

1. Social media marketing has positive impact on consumer purchase intention.

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
users	40	3.7333	.49036	.07753

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
users	9.458	39	.000	.73333	.5765	.8902

The hypothesis shows mean value = 3.7333. The careful investigation of mean reveal that the calculated mean is more than 3 i.e. 3.7333. This means that the Social media marketing has positive impact on purchase intension of youth from Nagpur.

1. Social media marketing helps in creating brand awareness.

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
User	40	3.7875	.48553	.07677

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
User	10.258	39	.000	.78750	.6322	.9428

The hypothesis shows mean value = 3.7875. The careful investigation of mean reveal that the calculated mean is more than 3 i.e. 3.7875. This means that branding is affected by social media marketing in a positive manner.

8. Findings

Results indicate that social network marketing is significantly related to consumer purchase intention. The findings gained from this study extend the knowledge on how social media marketing effects can be related to consumer purchase intention. In a rapidly evolving technology world, it appears that Nagpur has also experienced a rapid growth of social media usage,. The findings support the fact that many youngsters from Nagpur city are very much engaged with social media platforms such as Facebook. Research has shown that social media could be used as a marketing tool to successfully arouse consumer purchase intention.It appears from this study that Facebook can play an important role in consumers purchase intention. The likes construct was not confined to current Facebook friends, these 'likes' could have been from anyone, anywhere, in the world yet still had the second highest influence on consumer purchase intention.

9. Conclusion

Social Media marketing is a very booming method of online marketing and is expected to surpass all the other strategies. It carries out affiliate marketing and can be easily linked with forums, communities, blogs and articles so as to gain huge customer and increase the conversion ratio at a large scale. India gains lot from Social media marketing as it is used by people belonging to almost all age groups specially youth. It helps in the launch of new products at a wider scale even internationally. It can be concluded that social media is found to be very useful in creating brand awareness amongst youth.

10. Limitation

i. Sample size used for the research is limited.
ii. Target Area was limited to Youth of Nagpur City.
iii. Responses obtained can be biased or less accurate.
iv. The sample obtained is less and could not represent the whole population.
v. Questionnaire covered very few issues and could be extended further.

Future Work

1. The study can be carried out by choosing bigger sample size.
2. The sample frame can be extended from youth level to working professionals.
3. Data collection methods such as interviews can be carried out.

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ANNEXURE

Questionnaire

1. Do you Use Social Media ?
   a. Yes
   b. No
2. Which Social Media Site do you use ?
   a. Facebook
   b. Twitter
   c. Instagram
   d. LinkdIn
   e. Google+
   f. Youtube
3. How much time do you spend in day on social networking Site
   a. Upto 1 Hour
   b. 1-3 Hours
   c. More than 3 Hours
4. Do you purchase product online ?
   a. Yes
   b. No
5. Which social media you use for searching info before purchase ?
   a. Social Media
   b. MicroBlogs
   c. Blogs
   d. Search Engine
   e. Photos/Videos Sharing Websites
6. Do you think social media increase knowledge regarding product and services?
   a. Strongly Disagree
   b. Disagree
   c. Neutral
   d. Agree
   e. Strongly Agree

7. Do you agree that information searching is easier via social media comparing to mass media
    a. Strongly Disagree
    b. Disagree
    c. Neutral
    d. Agree
    e. Strongly Agree
8. Do you change your initial purchase preference after searching relevant information on social media ?
    a. Strongly Disagree
    b. Disagree
    c. Neutral
    d. Agree
    e. Strongly Agree
9. Do you think consumer's perceptions of a brand changes by social media marketing activities?Strongly Disagree
    a. Disagree
    b. Neutral
    c. Agree
    d. Strongly Agree
10. Do you agree that, advertisements/blog posts/ FB pages/user reviews on social media influence you to try new brands/products/services?
    a. Strongly Disagree
    b. Disagree
    c. Neutral
    d. Agree
    e. Strongly Agree
11. Do you agree that social media has provided more effective platforms to new products/services/brands to draw consumers' attention than mass media channels?
    a. Strongly Disagree
    b. Disagree
    c. Neutral
    d. Agree

e. Strongly Agree

12. Do you think that consumer perception changes by social media about a particular brand?
    a. Strongly Disagree
    b. Disagree
    c. Neutral
    d. Agree
    e. Strongly Agree
13. Do you agree that feedbacks (reviews/comments/posts and so on) on social media affect your purchase decision?
    a. Strongly Disagree
    b. Disagree
    c. Neutral
    d. Agree
    e. Strongly Agree

Digital Marketing & Social Media

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ABSTRACT

In today's 21st century, world is running in modern era. Everything is easily available on just one click. It impacts the reflection of social media and the awareness of people towards digitalization. It is one of the fastest growing mediums at an expected CAGR of 33.5 per cent (2015-2020), set to cross INR 255 billion in 2020.Digital marketing presents the skills of marketing through social media sites, mobile phones, e-mail marketing, video – marketing, SEO, SEM.

Digital marketing promotes a platform to entrepreneurs, small –businessmen's, micro – investors, product- base companies, ancillary units.

The consumer buying behavior is being greatly influenced by the interaction of consumers with digital marketing and social media. Now consumers are increasingly looking for convenience and choice. The online features like reviews, product assortment and suggestions have empowered consumers to make their buying decisions

This study strives to sketch out the changing trends in marketing. The objective of this research is intended to study changing scenario of modern marketing in today's modern world with reference to digital tools.

In the first part, we have discussed briefly about marketing management. Then, we have discussed the about changing scenario of digital marketing and social media.

Keywords: E-mail marketing, SEO, SEM, E-com marketing, Mobile phones, SMS, Social-media.

1. Introduction

In the world of digitalization, marketing approaches are rapidly changing as interaction between the physical world and the digital world, which opens up new business opportunities and challenges that have been very hard to imagine some decades ago. Digital platforms are changing the fundamental workings of many businesses. With a continuous increasing rate, people are becoming Techno savvy every day. There has been a sharp increase in the number of people using internet and mobile applications as their primary information source. The changing trend is forcing manufacturers to embrace internet based digital technology as a means of communication and to come up with new, creative ways to capture the attention of wide markets. Many companies have discovered that the Internet offers a cost effective means of outreach.

2. Objective of the study

- To Study the Growth of digital – marketing
- To study different modes of digital marketing
- To study the role of digital – marketing
- To study various avenues of digital-marketing

3. Marketing and Digital Marketing

- ***Meaning of Marketing: -*** Marketing is an activity in which manufacturer tries to reach near the end user of the product by way of advertising, campaign, and taking support of Promotional sites, mobile phones, banners, posters.
- ***Meaning of Digital Marketing: -*** Digital marketing is a platform which is helpful for the entrepreneur's, wishing to sell the product out of the boundaries of their limits. It supports new entrepreneur's to promote their product in low cost and can generate the business with the help of social media in domestic country and also outside of the nation.

Comparison of Digital marketing and social media with Traditional- marketing

Digital Marketing and Social Media	**Traditional- Marketing**
It involves social sites, mobile phones, emails, search engines	Traditional – marketing includes print medi broadcast and Telephones.
It is cheap and can direct interact with the targeted public.	Traditional marketing is too expensive and have no interaction with the public.
Can reach to maximum no of people with the help of technology.	Traditional marketing have limit for interaction with the public.
Due to technology marketers can reach at any time near public.	Traditional marketing has limited time peric
In digital marketing immediate feed- back available.	In traditional marketing to collect feed-back is lengthy process and quite time consuming

- ***Benefits of Digital Marketing***

1) Transparency in information of product and services: Due to digitalization information is available on one click and people can get crystal clear transparent information about the product or service in detail form.

2) Update information about product: Due to continuous improvement and update in the product information is continuously upgraded on the site and easily editing can be done and customer can get immediate updates as and where ever required.

3) Comparative analysis with competitors: Due to technological advancement it becomes very easy to compare our product with competitors product, it helps to upgrade existing product in comparison with competitors' product to sustain in the market.

4) Supports in Branding: Due to digitalization it becomes easy to provide separate identity to the product which supports in creating some unique identity of the product, which creates image in the mind of consumers

5) Less expensive: Digital marketing is less expensive, with the support of digital marketing it becomes easy to do advertisement on social sites, and media channels personalize email.

- ***Medium of digital marketing***

1) **Mobile phones:** Mobile devices are prominently used by almost all the product base companies dealing in consumer products, specialty products, shopping products, luxury products. It supports marketing in one single click; companies can explore the information of their product near thousands of people in one single stroke by way of SMS, Whatsapp.
2) **Social media:** In today's digital youth social Medias play an important role for marketing the goods as and where ever. Social sites support small entrepreneurs, handicraft arts from rural areas; it promotes the talent from various corners of the world and tries to provide some unique identity with some specialized work. Some popular sites such as Facebook and twitter.
3) **Search Engine Optimization (SEO):** SEO may target different kinds of search including image search, local search which supports marketing executive to focus on target customers, video search, academic search which is beneficial for students of rural areas where teaching facilities are not available, news search and industry-specific vertical search engines.
4) **Email Marketing:** Email marketing means providing message about product is sent through email to the present or prospective consumer. In email marketing the ads, video and message is send to the customers to make them aware about the product, brand and information about the usages, prices. It is fairly less expensive.
5) **Search Engine Marketing (SEM):** It is a form of internet marketing that includes upgrade website by accumulating their visibility in search engine. It is the exercise of marketing professional consuming paid advertisements that appear on search engine results pages (or SERPs). It offers advertisers the opportunity to put their ads in front of motivated customers who are ready to buy at the precise moment they're ready to make a purchase.
6) **Text Message:** It is one of the most easy and comfortable way to send information about the product and service information by using the cellular and smart phone devices. Through the use of phone devices, firms can send SMS, pictures, video or audio (MMS).

- ***Recent improvement in digital marketing***

  In digital marketing the technology plays an important role and supports the entrepreneur's to market their product as and wherever in the globalized world. The world is changing so fast, according to the change the technology needs to be upgraded with recent improvements in various different segments.

1) **The increasing dominance of video ads:** Though video advertisements are certainly nothing new for social media giants like YouTube and Facebook, the news of Google entering the fray with in-SERP video advertising will change the whole spectrum of online advertisement. This also suggests the increasing acceptance of video ads among users and, as the trend continues, we may expect different types of video ads popping up on our screens very soon.
2) **Dedicated apps will find their way:** A dedicated application offers all the features of mobile-optimized website, but in a more intuitive, convenient, and accessible way. Google has offered app indexing which will certainly bring in advantages to having a dedicated app in the future. Although we're still years away from apps completely replacing websites, business owners are realizing their potential, and 2018 will be a pivotal year in mobile app development.

4. Conclusion

In this study we have tried to explain how digital marketing have changed the current scenario of traditional marketing. How small entrepreneurs, businessmen's, large and small scale industrialist, rural handicraft manufactures can take the support of this marketing system in low cost and can explore their talent in front of globalized world, These people can also generate various opportunities in their business and can stand their self in better position in today's competitive edge. Digital marketing saves valuable resources such as time, money both of businessmen's and customers. It provides information directly to the point which is required by the person.

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Mobile Apps - An Innovative and Smart Tool for Making Digital Payment

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ABSTRACT

Gone are those days, when a person has to wait for long hours to withdraw his cash from bank or even to transfer his money to other person's account. Today, in this era of digitization, mobile application has brought a new change in our economy. Smartphones has really brought a smart and faster means of payment. Since demonization, digital payments have gained prominence because the Indian government wanted to make an Indian economy a cashless economy with a view to keep transparency and enhance good governance. All the transactions in which cash was involved earlier has been now become more easier and convenient due to the usage of mobile phones .It's really the power of Smart phone, which has brought a new trend of cashless transactions to all the citizens of a country. Almost all the things have become faster, smarter and also convenient in the era of digitization. After the introduction of government monetary rules and regulations, use of mobile app for digital payment has become a trend. The tech savvy customers of digital era, today, can book any product just by one click on their smart phone and can have that product at his doorsteps very quickly. Even if you forget your wallet in your pocket then also the payment app in your smart phone is going to help you out in carrying out any transaction. Now, the person has no longer to wait in a queue for making payment of his electricity bill or even for payment of school fees for their children. Today, it has become much simpler and easier for him to transfer the money for his child school for payment of fees or can even make any bill payment within the fraction of seconds. The products and services can be availed without making cash payment. New and emerging innovative applications in mobile phones have replaced quickly cash with digital means.

The main objective of this research is to study the various mobile applications that help people in making cashless transactions. For this research, secondary data has been collected.

The present study, thus, aims at highlighting the use of Mobile Applications as tool for facilitating different transactions. Such transactions include banking and financial transactions such as transfer of money, payment of bills, purchase of any product online, etc.

Keywords: Smartphones, Cashless, mobile applications, digitization.

1. Introduction

In today's globalised world, life without smart phones is incomplete. Along with food, clothing and shelter, today, smart phones have also become one of the crucial and important necessities of our life. Smart phones attract each category of population. Be it students, employed youth, businessmen, professionals, entrepreneurs or even housewives make use of mobile apps in smart phones. Smartphone with innovative mobile applications for payments has brought easier and quicker way to carry out any transaction anywhere and at anytime. Mobile app has really become a need of an hour for making online payments or even for carrying out any transaction online. Cash payment has been completely replaced with Digital payments. By digital means, the payment has become much easier, smarter, faster and more convenient. The payment which is made through digital modes is termed as digital payment. In digital payments, payer and payee both use digital modes to send and receive money. It is also termed as electronic payment. Digital payments do not involve cash. All the transactions in digital payments are completed online. Digitalization can be rapidly rolled out if mobile phone and a bank come together to create a walking bank account, providing anywhere, anytime access to cash for users. At present, from shopping to food, everything is just a click away .Various mobile apps can be installed and accessed anywhere, anytime within fraction of seconds. These apps, being user friendly has become a new and trendy smart tool to make payment digitally. Thanks to the evolution of digital payments as it has brought a newer and smarter way to skip paper currency.

2. Objectives of the Study

- The main objective of the study is to know the different mobile applications used in making digital payments.
- The study also aims to know the advantages and disadvantages of mobile applications.

3. Research Methodology

- The present study is based on secondary data.
- Related data for the study is extracted from various sources of information such as online research papers, journals, articles and various websites.

4. Limitations of the study

- The time utilized for the study was very limited.
- The data collected may not be fully authenticated.

5. Mobile Apps Used for Replacing Cash with Digital Payments

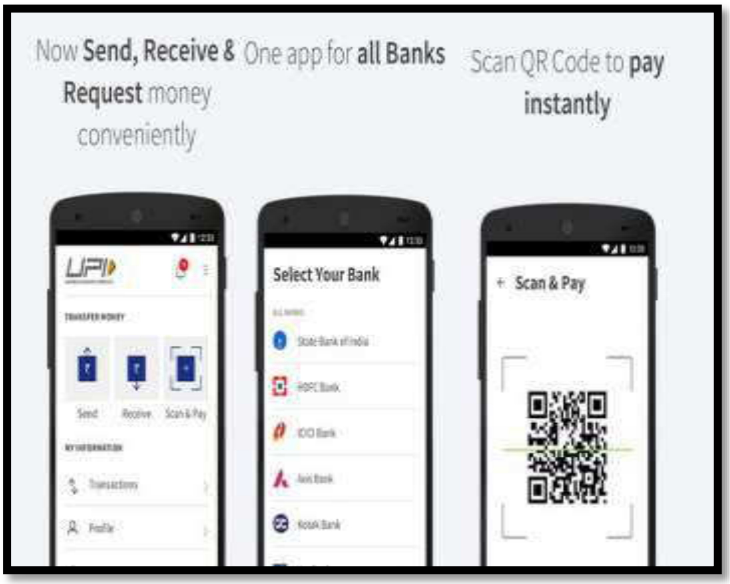
The traditional and conventional system reminds us of the withdrawal of our own money from bank ,where, a person has to withdraw cash from his account, then he use his cash for making payment to the shopkeeper against any product or goods purchased by him. After that, Shopkeeper goes to the bank to deposit the same cash which he got from his customer. This process was time-consuming not only for a customer but even for the shopkeeper as well. But, now when talking about system of digital payments, what is observed is, money is transferred from your account to the shopkeeper's account immediately. This automatic and smart process has created a smarter way to carry transaction for you and shopkeeper without any visit to a bank. Thus, Digital payments save you from long queues of ATMs and banks because, if you pay digitally, you won't need to withdraw cash from your account physically. There are certain apps and mobile wallets which help users to digitally transact money using mobile number. In this case it's important that the mobile number which you are going to use should be registered with your Bank Account.

- **UPI Apps**

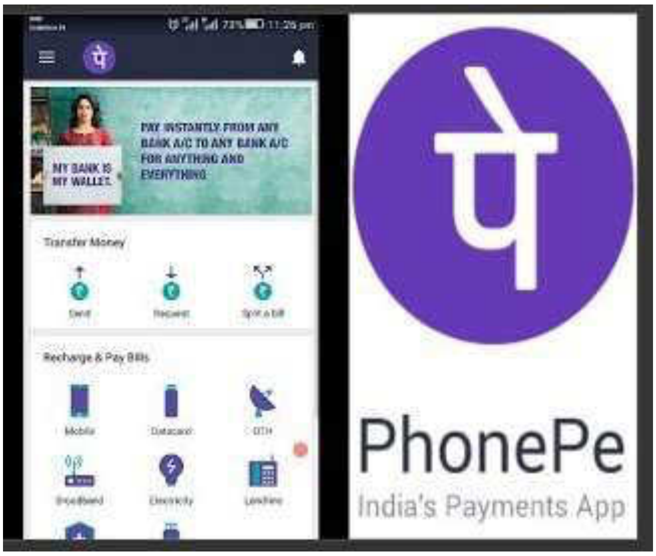
  UPI or unified payment interface is a payment mode which is used to transfer funds between two accounts using UPI apps. For using it, one has to register for mobile banking. UPI is a payment system that enables fund transfer beyond two bank accounts solely using a phone, without the need of entering your card details or net banking details of any bank accountholder. UPI app is downloaded and a VPA or UPI ID is created. UPI apps such as BHIM, SBI UPI app, HDFC UPI app, iMobile, PhonePe app etc are available in playstore .UPI apps are a faster solution to send money using VPA or even IFSC and account number.

Below are the most frequently used mobile apps for making digital payments.

1. ***BHIM UPI app*** – Fast, Secure and reliable cashless transactions are possible through mobile phone when BHIM app is to be installed in a Smartphone. ***BHIM*** (Bharat Interface for Money) is a mobile *app* developed by National Payments Corporation of India (NPCI), based on the Unified Payment Interface (UPI). It was launched by Narendra Modi, the Prime Minister of India, at a Digi Dhan mela at Talkatora Stadium in New Delhi on 30th December 2016. It was named after **Dr. Bhimrao R. Ambedkar** and is intended to facilitate e-payments directly through banks for cashless transactions. BHIM is a UPI based payment interface which allows real time fund transfer using a single identity like mobile number or name. BHIM has already integrated with 37 banks, including both public and private sectors, like State Bank of India, Axis Bank, HDFC Bank, ICICI Bank, IDBI Bank, Union Bank of India and Kotak Mahindra Bank, thus eliminating the need to download an app for each bank for transactions. The app supports all Indian banks which use that platform, which is built over the Immediate Payment Service infrastructure and allows the user to instantly transfer money between bank accounts of any two parties. Sending or requesting money, making the payment of bills on merchant's websites, mobile recharge, booking of flight tickets can now be easily done with this BHIM app. Even changing or setting UPI PIN, checking balance and generating QR codes etc. are also facilitated through this app. Recently, a new feature has been added that allows customers to transfer money to the Aadhaar number linked with a beneficiary's bank account by choosing the ***"Pay to Aadhaar Number" option.***[1]



2. ***PhonePe app*** **-** PhonePe app makes hassle free, secure payments directly from your bank account 24/7. It is basically a new process in electronic funds transfer launched by National Payments Corporation of India (NPCI). PhonePe app is an innovative way to make mobile payments in India. PhonePe app is safest and fastest online payment experience in India. PhonePe app is being widely used for making everyday payments simpler - utility bills, mobile recharge, easy transfer to friends and family, request money, etc. Even instant refunds and cashbacks from favorite shopping destinations can be received easily through this app.



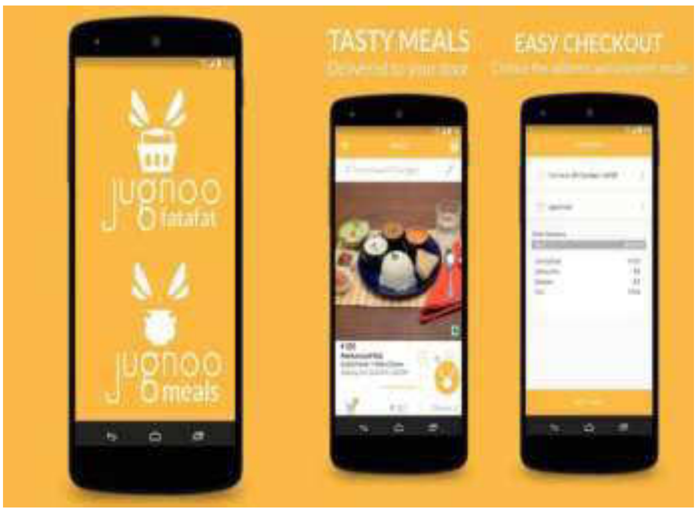
3. ***SBI Pay*** - The State Bank of India (SBI) Unified Payments Interface (UPI) is a perfect solution through which funds can be received and sent through SBI Pay APP. SBI Pay is a digital payment solution app that provides customers the Unified Payments Interface (UPI) facility and also can be used even by non-SBI customers to send and receive money through UPI. The fund transfer process can be carried out with a Virtual Payment Address (VPA) or an account number and Indian Financial System Code (IFSC).Fund transfer can be initiated through the Virtual Payment Address (VPA). The user interface of the app is simple and easy to use. Main services can be accessed with the help of icons that are placed on its home screen. And other options can be accessed with a single swipe from the left. It has all major UPI services comprising send and request money, balance inquiry and set/change PIN. It also gives the facility to user to add more than one bank account in SBI Pay. User can also select the preferred account from added accounts whereby you need not choose bank account every time.

4. ***Google Tez -*** Google Tez is a payments app, available on Android and iOS, and is powered by UPI. This app is quite different from other payments apps. The company asks users to enter their bank account number and verify their ownership. More interesting, feature of Google Tez is "Cash mode" option, which transmits "audio" using Google's QR technology to identify the person nearby you, and lets you pay or receive money when you're able to find that user. Google has partnered with several popular services like Bus ticketing service RedBus, PVR Cinemas, Domino's Pizza, DishTV and Jet Airways. The new Google Tez app can be used to pay for movie tickets, utility bills, and make other transactions online.

5. ***Cent UPI -*** Central Bank of India has launched an UPI app called Cent UPI. This app is also available on the Google Play Store for Android mobile users. Now the bank

customers can use Cent UPI for their banking needs. The customer uses Virtual Address, Aadhaar Number, Account Number and IFSC, Mobile Number and MMID for payments. Payments can be made securely via two-factor authentication. Through this account, multiple bank accounts can be linked. Money can be transferred instantly.

6. ***Jugnoo Pay -*** Jugnoo launches UPI enabled payment solution, Jugnoo Pay. Jugnoo Pay mobile app is also presently available only on Google Play store for Android users. Here, fund can be transferred directly from the users bank accounts by just typing UPI payment address and the process will be done within a fraction of seconds. Users who



would sign up on Jugnoo Pay would get a virtual payment address (VPA) from YES Bank .This app can be used for payment of rides, groceries,etc.[2]

***7. FTCash* -** FTCash app facilitates payments via Whatsapp, mobile wallets, PayPal and UPI. More than 5000 users have downloaded this app and have taken the advantage of using this app. This app helps in payment of mom-n-pop stores, kirana stores and small vendors who would need only a feature phone and a bank account to handle transactions. The app's mainstay was to help customers make credit and debit card transactions for daily utilities.[3]

***8. Trupay* -** Trupay is developed for UPI transactions, Trupay has tied-ups with multiple banks .The The 'Contri' feature of this Trupay app allows the user to split a bill. Customers can use Contri to track payments and receive money directly into their bank account. This app can also be easily downloaded from google playstore. [4]

- **Advantages of Digital Payments**
  - Digital payments are easy and convenient
  - Pay or send money from anywhere
  - Discounts from taxes
  - Written record
  - Less Risk
- **Disadvantages of Digital Payment**
  - Difficult for a non-technical person
  - Risk of data theft
  - Overspending

6. Conclusion

Thus use of mobile apps for digital payments in an effective manner by properly analyzing its pros and cons may help to improve the banking and financial transactions. Mobile apps are techsavvy and trendy applications used in Smartphones. Both its advantages and disadvantages should be recognized. It is important to recognize that although digital payment may be beneficial but also involves some sort of risk in using it. Also, non-technical users hesitate in using it but may help with more because of lack of knowledge. Transformation of cash to cashless economy will not only bring the clarity in financial transactions of an individual's but also will help them in carrying out transactions more faster, much smarter and more convenient. Hence, the mobile apps, being user-friendly and smarter apps has brought an emerging and innovative tool for making digital payments.

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Dance Classes in Nagpur City – Business or Practice - An Analytical Study

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ABSTRACT

The world of dance is an ephemeral field. Maintaining a career as a full time dancer can be elusive, difficult to maintain, and short lived. However, there are many ways to extend a career in dance and remain active in your field or transition to something different entirely.
While it may be difficult to have a career in dance, it is definitely possible. Here are some helpful ways to make your dance dream into a reality:

1. Become more knowledgeable about your craft
2. Take a variety of dance classes
3. Become a choreographer
4. Consider a degree in Dance
5. Build connections through networking

Hard work and dedication always win out in the end. If you believe in yourself, never give up, and work until you see your dream become a reality. Go out into the world and make your own creative opportunities. You have the power to create your own career.

Keyword: Profession of Dancer, Commercialization of Art, Guru-Shishaya Parampara, Devotion towards God

1. Introduction

The business of exchange is ancient tradition of India. If we want something we need to give something in exchange. In ancient times the business or profession of a person was fixed and decided by his abilities and mastery over a particular work, like a goldsmith, blacksmith, potter etc. According to the abilities of the people they used to on their lively hood by running those business or profession.

The competition in all trades and business played a vital role gradually other people got involved in same profession or business and that resulted in competition between each other. And for succeeding in the profession the person had to make changes in their nature of work and services they use to render. They felt a need to give something new and better in their services and likewise step forward with the advancement of society. The advancement in the broadcasting and communication media made it very easier for the advertising the business or professions of the person.

Indian Culture and art was always being the center of attraction in earlier ages, dance, music, and drama was assumed to be performed by specific artists or performers. But nowadays in general everybody is learning these forms of art eagerly. In earlier ages learning of these art forms were restricted, but the knowledgeable teachers at those times having the faith and believe in the Indian art and culture, continued their teaching and inherited the pleasure of the art and culture to the future generations. Nowadays the learning of any one artist preferred in the society as if necessity of life, though that person makes a profession in that particular art form.

In recent times due to advancement of technology, television, Facebook, Whatsapp, etc. it has became very easy to keep in touch with entire society for sake of information and communication. However the social media has been used for self identity and self appraisal and it has become mentality of the people to get appraised via social media. Therefore it is very difficult to decide that the teaching and learning of art, especially in the private classes will work to save our art and culture or whether its only race to get identity and appraisal.

- **What is Dance?**
  Dance is an ultimate medium of expressing happiness and joy. Every auspicious occasion traditional event or festival is incomplete without Dance. Dance is from the people, by the people and for the people. Indian dance form has been broadly categorized into – classical and folk. Amongst the two the training in Classical Dance is a rigorous one and follows the tradition of Guru-Shishaya Parampara. There are eight types of Classical Dances in India. Years of training in these dance forms makes a person a fine Dancer. Origin of dance has a historical story in ancient times learning of these art forms was not permissible for sophisticated class. But social reformers of those times who were also art lovers through their activities promoted these dance forms and brought drastic changes in the thinking of people. Today the Indian dance

forms are being taught near about everywhere in India. Precise private institutions, government has been sponsoring quiet a lot towards the education of Indian Classical Dance form. The main aim and objective of this Research is to find out whether the institutional method of importing Dance education is for commercial approach or a serious path way for acquiring knowledge and a source of worship.

2. Aim and Objectives

1) Can Dance training bring the change in mind set of new generation?
2) To find out, are Dance classes fully commercialized or they maintain our great heritage and culture.

3. Hypothesis

1) Nowadays Dance training is not fully worship.
2) Classical Dance Training is necessary for new Generations.
3) Indian Art and Culture is only our identity and life.

4. Questionnaire

1) In your view, Dance classes are 'Business' or 'Practice'?

   Practice - 80%, business – 10%, both – 10%

2) Do Dance classes promote Indian art?

   Yes – 100%, No – 0%

3) Dance classes extends for long time, do you want it to be changed?

   Yes – 10%, No – 90%

4) Are Dance classes the way of earning money?

   Yes – 10 %, No – 90%

5) Do these Dance classes favour personal growth of the student?

   Yes – 100%, No- 0%

6) Can one make a career in Dance?

   Yes – 100%, No- 0%

7) Is Dance considered as inferior in today's culture?

   Yes – 70%, No – 30%

8) Should Art be worshiped or commercialized?

1- 90%, 2 – 0%, 3 – 10%

9) Learning Art is not at all Business.

Not business – 90%, Yes – 10%

10) Art is the real identity of India.

Yes – 100%, No – 0%

5. Conclusion

However I believe that Dance is worship which includes consistent Practice (Riyaz) and dedication. It is a lifelong process which cannot be confined to few months or years. Dance is our culture and heritage.

Managing Intangible Assets by Measurement of Human Capital

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ABSTRACT

Human Capital or Talent Capital is the currency of new millennium. The new age organizations have begun to recognize their human assets as one of the most important force for sustainable competitive advantage. In today's world where customer relations & knowledge plays vital role; human capital which represents a company's stock of knowledge, technical skills, creativity and experience, is becoming significant value preposition; the employees are treated as the productive assets of an organization, rather than as an expense or cost center.

Human Capital can prove to be driver of business performance if systematic methods and framework can be established for securing, managing, measuring and motivating a workforce that are capable of achieving significant business goals.

This paper aims to address the importance of Human Capital on the performance of manufacturing companies in India and intends to show various dimension of intellectual capital that will contribute to the performance of manufacturing companies. With the emergence of knowledge intensive global economy, it has been realized that it is the human talent which plays a major role in company's success.

The objective of this study was to explore the relationship among various components of Intellectual Capital which are Human Capital, Structural Capital Customer Capital and Firm performance and to study the impact of Human Capital Management on Organizational Performance.

***Keywords**:* Human Capital, Intellectual Capital, Firm Performance, Knowledge Capital

1. Introduction

Intellectual Capital is the soul of every organization. The knowledge economy has shifted the focus from tangible assets to intangible assets. In an emerging knowledge era, the organizations can no longer grow and compete only with the tangible assets. Efficient as well as effective management of Intellectual Capital is prerequisite to unleash the potential Intangible assets belonged to an organization.

The basic components of Intellectual Capital are Human Capital, Structural Capital and Customer Capital (Edvinsson & Malone, 1997). Today's Organizations have realized that management and measurement of these three forms of capital is the real force behind gaining competitive edge.

2. Capital Redefined

The Latin root of the word Capital itself is Caput – "head". Capital is the value of economic means capitalized in natural, human and physical resources. An organization is made up of competencies which we can loosely call 'capital'. Its key components are Customer Capital, Structural capital and human capital. Further it can extend to other forms of capital such as, Emotional Capital, Thought Capital, Spiritual Capital, innovation Capital, knowledge capital, etc.

Noble laureate, economists Gary Backer (1993), proposed that human capital comprises skills, experience, knowledge, personality, appearance, reputation and credentials. According to the Definition put forth by Flamholtz (1974), the term Human Capital means, " the knowledge, skills, competencies and other attributes embodied in individuals or groups of individual acquired during their life & used to produce goods, services or ideas in market circumstances."

Edvinsson (1996) asserts structural capital is, what is left when the human resources go home. The sum of the strategy, systems and processes (Grantham 1997), the hardware, software, databases, organizational structure, and everything else of organizational capability (Edvinsson 1997) including the organizational routines of the business (Bontis1999), the models, computer and administrative systems (Sveiby 1997) and the company's operating philosophy (Edvinsson 1996). Organisational structure, systems, process, strategies, administrative systems and operational philosophies are intangible assets that are specific to the firm and add value to the firm performance.

Relationship with customers, suppliers and other stakeholders also act as major parameter for successful organization. Stewart (1997) says it is the value of an organization's relationships with the people with whom it does business. Bontis defines it as the knowledge embedded in the relationships established with the outside environment (Bontis 1999)

Intellectual capital in short is the summation of all three forms of capital i.e. Intellectual capital = Human capital + structural capital + Customer capital. In order to achieve the economic benefits, the organizations have to undertake effective measurement and management of Intellectual capital.

3. Review of Literature:

The phrase 'human capital' was coined by Schultz (1961) who elaborated his concept in 1981 as follows: 'Consider all human abilities to be either innate or acquired. Attributes…. which are valuable and can be augmented by appropriate investment will be human capital.' A more detailed definition was put forward by Bontis et al (1999) as follows: "Human capital represents the human factor in the organization; the combined intelligence skills and expertise that gives the organization are those that are capable of learning, changing, innovating and providing the creative thrust which if properly motivated can ensure the long-term survival of the organization." Thomas Davenport, in his book "Human Capital: What it is and Why People Invest in it", wrote that employees should not be viewed as assets, or factors of production, but "investors in a business, paying in human capital and expecting a return on their investment."

Human capital is defined as "the accumulated value of investments in employee training, competence and future. It might also be described as the employees' competence, relationship ability and values". It is an element under the broader umbrella of intellectual capital - comprising of human capital, structural capital, organisational capital, innovation capital, and process capital, according to the Intellectual Capital Prototype Report, Skandia 1998.

People are the chief engine of prosperity for most organizations. "Workers are assets" has become the dominant metaphor of late 20th-century management. However, Thomas O.

Davenport, objects to calling workers as assets. In his article entitled "Workers are not assets" he argued that "assets are passive - bought, sold, and replaced at the whim of their owners; workers, in contrast, take increasingly active control over their working lives". In his book "Human Capital: What it is and Why People Invest in it", he again contends that employees should not be viewed as assets, or factors of production, but "investors in a business, paying in human capital and expecting a return on their investment."

Kaplan and Norton (1996) have considered human capital as consisting of employee capability, employee satisfaction, and employee sustainability. Sveiby (1997) emphasized employee capability as a key asset for organizational growth. Employee satisfaction refers primarily to an employee's emotional or affective state.

Maree Kevin (2001), in his thesis, "Valuation of Intellectual Capital in South African Companies: A Comparative study of three valuation methods", had highlighted that future economic benefits will flow to the enterprise from a properly managed intellectual capital base. He stressed on calculating the financial value of Intellectual Capital and putting these values in the financial statement of the organization.

Kannan Gopika (2001), in her thesis, "Antecedents and consequences of Human Capital value addition among knowledge professionals", stated that, leveraging the knowledge of employees is one of the pre-eminent factors in improving productivity and innovation and subsequently results into better firm performance.

Mazlan Bin Ismail (2005), in his thesis, "The Influence of Intellectual Capital on the Performance of Telecom Malaysia", has depicted the impact of effective managing, measuring and leveraging the intellectual capital in business performance of Malaysian Telecom Company. The study indicates a positive significant relationship between relational, human, spiritual and structural capital and managing and leveraging of intellectual capital on the performance whereas knowledge management has indirect relationship to the performance.

As Becker *et al* (2001) emphasize: 'The most potent action HR managers can take to ensure their strategic contribution is to develop a measurement system that convincingly showcases HR's impact on business performance'. It means that new age HR professionals should establish the system so as to identify and measure the brains behind firms value creation process.

4. Management by Measurement

New age organizations have understood the need and importance of leveraging the potential of their 'Thought Capital' by evaluating and measuring it. Various metrics and indicators are used to put the 'Emotional Assets' i.e. people on the asset side of the Balance Sheet. Employees or the human assets are most precious assets of every organization. Human Capital therefore is not only one of the components of intellectual capital but also it serves as foundation for other forms of capital.

In today's competitive knowledge epoch, the presence, performance and perpetual existence of an organization will be determined largely by how the right capital mix between physical and intellectual capital of the organization is leveraged to gratify the interest of its stakeholders i.e. investors, creditors, suppliers, customers, employees and society.

5. Research Methodology

The data was collected by undertaking the survey and visits to 40 companies by way of setting questionnaire. Moreover structured observations including interviews of HR Managers, key personnel and employees were also conducted. Statistical tools like Correlation & Regression Analysis have been **used**. While framing and designing the Questionnaire, items were taken from Edvinsson & Malone (1997), Brookings (1996), Sveiby(1997), and Bontis et al. (2000) Overlapping indices were combined and finally the researcher selected indices and created a questionnaire based on them . For each of the question, respondents were asked to indicate the extent of their agreement on a 5 point Likert's scale. (Where 1 = strongly disagree to 5 = strongly agree.)

5.1 Sample: The relevant data had been collected from 40 companies employing more than 500 employees. These organizations under study represent various sectors like Pharma, IT, Automobile, Equipments, Electrical, Aeronautical, Oil and Chemical etc.

5.2 Research Objectives:

1. To study the concept of Human Capital management and measurement followed in selected organizations under study.

2. To study and identify the relation between Human Capital & Firm Performance.

5.3 Hypothesis:

Employees are the precious assets of a company along with other assets.

5.4 Primary Data

For this Study, a total of 240 Questionnaire were distributed to HR managers and Vice Presidents (Human resources) and few key employees from the various levels. There were 8 respondents who failed to return the questionnaires and 3 respondents failed to give their answers to all of the questions asked. These unanswered questions were treated as missing values to be discarded to avoid the data having any missing value. As a result only 229 respondents were included in the final sample. Manufacturing firms were chosen for the main reason that most of the indices of Human Capital, Customer Capital and Process Capital were related to the production process.

5.5 Secondary Data

The data supporting Human Capital Measurement is also collected from secondary sources like - Annual Reports, Company's Policy Manual, Books on Human Capital, Journals & websites.

Variables Defined In the Study

Human Capital (Independent Variable)	**Firm Performance (Dependent Variable)**
1 – Education level (Yang, Hongren 2005) 2 – Avg. Experience (Yang, Hongren 2005) 3- Avg. tenure (Yang Hongren 2005) 4 – Training Hours (Modified from Edvinsson) 5 – Avg. Age(Modified from Edvinsson)	1. Sales per Employee (Modified from Flamholtz) 2. Increase in market share (Modified from Edvinsson 3. Operating Efficiency (Modified from Huselid) 4. Revenue Growth(Modified from Bontis)

5.6 Indicators Used in the Study:

While selecting the various Indicators for Human Capital, Customer capital and Process capital, items were taken from Edvisson & Malon(1997), Brookings(1996) Sveiby(1997), Bontis (2000), Mark Huselid etc. Indicators were also derived from the literature of Youndt (1998) who stated the relationship between Intellectual capital and firm performance, Walker (2001), about relation between human capital and firm performance.

Table 1 Intellectual Capital Indicators:

Human Capital Indicators	Customer Capital Indicators	Process Capital Indicators
HC -1 Knowledge Creation	CC-1 Customer Loyalty	PC-1 Process System
HC-2 Knowledge Application	CC -2 Customer feedback	PC-2 Process Strategy
HC-3 Innovations	CC-3 Customer & supplier relations	PC-3 New Product Success rate
HC-4 IT Literacy	CC-4 Customer Satisfaction	PC-4 R & D Investment
HC-5 Employee Satisfaction	CC-5 Reduction in complaints	PC-5 Reduction in Wastages
HC-6 Attrition Rate	CC-6 On time delivery	PC-6 ISO Certification
HC-7 Employee suggestions	CC-7 No. of Customers	PC-7 Employee involvement in process
HC-8 Absenteeism Rate	CC-8 Sales through Customers	PC-8 Process Cost
HC- 9 Knowledge acquisition & Training	CC-9 Supplier Strength	
	CC- 10 Market Share	

Fig. 1 Research Model for Human Capital Management

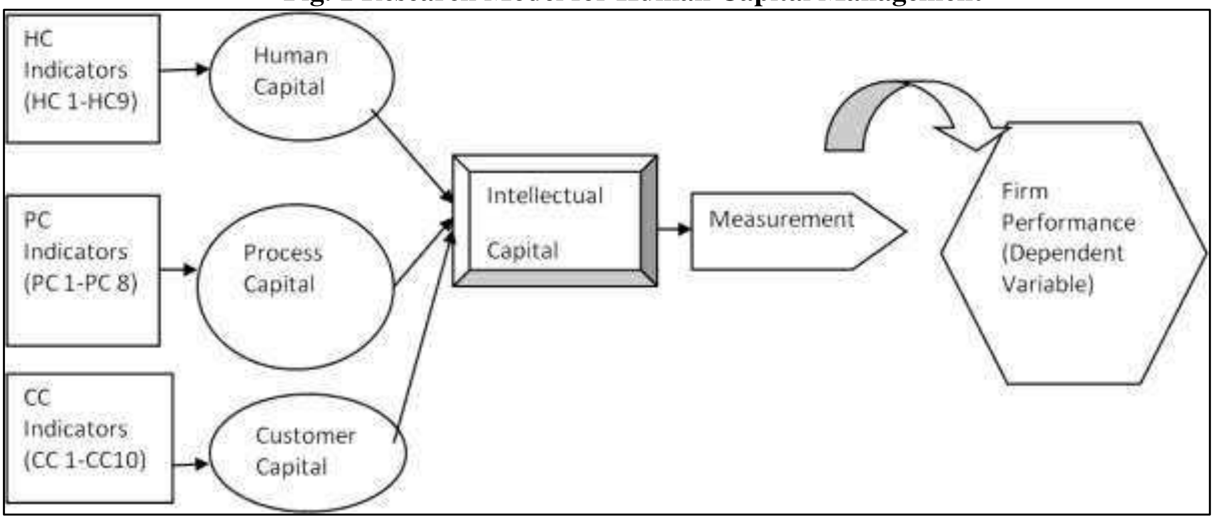

Fig. 1 indicates that three components of Intellectual Capital which are Human Capital, Structural Capital and Customer capital, when effectively managed and measured by the organizations can create value due to better firm performance.

6. Data Analysis & Interpretation

As the data used in this research was numerical and qualitative in nature, the research methodology was of a quantitative as well as qualitative nature. The statistical procedures applied to these data was aimed at to investigate the nature and extent of relationship between the three measures of Intellectual Capital which are Human Capital(HC) – Structural Capital (SC)- Customer Capital (CC) (predictor variables) and Firm Performance (predicted variable) .

6.1. Regression Analysis for Association between Human Capital & Firm Performance

The model used in this study is divided into two parts. The first focuses on interactions among human capital, structural capital and customer capital and its joint impact on firm performance and the second part is about the influence of Human Capital on Firm performance . The purpose of this regression analysis is to credit sales per employee (y) using predictor variables belonging to category in the Human capital(x) which are Education, Experience, Training, Avg. tenure and Age of the human assets.

Table 2: The Regression Equation

Sales = 2197 - 58.1 age top - 4.6 age middle + 17.6 age lower
- 1.84 training top - 0.023 training middle+ 1.30 training lower
- 0.677 tenure less than 5yrs + 0.771 tenure 5-10 yrs
- 0.481 tenure 10 & above yrs
- 2.03 less than 5 experiences - 0.544 5 to 10 experience
+0.737 10-15 experience- 5.27 15-20 experience
+ 4.78 20 and above experience
- 0.189 BE/ME_ + 29.6 MBA/MCA_+ 46.8 CA/ICWA_ - 0.157 Grad/diploma/others

Table 3: Result of Regression Analysis of Human Capital on Firm Performance

Predictor Variables	Coef	SE Coef	T	P	
Age of top level Managers	-58.13	20.13	-2.89	0.010	**significant**
Training hours to lower level managers	1.2951	0.5410	2.39	0.028	**significant**
Experience of 15-20 yrs	-5.267	1.266	-4.16	0.001	**significant**
Experience of 20 yrs and above	4.783	1.277	3.74	0.002	**significant**
MBA/MCA degree	29.636	3.017	9.82	0.000	**significant**
CA/ICWA qualification	46.76	17.86	2.62	0.018	**significant**

The regression analysis shows that the regression coefficients of variables are significant. The first column in the above table is the value of regression coeff. Then second column is the std. error of the regression coef. Third column is the t- value (Coef/ Std error). Its significance is given in the column 4. (p- Value). All the p values reported above are close to 0. It means sales per employee can be predicted with only above 6 predictor variables.

Comment and Interpretation:

The predictor variables which are significantly related with the organizations increasing trend of sales are explained below:

1) Age of the Top level managers shows significance with the increasing trend of sales which clearly indicates that seniority and life experiences of the top level managers helps in accurate and timely decision making as well as drafting course of action that leads to better firm performance.
2) Another significant association is found between rising sales trend and training hours to lower level managers. This indicates that lower level managers require additional training than that of middle or top level managers to support their existing knowledge so as to increase the sales targets.
3) The researcher found no significant association between average tenure of the employee in the organization and rise in sales. This indicates that mere long committed presence of employees ranging from 5 years to 10 years and 10 yrs and above does not make any difference to rising sales patterns.
4) Experience of the employees for more than 10-15 years and experience above 20 years both shows significance with the rising sales. It indicates that the long experience of employees to deal with variety of situations and to forecast or predict the future trend results in the better and enhanced firm performance.
5) Employees possessing higher qualifications like MBA, MCA, M.Tech and professional qualifications like CA, ICWA can certainly help the organizations in planning and implementing profitable decisions which is indicated by significant association between rising sales and educational qualification. Employing and bringing quality people with varied qualifications is always necessary and fruitful for the company to work and become successful in a competitive environment.

The hypothesis constructed for this research has been thus, positively tested and supported by the fact that human assets are most valuable assets and its importance can be visualized the way it is being managed in the organization so as to provide competitive and economic advantage to the firms.

7. Findings

This study is empirical research carried put on 40 Manufacturing Companies using Questionnaire based survey and Interviews. After a thorough interaction and interviews with the HR managers and Key employees of the organizations, the researcher compiled the following reasons for measurement and management of Human Assets in the organization, which are enlisted below: Human Capital Management helps the organizations –

1. To focus attention on "What Gets Measured Gets Managed"
2. To improve the management of Intangible Resources
3. To help in assessing strategy execution for better resource allocation
4. To identify core competencies and create the resource based strategy.
5. To attract new talents and retain the old valued employees

The research study has revealed that presence of talented and dedicated workforce can draft, formulate, nurture, develop and finally implement world class internal organizational processes and systems (called Process Capital) which will finally result into excellent Firm Performance in the companies under study.

The Study has explored that human capital has a direct impact on customer capital. It is an indicator of the fact that loyal, committed, talented and experienced Human resources (employees) are there at the root to achieve Customer satisfaction, On time delivery of projects, Customer loyalty, Positive customer feedback, Healthy relations with suppliers and customers

The result of Regression Analysis showed that, Business performance can be improved or positively & upwardly influenced due to the presence of World class manufacturing process, Internal systems, New product success rate, Reduction in process cost & Excellent business strategies.

8. Limitations and Scope for Further Research

One of the limitations of this research is that, it involved the study of intellectual capital - an intangible, which is difficult to quantify using the present measurement system. The results and findings of this research are applicable to Manufacturing sector since other sectors are not falling in the gamut of scope of study. The study may be extended to other knowledge intensive industries. This Study is confined to the three most popular components of Intellectual Capital that is Human Capital, Structural Capital, Customer capital; whereas other components of like Social Capital, Innovation Capital could be added in future researches to increase the versatility of the research.

9. Conclusion

Talent is the currency of new millennium and organizations can heavily bank upon this currency to build its success stories. This paper has discussed the concept of human Capital which is key to business success in today's knowledge era.

Knowledge capital of a firm is its possession of knowledge, applied experience, organizational technology, customer relationships and professional skills that provides it with competitive edge in the market. With the emergence of knowledge intensive global economy, it has been realized that investment in talent reaps rich dividends. Thus, effective management and measurement of Human Capital is the call of the day.

"Though invisible and difficult to measure, knowledge and human expertise are starting to be seen for what they are – the source of value creation."

-Lank 1997

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Comparative Analysis of Business Growth of Selected Public And Private Bank's (2012-2017)

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ABSTRACT

Bank helps in accelerating the money circulation in the country's financial system. Financial inclusion is today's need of economy. Banks play a very vital role in financial inclusion of an economy. In today's globalized era, banks are the only safe source of finance for the individual and firm too. The knowledge of financial performance helps, to decision makers, in predicting, comparing and evaluating the earning ability of bank. This research study is descriptive and analytical in nature. The data use for this study is secondary in nature. The study shows that private sector banks have made tremendous advances in the last few years. They have increased their incomes, assets size and outperformed than public sectors in many areas.

***Keywords*:** Business Growth, Public banks, Private banks.

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1. Introduction

The research is about comparison between selected public sector and private sector banks in India. Public sector and private sector banks are performed multiple functions and services.

The performance and the role of private and public sector banks are undergoing changes. The banks, both private as well as public have to now operate in an increasingly competitive environment. The customer -centric approach of private sector banks have thrown open many more challenges for the public sector banks.

The research includes comparison between the selected public sector banks and public sector banks which would help to understand various aspect of this of two sector banks and how the private sectors business growth is better or more than the public sector banks. This research is using many parameters to compare the business growth of public sector and private sector banks.

2. Literature Review

A literature review provides an overview and a critical evaluation of a body of literature relating to a research topic. It analyses a body of literature in order to classify it by themes or categories, rather than simply discussing individual works one after the other.

In our research the main source of information has been the annual reports and other financial statements of public and private sector banks as well as the internet. The topic of research "Comparative Analysis of Business Growth of Selected Public Bank's And Private Banks (2010-2015)".the websites of particular banks and financial statements as well as the annual reports has been there major source of information. Few worth authors like R. singh, Ram Mohan, Madhavankutty and H.K. Singla giving basic and detail banking knowledge have been very valuable.

Singh R (2003), in his paper Profitability management in banks under Deregulate environment, IBA bulletin, No25, has analyzed profitability Management of banks under the deregulated environment with some financial Parameters of the major four bank groups i.e. public sector banks, old private Sector banks, new private sector banks and foreign banks, profitability has declined in the deregulated environment. He emphasized to make the banking sector competitive in the deregulated environment. They should prefer noninterest income sources.

Madhavankutty (2007) concludes the banking system in India has attained enough maturity and is ready to address prudential management practices as comprehensively as possible, which an integral part of policy is making. Banking in India is poised to enter yet another phase of reforms once the door opens further to foreign players in 2009. This requires further improvement in technology management, human resource management and the ability to foresee rapid changes in the financial landscape and adopt quickly. At present, there is a huge hiatus between the top management earnings of state owned banks and private, as well as foreign banks. Banks have to lay down sound risk management strategies and internal capital adequacy assessment committees to ensure that they do not diverge from the prudential requirements.

Singla HK (2008), in his paper,' financial performance of banks in India,' in ICFAI Journal of Bank Management No 7, has examined that how financial management plays a crucial role in the growth of banking. It is concerned with examining the profitability position of the selected sixteen banks of banker index for a period of six years (2001-06).

The study reveals that the profitability position was reasonable during the period of study when compared with the previous years. Strong capital position and balance sheet place, Banks in better position to deal with and absorb the economic constant over a period of time.

Ram Mohan TT(2003) , in his paper 'Long run performance of public and private sector bank s" Vol 37, has made an attempt to compare the three categories of banks-Public, Private and Foreign-using Physical quantities of inputs and outputs, and comparing the revenue maximization efficiency of banks during 1992-2000. The findings show that PSBs performed significantly better than private sector banks but not differently from foreign banks. The conclusion points to a convergence in performance between public and private sector banks in the post-reform era, using financial measures of performance.

3. Objectives of the Study

1. Growth of Banks in term of Profit during the five years period
2. Growth of Business with Respect to:
    a. Deposits
    b. Loans
    c. Market share
3. To Make Comparative Analysis of Public Banks and Private Banks with Respect to Profitability and Growth

4. Research Methodology

Sample Size

In this study we are taking Ten (10) Banks on the basis on the Highest market Capitalization. Five Banks each from both the Public sector and Private Sector.

Data Collection

- The data of sample companies (for period of five years from 2010-2015) has been collected from the annual report and the balance sheet published by the websites of the companies.
- A finite sample size of five banks listed on the National Stock Exchange (NSE) has been selected on the basis of the Market Capitalization for the purpose of the study.

- They are State Bank of India (SBI), Punjab National Bank (PNB), Bank of Baroda (BOB),The Industrial Development Bank of India (IDBI),Central Bank of India(CBI) and Industrial Credit and Investment Corporation of India(ICICI), HDFC Bank, AXIS Bank, IndusInd Bank, Kotak Mahindra Bank.

Period of Study

The comparative analysis covers a period of five years from 2012– 2013 to 2016 – 2017

5. Data Interpretation and Analysis

Compounded annual growth of public sector banks on basis of different parameters

Business Trending Parameters	CAGR of SBI	CAGR of PNB	CAGR of IDBI	CAGR of BOB	CAGR of CBI	Avg. CAGR of Public Sector
Interest Earned	13%	11%	9%	14%	12%	12%
Other Income	9%	10%	13%	9%	8%	10%
Total Income	13%	11%	9%	14%	11%	12%
Total Expenses	13%	13%	10%	17%	13%	13%
Net Profit for the Year	12%	-7%	-12%	-4%	-14%	-5%
Earnings Per Share (Rs)	-31%	-35%	-20%	-32%	-34%	-30%
Equity Dividend (%)	3%	-6%	-27%	-1%	-28%	-11%
Book Value (Rs)	-30%	-20%	2%	-20%	-6%	-15%
Balance Sheet Parameters						
Capital and Liabilities:						
Total Share Capital	3%	3%	10%	2%	-4%	3%
Equity Share Capital	3%	3%	10%	2%	33%	10%
Reserves	15%	14%	12%	14%	23%	16%
Net Worth	15%	13%	12%	14%	12%	13%
Deposits	11%	10%	8%	15%	7%	10%
Borrowings	11%	8%	4%	10%	15%	9%
Total Debt	11%	10%	7%	15%	8%	10%
Other Liabilities & Provisions	6%	7%	8%	18%	14%	11%
Total Liabilities	11%	10%	7%	15%	8%	10%
Assets						
Cash & Balances with RBI	4%	0%	-8%	3%	0%	0%
Balance with Banks, Money at Call	16%	40%	4%	33%	-10%	17%
Advances	11%	9%	6%	13%	8%	10%

Investments	11%	10%	12%	11%	12%	11%
Net Block	16%	6%	5%	5%	15%	9%
Capital Work In Progress	-100%	0%	-6%	0%	0%	-21%
Other Assets	9%	8%	17%	17%	6%	11%
Total Assets	11%	10%	7%	15%	8%	10%

Compounded annual growth of private sector banks on basis of different parameters

Business Trending Parameters	**CAGR of HDFC**	**CAGR of AXIS**	**CAGR of ICICI**	**CAGR of IDBI**	**CAGR of KOTAK**	**Avg. CAGR of Private Sector**
Interest Earned	19%	19%	14%	22%	18%	18%
Other Income	16%	13%	13%	27%	21%	18%
Total Income	19%	17%	13%	23%	19%	18%
Total Expenses	18%	17%	13%	23%	19%	18%
Net Profit for the Year	21%	17%	17%	25%	18%	20%
Earnings Per Share (Rs)	-14%	-18%	-15%	22%	17%	-2%
Equity Dividend (%)	19%	10%	12%	15%	12%	14%
Book Value (Rs)	-15%	-16%	-22%	19%	15%	-4%
Balance Sheet Parameters						
Capital and Liabilities:						
Total Share Capital	2%	3%	0%	3%	1%	2%
Equity Share Capital	2%	3%	0%	3%	1%	2%
Reserves	20%	19%	8%	24%	16%	17%
Net Worth	20%	19%	8%	22%	16%	17%
Deposits	17%	11%	10%	17%	21%	15%
Borrowings	26%	25%	9%	30%	1%	18%
Total Debt	17%	13%	10%	19%	16%	15%
Other Liabilities & Provisions	2%	13%	15%	17%	10%	11%
Total Liabilities	16%	14%	10%	19%	16%	15%
Assets						
Cash & Balances with RBI	2%	7%	4%	10%	13%	7%
Balance with Banks, Money at Call	14%	17%	5%	34%	45%	23%
Advances	18%	15%	12%	21%	18%	17%
Investments	19%	13%	7%	13%	12%	13%
Net Block	8%	1%	0%	16%	23%	10%

Capital Work In Progress	0%	35%	0%	9%	0%	9%
Other Assets	6%	16%	9%	22%	5%	12%
Total Assets	16%	14%	10%	19%	16%	15%

Average CAGR of Public and Private Sector Banks

Business Trending Parameters	**Avg. CAGR of Public Sector Banks**	**Avg. CAGR of Private Sector Banks**
Interest Earned	12%	18%
Other Income	10%	18%
Total Income	12%	18%
Total Expenses	13%	18%
Net Profit for the Year	-5%	20%
Earnings Per Share (Rs)	-30%	-2%
Equity Dividend (%)	-11%	14%
Book Value (Rs)	-15%	-4%
Standalone Balance Sheet		
Capital and Liabilities:		
Total Share Capital	3%	2%
Equity Share Capital	10%	2%
Reserves	16%	17%
Net Worth	13%	17%
Deposits	10%	15%
Borrowings	9%	18%
Total Debt	10%	15%
Other Liabilities & Provisions	11%	11%
Total Liabilities	10%	15%
Assets		
Cash & Balances with RBI	0%	7%
Balance with Banks, Money at Call	17%	23%
Advances	10%	17%
Investments	11%	13%
Net Block	9%	10%

Capital Work In Progress	-21%	9%
Other Assets	11%	12%
Total Assets	10%	15%

Interest Earned (growth in %)

Business Trending Parameter	Average CAGR of Public Sector Bank	Average CAGR of Private Sector Bank
Interest Earned	12%	18%

Interpretation: - As per the above table the Interest Earned by Public sector banks and private sector banks showed an increasing trend. The Growth in interest earned of private sector is higher than public sector banks. Private sector banks having 6% more growth in earning interest as compare to public sector banks.

Other Income (growth in %)

Business Trending Parameter	Average CAGR of Public Sector Bank	Average CAGR of Private Sector Bank
Other Income	10%	18%

Interpretation:- As per table, it is reveal that private sectors five banks achieved highest yield of 18%, which is more than public sector banks, which indicates poor performance of public sector banks.

Total Income Earned (growth in %)

Business Trending Parameter	Average CAGR of Public Sector Bank	Average CAGR of Private Sector Bank
Total Income Earned	12%	18%

Interpretation:- As per the table and chart, the Growth in interest earned of private sector is higher than public sector banks. The Total income of Public sector banks and private sector banks showed an increasing trend. But private sector banks total income increase by 18% and public sector banks income growing at 12%.

Total Expenses (growth in %)

Business Trending Parameter	Average CAGR of Public Sector Bank	Average CAGR of Private Sector Bank
Total Expenses	13%	18%

Interpretation: - Total expenses of private sector banks are more than public sector banks. This indicates that public sector banks are performing their operations by spending less as compare to private sector banks.

Net Profit (growth in %)

Business Trending Parameter	Average CAGR of Public Sector Bank	Average CAGR of Private Sector Bank
Net Profit for year	-5%	20%

Interpretation: - Net Profit indicates poor performance of public sector banks. Public sector banks had - 5% growth in net profit as compare to 20% growth of private sector banks. That means public sectors net profit is decreasing in every year.

Earnings per share (growth in %)

Business Trending Parameter	Average CAGR of Public Sector Bank	Average CAGR of Private Sector Bank
Earnings Per share (Rs)	-30%	-2%

Interpretation: - As per table, the EPS of public and private sector banks showed a decreasing trend. The EPS of private sector is higher than public sector bank.

Equity Dividend (growth in %)

Business Trending Parameter	Average CAGR of Public Sector Bank	Average CAGR of Private Sector Bank
Equity Dividend (%)	-11%	14%

Interpretation: - Private sector banks are increasing their equity dividend by 14% in last five years, but public sector dividend was decreasing by 11%.that means private sector is performing better than public sector banks.

Book Value

Business Trending Parameter	Average CAGR of Public Sector Bank	Average CAGR of Private Sector Bank
Book Value (Rs.)	-15%	-4%

Interpretation:- As per table, the book value of both public and private sector banks showed negative growth or decreasing trend.

Total Share Capital (growth in %)

Business Trending Parameter	Average CAGR of Public Sector Bank	Average CAGR of Private Sector Bank
Total Share Capital	3%	2%

Interpretation: - Total share capital of both public and private sector are increasing in same percentage.

Total Reserves (growth in %)

Business Trending Parameter	Average CAGR of Public Sector Bank	Average CAGR of Private Sector Bank
Reserve	16%	17%

Interpretation:- As per table, total reserves showed an increasing trend. Public sectors reserves were increasing by 16% and private sectors increasing by 17%.

Net Worth (growth in %)

Business Trending Parameter	Average CAGR of Public Sector Bank	Average CAGR of Private Sector Bank
Net worth	13%	17%

Interpretation:- Private sector having more growth in net worth as compare to public sector banks. This indicates better performance of private sector banks.

Deposits (growth in %)

Business Trending Parameter	Average CAGR of Public Sector Bank	Average CAGR of Private Sector Bank
Deposits	10%	15%

Interpretation:- As per table, Deposit growth showed an increasing trend. Private banks deposits growing 5% more than public sector banks.

Borrowings (growth in %)

Business Trending Parameter	Average CAGR of Public Sector Bank	Average CAGR of Private Sector Bank
Borrowings	9%	18%

Interpretation:- Borrowings showed increasing trend. private sector banks borrowings growing at 18% as compared to 9% of public sector banks.

Total Debt (growth in %)

Business Trending Parameter	Average CAGR of Public Sector Bank	Average CAGR of Private Sector Bank
Total Debts	10%	15%

Interpretation:- As per table, total debt of private sector banks growing more fast as compared to public sector. This showed bad performance of private sector banks.

Total Liabilities (growth in %)

Business Trending Parameter	Average CAGR of Public Sector Bank	Average CAGR of Private Sector Bank
Total Liabilities	10%	15%

Interpretation: - Total liabilities showed an increasing trend. Both sectors had increased their liabilities.

Cash & Balances with RBI (growth in %)

Business Trending Parameter	Average CAGR of Public Sector Bank	Average CAGR of Private Sector Bank
Cash and Balance with RBI	10%	15%

Interpretation: - Cash & balance with RBI is important parameter for banks for assuring there capacity to pay back to depositors. Private sector showed increased in cash & Balance with RBI.

Advances (growth in %)

Business Trending Parameter	Average CAGR of Public Sector Bank	Average CAGR of Private Sector Bank
Advances	10%	17%

Interpretation:-As per chart, both public and private sector showed an increasing trend in advances. Private sector growing by 17% as compare to 10% of advances.

Investments (growth in %)

Business Trending Parameter	Average CAGR of Public Sector Bank	Average CAGR of Private Sector Bank
Investments	11%	13%

Interpretation:- Investment showed an increasing trend in both private and public sector banks. But private sector had 2% more growth as compared to public sector.

Total Assets (growth in %)

Business Trending Parameter	Average CAGR of Public Sector Bank	Average CAGR of Private Sector Bank
Total Assets	10%	15%

Interpretation: - As per table, total asset showed an increasing trend. Private sector having 5% more growth rate as compare to public sector.

Compounded annual growth rate of public sector and private sector banks on basis of different financial ratios :-

RATIOS	AVG. CAGR OF PUBLIC SECTOR BANKS	AVG. CAGR OF PRIVATE SECTOR BANKS
Asset Utilization	3%	2%
Cash Deposit Ratio	-9%	-10%
Debt to Equity Ratio	-2%	3%
Debt to Total Assets Ratio	-1%	3%
Equity Multiplier	-1%	-1%
Income to expense Ratio	0%	3%
Net Interest Margin	-3%	1%
Total asset turnover	2%	2%
Return on Assets	-16%	2%
Return on Deposit or loan to deposit ratio	0%	0%
Return on Equity	-16%	2%
Non-performing Loans to Total Loans	28%	6%

Asset Utilization (growth in %)

Ratios	Public Sector Bank	Private Sector Bank
Assets Utilization	3%	2%

Interpretation: - As per table, asset utilization showed an increasing trend. Private sector having 1% less growth rate as compared to public sector.

Debt to Equity Ratio

Ratios	Public Sector Bank	Private Sector Bank
Debt to Equity Ratio	-2%	3%

Interpretation:-Debt to equity ratio was showed mix trends. Private sector showed positive growth and public sector showed negative growth.

Debt to Total Assets Ratio

Ratios	Public Sector Bank	Private Sector Bank
Debt to Total Assets Ratio	-1%	3%

Interpretation: - Debt to asset ratio increasing for private sector but for public sector growth had negative trend.

Equity Multiplier

Ratios	Public Sector Bank	Private Sector Bank
Equity Multiplier	-1%	-1%

Interpretation: - Equity multiplier showed negative or decreasing trend. both public and private sector banks had negative growth.

Income to Expense Ratio

Ratios	Public Sector Bank	Private Sector Bank
Income to Expense Ratio	0%	3%

Interpretation:-Income to Expense Ratio showed mix trends. Private sector had 3% growth in ratio but public sector showing negative growth in ratio.

Net Interest Margin

Ratios	Public Sector Bank	Private Sector Bank
Net Interest Margin	-3%	1%

Interpretation: - Private sectors NIM increased as compared to public sectors -3% growth . this showed poor performance of public sector banks.

Total Asset Turnover

Ratios	Public Sector Bank	Private Sector Bank
Total Asset Turnover	2%	2%

Interpretation:- Total Asset Turnover ratio showed increasing trend for both public and private sector banks.

Return on Assets

Ratios	Public Sector Bank	Private Sector Bank
Return on Assets	-16%	2%

Interpretation:- As per table, private sector showed 2% growth in return to assets ratio as compared to-16% of public sector banks.

Return on Equity

Ratios	Public Sector Bank	Private Sector Bank
Return on Equity	-16%	2%

Interpretation:- As per table, private sector banks showed better performance as compared to public sector banks. Public sector banks showed -16% growth and this indicates poor performance of public sector.

Non- performing loans to total Loans

Ratios	Public Sector Bank	Private Sector Bank
Non-performing Loans to Total Loans	28%	6%

Interpretation:-Public And Private Sector Banks Showed The Increasing Trends. But Public Sector Banks Had 28%Growth As Compare To 6% Of Private Sector Banks.

6. Conclusion

The interest earned other income and total income of private sector banks are substantially, higher than the public sector from 2012-13 to 2016-17.

Total expenses, net profit, EPS and equity dividend of private sector banks is substantially higher than the public sector banks.

Private sector outperformed public sector banks in terms Net worth, deposits, borrowings and total debt.

Public and private sector banks having some growth rate of reserves, equity share capital and total share capital. But both sector showing good growth rate in all above points.

The private sector banks have made tremendous strides in the last few years. They have increased their incomes, assets size and outperformed than public sectors in many areas. This growth was accompanied by a rapid branch expansion.

It was found that private sector banks were better utilized the available resources such as assets, deposits, advances, and investments. It was also observed in the study that public sector banks have not been utilized their resources optimally.

Private banks are improving their operations and business. Such as deposit, advances, no. of a/cs, no. of branches etc. as compared to public sector bank.

Public sector banks business is also growing but private sector banks growing rapidly rather than public sector banks.

Public sector banks having more or better growth rate for asset utilization and non-performing loans to total loans.

However the Debt to Equity Ratio, Return on Equity and Debt to Total Assets Ratio of private sector banks is more as compared to public sector banks.

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A Study of Opportunities and Challenges of Business in purlieu of Wild Life Tourism Zones of Madhya Pradesh

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ABSTRACT

Tourism Industry in India is one of the most lucrative industries in the country and contributes substantially to foreign exchange earned. In the past couple of decades with good supported promotion this industry has developed as an important means of employment generation. In fact during 2010, seven million tourists visited India and spent US $ 13.9 billion, thus making India one of the major global tourist destinations. Augmented tourism in India has created jobs in a variety of associated sectors, both directly and indirectly. Tourism is one of the success stories of the 20th century and is concerned more with the satisfaction of individual rather than with the scientific and technological achievements. Almost 20 million people are now working in India's Tourism Industry. India's tourism is thriving, owing to a huge flow in both business and leisure travel by foreign and domestic tourists and is expected to generate approximately US$ 275.5 billion by 2018.

There has been an increase in environmental awareness and pressure of urbanization. Now, urban masses look for new get away locations, where they can get involved in active outdoor recreation. Thus, national parks and sanctuaries have emerged as the favourite destinations. The visitors to these national parks are usually the youth in 18 to 30 years of age group. They are driven by the motivation to do something "adventurous". This study was conducted in two cities with different set of respondents; since they are in the close proximity of the National Parks and Wild Life Sanctuaries. The prime objective of study has been to understand the reason of preference of Wild Life Tourism and the expectations of the tourists about various aspects during their course of travel and stay. The basic procedure adapted was tourist interviews through convenient sampling. The total respondents were about 326 between the age group of 20 years to 45 years. This included males and females SEC A1, A2, B1 and B2. It is assumed that the people of these SEC have the buying capacity as an influence of and reaction to word of mouth and advertisements. Both quantitative and qualitative data was collected for analysis.

Key Words: Tourism, Wild Life Tourism, Tourists

1. Introduction

From time immemorable India has been the most exciting adventurous and most sorted after place of tourism. India's Wild Life Tourism, Aadhayatmic (Spiritual) Tourism, Medical Tourism, age long Ayurvedic Tourism, Historical Tourism or Religious tourism all have been reasons of anxiety and belief for people from across the globe. India has always been known as the land of Tigers and Snakes and Snake charmers. The wild life of the country has been a reason of happiness and delight for the people of all classes and ages. There are varied reasons why tourists prefer the Indian Parks and sanctuaries. The famous Kipling's "Moughli" was a reality of the park of Pench. The Great Bengal Tiger brings a big smile on the faces of the tourists and the White Tigers are still a very exciting experience. Further whether it is the Great Lion at Gir or Rhinosouraus of Kaziranga all are a major reason of attraction for the tourists from across the globe. Tourism is been promoted through various programmes "Hindustan ka Dil" for Madhya Pradesh; "Kuch din to Gujariye Gujrat mein" for Gujrat; North east Tourism and so on by the department of tourism. Since India is blessed with the most suitable weather conditions round the year and most beautiful and exotic flora and fauna, it attracts tourists for its wild life tourism. Apart from this there are a few other things also which the tourists enjoy. This includes the exotic traditional Indian food being served in the vicinity of the wild life parks and sanctuaries; the traditional ayurvedic treatment for relaxation and rejuvenation of the tourists; and the huge range of handicraft and other jungle related products. These have grown as a big industry in and around the parks and sanctuaries generating a huge employment.

The growth in the wild life tourism can be supported by the fact that the footfall of the tourists have grown substantially over the last decade especially in the states of Madhya Pradesh, Gujrat, Rajasthan, Himachal Pradesh etc. along with the other states. Although tourists visit is regular but there are some special times during the year when the visits higher and this varies as per the geographical locations. Wild Life tourism is a sector which is majorly availed by people of a particular class and thus this is a fast growing industry also contributing to generating substantial amount of foreign exchange. Moreover statistics have stated that the year on year on the last decade the number of tourists both Indian and foreign have gone up by more than 200%. The money spent on tourism has also gone up by almost 300%, resulting in receipt of good amount of foreign exchange. Even the Indian tourists are spending a lot which is directly or indirectly helping the associated industries flourish.

An important point to be noted is that off late a very big number of young adults are indulging into wild life tourism. This is mainly because of getting a job at an early age thanks to the BPOs and other MNC's. Youth today have substantial disposable income. In this current hectic and mechanized working life even the people of young age wish to get a relaxing holiday. But since they don't get long leaves, they prefer destinations which are near, comfortable, different, relaxing, rejuvenating and most importantly natural. They wish to breathe in a place which is pollution free and healthy and nothing can be better than a wild life park or sanctuary which fulfill all the needs and is different from the routine holidays. It is also noticed that even the foreign tourist ensure spending a substantial time in Indian wild life parks. Reason stated have been the same as earlier discussed along with one more thing that they get to see the rare wild life which is not otherwise possible.

2. Literature Reviewed

Reading material from the earlier works done on the relevant subject supported the study. This included the works done by the references mentioned; research study done by Dr.Barvekar S.G. (2013) and Dr.Mishra Y.K.(2014) for their doctorate on this subject and other study material from the University of Jabalpur, University of Amarkantak and University of Delhi.

Yadav M.L. and Tiwari S.K. (2014): "A study on developing tourism amongst the working youths", mentions about the changes seen in the decision of the youths about their tourist destination. It also analyses about the choices and preferences of the respondents from the different socio economic classes.

Aswale T.K.and Mire M.G. (2015): "A study on Wild Life Tourism with special reference to generating employment and business opportunities". The paper discusses about the potential jobs related to the tourism in India and the increase in the per capita income of the lower masses.

Singh R.K. (2016): "A critical study on safe tourism in India – focusing on female tourists". The research paper categorically talks about the growth and changes in the jobs availability and other aspects in the various parts of the country specifically with reference to tourism industry. They also discuss about the security hazards and the problems created due to lack of awareness and the indifferent attitude people have about being cautious while travel.

Ahmed Shakeel and Verma N.K. (2015): The authors detail about the reasons and characteristics leading to the growth of this sector. They also focus on the consistent growth the sector has been showing over the decade and the growing need of improving the artisans skills related to handicrafts.

Pratabhan S.S. and Gupta J.K. (2014): The authors have worked majorly on the security aspects

related to tourists. They have supported with lots of examples and data the fact that the foreign tourists safety and security in the country is of prime importance. They also discuss about the pattern and trend of their visit time, duration of stay, places of interest and purchase pattern.
Development and Growth of Indian Tourism within the Country and Incoming Foreign Tourist (2016-17) – Report of Indian Tourism Development Corporation (ITDC)

3. Purpose of Study

Although tourism in India is one of the fastest growing industries, precisely Wild Life Tourism is one part of it which is still comparatively expensive and is enjoyed only by a specific lot of people. The basic purpose of study has been as follows:

1) To understand the reason why youth prefer Wild Life Tourism.
2) To study the expectations of the tourists from Parks and Sanctuaries during their visits.
3) To study the expectations of the tourists on aspects like travel and hospitality during their visits to these places.

4. Sample and Methodology

The study was conducted on the youth in two cities with different set of respondents. This included Jabalpur, M.P., because the city is in the close proximity of the country's first National Park Kanha, Bandhavgarh and Pench; and Gurgaon, Haryana, which has Jim Corbett at a weekend traveling distance.
The basic procedure consisted of tourist interviews through convenient sampling. Simple percentage method has been used for analysis of the received data. The total respondents were about 326 between the age group of 20 years to 45 years. This included males and females SEC A1, A2, B1 and B2. Respondents in the form of households have been considered as one unit. It is assumed that the people of these SEC have the buying capacity and good disposable income as an influence of and reaction to word of mouth and advertisements. Both quantitative and qualitative data was collected for analysis.

5. Understanding of the Study

In tourism, the product from a destination view point is a combination of various elements or components, some of which are tangible and some are intangible. The only open path for the organization in this case would be to let somebody know itself about the consumer needs, expectations, and attitudes of mind, likes and dislikes in order to put together and constantly build up the tourism products.

General Profile of the Respondents

Gender	Males	Females			
	54%	46%			
Age	20-25	26 – 30	31 - 35	36 – 40	41 - 45
	15%	22%	34%	20%	9%
Occupation	Govt. Service	Private Orgns.	Public	Business	Students
	13%	42%	11%	26%	8%
Group / Family size	Single	Group / Family of 2	Group / Family of 3	Group / Family of 4	Group / Family of 5
	36%	37%	12%	8%	7%
House hold income	< 5 lacs	5 - 8 lacs	8 - 10 lacs	10 - 15 lacs	> 15 lacs
	83	77	107	46	13
Tourism Frequency	Monthly	Quarterly	Half Yearly	Yearly	
	22%	27%	19%	32%	

There has been an increase in environmental awareness and pressure of urbanization. Now, urban masses look for new get away locations, where they can get involved in active outdoor recreation. Thus, national parks and sanctuaries have emerged as the favourite destinations. The Government of India initiated the 'new ecotourism and wild life tourism policy'. In order to generate more revenue, the new policy deviates from its previous principle of 'for conservation only'. The policy, now, aims at increasing tourism by creating more services and facilities for the visitors to the protected areas. Thus, there has been a constant increase in the number of visitors during the 'season' particularly to the parks like Kanha, Bandhavgarh, Corbett, Ranthambore, Nagarhole, Kaziranga, etc., which have close proximity to metropolitan and / or big towns. The visitors to these national parks are usually the youth in 23 to 35 years of age group. They are driven by the motivation to do something “adventurous”.

During the course of study, the primary objective was understanding reasons for youth’s preference to wild life tourism. The data gathered through discussions pointed towards a few very different and unexpected facts. The first and the most highlighted has been that the youth today apart from being aware about fast changing permutation of the natural surroundings is moving back towards a peaceful and slow paced life. This is for the time they get out of their hectic working schedules. The adapted westernized culture is being replaced by the original Indian culture. Due to the speedy and exhaustive MNC's work culture the youth look forward to a peaceful break whenever they can afford time out. In the past decade due to better commuting options and also much improved hospitality it has become convenient and comfortable to visit places.

The plastic and concrete life has changed the view point of the youth, who now prefer places life wild life parks and sanctuaries, meditation centers or natural resorts, for their weekends and holidays. They call these places detoxificating centers. The respondents of this research preferred wild life tourism for a few basic reasons as mentioned below:

1) Wild life parks and sanctuaries now-a-days have developed in such a way that, they do not just provide a peaceful place to the visitors but also give them information and experiences of various ancient skills and culture.
2) Wild life is very fast getting extinct and if they do not see it now they would probably will never be able to see it ever.
3) Youth at a weekend travelling distance travel to these places with a motive to spend their personal small time in the natural surroundings, which is out of question in their small apartments and flats.
4) They also look forward to these holidays as time spent on getting to see and know something they never knew. For eg: in most of the wild life park resorts they provide with authentic regional food, regional cultural programmes, information on the place specific flora and fauna.
5) The respondents also mentioned about wild life areas where they could see and feel the wild life.

The summary of the feedback mentions that, the youth preferred the wild life tourism for the basic reason that it takes them back to nature and also provides an opportunity to rejuvenate and experience life which is full of mental peace and physical relaxation.

On categorizing the respondents it is seen that, of the total respondents 34% where people – both males and females, in the age group of 31 yrs to 35 yrs are people who are fairly stable in their jobs with very high working hours and thus need a natural relaxing break to rejuvenate. The respondents of this age mentioned a few noticeable points. Firstly they are people with substantial disposable income. Another important point is that they do not yet have kids or have kids who are small and thus educational responsibility is less leading to comfortable mobility.

The further information reveals that, the respondents on having visited these places are impressed by what they receive. When they plan to visit such place they have some images regarding the place. They wish to see a place neat, clean, serene, natural and most importantly GREEN AND FULL OF FLORA, FAUNA AND WILD LIFE. There are parks and sanctuaries where these expectations are fulfilled very well since the management supports with tourist visits either through vehicles or on elephants or some other way for eg: in Bandhavgarh the wish to see the great Indian Tiger is fulfilled most of the times since the population of the animal is sufficient and the visits are planned in such a way that they can be seen from a distance of two feet without harming or irritating them. There are parks and sanctuaries where good quality plants, natural products, herbal products and local handicrafts are available at very reasonable and appealing prices.

The places of natural surrounding are perceived to be full of insects and reptiles like snakes, scorpion etc. People prefer visiting parks and sanctuaries which are comfortable and convenient to travel and have hotels, rest houses and resorts which are safe and comfortable for their stay. Kanha and Bandhavgarh in Madhya Pradesh and Jim Corbett in Rajasthan are both places where there are hotels and resorts of all price ranges. Tourists also enjoy tree houses and bamboo houses which are also available in the close vicinity of various parks and sanctuaries. There are also good places to enjoy local food. These two parks have ensured good internal visit plans and thus the tourist get a very good opportunity to see and feel the natural and fresh flora and fauna. In and around these parks and sanctuaries there is a fair market of natural products like Honey, Scrubber, Latex, Quality Seeds, herbal plants and herbal products etc. Market even caters with the locally manufactured goods like wood and bamboo products, potteries, pickles, masalas etc. Even the local transport in these areas is in abundance which helps the tourists to commute safely and at very reasonable prices. Tourists as per their interests chose from any of the options of traveling for eg: jeeps, buses, tongas, carts, cabs etc.

6. Limitations of the Study

The biggest limitation of the study has been that, only two places could be covered which was purely due to travelling constraint. But the author proposes to continue the study in the other parks and sanctuaries also.

7. Key Findings

1) The youth prefer WLT primarily because of the thrill and adventure related to the fact of being close to an atmosphere which is not present in the ambience of their existence.
2) They take WLT as stress buster, because of the natural and different setup, which is natural and soft toned as against the hustle of their routine life.
3) Major tourism in the country including WLT happens in the month of November and December followed by August and September. This is probably because of the working seasons applicable in the major organizations.
4) March, April and May are the low season probably because of the weather, exams, and year ending for all the working lot.
5) The facilities in and around the parks have developed to the level of tourist convenience and requirements.
6) A great travel and stay convenience has been built up in and around these places by the government and the private businesses.
7) Not just tourism money is being earned through this, but a lot of money is being diverted to travel and hospitality industry.
8) Small scale industries and artisans are also gaining a better livelihood.
9) Tourism in the country is helping increase the economy of the common man related directly or indirectly to this sector.

8. Conclusion

This study has lead to an insight in to the preference reasons, travelling patterns, aspirations and wishes of the people regarding their tourism requirements and plans. The study has been in the vicinity of just two national parks and thus the details found have been focused majorily on the respondents specifically from a particular life style and geographical area; whereas the study might lead to different and / or added findings and details if conducted in other park areas. This is because the life style and work culture both differ with the change in the class of town and the SEC residing there.

The author of this paper has conducted the entire study and for any further data or details, the readers can revert to the author. It is expected that the study would be of utility to many more researchers.

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Table I: Footfall in the Wild Life Parks and Sanctuaries - State wise

	2010	2011	2012	2013	2014	2015	2016	2017
Kerala	1.71	1.61	1.43	1.29	1.16	1.04	1.27	2.83
Goa	0.61	0.53	0.48	0.44	0.40	0.36	0.32	0.29
Delhi	0.54	0.56	0.51	0.47	0.44	0.40	0.37	0.34
Rajasthan	4.66	5.09	5.35	5.70	6.06	6.42	6.76	9.18
Tamil Nadu	12.28	11.71	13.30	13.14	12.95	12.71	12.43	14.78
Andhra Pradesh	15.97	15.35	17.46	16.04	16.55	15.98	13.29	13.56
Gujarat	2.25	2.56	2.72	2.95	3.18	3.42	3.67	3.91
Himachal Pradesh	1.84	1.88	1.75	1.65	1.56	1.46	1.37	4.89
J & K	2.00	1.96	1.74	1.59	1.44	1.30	1.18	1.05
Uttar Pradesh	15.66	15.87	14.05	15.75	15.44	16.13	16.83	17.53
Uttarakhand	3.40	3.85	3.80	3.82	3.83	3.82	3.80	3.77
Orissa	1.20	1.26	1.19	1.16	1.12	1.08	1.04	1.00
Karnataka	7.90	8.26	8.25	8.37	8.46	8.52	8.55	8.54
West Bengal	3.60	3.68	3.60	3.59	3.57	3.54	3.49	3.42
Madhya Pradesh	16.50	17.92	17.52	18.16	18.96	19.93	20.12	27.57
Maharastra	3.89	3.88	3.85	3.87	3.88	3.87	3.85	3.82

Figs in percentages.
Source: Annual reports on Wild Life Survey, Pench Wild Life Park.

Table II: Tourism in the Wild Life Parks and Sanctuaries - Month wise

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
January	6.05	5.44	4.81	4.18	3.57	3.00	2.49	2.04	2.08	2.12	2.13
February	7.72	6.56	5.48	4.50	3.63	2.89	2.26	1.75	1.32	1.10	0.99
March	7.44	6.42	5.46	4.56	3.74	3.02	2.41	1.89	1.42	1.07	0.79
April	6.08	5.43	4.76	4.10	3.48	2.90	2.39	1.94	1.51	1.17	0.89
May	7.48	6.73	5.95	5.17	4.42	3.72	3.08	2.52	2.05	1.41	1.39
June	8.03	7.73	7.32	6.81	6.23	5.62	4.99	4.37	4.36	4.33	4.25
July	6.91	6.95	6.87	6.68	6.38	6.00	5.56	5.09	5.26	5.42	5.53
August	8.45	9.15	9.75	10.21	10.51	10.65	10.64	10.48	10.84	11.17	11.38
September	9.85	10.67	11.37	11.90	12.26	12.42	12.41	12.22	11.74	11.24	10.64
October	10.26	8.87	7.53	6.29	5.16	4.17	3.32	2.61	2.70	2.78	2.83
November	11.50	13.60	15.81	18.07	20.31	22.47	24.49	26.34	26.27	26.10	25.66
December	10.22	12.44	14.90	17.54	20.30	23.13	25.97	28.76	30.45	32.11	33.50

Figs in percentages.
Source: Annual reports on Wild Life Survey, Pench Wild Life Park.

Management of NGO

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ABSTRACT

India is a land of villages and the Government of India has been implementing numerous rural development programs for the upliftment of rural Communities. A number of NGOs have been playing a vital role in rural community development, besides government interventions. Realizing that the government alone was not able to meet the challenges of the massive enormous tasks in the process of rural development, the non-profit voluntary and non-governmental organizations had to be involved in different phases and activities at the global, regional and local levels. Thus, in later phases, both the IGOs and NGOs have been actively involved in transforming the lives of the poor in rural. No doubt, NGOs have been constantly working days and nights to solve various problems concerning children, women, senior citizens, environment etc. The NGO sector plays a crucial role in the growth of a nation. The Indian voluntary sector (or the NGO sector) is emerging to be a credible force in catalyzing the nation's social and economic growth. If India is to achieve, as is predicted, the living standards of the developed world by 2050, then the NGO sector would need to play a critical role, and must grow at a pace much higher than that required of the overall Indian economy. On this backdrop, the present study explores the role and their performance of NGOs in poverty eradication.

***Key-Words**:* Non-Government Organization, rural development, People, Programs, Government, Poverty, Poverty alleviation/eradication.

1. Introduction

Non-governmental Organisation (NGO) is legally constituted organizations created by natural or legal people that operate independently from any form of government. The term originated from the United Nations, and normally refers to organizations that are not a part of a government and are not conventional for profit businesses. In the cases in which NGOs are funded totally or partially by governments, the NGO maintains its non-governmental status by excluding government representatives from membership in the organization. The term is usually applied only to organizations that pursue wider social aims that have political aspects, but are not openly political organizations such as political parties. NGOs are recognized for their role in developing new initiatives, new programmes or components of programmes, new approaches, new mechanisms, etc., to address development problems and issues. Many NGOs, with their generally flexible organizational structure and characteristics, which include organizational independence and participatory structures, are able to experiment on new institutional mechanisms and on different approaches that add value to projects.

The NGO sector plays a crucial role in the growth of a nation. The Indian voluntary sector (or the NGO sector) is emerging to be a credible force in catalysing the nation's social and economic growth, particularly for the masses at the 'bottom of the economic pyramid'. The potential for this is well apparent from the experience of other developed and developing economies. If India is to achieve, as is predicted, the living standards of the developed world by 2050, then the NGO sector would need to play a critical role, and must grow at a pace much higher than that required of the overall Indian economy.

The present strategy of rural development mainly focuses on poverty alleviation, better livelihood opportunities, provision of basic amenities and infrastructure facilities through innovative programmes of wage and self-employment. The above goals will be achieved by various programme support being implemented creating partnership with communities, non-governmental organizations, community based organizations, institutions, PRIs and industrial establishments. Thus, NGOs have a significant role in assisting the rural poor to break out of the vicious circle of poverty. A major source of the strength of NGOs comes from their idealism and values, which include a strong spirit of volunteerism and independence. Most NGOs consider empowerment of the poor as their major goal and objective. The empowerment can be as basic as enabling groups to improve their conditions through socio-economic development programmes or projects.

2. Literature Review

In India and abroad, several studies have been made on Non- Government organizations working in urban as well as rural areas. Much of the literature on these organizations in Indian settings has come from traditional social work. Although the poor have willingness to overcome their ill-being, they are not able to do it by using their own resources. There are so many factors that trap the poor until they are in powerless conditions, such as diseases, climate stress, environmental degradation, physical isolation, and also extreme poverty itself. Essentially, the poor must be helped to exit from the poverty trap. If it can be reached, there will be an opportunity to get a first foothold on the ladder of development. Many of the Anthropologists, Sociologists and Political Scientists are engaged in the study of the voluntary organizations.

Unfortunately, communication among the disciplines about their findings has been far from adequate. Shalini Mehta (1980) has made an attempt to analyse achievements and failures of the Government and Voluntary Agencies (VAs) in the villages of Mandla District of Madhya Pradesh in the spheres of health and education. It was found that the Voluntary Organization Banwasi Sewa Ashram is working more effectively in the field of education rather than the Government department.

K.A. Suresh's (1990) study deals with the levels of participation of beneficiaries in the development programmes of select NGOs in Kerala. The author found that NGOs are not working as participatory organizations to the extent desired. The rates of participation of beneficiaries and institutional arrangements for participation are found to be very low. The beneficiaries are also found to be not keen in getting represented in decision making bodies and planning process. Vijay Mahajan (1994) made an attempt to examine the role of NGOs and training institutions in DWCRA programme. His study emphasizes that there is a need for the NGOs and training institutions to make DWCRA programme more effective. The author's insightful comments indicate some of the major advantages and drawbacks of voluntary agencies in the national rural development efforts.

3. Research Methodology

NGOs work for a wide variety of causes that aims to bring about the change in the life of the people for a greater cause and to protect their rights. As there are various types of NGOs, therefore their way of working also differs from each other. Some NGOs simply act as lobbyists, while others mainly conduct programs and activities. Public relations – NGOs focuses a lot on maintaining the healthy relationships with the public for meeting their goals. In fact, there are various foundations and charities which use sophisticated public relations campaigns for raising funds. They also stressed on using standard lobbying techniques with governments of the nations. Some of the interest groups are political in nature as they have abilities to control social and political outcomes. Project management is being employed by the NGOs to carry out their projects successfully. They make use of various project management techniques. Generally, private NGOs work for community or environmental issues. These NGOs are designed to work for large number of issues including humanitarian affairs, religion, and emergency aid. These NGO gather the public support and voluntary contributions for assistance. These NGOs have links with community groups in the developing countries. NGOs are increasingly becoming accepted on international relations landscape where they might influence national and multilateral policy-making.

4. Objectives of Study

An analytical study of the role of NGOs in the poverty reduction of India has been formulated with the following objectives:

1) Generating alternatives to overcome special social problems and hurdles besides taking necessary steps to aware the general population.
2) Creating positive attitude of the society, annihilation of superstition and belief against development and bringing in the deprived ones in the main stream of development.
3) Giving priority to women in loan scheme by involving them directly in production process and thus creating scope of additional income in the family, which gradually leads to self-sufficiency.
4) Continuing the assistance towards poor so that they can create own investment by saving at a growing rate from upward income.
5) To analyse the magnitude and severity of poverty.
6) To analyse the strategies adopted by the poor in overcoming poverty.
7) To discuss the nature of voluntary organisations.
8) To analyse the need of NGOs related to various sectors/ areas or groups.
9) To analyse the impact of the reforms undertaken by NGOs.

10) To review the challenges faced by NGOs.

11) To evaluate the role in the overall development of the economy.

This data has been collected from various publications and other scholarly works which includes academic journals, newspapers, Govt. and non-govt. publications, and various web sites etc.

5. History of NGOs

The vital role of NGOs and other "major groups" in sustainable development was recognized in Chapter 27 of Agenda 21, leading to intense arrangements for a consultative relationship between the United Nations and nongovernmental organizations, rising in periods of growth and declining in periods of crisis. Globalization during the 20th century gave rise to the importance of NGOs. Many problems could not be solved within a nation. International treaties and international organizations such as the World Trade Organization were centred mainly on the interests of capitalist enterprises. In an attempt to counterbalance this trend, NGOs have developed to emphasize humanitarian issues, developmental aid and sustainable development. A prominent example of this is the fifth World Social Forum in Porto Alegre, Brazil, in January 2005 which was attended by representatives from more than 1,000 NGOs. In terms of environmental issues and sustainable development, the Earth Summit in Rio in 1992 was the first to show the power of NGOs, when about 2,400 representatives of NGOs came to play a central role in deliberations. Some have argued that in forums like these, NGOs take the place of what should belong to popular movements of the poor. Whatever the case, NGO transnational networking is now extensive.

- **Role of NGOs in Various Fields**

The NGO have taken some significant initiatives to handle every difficult situation considering certain aspects stated below:

a) Speedier economic growth achievement process

b) Human Resource development

c) Specific target setting for poor

Hence, a combined strategy considering all three stated aspects is necessary to undertake. As a part of these combined strategies, NGOs have undertaken some key activities which are as follows:

1. ***Government support:*** The government (central, state or local) support at all level is inevitable for rural development. NGOs alone cannot do miracles overnight. Therefore, the

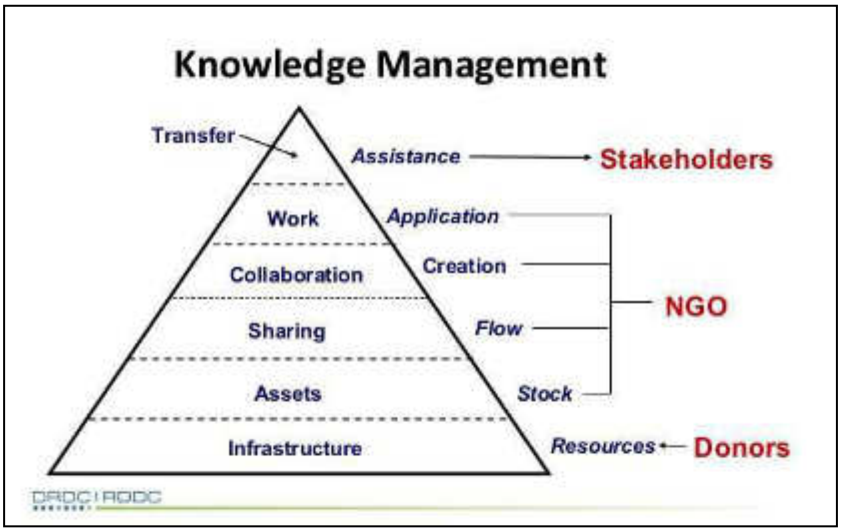
government should watch and ward the working of NGOs at phase wise manner. Thus, the fund or whatever may be directly should move to beneficiaries. The NGOs should accountable for the funds.

2. ***Relief Services:*** The provision of food and non-food items during emergency periods and war time and other disasters periods, often see NGOs functions as important one. The provision of these items is short run but very significance in alleviating poverty.

   i. 

3. ***Community development programs:*** The community development programs like adoption of villages for development, moral support during flood and famine period, supply of food and drinking water during flood, common well, training programs for the rural youths, housing projects, repair and renovation of houses etc will satisfy the basic necessities.
4. ***Employment Generation:*** In order to encourage the rural poor to participate in different economic activities and to increase their income through employment generation, several policies, methods and strategies of the NGOs have attracted the attention of some foreign development experts. NGOs usually create employment in two ways. First of all, they provide employment in their own organization and secondly, they provide loans and management assistance to individuals, which create new employment opportunity.
5. ***Micro credit***: Microfinance is another important sector that NGO‟s had fully utilized in reaching out to the poor. The purpose of using microfinance to alleviate poverty is as a result of what role microfinance can play and what impact it created on the beneficiaries. Microfinance has a very important role to play in development according to proponents of microfinance. Different NGOs have adopted different lending methods for their micro-credit schemes such as group-based lending or Grameen Approach (lending to groups of 5-15 members), individual lending or financial intermediation (lending to individuals).
6. ***Agricultural related programs:*** Numerous activities can be undertaken under agriculture sector. The jobs/projects like distributing planting materials, cattle, poultry, minor irrigation, free medical care for cattle's, safe drinking water for animals etc.

7. ***Human Resource Development programs:*** The personality development programs, skill development programs, educational programs, integrated development projects etc will enable the rural poor to earn bread and butter.
8. ***Health programmes for humans and non-humans:*** The works like pit drainage, housing, creation of smokeless environment, good drinking water for animals and human beings, regular health check-up camps etc. will improve the health conditions of the humans and non-human beings.
9. ***Humanitarian and structural development of organisations for poor:*** NGOs are playing essential role for humanitarian development through joint analysis and seeking solution through different seminars and workshop, joint social activities, and application of socio-economic projects.
10. ***Trade and industrial promotion:*** The important problem in the present context is availability of the market for the products of rural enterprises. Therefore, an NGO has a direct link with the government for marketing of the goods. Apart from this, NGO can also go for training the rural youths in fabrication works, wood works, beedi rolling, agarbatti manufacturing, printing press etc.
11. ***Peace Building Projects:*** NGO's roles are extended to peace building in India. The crucial role played by NGO‟s in the restoration of peace in war affected zones is worth noticeable. The presence of NGO‟s led to the restoration of fair peace as their propagation of the human rights law, and their involvement in the disarmament, demobilization and reintegration programmes, is fostering cooperation among the warlords. Through the functions of providing microfinance, initiating capacity building and self -reliance, peace building projects, relief services during emergencies, NGOs could bridge the gap of poverty in India.



- **Challenges Faced by NGOs**

Non-Government Organizations (NGOs) have become an irresistible global force today. The Achievements and success of NGOs in various fields and the excellent work done by them in specific areas is no doubt a tremendous task that has helped to meet the changing needs of the social system. However, in spite of its achievements in various fields, NGOs are facing different problems which differ from organization to organization, region to region. Some of the NGOs in India are facing the following major problems:

1. ***Poor Communications:*** NGOs also recognize that there is very poor communication within the sector. The majority of NGOs have little or no access to reliable email and internet connections; they receive almost no literature on development issues and are generally out of touch with issues of global, regional and national importance. There is a lack of understanding of the difference between the Board and Council is just one example of the knowledge gaps that exist.
2. ***Lacks of funds:*** Most of the NGOs in India are suffering from paucity of funds. Government does not give cent percent grants in aid or make delay in sanctions of grants for numerous programs. NGOs have to make matching contributions which they are sometimes unable to manage and are, therefore, unable to avail themselves of the grants.
3. ***Misuse of Funds:*** It is a common experience that there have been serious charges of misuse and misappropriation of funds received as grant-in-aid form the government, foreign donors and raised through their own resources by the most of the NGOs. These NGOs may reflect its image to other NGOs who are working with dedication and commitment.
4. ***Lack of Coordination***: The absence of coordination between NGOs existing at local, state and national level has laid to the common problems such as overlapping, duplication, non-coordination etc. Moreover, the state of affairs also does not facilitate exchange of information, data collection, research, training and publication and also does not create favorable conditions where common difficulties can be placed before the government.
5. ***Inequality in rural areas:*** NGOs are more developed in urban areas as compared to rural areas. The backwardness and ignorance of the rural people and lack of enthusiasm among social workers to among them in the absence of availability of minimum comforts are the two important reasons for the backwardness of the NGOs in rural areas.
6. ***Lack of Public Participation***: NGOs are meant to provide opportunities to the citizens for democratic participation but they have not been able to fulfill this obligation due to the method and manner in which they function, and failed to attract people, interested in

construction work and develop channels for people enthusiastic participation. Some of the factors responsible for such a state of affairs are general backwardness of the people, absence of adequate number of dedicated persons, over emphasis on targets and time bound programs etc.

7. ***Political Interference:*** In some regions, NGO leaders identified the interference of local politicians and civic leaders as a major hindrance to their work where NGOs are involved in sensitive issues, such as land disputes, local leaders can threaten NGOs with deregistration. NGOs are not aware that the Board - and potentially the Council - is there to protect them from such intimidation.
8. ***Lack of Volunteerism/Social work among Youth:*** The basic characteristic of NGO is volunteerism. In early days, youth are making their career in volunteerism but that enthusiasm seems to have faded these days. The extent of volunteerism is declining day by day and turning it into professionalization. Even the young graduates from social work are interested in making their career in professionalism. This leads to lack of efficient volunteers in NGOs.

- **Remedies to the Problems**

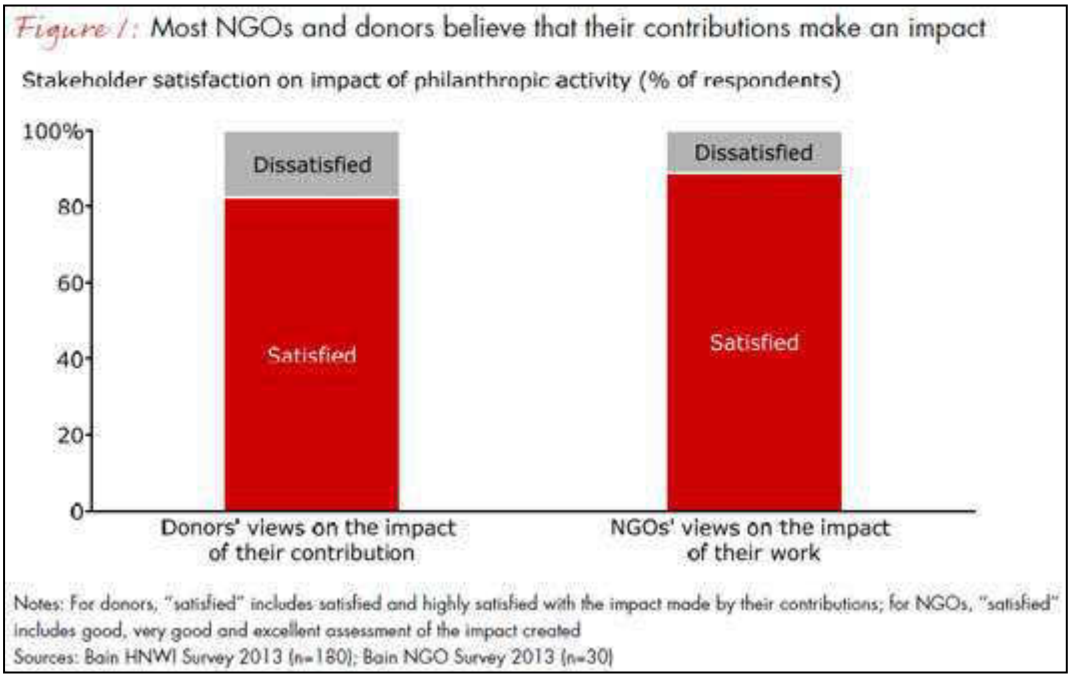
1. The government of India must introduce the success stories of great leaders and their style of leadership qualities, voluntarism, dedication and commitment towards social work in the curriculum of social work departments and in the school syllabus to build leadership qualities in the coming generation.
2. There must be coordinating organizations like Association of Voluntary Association for Rural Development (AVARD), Coordination Council of Voluntary Association (CCVA) etc., to solve the problems of NGOs. These associations are to facilitate the exchange of information between the government and the NGOs.
3. Young graduates from universities, colleges and schools should conduct the public seminars, meetings etc., and use the local media to advertise the importance of volunteerism, success stories of NGOs and encourage people to participate in voluntarism.
4. At the same time, universities, colleges and schools should collaborate with NGOs and conduct a campus interviews for the young graduates who are interested in voluntarism. NSS and NCC should encourage students to participate in voluntarism from childhood days onwards.
5. The government of India should liberalize the rules and regulations of grants-in-aid and

to sanction more grants to NGOs. At the same time, the government should appoint commissions of enquiry or committees to cross check the misuse of funds by NGOs. The member of committee has to supervise and monitor the activities of NGOs periodically.

6. NGOs being a welfare organization should maintain high standard of quality in service. The government also should recognize those NGOs, by giving awards or rewards with additional grants. This would motivate the other NGOs to work efficiently
7. The government should revise the pay-scales and allowances to the personnel of NGOs. At the same time some special funds to be allotted for the NGOs to train the personnel at the grass root level.
8. The NGOs should use of latest technologies like internet, websites etc., for raising of their funds, to have mutual associations, to advertise their products and for the selection of efficient personals.
9. In India, 65% of populations belong to rural areas. NGOs, therefore, need to operate in rural areas on a bigger scale to enlist the cooperation of village people in making their lives better. The government should also give some special provisions for NGOs who are working in rural areas in getting eligibility conditions for grants.

6. Conclusion

Unless the NGOs are developed, prepared to face the new challenges like shortage of funds, stoppage of funds, it would be difficult for them to sustain. Rural India continues to suffer from lack of employment and self-employment opportunities owing to its narrow economic base. NGOs are the ones who really intend to care the uncared sections and the people at the bottom of the social stratum. Ours is a developing country which requires these types of committed, devoted and dedicated organizations for the development of the country. The NGOs have proven themselves as the true associates/partner of the government in poverty eradication and socio-cultural development. In many cases (i.e. micro-credit) NGOs are more successful in some aspects of development where the government is playing a secondary role. There are many positive changes in development policy and practice that can be associated with the increased role and profile of NGOs. They include the growth of participatory planning techniques, the integration of gender concerns into mainstream development thinking, and the continuing advocacy of human rights and environmental concerns. There is every reason to believe that NGOs of various kinds will continue to play important roles as actors in development processes. So, the government, the leaders, the donors, the politicians and the people should support these organizations and help them to solve their problems at the grass-root level. Then only their services are undoubtedly commendable in the uplift of the rural poor.



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Corporate Social Responsibility: Role in Rural Development

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ABSTRACT

In India, around 65% of the state's population is living in rural areas. People in rural areas should have the same quality of life as is enjoyed by people living in sub urban and urban areas. Further there are cascading effects of poverty, unemployment, poor and inadequate infrastructure in rural areas on urban centres causing slums and consequential social and economic tensions manifesting in economic deprivation and urban poverty. Hence Rural Development which is concerned with economic growth and social justice, improvement in the living standard of the rural people by providing adequate and quality social services and minimum basic needs become essential. India is primarily an agriculture-based country. Agriculture contributes nearly one-fifth of the gross domestic product in India. In order to increase the growth of agriculture, the Government has planned several programs pertaining to Rural Development in India. Thus, Corporate Social Responsibility is considered very important as far as rural areas are concerned. The paper attempts to evaluate impacts of CSR actions on the socio-economic development of rural people.

Keywords: CSR, Rural Development, Agriculture, Socio Economic Development

1. Introduction

Corporate Social Responsibility is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large. Corporates are operated in rural area for gaining profit but they are equally responsible towards the society and its betterment. Social investments in rural areas can be in the form of agricultural system advancement and related livelihood; Community development etc.

Corporate Social Responsibility: Role in Rural Development

(Dr. Vandana Kawadkar[1])

India is primarily an agriculture-based country. Agriculture contributes nearly one-fifth of the gross domestic product in India. Agriculture which is the back bone of rural development needs a lot of support to increase the farm income. Rural Development is the methodology which involves the up gradation of the social, economic, and cultural conditions of a village or small town. A rural area is a large geographical area with low population density that is located outside towns and cities. Everything that is un-urban is considered as rural. Typical rural areas have small settlements. In order to increase the growth of agriculture, the Government has planned several programs pertaining to Rural Development in India.

Thus, Corporate Social Responsibility is considered very important as far as rural areas are concerned. The other important area for social investments is to establish small scale industries and village based industries which can employ major rural population in both in season and non-season for boosting the income.

Our economy is developing speedily, corporate sector is going globalized, liberalization is leading to tremendous change in Industries, Information Technology & Service sector, but nobody is bothered to think about accelerating the rural development and making it as fast as in these sectors. Benefiting to 35% of the total population, already developed and above poverty line can't be considered as an important yardstick of development.

The aims of this kind of development are

- To Build : Infrastructure, Public service & Communication
- To Improve : Education, Health & Living condition.
- To Generate : Employment, Farm & Storage & Economical activities

- **Problems of Rural Areas**

About 50-60% of rural population in India lives in primitive conditions. Rural Development programs are critically required in the present condition also. There are many hindrances in the rural development programs such as :

- ✓ Many villages lack in electrical/power supply.
- ✓ Literacy is the major problem in rural development program.

- ✓ Till date many rural households are dependent on the primitive methods of cooking, living and farming.
- ✓ Usage of primitive cook stoves, leads to deaths of more than 2 lakh people every year due to pollution.
- ✓ 54% of India's population is below 25 years and most of them live in rural areas and are unemployed.
- ✓ Rural people are ignored even by the policy makers and planners. Even if they make plans and policies for betterment of the rural development, the implementation lacks swiftness.
- ✓ Privatization concept is useful for rural development but, government is not paying much attention to this aspect.

2. The Critical Role of Corporate Social Responsibility in Rural Development

Indian companies are now expected to discharge their stakeholder responsibilities and societal obligations, along with their shareholder-wealth maximisation goal. Nearly all leading corporate in India are involved in corporate social responsibility (CSR) programmes in areas like education, health, livelihood creation, skill development, and empowerment of weaker sections of the society. Notable efforts have come from the Dr. Reddy's Labs, Coca-Cola India, Indian Oil Corporation, Bharat Petroleum, Lupin India, Ambuja Cement Ltd. among others.

- CSR can help the government in providing additional funds and proper assistance in the implementation of the government schemes. CSR can also help in contributing to strengthen the supply distribution network.
- Corporate houses can contribute by adopting villages as per their financial ability and look after about every aspect of the infrastructural development in that village.
- CSR can use its funds in Research & Development to create cost effective and livable houses adopting better infrastructural norms. Thus including CSR in this Government program decreases the burden on the Government.

- CSR can contribute in maintenance of the roads and providing assistance to the welfare of the labor involved in the road construction.
- Partnership of Corporate sector with Government in implementation of the rural development plans can be very supporting in reducing the financial burden on the Government. Thus, CSR and Government initiatives can go hand in hand in achieving the desired objective of 'Holistic Rural Development'.

CSR programs with respect to rural development through four types of institutions which are given as below:

1. CSR activities implemented directly by the company through its own (i) CSR division, (ii) Human Resource Department(iii) Local management of manufacturing unit;
2. CSR activities implemented through a foundation;
3. CSR activities implemented through partnership with NGOs ,academic institutions, international agencies;
4. CSR activities implemented through partnership with Government.

3. Examples of Various CSR Activities by Companies

Various CSR initiatives undertaken by the companies are presented in the following table-

Companies	CSR Initiatives for Rural Development
Dr. Reddy's Labs	Education and training
	Job oriented course to youth
	Hospitality services
Coca-Cola India Inc	Education for children through "The Schools into Smiles Project"
	Sustainable water management
	Construction of check dams, schools
Indian Oil	Income generation
	Health and family welfare ,sanitation
	Promoting education
	Environmental protection
Bharat Petroleum	SHG for income generation, mushroom cultivation
	Health camps, HIV/AIDS care and prevention
	Primary education, balawadi for children, coaching
	Tree plantation

Lupin India	Developing new skills, extension & infield training
	Family welfare, immunization, health camps, TB eradication
	Education for all, women's development, eradication of social evils
	Water management and conservation
	Schools, community facilities, low cost housing, training centers
Ambuja Cement Ltd.	Capacity building, generation of alternate source of livelihood
	Reducing child mortality, HIV/AIDS awareness
	Promotion of education
	Water management and conservation

4. Conclusion

CSR can play a valuable role in ensuring that the invisible hand acts, as intended, to produce the social good. In addition, it seems clear that a CSR program can be a profitable element of corporate strategy, contributing to risk management and to the maintenance of relationships that are important to long-term profitability. It considers that a company was not just a self-corporate and its actions are also essential to the environment, society and economy in which they function.

The conclusion of this paper is that social responsibility is regarded as an important business issue of Indian companies irrespective of size, sector, business goal, location of the company. Because Indian companies are realizing that without socio-economic development of the local communities, there can be no stability and sustainability for doing business so as to compete with the global market.

A wide range CSR initiatives ranging from income generation subsistence activities, the health checkup camps, mobile health services, education, adult literacy, agriculture development, provision of drinking water management and natural resources development, infrastructure services are developed by the companies.

CSR initiatives undertaken by the Indian companies for rural development have a positive effect and impact on the overall development of society and business.

At last, in rural area there are many factors which hinder the development of rural area and its progress. Hence, proper planning and government's policy need to be framed and legal policies should be made in response to Social investment.

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Funding Options for MSME Businesses: Remodelling the Conventional Methods of Funding

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ABSTRACT

Funding is the backbone of every business. Funding methods have evolved since last so many years as per the requirement and situation of the market. There are different types of businesses like trading, manufacturing, Services, innovative technology based. Also there are different stages of businesses like Micro, Small, Medium, and large scale businesses.

Here we are presenting a study on different types and stages of the businesses. Also we have done a detailed analysis on their requirement of funding and options available for them. Further we have tried to Remodel the existing funding options with innovative and practical ideas. To study and analyze this subject we had interactions with some of the company Finance Heads, Chartered Accountants, Businessmen, and Entrepreneurs. Their practical experiences and information available are well studied, analyzed and compiled in this paper "FUNDING OPTIONS FOR MSME BUSINESSES: REMODELLING THE CONVENTIONAL METHODS OF FUNDING"

Keywords: Funding options, trading, manufacturing, startup, MSME, Working capital, Term Loan, Stock Exchange, Venture Capital, Private equity, Angel Investment, CGTMSE, MUDRA

1. Introduction:

Funding is the backbone of any business. 94% of the startups fail because of not getting proper funding at Right time with right cost of funding. Let us first understand the types of Businesses. Businesses are of following many types:

- Manufacturing: Manufacturing is the company engaged in the production of any products
- Services: Service Companies are the ones that provide any types of services instead of selling any physical products.

- Trading: Trading companies buy the products, maintain a stock or a shop, and deliver products to customers.
- Startups: A startup is an entrepreneurial venture which is typically a newly emerged, fast-growing business that aims to meet a marketplace need by developing a viable business model around an innovative product, service, process or a platform.

According to MSMED Act 2006, Micro, Small and Medium enterprises are classified into two classes i.e. Manufacturing enterprises which are defined in terms of Plant and Machinery and Service enterprises which are defined in terms of investment in equipment. They are defined / classified as follows as per MSMED Act 2006:

Manufacturing Sector	
Enterprises	**Investment in plant & machinery**
Micro Enterprises	Does not exceed twenty five lakh rupees
Small Enterprises	More than twenty five lakh rupees but does not exceed five crore rupees
Medium Enterprises	More than five crore rupees but does not exceed ten crore rupees
Service Sector	
Enterprises	**Investment in equipment**
Micro Enterprises	Does not exceed ten lakh rupees:
Small Enterprises	More than ten lakh rupees but does not exceed two crore rupees
Medium Enterprises	More than two crore rupees but does not exceed five core rupees

And any company who has done the investment in plant and machinery or equipment above the Medium Enterprises range is called the Large Enterprise.

Any type of business mentioned above requires funding for only two purposes i.e.

1. Working Capital i.e. for purchasing raw material and for day-to-day operations.
2. Fixed Assets i.e. for long term use such as land, building, and equipment.

The Funding for the above mentioned purposes can be majorly obtained from:

A. Equity

B. Debt

Let us go into the details of every category of business and understand conventional method for funding their needs. We have studied and analyzed the conventional method and tried to Remodel it as per new schemes and methods available for funding.

1) Micro Enterprises:

a) Equity:

Conventional Method: Normally, raising the equity for micro enterprises is very difficult considering their resources. Conventionally the promotor tries to put his own money as a equity in the business but it has limitation of raising the money beyond his personal capacity.

Remodeling the conventional method: Here we are proposing to get more money into the business of micro enterprises. Promotor can approach his friends and relatives for putting up small amounts into his business as equity with some fixed dividend payouts. This will give the advantage of:

1.Can raise more money beyond his personal savings

2. Easily available funding with less of a documentation

3.At a very low cost of Funding

b) Debt:

Conventional Method: Micro enterprises used to get the loan from Private Lenders at a very high rate of interest as micro units does not have any collateral security or Guarantor. So they cannot approach the banks because of these limitations.

Remodeling the Conventional Method: Considering the limitation of conventional method, Government of India has launched PRADHAN MANTRI MUDRA YOJANA under the Micro Units Development and Refinance Agency Ltd. (MUDRA) to facilitate smoother credit flow to Micro Units. There are three types of funding available as follows:

SNO	Stages	Maximum Amount	Details
1	Shishu	RS 50 Thousand	This stage would cater to entrepreneurs who are either in their primitive stage or require lesser funds in order to get their businesses started. Under this stage the applicant would be eligible to get up to Rs 50,000 credit.
2	Kishor	Rs 5 Lakhs	This stage would cater to entrepreneurs who have requirement of funds in the range of Rs 50,000 and Rs 5 lakh. This section of entrepreneurs would belong to either those who have already started their business and want additional funds to mobile the business or those who simply require this much of money to start up their businesses.
3	Tarun	Rs 10 Lakhs	If an entrepreneur meets the required eligibility conditions, he/she could apply for a loan up to Rs 10 lakh. This would be the highest level of amount that an entrepreneur could apply for a start up loan.

Due to this they are funded at a very low interest without any Collateral security or Guarantor.

2) Small and Medium Scale Enterprises:

a) Equity:

Conventional Method: Normally, Small and Medium scale businesses raise the finances from Bootstrapping but there are certain limitations to raise these funds due to limited number of Shareholders.

Remodeling the conventional method: Small and medium scale companies can convert the company into Public Limited company where you can raise the equity without any limitation on the number of shareholders. This will leverage the small and medium businesses to raise more and more equity capital. If they need more funding, you can list your shares on the SME Platform of BSE or NSE. It is launched 2-3 years back only to raise the capital through stock market.

b) Debt:

Conventional Method: Normally, Small and Medium scale Enterprises approach Banks or Financial Institutions for Working Capital Loan or Term Loan. But there are certain limitations to these as they demand the Collateral Security and Guarantor and also a very high Rate of Interest.

Remodeling the Conventional Method: Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE), has established itself as an important institution in facilitating flow of collateral free and without third party credit to units in micro and small enterprise (MSE) sector in the last 17 years of its existence. The trust enhanced the eligible loan amount for guarantee cover per borrower from Rs. 100 lakhs to Rs. 200 lakhs.

The features of the scheme are:

1. Micro & Small Enterprises as per MSMED Act are eligible to be covered.
2. Credit guarantee for MSE loans up to Rs. 2 crores, which are not backed with collateral and third party guarantee.
3. Both Manufacturing and Service sectors covered.
4. Credit for retail trade, educational / training institutions and SHGs are not eligible for coverage.
5. All fund / non-fund based facilities covered.

6. Maximum Guarantee Cover of up to 85% of credit facility is granted under the CGS.
7. Guarantee coverage is 50% for credit facilities above Rs. 50 lakhs.
8. 106 lending institutions registered as MLIs with CGTMSE (21 PSU Banks, 20 Pvt. Banks, 51 RRBs, 9 Financial Institutions and 5 Foreign Banks)

Also, NSIC (National Small Industries Corporation) provides a Raw Material Assistance Scheme that aims at helping MSMEs by way of financing the purchase of Raw Material (both indigenous & imported). This gives an opportunity to MSMEs to focus better on manufacturing quality products. NSIC can sanction the working capital limit upto Rs. 5 Crores just by providing Bank Guarantee to NSIC. NSIC pays the raw material amount to the suppliers once the material is received by MSME and gives 90 days credit to MSME.

Particulars	**Effective Rate of Interest (w.e.f. 15.11.2017)**	
	MICRO	**SMALL AND MEDIUM**
Entire Outstanding Dues within 90 Days		
(i) Units (MSEs) having valid MSE 1 rating	8.75	9.25
(ii) Units (MSEs) having valid MSE 2 rating	9.25	9.75
(iii) Other units	9.75	10.25
Any Outstanding due between 91 days to 270 days		
	10.50	11.00
Any Outstanding due more than 270 days		
	11.50	12.00

3) Startups:

i. **Bootstrapping**: Self-funding, also known as bootstrapping, is an effective way of startup financing, especially when you are just starting your business. First-time entrepreneurs often have trouble getting funding without first showing some traction and a plan for potential success. You can invest from your own savings or can get your family and friends to contribute. This will be easy to raise due to less formalities/compliances, plus less costs of raising. In most situations, family and friends are flexible with the interest rate.

Self-funding or bootstrapping should be considered as a first funding option because of its advantages. When you have your own money, you are tied to business. On a later stage, investors consider this as a good point. But this is suitable only if the initial requirement is small. Some businesses need money right from the day-1 and for such businesses, bootstrapping may not be a good option. Bootstrapping is also about stretching resources – both financial and otherwise – as far as they can.

ii. **Crowdfunding:** Crowdfunding is one of the newer ways of funding a startup that has been gaining lot of popularity lately. It's like taking a loan, pre-order, contribution or investments from more than one person at the same time.

This is how crowdfunding works – An entrepreneur will put up a detailed description of his business on a crowdfunding platform. He will mention the goals of his business, plans for making a profit, how much funding he needs and for what reasons, etc. and then consumers can read about the business and give money if they like the idea. Those giving money will make online pledges with the promise of pre-buying the product or giving a donation. Anyone can contribute money toward helping a business that they really believe in.

Also keep in mind that crowdfunding is a competitive place to earn funding, so unless your business is absolutely rock solid and can gain the attention of the average consumers through just a description and some images online, you may not find crowdfunding to work for you in the end. Some of the popular crowdfunding sites in India are Indiegogo, Wishberry, Ketto, Fundlined and Catapooolt.

iii. **Angel Investors:** Angel investors are individuals with surplus cash and a keen interest to invest in upcoming startups. They also work in groups of networks to collectively screen the proposals before investing. They can also offer mentoring or advice alongside capital.

Angel investors have helped to start up many prominent companies, including Google, Yahoo and Alibaba. This alternative form of investing generally occurs in a company's early stages of growth, with investors expecting a up to 30% equity. They prefer to take more risks in investment for higher returns.

Angel Investment as a funding option has its shortcomings too. Angel investors invest lesser amounts than venture capitalists (covered in next point).

Here is a list of popular Angel Investors in India – Indian Angel Network, Mumbai Angels, Hyderabad Angels, Bangalore Angels.

iv. **Venture Capitalists:** This is where you make the big bets. Venture capitals are professionally managed funds who invest in companies that have huge potential. They usually invest in a business against equity and exit when there is an IPO or an acquisition. VCs provide expertise, mentorship and acts as a litmus test of where the organization is going, evaluating the business from the sustainability and scalability point of view.

A venture capital investment may be appropriate for small businesses that are beyond the startup phase and already generating revenues. Fast-growth companies like Flipkart, Uber, etc. with an exit strategy already in place can gain up to tens of millions of dollars that can be used to invest, network and grow their company quickly.

However, there are a few downsides to Venture Capitalists as a funding option. VC's often look to recover their investment within a three- to five-year time window. If you have a product that is taking longer than that to get to market, then venture-capital investors may not be very interested in you.

Some of the well-known Venture Capitalists in India are – Nexus Venture Partners, Helion Ventures, Kalaari Capital, Accel Partners, Blume Ventures, Canaan, Sequoia Capital and Bessemer Ventures.

v. **Listing of Shares though IPO:** Once your business is scaled up to one sizable level and your Venture capitalists need an exit, then you can list your company Shares in Initial Public Offer (IPO). This makes either a fresh issue of securities or an offer for sale of its existing securities or both for the first time to the Public. By this way you can generate huge amount of funds from unlimited no. of Shareholders from different sections of society.

2. Conclusion:

As we have done the studies of different types of MSME businesses and their funding requirements, there are conventional methods to obtain the funding for those businesses but every conventional method has some limitations. We have tried to Remodel the conventional method as per the Schemes available, Funding requirements and types of Businesses.

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Digital Marketing and Social Media

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ABSTRACT

Marketing is one of the core functions of every business as it is that management process that seeks to maximize the returns of share holders by developing relationships with valued customers and creating a competitive advantage. We live in a super connected world these days and as such, advertising and marketing are no longer the same animals they once were. There's one benefit of it is that it shows offers on the product to all which does a great effect on promotion of the goods but the response we get is mostly of potential buyers only. And from the point of view of customers it is beneficial as while going through the news feed we can find exclusive offers on the products we want to purchase.

Keywords: Digital Marketing, Social Media. RSS Feed, Innovative Marketing Tools

1. Introduction

Marketing is one of the core functions of every business as it is that management process that seeks to maximize the returns of share holders by developing relationships with valued customers and creating a competitive advantage. We live in a super connected world these days and as such, advertising and marketing are no longer the same animals they once were. This is especially true due to the rise of social media which has changed how business communicates with potential and existing clients. Before digital marketing and social media the cost of marketing was a lot but the revenue generation was very low but nowadays marketing has become very cost effective and impactful all we need is a mobile with good internet speed And the rest of the work is done with the help of social media in which we can get good consumers and we can show them the offers available and we can instantly get the feedback, There's one benefit of it is that it shows offers on the product to all which does a great effect on promotion of the goods but the response we get is mostly of potential buyers only. And from the point of view of customers it is beneficial as while going through the news feed we can find exclusive offers on the products we want to purchase.

2. Objective of the Study

Today we need to focus more on social media as digital marketing is a very broad concept and social media is just a part of it but it covers the largest amount of population and it has a large impact on its users. Nowadays social media covers all the objectives of business relating to marketing such as identifying ideal customers, Research competition and it also helps in choosing channels and tactics and creating a content strategy etc. This is why we need to focus much more on social media in digital marketing.

3. Hypothesis

This research is conducted to find how digital marketing is better than traditional marketing and how social media can remodel the business functioning. Also how digital marketing and social media is helping businessman to target a particular sector of society and how easy it has become to penetrate in the market.

4. Limitations of social media

As everything has its pros and cons though its advantages are so many that it is much more beneficial then harmful. Social media’s disadvantagesare

- easy access for hackers to launch attacks and commit fraud such as theft identity
- Increase the possibility of people being targeted to online scams resulting in data or records theft
- A high number of fans do not equal success as likes and comments can show affiliation of your brand but they are limited to active users only.
- It requires a good analysis on the part of marketers to trace a link between Return on investment and Social media.
- Network is not easily available in rural areas.
- Population from backward regions find difficult to use it.
- The personal touch with the customers is not there as everything is done online.

5. Research and methodology

For the research both primary and secondary data has been used. In primary data Survey has been conducted, the Survey was taken of 25 Marketing personnel’s and small shopkeepers.In secondary data we have gone through various sites, Newspaper article, and books. Digital marketing itself is a very large topic but in the research paper and in the surveys it has been focused on Social media only.

5.1 Data collection

In the research we have used two types of data: -

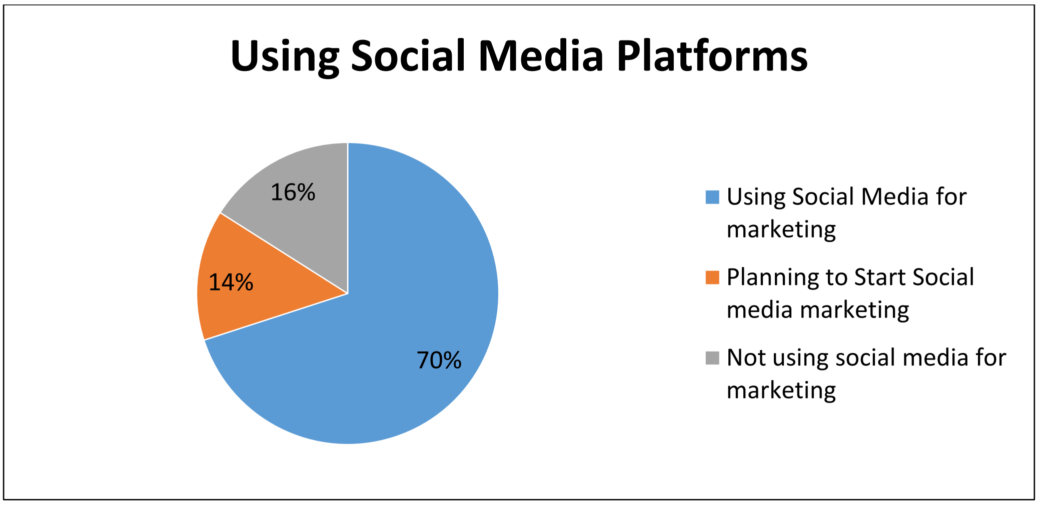
- **Primary Data:** For primary data we have conducted surveys from various businessmen small shopkeepers marketing personnel's etc. in which they have told us there expenses on social media for business purposes and all the graphs that are interpreted and analyzed are made from this data only.

- **Secondary Data:** And the secondary data was collected from Internet Surfing Newspaper Articles and various books, were used to prepare this research paper.

6. Data Analysis and Interpretation

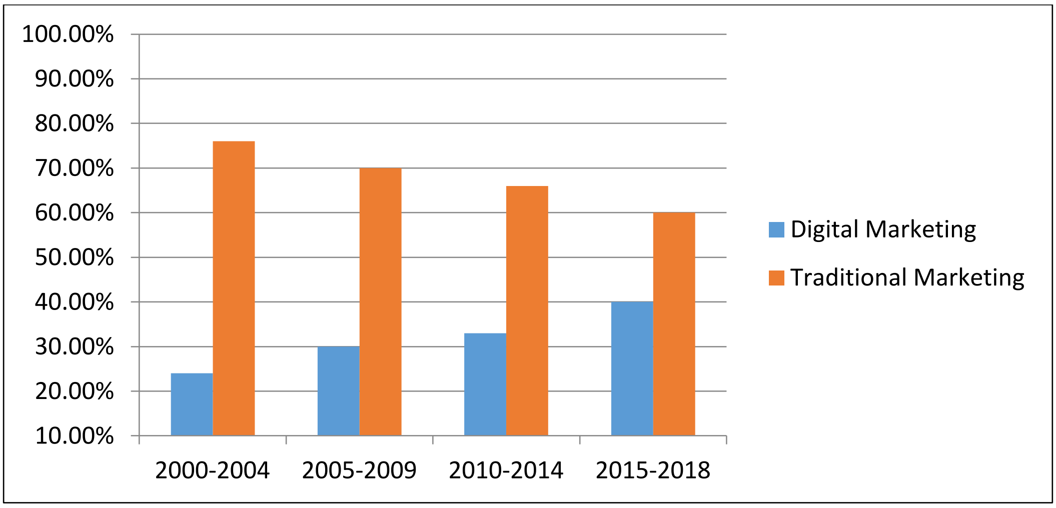
Question1. Whether they are using social media as a method of marketing?

Interpretation: - It is analyzedfrom the graph that 70% of people are using social media as a platform for marketing and many more are going to start marketing on that platform. But still there are 16% people who don't give attention towards such a great platform which targets not just youths but all the generations.



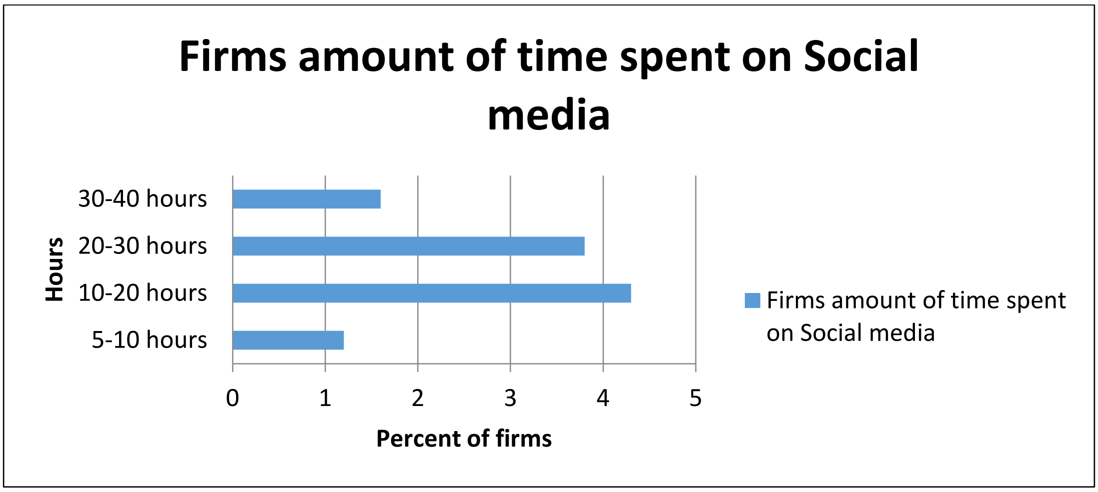
Question 2.The amount or money they invest in traditional methods of marketing and on the digital methods of marketing for the last 18 years?

Interpretation: - It is the year from which the digital marketing apps and methods were introduced in India. This graph shows the annual expenditure of business on both the forms of marketing in which we can see that from 2010 the firms are investing more in digital marketing comparatively earlier up to 70-75% expenses were made on the traditional methods like giving advertisements on newspapers, banners and hoardings etc. But when people started knowing about it they started using the digital methods like posting quizzes on Facebook for understanding the needs of the customers, by uploadingphotos on WhatsApp and Instagram for advertising the new and existing products in the market, And for generating instant feedback from the public through WhatsApp.



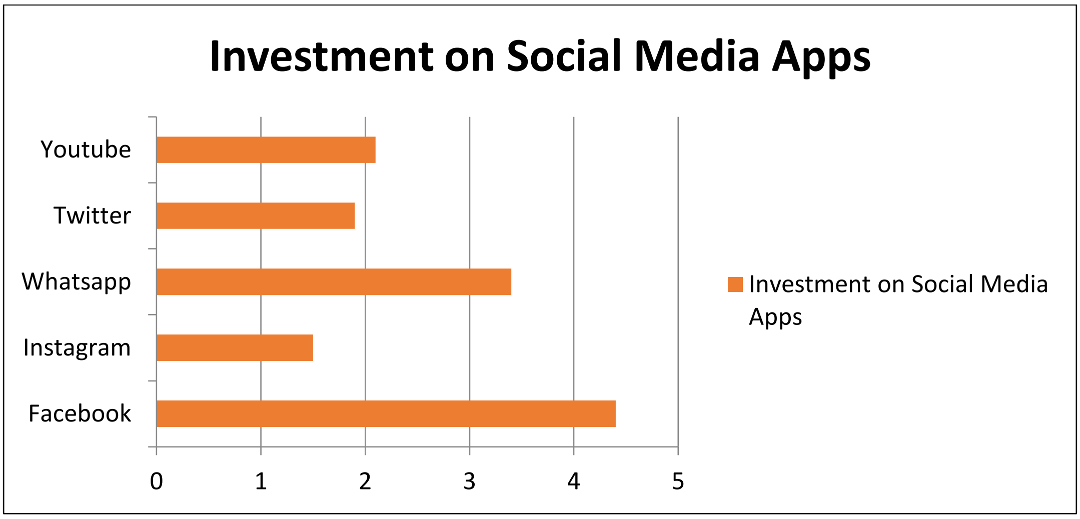
Question3. What is the Amount of time they spent on social media for marketing?

Interpretation: - Most of the firms spent 10-20hrs on social media marketing in a month. It was also noted that the average time of customers responding to it was 1-5hrs for every firm. Which shows that people may or may not have noticed the advertisements on newspapers or banners but mostly people never miss any update on their social media?



Question 4. Which social media app you invest the most?

Interpretation: - it was found that most of the people invest in Facebook as it promotes their product globally at faster speed and generates instant feedback. It is so easy for startups to expand and spread with the help of social media and specially the Facebook. As Facebook provides creating pages of firms and it helps in penetrating in the market very easily, now we can target the specific group of people we want to target as it divides them according to their marriage status, gender country etc.



In an article in economic times it was stated that the earning of Facebook has increased by 43% in India. And from the Market survey it was analyzed that the cost of advertisement and marketing required in digital marketing is 60% less than the traditional method of marketing. Customers give response to any advertisement within 1-5 hours while the response of customers from any other source is much lesser. And it was found that the videos or pictographs used in social media create a better and long lasting impact on its viewers. And Just with a click it gets spread all over the country and you don't have to personally message them as it happens in case of Instagram and the most of the population is on Facebook in comparison to other applications. Social media is a platform which influence our generation the most. We always wanted to be updated with the market for which we keep on checking our social media applications.

7. Findings and Suggestions

It was found that there are still few firms who are starting to invest in social media marketing which proves that the market is growing and will be generating more income. It is suggested that if the firms give more importance to social media marketing and more investment is made on social media marketing they can perform much better as with the limited amount also it has shown extra ordinary results in creating goodwill, brand awareness etc.

Even the government is supporting by its various policies and projects like BharatNet, Startup India etc. BharatNet is a telecom infrastructure provider which aims at providing 4g data in all the villages at affordable cost, Due to which even in the semi rural and rural areas the digital market will increase and there will be facilities of online network will be available so more and more people will be able to access for inquiring about the new products and advertisements of products or to take feedback of the product will become much easier there for those who have not yet planned to focus on social media needs to reconsider this platform. As it is the fastest growing marketing platform globally.

8. Conclusions

From the research it can be seen that social media created brand awareness in very short period of time. By investing only few hours per week their social marketing efforts greatly increased exposure. And it was found that the customers are more satisfied than before as they can provide information of their needs and can easily find a related product plus they get a better after sale services as their complaints and problems are heard carefully as no brand wants its negative publicity. Only 15% is invested in social media marketing is and it increases revenue greatly. So if we increase the investment and give proper attention towards it, we could generate revenue in large amounts.

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A Survey on Need of Toy Library in Nagpur

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ABSTRACT

A toy has an important place in life of any child. The toys helps in learning various skills and stimulate new thoughts. At the same time a toy is primary source of enjoyment. The parents therefore want their child to have exposure to as many number of toys as possible for them.
However the desires of the parents are restricted by the budgetary constraints. At the same time many toys have very small useful life. Thus there is always a demand supply gap for toys. Their are parents having toys which are no longer useful for them but same set of parents need toys for their child which available with other parents. At the same time some toys considered too costly as compared to the useful life they have.
A toy library can be considered as solution to problems to parents. A place where parents can exchange toys and can avail large variety of toys for their child in their budget. Although toy libraries are in existence, the concept is new to people of Nagpur City
The paper is primary study on awareness and acceptability of concept of toy library.

Keywords: Toys, Development of Child, Parent's Budget for Children's Learning

1. Introduction

A toy library is relatively an uncommon concept among the masses. Toy library , like a mainstream book library is a place where toys, board games , storybooks and other novels of various genres suitable for young children can be rented and returned on a monthly or weekly basis. A place like this came into existence to give parents and children a wider exposure to different toys and other educational and entertainment related things without having to buy them. The concept of renting toys and board games can enable parents to obtain higher level of satisfaction from a wider range of toys and more for their children.

- **Concept of Toy Library**

The concept of toy library is based on the concept of shared consumption. The shared consumption means that people share the surplus they have, in exchange of economic value. The share consumption as concept has been applied in area like housing, vehicles, books etc.

The concept has been recently been used in the context of toys as in the form of the toy library. The toy library is the place where a person can rent a toy for certain time or purpose for a price much lower than the actual value of the toy. At the same time a person can also lend the toys the use of the others thereby sharing the burden of cost of toys.

Toys are a child's best companion but buying a new one every week falls hard on one's pocket. So with this thought the concept of toy library came in our mind. A toy library lends or hires out toys, puzzles and games on a rental basis, it also offers play session for families and a wide range of toys appropriate for children with different age groups for their overall development.

A library is a place where many books of various genres are kept for potential readers to read on membership basis. Similarly, a toy library provides children with new toys every week or two which will ultimately saves parents money and keep children away from boredom.

2. Survey Methodology

The primary objective of the paper was to ascertain the acceptability of the concept of toy library amongst the respondent of North Nagpur. The paper is based on the primary data collected through responses to questionnaire.

- **Sample:**

The respondents were parents residing in the area of North Nagpur. Samples of 60 respondents were collected for the purpose of survey.

- **Questionnaire**

The questionnaire was prepared identify various factors that may the intention to use toy library. The questionnaire was prepared in three parts

The initial part of the questionnaire is to collect the information related to income and family background of the respondents. The questionnaire also collects the information on the current level of expenditure on various activities of their children such as educations and co-curricular.

The second part of the questionnaire collects the information regarding expenditure level on the availability of toys in the market.

The third part of the questionnaire prepared to collect information specific to toy library. The responses were collected on the intentions of the respondents to use toy library and also the types of toys they would to avail form the library. The questionnaire also collects information on willingness of respondents on monthly subscription of toy library.

3. Objectives

The key objectives of this research were as follows:

i. To study the expenditure pattern of parents on their children in terms of extracurricular activities and on toys, books, outings etc.

ii. To study the level of satisfaction parents obtain by the range of toys they buy for their children.

iii. To observe if the parents are getting the desired educational or entertainment value from the range of toys in their budget.

iv. To study if the masses are open to the concept of renting toys and giving their own toys on rent.

4. Scope

The scope of the research is limited to the extent of identifying the level of awareness amongst their respondent of north Nagpur with respect to toy library.

It is a preliminary survey on the concept of toy library limited to the responses of residents of north Nagpur.

The opinion of children and youngster may differ with respect to need and importance of library which may be significant for the concept. However, for this research the responses were restricted to parents.

5. Data Analysis and Interpretation

Respondent profile

The responses were collected from either of the parents. The majority of the respondents (43%) were having family income between Rs. 1,00,000- 3,00,000. Further most of the respondents (69%) were living in joint family

Expenditure pattern of the respondents:

Expenditure on academic activities (%)

	Less than Rs. 3000	Rs. 3000 - Rs. 5000	More than Rs. 5000
School Fees	**34**	**52**	**14**
Co-Curricular activities	**43**	**52**	**5**

The majority of the respondents spends within the range of Rs.3000- Rs.5000 on monthly basis on the academic activities of their children.

Expenditure on Books and toys (%)

Expenditure in Rs.	Books	Toys and games
Less than 1000	43	38
1000-2000	52	52
More than 2000	5	10

The majority of the respondents spends Rs. 1000- 2000 on books and toys. It is assumed that a book here includes the academic books.

Satisfaction on availability of toys and board games

Rating	Range	Educational Value	Entertainment Value
1	5.0	14.0	10.0
2	19.0	10.0	19.0
3	38.0	38.0	19.0
4	33.0	24.0	42.0
5	5.0	14.0	10.0

The table above shows the satisfaction of respondents on various parameters.

Perception towards toy library

The respondents were mostly positive towards the concept of toy library, most of the respondents (82%) were willing to avail the services of toy library. The respondents (50%) are also willing to give their toys to library for further issuing them on rent.

The respondents mostly preferred availing toys having high educational values(56%), toys having entertainment values (25%) is second most preferred category. The respondents did not prefer high priced toys for library, however a significant number of respondents (13%) showed interest on availing party toys from the library.

The respondents are also willing to spend for subscription of toy library. Most of the respondents(56%) are will to pay upto Rs. 600 for the subscription and another 44% respondents were willing to spend upto Rs. 900 for the library.

6. Conclusion

It can be concluded that there is scope for more toy libraries as derived from the responses of north Nagpur residents; also respondents have shown acceptance and willingness to rent toys and to give toys on rent.

Remodelling commercial spaces is typically necessary to get the store into a condition that satisfies the renter's business needs and hence the toy world is ready to enter into the process of remodelling.

7. Significance and Scope

This paper will help in developing more toy libraries in Nagpur in near future. We intend to gain more responses from full potential respondents. Also, we intend to collect more primary data from youngsters and students pursuing higher studies as their opinion may differ from earlier respondents. We have set our minds on conducting full fledged study of whole Nagpur city.

A Study of the Significance of Employees' Conduct and Identity on Organizational Performances: with reference of SMS Infrastructure Limited, at Nagpur

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ABSTRACT

Organizational significance is famed and performance elements especially in factors that are related to truancy, fidelity of employees and employees' appreciation of companies goodwill. This study is primarily concerned with the study of conduct and identity in private sector Infrastructure Company with particular references to the employees at SMS infrastructure Private Limited, at Nagpur. In doing this, the researcher explains some of the problem facing about the Conduct and identity of person or employees that can be influence on performances. Where evaluating performance, the job gratification model is used. The study observed that, due to the risk factors associated with the infrastructure company, management has to ensure that employees are well inspired to restraint the rate at which employees commence on organizational trouble which affect performance. The review of related literatures centered on conduct and identity types, theories, and influence on performances. The study employed drafted questionnaire, and the use of primary data as the major instrument for collecting information. The data collected was analyzed based on questionnaire distributed to the respondents. The sample size of this research is about 122 of respondents. Based on the findings from the analysis of data, the study found that Awareness and sociableness have a significant and positive influence on organizational performance. Conclusions was drawn and recommendation also made on how to ensure employees gives positively personality not only in the workplace but also to the environment in order to ensure that the employees always produces good Conduct and identity to increase the productivity and performance of the organization. Future research should be undertaken on different context or by increasing the sample size by widening the research context to ensure validity and reliability of the results.

***Keywords*:** Conduct, identity, satisfaction Performance, organization, environment, positivity.

1. Introduction

The employees of any organization are key resources to that organization's success. Human asset in the 21st century is considered the most important asset of any organization. Employees, in particular, account for a significant component of the budget of higher productive organizations and have a major role to play in achieving the objectives of the organization. In general, individual are created with different urge that eventually determine the identity of such as the ways the person act or react to the environment. As an employee, the identity in the workplace is important to achieve organization objectives, is not only merely in term of profit but also the successful performance through the employees. The researcher was recognizing that profitability of an organization depended on the degree of customer loyalty. The first impression of the customer towards employees is important tools to build customer loyalty and satisfaction. Identity is about the way individual reacting, perception, thinking, perceiving, attitude or conduct as a person to their environment. Personality can be defined as a dynamic or set of characteristic possessed by a person that influence on cognition, motivation and behavior in a variety of situation. This is because, the way how people solve the problems, how well people perform in the workplace and complete the task will contribute to the organization achievement.

Whether supervising an expansion of a organization activities, or cutting back on policies in response to sagging demand, a manager continually strives to draw a better return on capital investment. When this effort is directed toward the human portion of the organization capital, the manager focuses on a recurrent problem in business activity – "employee motivation". Since all organizations are concerned with what should be done to achieve sustained high levels of performance through people, it means giving close attention to how individuals can best be inspired through such means as incentives, rewards and importantly, the work they do and the organization context within which they carry out that work cannot be understated. Without increased motivation and morale of the employees, the organization risks losing valuable employees and will be at a disadvantage in attracting potential top talents.

As a result this will effect on effective job performance. Personality is the combination of characteristics of individual that form a unique character for different people. For example, some people may be an unbiased people but other will be not. A personality profile tools that can be used to provide an evaluation of an employee's personal attributes, values, and life skills in an effort to maximize his or her job performance and contribution to the organization. Identity has been considered as an important component on the personality related to specifically for forecasting the organizational performance. Organizational performance can be defined as when an organization meets its set goals putting into deliberation all other personality, outside and inside proportions that affected performance. This research will contribute to the existing knowledge to the organizations in Aarti Infrastructure Private Limited especially. As employees of infrastructure organization, they should have a well performance and identity to engage more customers and represent the organization and career their work for. This research also will improve the employee's services because this study provides the negative influence if the employees have a bad performance. So, this research will provide the influence of employee's identity by emphasizing the Big Five identity. An organizational performance is assembling end result of all the organization work processes and activities. Identity of employees is important to make sure the organization can manage the process and activities successfully.

2. Significance of the Study

There are four important ways in which this study will be of significance and add to collective research literature.

- **First** of all, it will provide much insight into the work lives of Private infrastructure Company with regard to employees' level of conduct and performance because a good conduct procedure is crucial to achieve organizations' goal. Effectual conduct programmes of employees can attain coherence to expand a good organizational culture.
- **Secondly,** it may assist Infrastructure Company in retaining, satisfying, and attracting qualified employees since motivation has variety of effects which may be seen in the context of an individual's physical and mental health, productivity, absenteeism and turnover. Employee delight has to be managed in more than one way. This helps in retaining and nurturing the true believers who can deliver value to the organization.
- **Thirdly,** it will also disclose interesting insight into the importance of employee conduct and influence on work performance for the other infrastructure companies and they may use this as a guide when motivating their employees.
- **Fourthly,** it will generate data that may be used to expand a model to prompt further research regarding strategic guidance for infrastructure companies that are both providing and using reward and recognition programs.

Therefore, the study seeks to identify the best motivating factor for the employees in the large scale private infrastructure companies in Nagpur that will ensure that company have a work environment with the characteristics of work known to be linked to conduct and identity performance.

3. Statement of the Problem

Organization is just like a human; it makes decisions, does what it thinks it's right, has legal limitations on what it can do, has moral limitations, cerates and implements its own rules and beliefs, it advances on the basis of its decisions, creates myths, legends and habits and so on. We can say that organizational values are integrated into identity of a company thus playing a similar role as values do in lives of individuals; directing behavioral patterns, influencing relationships within the organization and influencing how company perceives its customers, suppliers and competition. Task, being formal or informal, paid or unpaid, plays a central role in the lives of people all across the world. Through work, men and women define themselves and their roles in society. Yet while many jobs provide both income and personal satisfaction, they may also pose hazards and risks to health and safety. Health at work and healthy work environment are among the most valuable assets of individuals, communities and countries. The indications that the continued development of the organization and the transformation of the rich mineral resources into a sustainable economic development will help satisfy the social and economic needs of employees. The aim of the study is in dual aspect. **First**, it is to find out how positive and negative conduct influence on task performance. **Secondly,** it is to assess the inspirational needs from the perspective of employees of Aarti Infrastructure Private Limited, at Nagpur. The study seeks to test the following hypotheses:

H1: *There is a significant co-relation between positive identity and conduct of organization performance.*

H2: *There is a significant co-relation between negative identity and conduct of organization performance.-*

4. Objectives of Study

- To find out which types of identity is mostly present by employees
- To examine the influence of identity types on organizational performance.

This paper is organized as follows: first part is discussed above. Second part is the theoretical framework and research hypothesis development. Third part discusses the research design and methodology, data collection procedures and process. Fourth part presents the results and discussion. Final part is conclusion and recommendation, and implication for further research.

5. Needs of Study

This study the social scale of needs is one of the most popular studies of conduct and this forms one of the bases of the model for this study. A need is something that a person requires and satisfaction occurs when a need is fulfilled, and motivation is the attempt to satisfy a need. We need to stress that in order to understand the financial situation of the organization we need to understand management's long term plans for organization, adding to what we said above says that in order to understand performance of the organization we need to understand how all the mechanisms that can add on value within organization.

Requirement of Basic Needs: These are needs that focus on sustaining human life such as the need for oxygen, food, water and sex, that until these basic needs are satisfied to a large extent, no other motivating factor can operate.

Job Security or Safety Needs: These are the next in hierarchy and focus on being free of physical danger and the fear of losing a job, property, food or shelter as well as protection against emotional disappointment.

Daily Social Needs: These are the needs that deal with the social aspect of man such as the need to belong and be accepted by others. It is the need for love, affection and acceptance as belonging to a group.

Internal Esteem needs: As soon as people satisfy the need to belong and be accepted by others, the next higher level of need is the need to be held in high esteem by themselves and others. It goes on to state that these kinds of need produce satisfaction through power, prestige, status and self-confidence. It includes internal esteem factors such as self-respect, autonomy, achievements and external factors such as status, recognition and attention.

Potential and Self- Fulfillment: This is the highest need in the hierarchy. It is the drive to become what one is capable of becoming, to maximize one's full potential and to accomplish something. It includes needs such as growth, achieving one's potential and self-fulfillment.

6. Literature Review

Rotter (1966) suggests that the occurrence of a particular conduct is dependent not only on an individual's objective reinforcement history but also on the Individual's expectation that the behavior will result in a particular consequence and the Subjective assessment of the costs and benefits associated with the consequence.

H.J Eysenck (1967, 1982) developed his theory of identity. He identified three dimension of identity. According to Eysenck a person in high Communicative quality are tend to be sociable, active and outgoing. Eysenck trait when an individual low of sociableness and awareness.

Goldberg, (1993). The Big Five Model consists of five main dimensions of identity which referred to as unbalance, communicative, and frankness to experiences, sociableness and awareness. A person with sociableness identity is usually associated with positivity and unbalance is associated with negative affect for individual performances.

Costa and McCrae (1989) has defined identity as an individual conduct which reflects on individual unique characteristic such an offensive, obedient, diligent, lazy, independent, honest, and sociable and many others.

Colquiit (2009) stated personality is about what people are like and the ability what people can do.

Robin (2003) in his view personality is a combination of psychological qualities of an individual. Finally, identity stated as the relatively stable pattern of conduct and consistent internal states that explain a person behavior tendencies.

Mc Shane and Von Glinow (2008). Personality qualities have been shown to influences performance and career directions

Porter and Lawler (1968) posit, mere effort is not enough and before the effort will be effective, it has to produce the desired performance.

Salzman, 2000; Blackburn, 2006. If bad attitude is shown by the employees will impact on bad performances to an organization. Whether a person as manager or subordinate employees will dealing with the people or individual who do not have same personality in the workplaces.

Guilford (1959) defined personality as the unique qualities for the individuals look different from others.

Schneider & Hough, 1995; Furnham, 2002. The actions or behavior of employees will help the organization to realize the organization objectives.

7. Research Design and Methodology

Collection of data:

The study based on primary source of data because it provides empirical information for the study. Structured questionnaires and interviews were conducted to gather information from employees. The questions which were contained in the questionnaire were closed and open-ended. The open-ended questions gave respondents the chance of providing additional information. The researchers independently contacted the respondents using non-random sampling techniques of convenience sampling techniques. Respondents were given a Participant Information Sheet to indicate the purpose and the importance of this research. A total of 122 questionnaires were distributed and a total of 122 questionnaires were returned 54% of respondents are female and 68% of respondents are male. Among these respondents 25% of the respondents are 20 to 25 years old, 44% are 26 to 28 years old,30% are 29 to 33 years, 15% respondents are 34 to 39 years, and 8% respondents are 40 years and above. 40% of respondents were single, 30% of respondents are married and 5% of respondents are divorced and 1% is widowed. 65% of respondents are Nagpur, 20% of respondents rural are (Village) 10% of respondents are others. 65% of respondents have completed degree, 35% of respondents have diploma and others, 52% are co-workers, 15% are supervisors, 17% are managers, 6% are administrators and 10% are others. Among the respondents 42% of staff worked less than a year, 45% of staff remains in the organization 2 to 5 years, 10% staff remain in the organizations more than 5 to 10 years. Only 3% of staff worked in the organization more than 10 years.

8. Conclusion

Through the theoretical part of this study established what employees conduct and identity are, why they are important for organization performance and how do they work within organization. The main interest of research was the correlation between how employees conduct and identity is stated within organization and to what scope do they influence organizational performance in several categories.

- In evaluating performance that job satisfaction tools were used, the study revealed that satisfaction of employees' leads to better performance.
- Overall, we found that this research fulfilled its purposes by identifying the most common type of identity among the respondents and how it influences organizational performance.
- In short sociableness and awareness has a positive and significant relationship with organizational performance and other identity types.
- Also both of these identity types have a positive and significant influence on organizational performance. This shows that those who have high awareness people tend to emphasis on planning, organizing and concern about meeting deadlines and goals tend to perform better.
- Also employee who are more sociable identity type tend to reduce personal and professional conflict by resolving the problem through cooperation and collaborations even though they did not like to agree.
- This means most cases they tend to agree for the gain of organization rather than arguing and creating more conflict. Implications for practice.
- Based on the findings, it is evident employing highly awareness and sociable identity types to work in the organization could improve performance.
- Therefore human resource, marketing and operational managers should ensure they identify the personality type before they made any recruitment and selection decision.
- Since this study was conducted only on one company, it may not be able to generalize the finding. However by conducting this research on wider context of a particular findings and maybe a significant contribution to this field of study.

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Analytical Study of Online Buying Behavior of College Going Male and Female

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ABSTRACT

Research is about the factors influencing consumer purchase behavior of the online and analyzing the factor affecting for online buying perception of male and female. This study portrays the factors that the customers to move on online buying. Now a day Buying and selling of good online is need of today consumer. The firm has always tries to solve the consumer problem and need. The descriptive study using cross sectional data was employed. Totally 300 samples were taken for this study. It is a fast growing concept of online buying. Men and women work differently with different type of perception and different parameters of evaluation. In order to identify the attitude of consumers regarding purchase the study of online buying behavior of college going male and female is conducted.

Keywords: Consumer, Buying Behavior, Online shop, Consumer perception

1. Introduction

Understanding behavior of consumers is a key to the success of business organizations. Marketing personnel are constantly identifying the types of buying behavior and purchase decisions to predict the future trends. Consumer behavior can be explained as the analysis of how, when, what and why people buy. Consumer behavior is the concept of the decision process and the physical activity. The firm is tries to predict the consumer buying behavior for the making the marketing strategy. It will help to firm to understand the how the consumer feel, think, their selection, rezones, and selecting alternatives. Consumer behavior is the helps to the find out the acceptance about the product. The psychology of how the consumer is influenced by his or her environment.

The study of consumer buying behavior is the key of success of the market. Consumer behavior can be used for the understanding the how to fulfill their need and how to satisfying their need. The firms or companies are success whose identifying the need and consumer buying behavior. They will also determine the buying behavior gender wise for the accomplishing their need.

Now a day, purchasing goods at anywhere, any time and satisfying the consumer need is the key of successful business and consumer satisfaction. The firm is tries to survive in the market they satisfying the consumer need at any cost. There is a famous saying "The consumer is God". Consumer is the person who is buy the good and satisfying his need. It is the person who actually uses the product.

Consumer behavior involves the psychological process that consumer identifying their need, finding way to solve their need, making plan, making purchasing decision. In the process of buying the perception of male and female are different. Generally decision and need are changing according to gender. The male and female preferences and choices of good are different. Gender is the major factor for affecting the buying behavior. Statistical analysis would be conducted for analyzing the online buying behavior of the college going male and female.

2. Literature Review

The research deals with the factors affecting the online shopping behavior of individuals belonging to the college. A significant amount of research has been made to identify the relation between the buying patterns of males and females when it comes to online shopping. Research has also been made to identify if there is a difference between the online buying behavior of adults above 25 years of age and that of college going students. Yoo-Kyoung Seock and Lauren R. Bailey (2008) found that shopping confidence and price consciousness are the two driving factors which encourage young consumers to buy online. This goes on to suggest that young buyers are more confident in their online shopping abilities. The research also found out that a significant amount of young buyers are more interested to visit online shopping portals to find out about the deals and promotional schemes available online. This goes on to project the rapidly changing consumer behavior in this modern era. The modern consumer and especially the young consumers are more empowered and aware of all the options that are available to them. This finding has been attributed to the fact that young consumers are more tech savvy and visit the internet more frequently than their elder counterparts.

Another research by Prashant Raman (2014) focuses on influences for online shopping for women in India. The research found out that shopping convenience is one of the key factors that influence the buying behavior of women, who find it easier to buy from the comforts of their home. However when it comes to online shopping, reliability issues of the products and the post sales services become the major hindering factor for women shoppers in India. Women are also skeptical about the privacy issues while making online payments.

3. Research Methodology

The sample population for the research consists of individuals belonging Nagpur city. This population was chosen as they form a major part of the online customers and their propensity to buy online is more than the other groups of population. The research data will be collected from a self-administered questionnaire and gathers information regarding demographics of the chosen population. Convenience sampling method was used to gather the sampled data. Overall a sample of 300 was taken (150 males & 150 females)

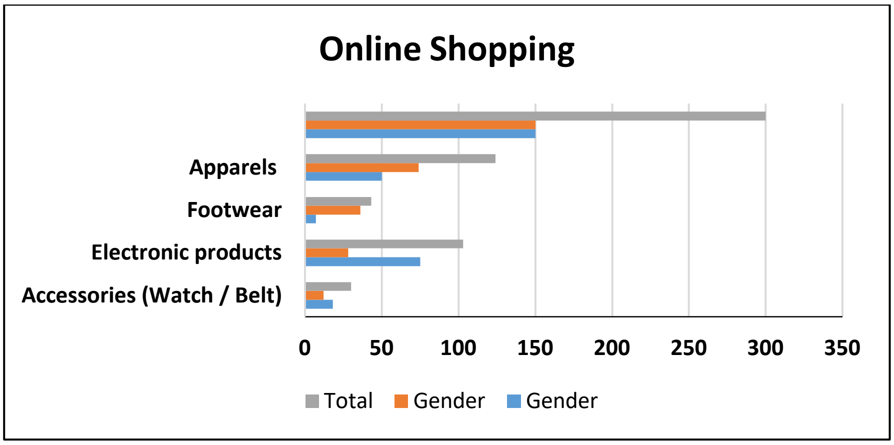
4. Objectives

- To determine the buying behavior of male and female.
- To determine the perception about online buying of male and female.
- To find out more preferable type of goods by both male and female consumers.
- To find out the influencing factor for online buying of male and female.
- To find out satisfaction of consumer about online buying.

5. Implications

The research would be helpful online retail businesses to understand the psychology regarding online shopping of male and female shoppers in tier-2 cities like Nagpur which will give them an insight to serve them better. Such cities holds real potential for growth for these businesses and with the increasing penetration in the country, it is of paramount importance for the business houses to know their customers in order to decide on their product mix, promotional strategies and services.

Gender * Products purchased in Online Shopping Cross-tabulation						
Count						
		Things purchased by Online Shopping				Total
		Accessories (Watch / Belt)	Electronic products	Footwear	Apparels	
Gender	Male	18	75	7	50	150
	Female	12	28	36	74	150
Total		30	103	43	124	300

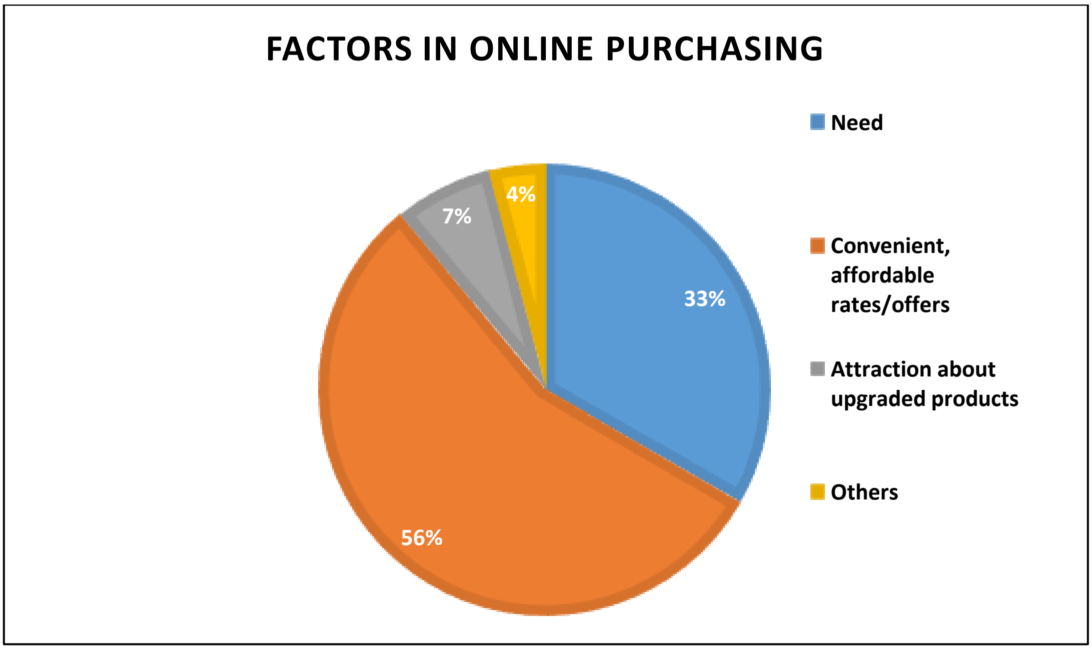


The questions were asked and respondents were asked to stick to there latest online purchases while they answered the question.

From the data from respondent it was clearly evident that male & female customer have diferent buying choices/pattern when we talk about online buying. Male are more tech savy hence they go for electronic products whereas the fashion concious women go for higher percentage of buying when we talk about apparels and accessories. In case of footwear women were found to be more concious than men.

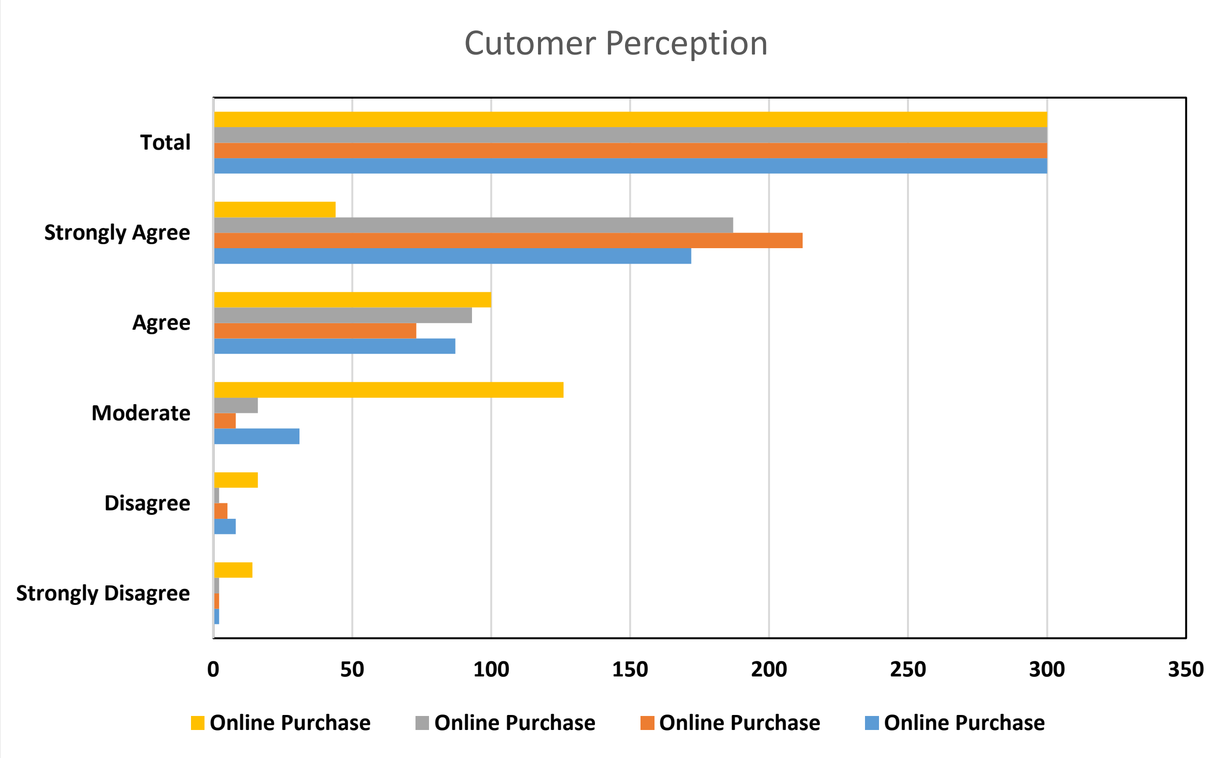
This difference in buying pattern clearly indicates the way male & female customer go ahead in making their purchase decisions while indulging in online shopping.

Driving factors for online purchasing					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Need	100	24.2	33.3	33.3
	Convenient, affordable rates/offers	167	40.4	55.7	89.0
	Attraction about upgraded products	21	5.1	7.0	96.0
	Others	12	2.9	4.0	100.0
	Total	300	72.6	100.0	



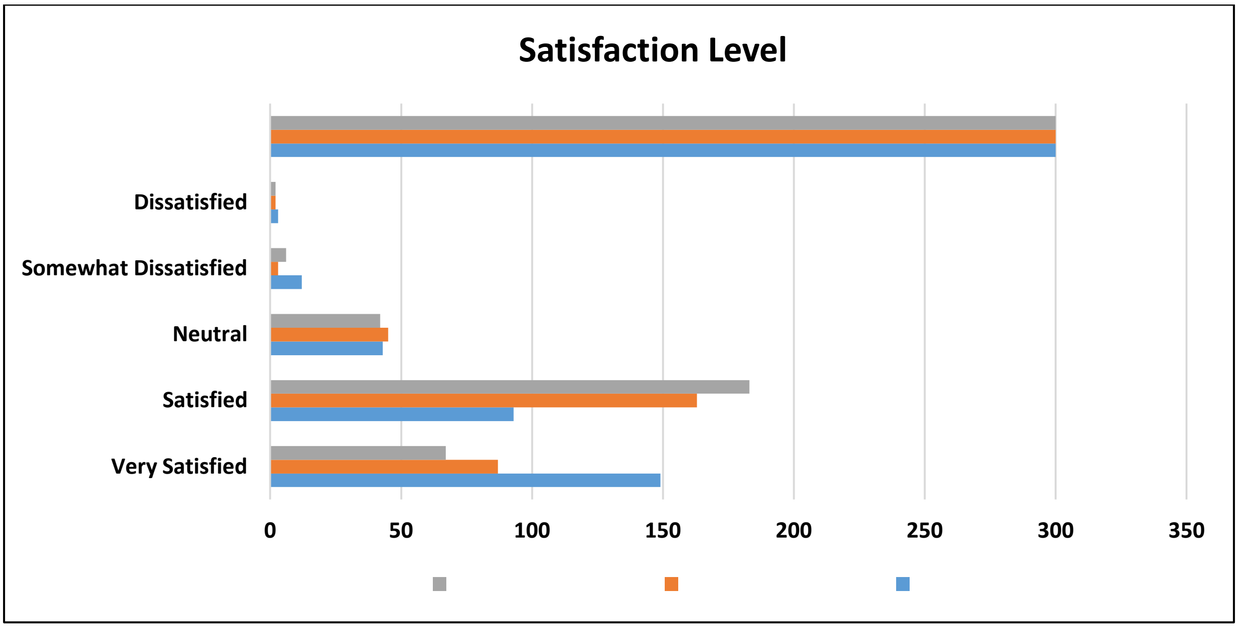
Most respondents favoured the online purchases as they felt online purchase platform offers a large veraiety, better convinience. Online platforms becomes the focal point of attraction because of varied scheme it offers in terms of percentage discounts, added accessories & special festivel schemes. Online platforms gives you ease of accessing the platform from anywhere & anytime hence need identified can be immidiately met. The current trend of latest products being available online earlier than the your regular market also has its impact due to which custoers choose online platforms.

Consumer Perception about Online Purchase							
		Strongly Disagree	Disagree	Moderate	Agree	Strongly Agree	Total
Online Purchase	Convenient	2	8	31	87	172	300
	More Varieties of products with Choice	2	5	8	73	212	300
	Time Saving	2	2	16	93	187	300
	Security & Return Policy	14	16	126	100	44	300
Total							300



The buyers perception was mapped with different factors. An overall options and opinion were gathered in order to find out the perception of buyers about online buying. Most buyers go for online shopping due due to higher varieties whereas the security policies still scored the lowest. People are still no very much convinced abou the return policies offrered by online platforms, which can be seen by lesser score for return policy in highly agree category. Time saved was seen as a balanced factor for a very simple reason as the product purchased online are not immidiately delivered and take some time. Hence though time is saved while buying the waiting period is longer hence saw a balanced response.

Factors drives you to purchase online * Overall satisfaction about online purchasing Cross-tabulation							
		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Total
Online Purchase	Convenient & Affordable rates/schemes & offers	149	93	43	12	3	300
	Availability of trendy/latest products	87	163	45	3	2	300
	Delivering exactly what was promised	67	183	42	6	2	300
Total							300



Several questions were asked to respondents in order to judge their satisfaction level. Some factors regularly associated with online purchasing were identified. As the trend in online purchasing goes most respondents preferred online purchases due to its vast plethora of schemes & offers. Some respondents were still skeptical about getting exactly what was promised especially when it came down apparels. Overall it could be seen that the satisfaction level was very satisfied or satisfied in most of the cases. It was always believed that internet offers the latest & trendy products before they are available in regular markets, same was seen in the responses gathered.

6. Conclusion

The study was carried out in Nagpur city in order to understand the online buying behavior of shoppers in Nagpur city. The respondents were asked to share or answer their views based on their recent online purchases only, this significantly eased the efforts of the researcher as no recall or past biased was experienced. It was very much evident from the fact that male and female respondents have a different product choice when we talk about online shopping. Males were techno centric in their decision making whereas females were focused more towards fashion trends or apparels available online. The different factors were measured which would give an insight to researcher about what instigated the buying process in the first place. Online shopping platforms were found to be more popular due to various schemes & offers they give. Satisfaction level was also measured on different parameters regularly associated with online buying platforms. Most respondents opined in the most positive way.

It can be safely said that online platforms hold the key in future for all the retailers to keep on growing. We can safely say online platforms would rule the hearts of consumers in near future and are here to stay.

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A Study on the Effect of Working Environment on Employees after Remodelling the Business at Nagpur City

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ABSTRACT

Business remodelling is a today's requirement to provide top quality services to the customers. It also generates loyalty in your customers which depends on the way you treat them. In short, we can say business remodelling is the need of business so that business will sustain in the market for a longer period of a time. There are some advantages associated with remodelling of the business such as, higher profits, a competitive edge, increased referral leads and increased customer loyalty.

When a business man decides to change the whole set up to improve the working environment and for giving better ambience his working employees so that their productivity will get improved. The question arises is do it really create an impact on the working environment? Here the quest arises and the topic has been selected i.e., "A study on the effect of working environment of employees after remodelling the business at Nagpur city."

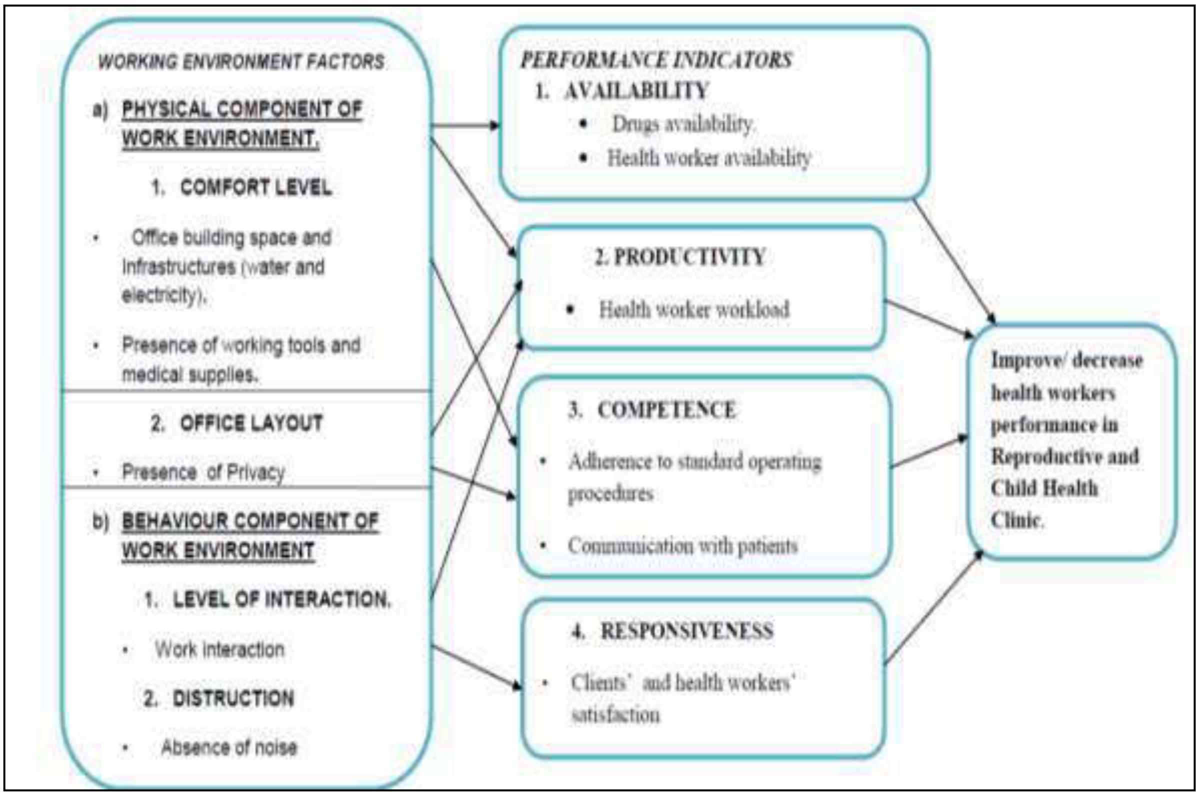
The purpose of the research is to study the impact of remodelling on the working environment of employees. Do they positively accept the changes or not? The purpose is to study their perception and acceptance towards this remodelling. The study would also focus on change in performance level of the employees after remodelling the business.

The study will help to analyze the employee's attitude towards business remodelling and what kind of positive changes a businessman can adapt for creating a better environment.

Keywords: Perception, attitude, performance, working environment

1. Introduction

Nowadays, business organization are facing lot many challenges. The reason behind it is dynamic nature of the environment. One of the challenge that has been observed is to satisfy employees to cope up with the dynamic environment. As this working environment create a lot of impact on employee's effectiveness and efficiency, the business must satisfy employee's ever changing needs by providing good working condition. Fulfilling their need could be directly connected to their job satisfaction as well.



(Reference: the effect of working environment on workers performance: the case of reproductive and child healthcare provider in Tarime District, Asigele Oswald, Nov 2012)

Working environment plays an important role towards the employees 'performance. Working environment is argued to impact immensely on employees' performance either towards negative or the positive outcomes (Chandrasekar2001).In the world, there are international organizations who debate the rights of employee. Most people spend fifty percent of their lives within indoor environments, which greatly influence their mental status, actions, abilities and performance (Dorgan, 1994). Better outcomes and increased productivity is assumed to be the result of better workplace environment. Better physical environment of office will boosts the employees and ultimately improve their productivity. Various literature pertain to the study of multiple offices and office buildings indicated that the factors such as dissatisfaction, cluttered workplaces and the physical environment are playing a major role in the loss of employees' productivity (Carnevale 1992,Clements- Croome 1997).

Through this study the employer will get to know how its work environment impacts greatly on the employee's level of motivation and performance. A well designed office signals the values and objectives of the organization and the use of design in office interior communicates an organization values and identity. Office design therefore should be one of the factors in affecting employee's productivity. Employee's morale is often interrelated when it comes to productivity in the work environment.

2. Review of Literature

Introduction

This literature review attempts to discuss the various literature related to working environment which has impact on employee performance. The discussion also identifies gaps left by other researchers of similar studies. However, this study attempts to fill those gaps so that the write-up can contribute to a new body of knowledge in the academic world. Through this review, literature is re-packaged and analyzed as a way of bringing new insights into the problem studied.

There are many studies had been conducted to find out the relationship between working condition and employee of the business organization. Various studies has been conducted to prove the co-relation between employee and working environment on different parameters like job satisfaction, working efficiency, productivity, self motivation, absenteeism and so on.

Working Environment:

Kohun (1992), defines working environment as an entirely which comprises the totality of forces, actions and other influential factors that are currently and, or potentially contending with the employee's activities and performance. Working environment is the sum of the interrelationship that exists within the employees and the environment in which the employees work.

Brenner (2004) was of the opinion that "the ability to share knowledge throughout organizations depends on how the work environment is designed to enable organizations to utilize work environment as if it were an asset. This helps organizations to improve effectiveness and allow employees to benefit from collective knowledge". In addition, he argued that working environment designed to suit employee's satisfaction and free flow of exchange of ideas is a better medium of motivating employees towards higher productivity.

3. Objective of the Study

1) To find out the relationship between change in working environment through business remodelling and employee's receptivity to this change.
2) To find out their attitude towards business remodelling.
3) To find out employee's expectations as far as business remodelling is concerned.
4) To study the employee's change in performance after remodelling the business
5) To identify what are the changes they mostly expect in their working environment.

4. Hypothesis

1) There is positive relationship between change in working environment and employee's performance
2) Employee's have positive attitude towards business remodelling

5. Research Methodology

The study is descriptive analysis of the effect of change in working environment and employee performance. The study contains primary data as well as secondary data. The primary data was collected through individual in depth interviews with open ended as well as close ended questions. The secondary data collected from books, journals, newspaper and internet.

The interview brought out various parameters about the relationship of business remodelling and employee's performance with this changing environment. The study has also given emphasis on finding out the employee's attitude towards business remodelling. The study also revealed their expectations from this changed environment and its impact on their performance level. First of all, the researcher had created good rapport with the respondent to get the adequate and reliable information. Since, the study has its limitation area, the study has been carried out with limited number of employees with given stipulated time. Whenever, employee doubted any question, the researcher clearly explained the purpose and meaning of those questions. The researcher spent 20 minutes per respondent to get the relevant information.

Another way of collecting primary data is to get the information from HR heads of different companies (sample size-5) which were randomly selected from Nagpur city. The interviews of HR heads of various companies have also brought out the performance level and employee absenteeism aspects. It was asked them what kind of changes you have found after remodelling of the business. The employees were randomly selected from five companies. There were 30 employees taken for this research. The reason behind taking such small sample is time constraint as well as limited scope of title. Very few business organizations were found to be remodelled while carrying out the study.

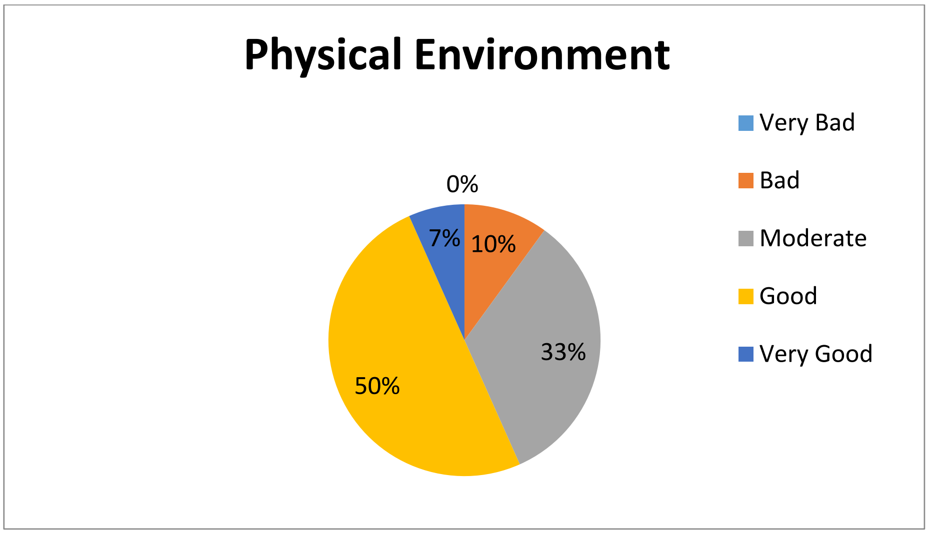
To get the data from employee, personal visit to their offices were done. The company's HR manager also supported for this research study as they allowed taking the response in office hours which was the main reason behind success of whole study.

6. Data Analysis and Interpretation

The data was gathered by means of questionnaire and interview method. They were asked by the researcher at their workplace. The analysis was done in three phases. First phase includes the responses from employee, second phase includes responses from supervisor and the last third phase include responses from HR manager. Following is the analysis observed during the research.

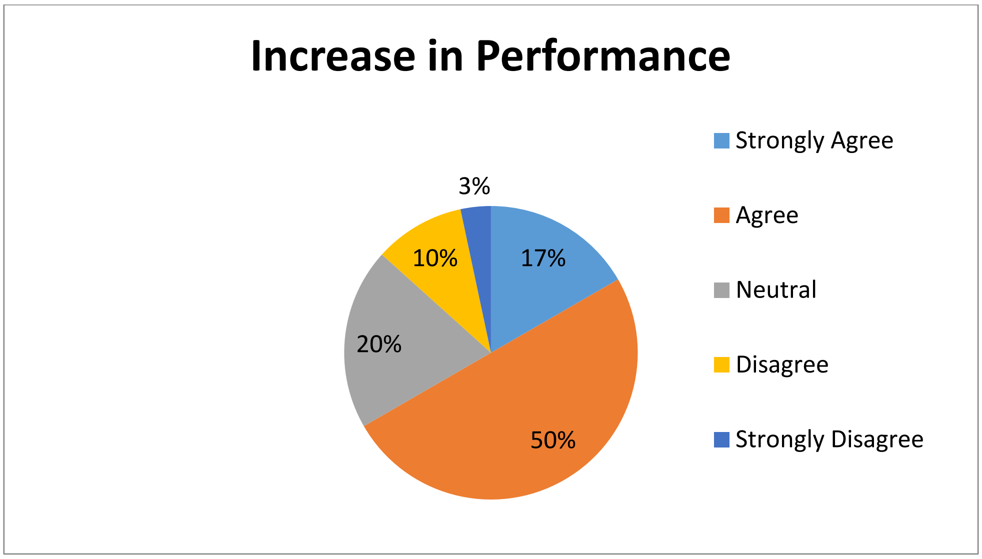
Responses from employees:

Q.1.How will you rate the physical environment of your office?



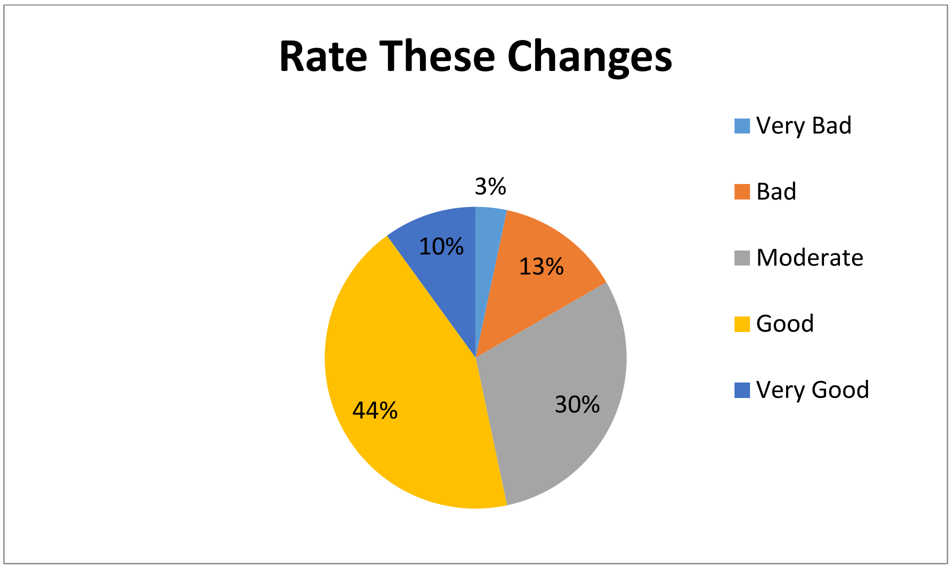
When a question asked to employee regarding their physical environment, 50% employee rate it good where as 33% said it is moderate. Very few employee rate it as very bad. There were 10% employees were there who said that they are not comfortable in this environment and they rate it bad.

Q.2. Do you think that changes in working environment has really helping you to perform better?



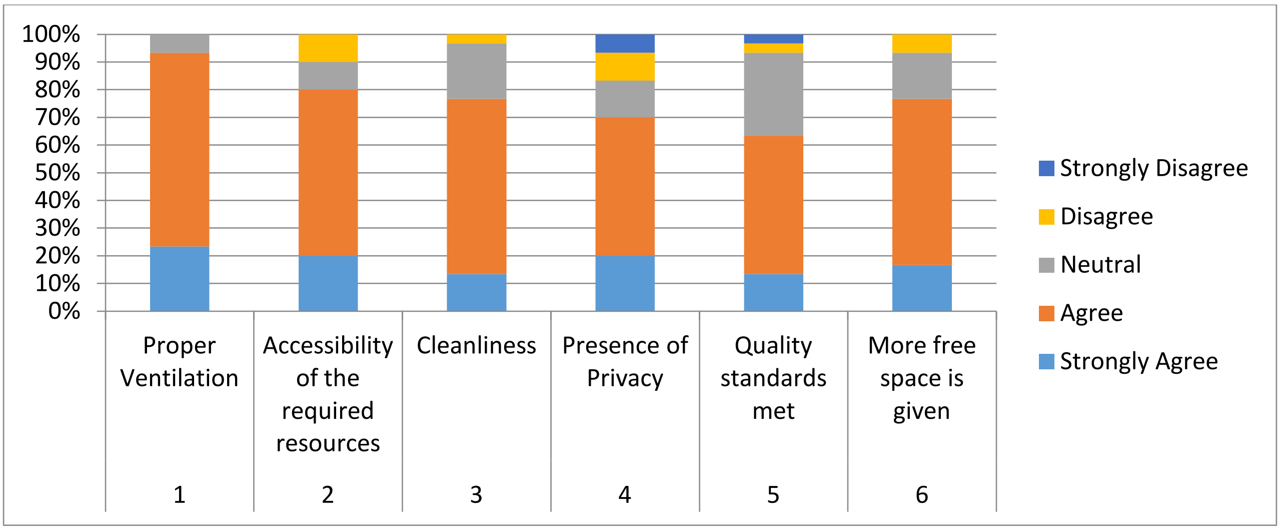
When it was asked about their performance level, 50% belived that their performance level has been increased where as 17% strongly agreed that their performance level increased because of these changes adapted. Only 13% disagreed on increased in performance level.

Q.3. How would you rate these changes?



There were mixed reviews as far as these changes are concerned. 44% rated it good where as 10% rated it very good. 30% said that changes are moderate. 16% were rated it bad.

Q.4. What are your expectations as far as physical working environment is concerned?



When employees asked regarding their expectation, they had given different opinions. The question asked by considering 6 parameters, they are, Proper Ventilation, Accessibility of the required resources, Cleanliness, Presence of Privacy, Quality standards met and More free space is given.

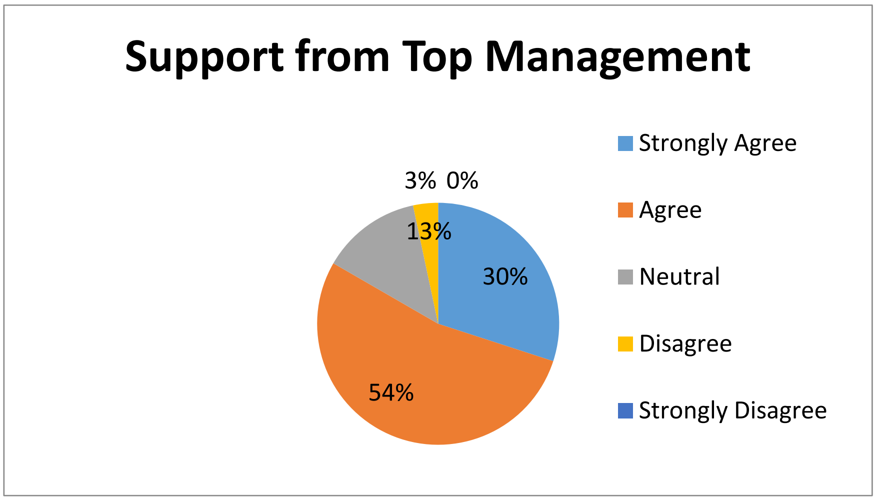
Following are the responses observed:

22% of the employees were strongly agreed that they have proper ventilation where as 70% agreed that they have proper ventilation at their workplace. Remaining was neutral on this parameter. When they were asked about accessibility of the resources required, 20% were strongly agree, 60% were agree, 10% were Neutral where as 10% were disagree on it.When they were asked about cleanliness, 12% were strongly agree, 60% agreed, 20% were neutral and 8% were disagree on it. When employees were asked about the presence of privacy in their working environment, 20% strongly agreed on it, 40% agreed, 12% were neutral where as 10% disagreed and 8% were strongly disagreed on it.

When employees were asked about the quality standard of these changes adapted, 12% were strongly agreed on it, 50% agreed, 30% neutral and 4% disagreed where as 4% were strongly disagreed.

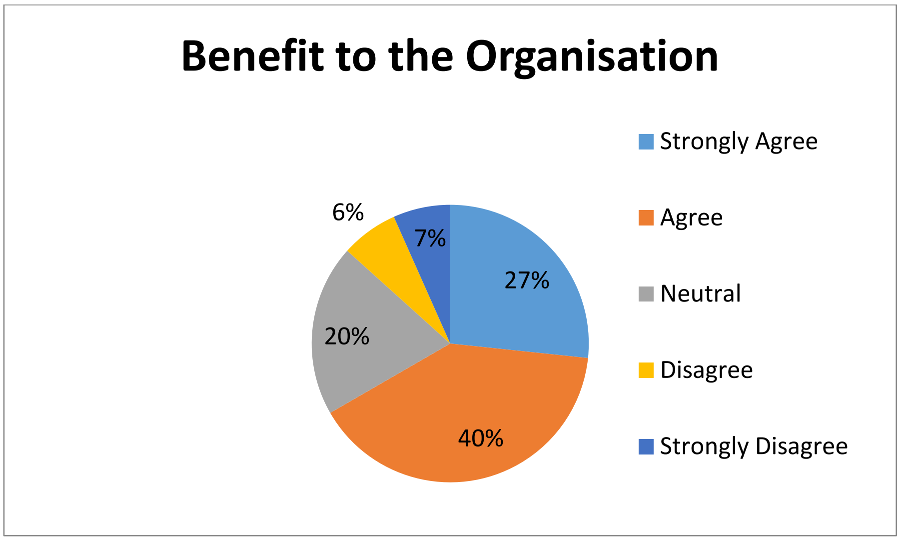
The last parameter was on the proximity approach in the working environment. When they were asked about the free space given there were 18% were strongly agreed, 60% agreed, 14% were neutral, 8% disagreed on this.

Q.5. Do you think there is support from top management after this change at workplace?



54% agreed that there is support from top management, 30% strongly agreed, 13% were neutral on it where as 3% were disagree on it.

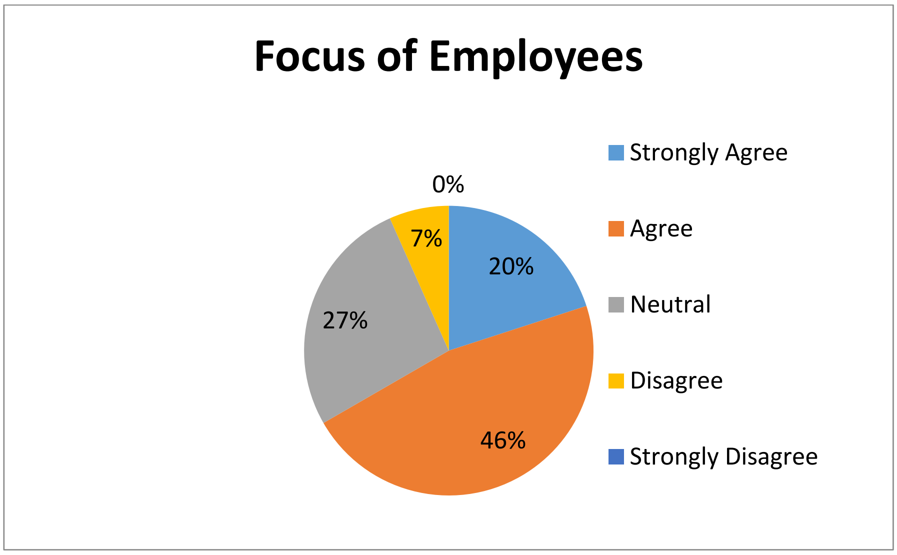
Q.6. Do you think remodelling has benefited the organization?



40% were agreed that employees get benefited due to these remodelling, 27% were strongly disagree, 23

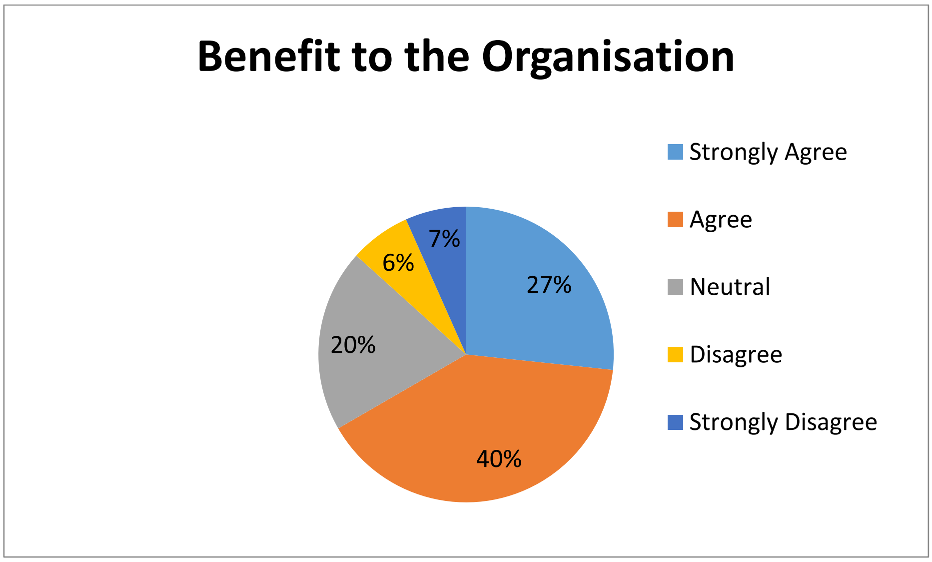
For Supervisor:

Q.1.Do you think Employees are more focused after changing the working environment by means of remodelling the business.



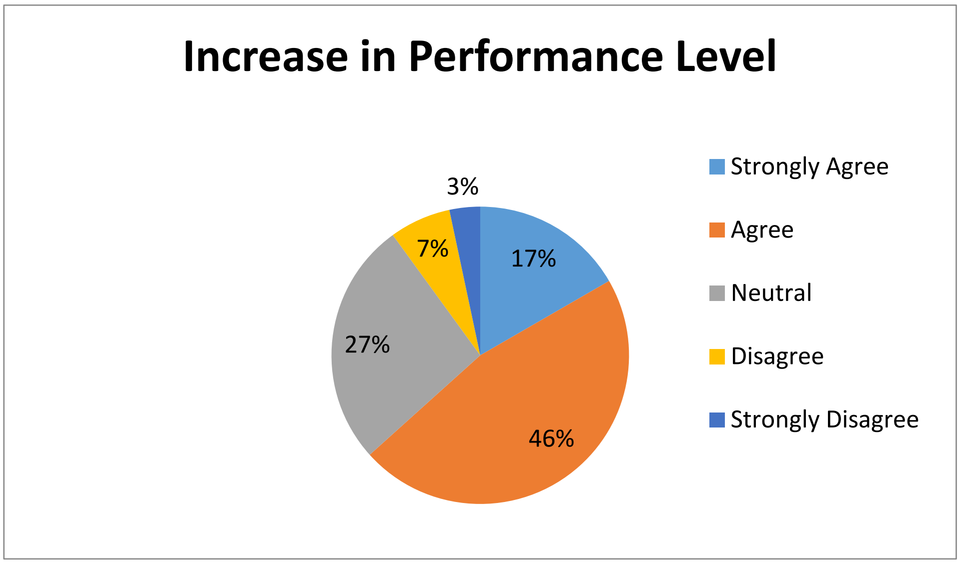
46% were agree that employee are now more focused in their work, 20% were strongly agree, 27% were neutral on this whereas 7% were disagreed.

Q.2. Do you think remodelling has benefited the organization?



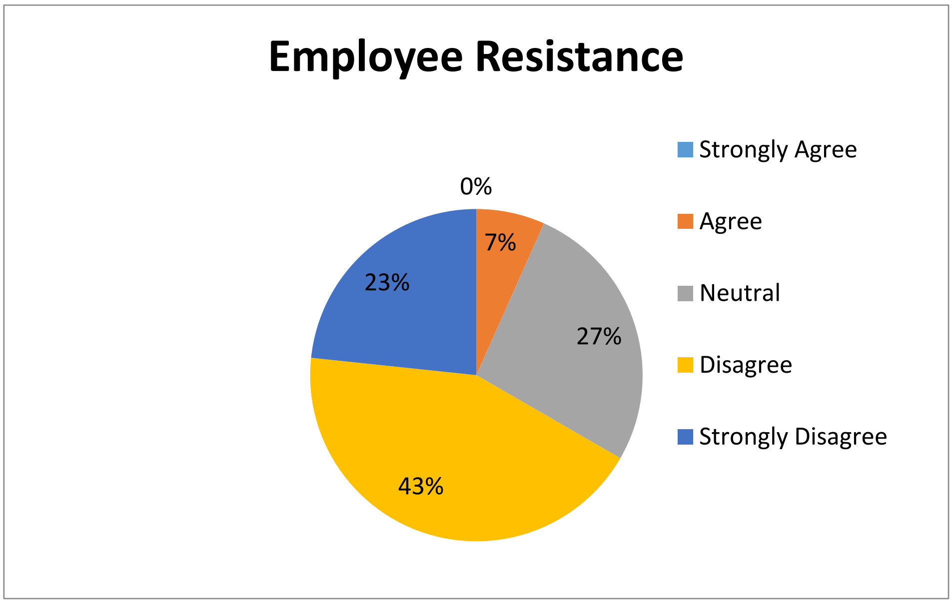
40% supervisor thought that remodelling was benefited to the organization where as 27% strongly agreed, 20% were neutral and 6% were disagreed on it.

Q.3. Do you think you have found any changes in the performance of your subordinates after remodelling of business environment?



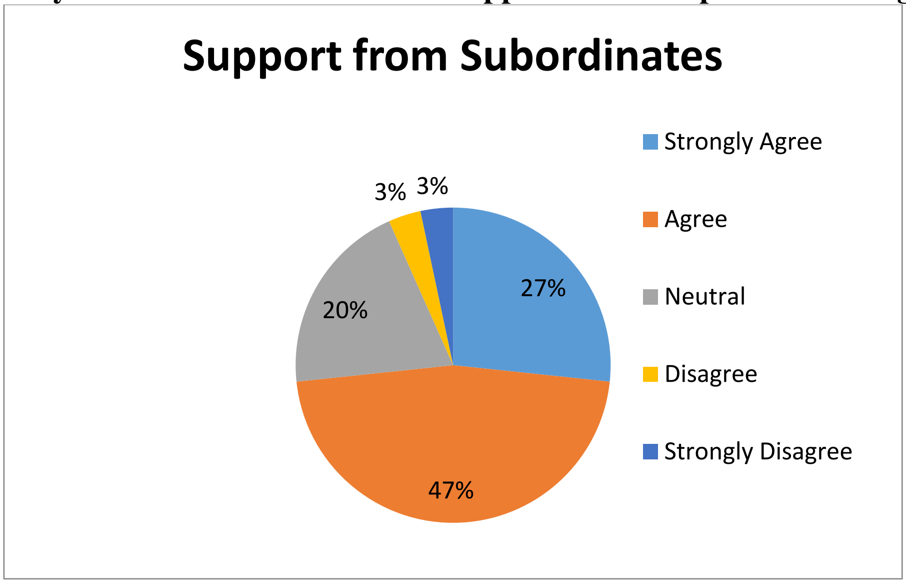
46% agreed that they found positive changes in their subordinate performance, 17% were strongly agree and 7% were neutral on this. 3% were strongly disagree that they have found any changes in their subordinate's performance and 7% disagreed on it.

Q.4 Has there been any resistance from the employees towards these changes?



43% were disagreed that employee has any resistance on these changes. 27% were neutral, 7% were agreed that there is a resistance to change.

Q.5. Do you think your subordinates have been supportive in this period of change?



47% were agreed that their subordinated were supportive. 27% were strongly agree on this. 20% were neutral on it. 3% were disagreed and 3% were strongly disagreed on it.

Response from HR

There were five HR managers who had given the responses on various questions. Due to the limited sample size their analysis haven't represented in chart. When they asked about benefit of remodelling and its benefit to the organization, three of them agreed that it has benefited their organization, two were strongly agreed on it. None of the HR manager had shown negative response to this question. When it was asked them about resistance to change, 3 HR managers agreed that their employee had resisted this change, 2 said they can't say anything about their resistance. When the question asked about absenteeism rate of employee, they said absenteeism has been fairly decreased after adapting changes. It was also observed by HR manager that Employee's productivity has been increased and their expectation level from top management has also been increased due to the positive changes implemented in the organization.

7. Conclusion

1. It has been found that employees have positive attitude towards these changes.
2. It has also been found that their expectation from the top management also increased due to favourable changes in business remodel.

3. When asked about their physical environment, most of the employees were satisfied and given positive response to it.
4. HR manager also believed that the organization has been benefited due to this remodelling in terms of increase in productivity, decrease in absenteeism and increase in productivity.
5. As far as Supervisor's opinion is concerned, it was found that they had observed good changes in their subordinate's performance level. Their focus has been increased and productivity also found increased.

8. Suggestion

1. There are few employees who were resisting these changes, so, training can be imparted to them so that their receptivity towards these changes would be increased.
2. It is also found that few employees were losing their focus due to these changes. To overcome from this problem organization can do personal counselling for them.
3. Some of the employees said that their privacy has been hampered due to this remodelling. It can be solved through proper communication with the employees.

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Questionnaire

For Employee:

Q.1.How will you rate the physical environment of your office?
a)Very Bad b)Bad c)Moderate d)Good d)Very Good
Q.2. Do you think that changes in working environment has really helping you to perform better?
a) Strongly Agree b)Agree c)Neutral d)Disagree
e) Strongly Disagree
Q.3. How would you rate these changes?
a)Very Bad b)Bad c)Moderate d)Good d)Very Good
Q.4. What are your expectations as far as physical working environment is concerned?

Sr. No.	Expectations from Working Environment	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Proper Ventilation					
2	Accessibility of the required resources					
3	Cleanliness					
4	Presence of Privacy					
5	Quality standards met					
6	More free space is given					

Q.5. Do you think there is support from top management after this change at workplace?
a) Strongly Agree b)Agree c)Neutral d)Disagree
e) Strongly Disagree
Q.6. Do you think remodelling has benefited the organization?
A) Strongly Agree b) Agree c)Neutral d)Disagree
e) Strongly Disagree

For Supervisor:

Q.1.Do you Employees are more focused after changing the working environment by means of remodelling the business.

a) Strongly Agree b) Agree c) Neutral d) Disagree

e) Strongly Disagree

Q.2. Do you think remodelling has benefited the organization?

a) Strongly Agree b) Agree c) Neutral d) Disagree

e) Strongly Disagree

Q.3. Do you think you have found any changes in the performance of your subordinates after remodelling of business environment?

a) Strongly Agree b) Agree c) Neutral d) Disagree

e) Strongly Disagree

Q.4. Has there been any resistance from the employees towards these changes?

a) Strongly Agree b) Agree c) Neutral d) Disagree

e) Strongly Disagree

Q.5. Do you think your subordinates have been supportive in this period of change?

a) Strongly Agree b) Agree c) Neutral d) Disagree

e) Strongly Disagree

For HR manager:

Q.1. Do you think remodelling has benefited the organization?

a) Strongly Agree b) Agree c) Neutral d) Disagree

e) Strongly Disagree

Q.2. Has there been any resistance from the employees towards these changes?

a) Strongly Agree b) Agree c) Neutral d) Disagree

e) Strongly Disagree

Q.3. Do you think remodelling has affected absenteeism rate?

a) Strongly Agree b) Agree c) Neutral d) Disagree

e) Strongly Disagree

Q.4. Do you believe their productivity levels have increased?

a) Strongly Agree b) Agree c) Neutral d) Disagree

e) Strongly Disagree

Q.5. Do you think their expectations in terms of support from top management has increased?

a) Strongly Agree b) Agree c) Neutral d) Disagree

e) Strongly Disagree

Effectiveness of Digital Advertising on Instagram Followers

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ABSTRACT

The use of social media sites as part of a company's marketing strategy has increased significantly in the past years. Regardless its popularity, there is still very limited information to answer some of the key issues concerning the effectiveness of social media marketing.

Purpose/objectives:

1. To know Digital and Social Media Strategic Imperatives.
2. To study Strategic Insights of Social Media Imperatives.
3. To know the effectiveness of digital Advertising.

This study is an attempt to understand the Effectiveness of digital advertising on social media. The intent was to scrutinize revitalization on social media.

Major contributions: Instagram advertising related activities were analyzed to identify the correlation between the effectiveness of digital advertising on social media sites. The theoretical part is framed through the books, journals, previous research papers and articles. Researcher attempted to study and investigate effectiveness of digital advertising on social media sites specifically *Instagram.* Also total of 30 follower's surveys were collected in Amravati and these were analyzed using statistical tools.

Implications: Findings show that promotional advertising on *Instagram* motivates the users to know the upcoming brands and their existence with the help Quotes, Campaigns, Videos and Images on it. The study finds that social media advertisement effectiveness is highly influenced by its messages/contents quality. The study also finds that the youth generation is the main user of *Instagram.*

Keywords: Digital Advertising, Instagram, Social Media Digital Marketing

1. Introduction

With the world continuously revolving on the axis of technological advancement man has got many things to add to his comfort list. With the rising interest in the internet and its beneficial usage the man has evolved many options to make his life simpler. Now, rather than going to your local shop for groceries you opt for going online and buying all your errands with a few simple clicks.

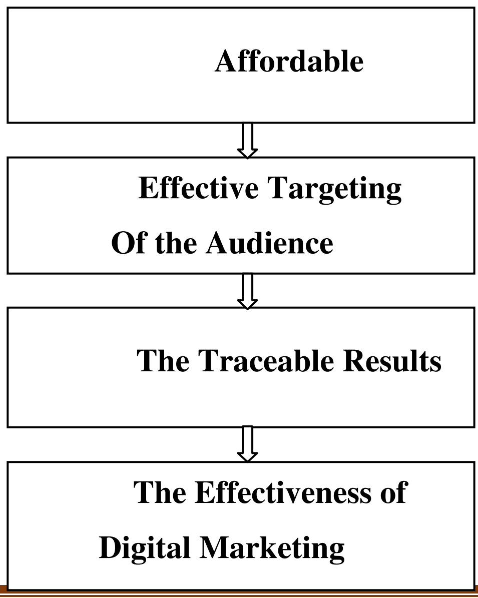
Considering the higher interest of customers in online buying and exploring, the companies have now taken the route of e-marketing. Also known as digital marketing; it is the most easy way to market your product to your target audience. As per the studies 89% of the customers choose e-buying over physical buying. Various companies are encashing this opportunity by making themselves available online. Digital marketing is playing a vital role in business productivity.

- **The Importance of Digital Marketing**

  While the older generation is still not much able to come out of the web of paper based information stuff the younger generation has evolved themselves to be the most tech savvy and based on e-marketing.

  This is mainly because the digital marketing offers a lot of comfort, ease, versatility and most importantly is faster than anything else. It's not only a boon to the consumers, but a very effective tool for the marketers to reach their target audience. Here are some key points that explain its importance:

(FIG: 1: Model Of Importance of Digital Advertising)
(Developed By Researcher)



- *Affordable*

  The first to be considered point is that digital marketing is very cheaper when compared to the other modes and means of marketing. Information going online regarding your company or product may not cost the company more than a fractional cost of sending the same information via newspaper or a digital advertisement.

- *Effective targeting of the audience*

  When compared the digital marketing again stands out to the print marketing as there is always the chance of people being attracted to the digital media more. As the technology probe more and more into our daily life, it has made a significant effect on our sense that can be convinced. Moreover, there are always higher chances of more people watching an online ad than a print media advertisement.

- *The traceable results*

  Thanks to the technology it has made it very easy for the marketers to track and monitor their results online. The data can always be collected and the analyst may help in data assessing and provide the valuable data for various decision making.

- **The effectiveness of digital marketing**

Digital marketing is the most widely used marketing aid in the current era as it is considered to be more effective than any other tool. This is true to the core as there is a considerable shift in the preferences of the common man. Here are a few facts that clearly state the effectiveness of digital marketing.

- **Digital Advertising on Instagram:**

  - The comparative analysis: customers want to have a comparative analysis of the prices and benefits of all the products available in the market. The digital market offers them a platform to review all the aspects associated with a product.

- The acceptability: In this tech savvy era the information available on Instagram is widely accepted by the customers in comparison to the physically available information.
- Wider audience: The coverage of digital marketing is much more than that of the physical media as the internet is now the new tool of every type of communication. It is a lot much easier to sit back and communicate over a technology driven device.
- Impact: how many times did you let your favorite show forgo to watch an advertisement of a company selling some random product? But while surfing on Instagram it is always very easy to restart what you left from the same point. Any advertisement pop up window attracts you as soon as it flashes on the screen.

Digital marketing has made our lives simpler and offered us everything right in front of us virtually. Companies have got a very effective tool to market their product and services directly to the customers and track the change in the consumer behavior. It has enabled the companies to assess all the attributes of the customers and let them make their best strategic move. Digital marketing holds a significant role for both customers as well as for the companies selling their products and services.

The digital revolution has turned countless businesses and business partnerships on their heads—not the least of which is the relationship between advertisers and their agencies. For the former, digital solves a problem that has dogged the industry since the days of John Wanamaker and his oft-quoted observation: “Half the money I spend on advertising is wasted; the trouble is I don’t know which half.” Advertisers now have the ability to know whether they are targeting the right person in the right place at the right time—a powerful capability.

For agencies, however, this capability comes at a price. The almost limitless choices and flexibility related to the timing, placement, and format of digital ads inject multiple layers of complexity and, often, inefficiency into digital-marketing operations. Complexity too often reigns, and it’s not surprising that agencies are wasting far too many resources and way too much time in an age when both are in short supply.

To gain insight into the digital-age drivers of efficiency and effectiveness, We found that those companies that had determined to get their arms around the complexity of the digital world by undertaking a comprehensive approach involving integrated tools and processes had realized staff time savings. Others that had opted for a more narrowly focused approach had realized efficiency gains.

- **Various Social Media**

Today, social media marketing is one of the most important digital marketing channels. It is a computer-based tool that allows people to create, exchange ideas, information and pictures about the company's product or services. According to Nielsen, internet users continue to spend more time with social media sites than any other type. Social media marketing networks include Facebook, Twitter, LinkedIn and Google+. Through Facebook, company can promote events concerning product and services, run promotions that comply with the Facebook guidelines and explore new opportunities. Through Twitter, company can increase the awareness and visibility of their brand. It is the best tool for the promotion of company's products and services. In LinkedIn, professionals write their profile and share information with others. Company can develop their profile in LinkedIn so that the professionals can view and can get more information about the company's product and services. Google+ is also social media network that is more effective than other social media like Facebook, Twitter. It is not only simple social media network but also it is an authorship tool that links web-content directly with its owner. Similarly Instagram is a simple way to capture and share the world's moments. Follow your friends and family to see what they're up to, and discover accounts from all over the world that are sharing things you love. Join the community of over 500 million people and express yourself by sharing all the moments of your day—the highlights and everything in between, too. Ongoing research continues to explore how media content on the platform affects user engagement. Past research has found that media which show peoples' faces receive more 'likes' and comments and that using filters that increase warmth, exposure, and contrast also boosts engagement. Users are more likely to engage with images that depict fewer individuals compared to groups and also are more likely to engage with content that has not been watermarked, as they view this content as less original and reliable compared to user-generated content.

Users on Instagram have created "trends" through hash tags, which are specific keywords combined with a hash symbol that lets them share content with other Instagram users. The trends deemed the most popular on the platform often highlight a specific day of the week to post the material on. Examples of popular trends include #SelfieSunday, in which users post a photo of their faces on Sundays; #MotivationMonday, in which users post motivational photos on Mondays; #TransformationTuesday, in which users post photos highlighting differences from the past to the present; #WomanCrushWednesday, in which users post photos of women they have a romantic interest in or view favorably, as well as its #ManCrushMonday counterpart centered on men; and #ThrowbackThursday, in which users post a photo from their past, highlighting a particular moment.

- Social media are promoting to the digital advertising which are cost-efficient .
- Social media websites are also promoting free of charge.
- A number of spend on paid ads online, the cost is still cheaper measure up to traditional marketing.
- Statistical data and outcome are effortlessly recorded.

  With Google Analytics, specialists can without difficulty confirm if the strategies are operational.

  Condition without difficulty create better satisfied for improved marketing.
- Not just aim audience be able to be reached, but as well as the audience from all around the globe

- **Importance of Social Media in Digital Advertising**

One huge thing that early-adopting entrepreneurs loved about social media marketing was, for the most part, it was free. While that's still technically true some of the top networks — including Facebook, Twitter, and Instagram — have switched to what are known as algorithmic feeds. Instead of displaying posts in reverse chronological order, algorithmic feeds attempt to show users the "best" posts first, often leading to marketing posts to going unseen.

The first big impact of algorithmic feeds was felt when Facebook changed from a "Most Recent" feed to a "Top News" arrangement by default. Suddenly thousands of small business owners with Facebook pages saw their engagement numbers drop. Essentially the change meant that, even if customers "liked" your page, that wasn't enough to ensure they would see your posts.

Twitter and Instagram only recently joined the algorithmic movement with both networks still in the process of fine tuning and rolling out the changes to all users. However some small business marketers are already feeling the effects. While there are a few workarounds where businesses can plead with their fans to change their settings in order to keep up with their latest posts, for the most part, social media advertising is now a pay-to-play game.

- **Instagram – An Effective Social Media App**

Perhaps the best part of using these social advertising tools is that they allow you to easily set a budget for your campaign and preview what results you can expect to see for that amount of money. There are also very low minimums to get started with most of these ads — often $5 will actually go pretty far. This is important because experimentation is key for success with these ads. If you're new to social media advertising you may want to try a few different strategies with small budgets to see which works best before investing more in any one campaign.

- **Advertisements on Instagram**

Instagram ads appear in a bold, linear format at the centre of visual inspiration.

My favorite Instagram marketing tip is to mix up your posting strategy by including videos in addition to photos.

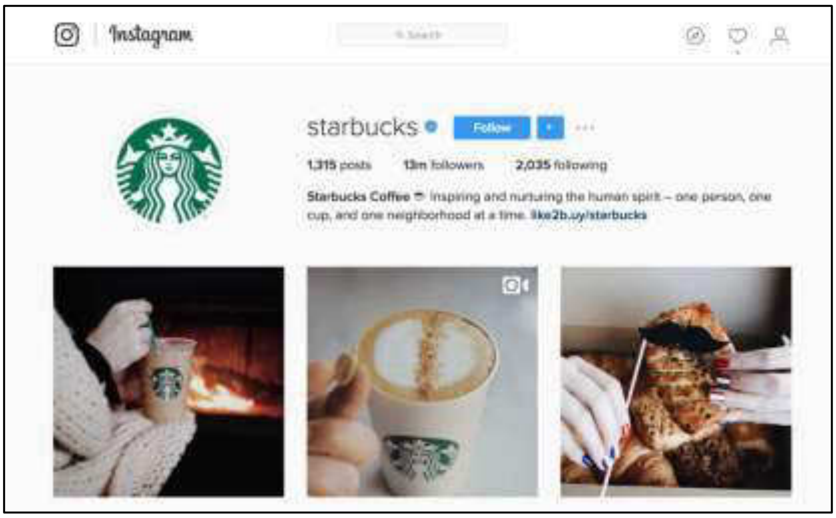
As marketers, we all know that Instagram is about visual storytelling, but with a video you can actually bring your story to life. Videos are valuable asset that can be used to engage fans, grow your follower list and drive traffic. If you are attending an event or celebrating birthdays or festivals at your workplace, it would be effective to share the story of your celebration in video format. Posting pictures of behind the scenes or working model of your organization will certainly be beneficial. But, I would suggest to post videos every once a while that narrates your work culture and some fun activities. This digital marketing idea will eliminate the boredom of routine post that your followers are updated with regularly.

Brands like Oreo, Burger King, Spotify and many others have leverage the use of videos to keep their audience engaged.

Hashtags are like the address to your post. They point the audience towards your post. This is how your post will be noticed by the users. A brand can use Instagram's explore feature to find trending hashtags and explore posts with these tags. If these trending tags are relevant to your brand, include them in timely posts to aid discovery.

It is important to post engaging images with compelling taglines and hashtags to reach out to the widest possible user segments.

- **Photo ads**



Tell your story through a clean, simple and beautiful creative canvas. Photos can be in square or landscape format.

- **Video ads**

Get the same visually immersive quality as photo ads, with the added power of sight, sound and motion. And now, you can share videos that are up to 60 seconds long in landscape or square format.

- Carousel ads

Add another layer of depth to campaigns, where people can swipe to view additional photos or videos in a single ad.

- **Stories ads**

Complement your feed content with ads on Instagram Stories. Connect with over 300 million accounts using stories daily. Learn more about stories ads and specs.

- **Influences of Advertisement on Instagram Users**

Allows To Meet Your Business Goals

From sparking inspiration to driving action, get the business results and customers you care about.

Awareness

Drive awareness of your business, product, app or service.

- Reach
- Reach and frequency
- Brand awareness
- Local awareness

Consideration

Make potential customers more aware of your products or services.

- Website clicks
- Video views
- Reach and frequency

Conversion

Increase product sales, mobile app download and even visitors to your shop.

- Website conversions
- Dynamic ads on Instagram
- Mobile app installs
- Mobile app engagement

2. Research Methodology

The use of social media sites as part of a company's marketing strategy has increased significantly in the past years. Regardless its popularity, there is still very limited information to answer some of the key issues concerning the effectiveness of social media marketing.

We researched not only the causes of the inefficiencies that Digital Advertising encounter but also how they limit effective use of Social Media- Instagram. The impact is extensive. 40 Instagram followers were asked to fill the structured questionnaire and 35 judiciously filled questionnaires were further statistically analyzed.

This study is an attempt to understand the Effectiveness of digital advertising on social media. The intent was to scrutinize revitalization on social media.

3. Objectives of the Study

i. To know Digital and Social Media Strategic Imperatives.
ii. To study Strategic Insights of Social Media Imperatives.
iii. To know the effectiveness of digital Advertising.

Hypothesis:

H_1: Digital Advertising has a strategic imperative in converting consumer's responses.

H_2: Digital Advertising is an effective form to motivate consumers.

Major contributions:

Instagram advertising related activities were analyzed to identify the correlation between the effectiveness of digital advertising on social media sites. The theoretical part is framed through the books, journals, previous research papers and articles. Researcher attempted to study and investigate effectiveness of digital advertising on social media sites specifically Instagram. Also total of 35 follower's surveys were collected in Amravati and these were analyzed using statistical tools.

4. Analysis of Effectiveness of Digital Advertising on Instagram

In this research 35 Instagram followers were interviewed with a structured Questionnaire and were judiciously distributed to get the feedback. The new generations are on social media and have the great liking towards Instagram. In the table no 1 representing the accurate response which is divided into three parts Gender, Age, Education, with the help of this data we can easily knowing the gender ratio of the active user's .As well as the maximum use of Instagram in particular age group i.e. in 21-30 age group is highly active. And lastly according to Education profile graduates and post graduates shows interest in getting involved and acquire knowledge of media surfing.

Table no: 1 - Respondents profile

Respondents Profile		
	Particulars	**No. Of Respondents**
Gender	Male	18
	Female	16
	Total	**35**
Age	Less Then 20	10
	21-30	16
	30 And Above	9
	Total	**35**
Education	Up to 12	11
	Graduation	12
	Professional	2
	Post Graduation	12
	Total	**35**

Table no: 2 - Popularity of Instagram

Span of using Instagram	Respondents
Up to 1 Year	7
1-3 Years	18
3-7 Years	10
TOTAL	**35**

Instagram was launched in 2010 in the span of last 8 years and as per this survey it can be seen that Instagram gained popularity in last 3 year. Since the Highest span of using Instagram is 1-3 Years, then 3-7and last upto1year.

Table no: 3 - Reasons respondents find Instagram useful for.

Reason You Find Instagram Useful	
Particulars	**Respondents**
Connecting with friends	5
Exploring creativity	12

To enhance social media activeness	8
To keep updated with the upcoming products services and events	10
TOTAL	**35**

The feedback which is observed in the above table i.e. reason you find Instagram useful among Respondents 12 Respondent show interest in Exploring creativity.10 respondent are interested in being updated with the upcoming brands and services, 8 respondents interested in social media activity and remaining 5 Respondent are in connecting with friends.

Table no: 4 - Advertisement on Instagram communicates the company's message completely.

Advertisement On Instagram Communicates The Company's Message Completely.	
Particulars	**Respondents**
Agree	19
Strongly Agree	14
Neither Agree Nor Disagree	2
Disagree	0
Strongly Disagree	0
TOTAL	**35**

Instagram users are satisfied with the Advertising on Instagram. They agree that the advertisements communicate the company message completely and motivate the respondents.

Table no: 5 - Influence of advertisements on Instagram

Do You Get Influenced By The Advertisement On Instagram	
Particulars	**Respondents**
Agree	25
Strongly Agree	6
Neither Agree Nor Disagree	4
Disagree	0
Strongly Disagree	0
TOTAL	**35**

Instagram followers get influenced by the advertising on Instagram on the basis of responses seen above i.e. 25 respondents are agree with this ,6 are strongly agree, only 4 respondent are neither agree nor disagree. But Major respondents show Agreement to the above statement.

Table no: 6 - Motivation to purchase the product or items advertised on Instagram

I Get Motivated To Purchase The Product Or Items Advertised On Instagram	
Particulars	**Respondents**
Agree	21
Strongly Agree	8
Neither Agree Nor Disagree	6
Disagree	0
Strongly Disagree	0
TOTAL	**35**

Instagram followers get motivated to purchase the product or items advertised on Instagram 21 respondent agree they get motivated ,8 respondent Strongly Agree, only 6 respondent Neither agree nor Disagree so major respondent are having positive response.

Table no: 7 - Products for which respondents get influenced by the advertisement

Products u get influenced by the advertisement	
Particulars	**Respondents**
Cloths	14
Food Items	1
Electronics	9
Footwear	6
Books/Magazines	2
Accessories	3
TOTAL	**35**

As observed in the table above, seven different categories of products are mentioned, amongst them cloths are preferred by respondents to the highest in number 14, second position Electronics 9 Respondent, on third position Footwear 6, food items, books/magazines ,Accessories are very low preferences.

Cross Tabulation Analysis

Various aspects of the questionnaire have been cross tabulated by the researcher so as to know the impact of variables on each other.

Table no: 8 - Gender wise Influence of advertisement of Instagram on users

Influence of the advertisement on Instagram				
RESPONSES	**Gender**			
	Cross Table - 1	**Female**	**Male**	**Grand Total**
	Agree	11	14	25
	Strongly Agree	3	3	6
	Neither Agree Nor Disagree	3	1	4
	Disagree	0	0	0
	Strongly Disagree	0	0	0
	Grand Total	**17**	**18**	**35**

It can be clearly seen in the cross table above that maximum number of male respondents i.e. to the fact that they get influenced by the advertisements on Instagram.

Table no: 9 - Age wise Influence of advertisement of Instagram on users

Influence of the advertisement on Instagram					
RESPONSES	**Age**				
	Cross Table - 2	**Less Than 20**	**21-30**	**30 & Above**	**Grand Total**
	Agree	10	11	4	25
	Strongly Agree	3	2	1	6
	Neither Agree Nor Disagree	2	1	1	4
	Disagree	0	0	0	0
	Strongly Disagree	0	0	0	0
	Grand Total	**15**	**14**	6	**35**

It can be clearly seen in the cross table above that maximum number of respondents in the age group of 21-30 show influence of the advertisements on Instagram.

Table no: 10 - Gender wise influence of advertisement on Instagram for products

Products influenced by the advertisement on Instagram				
PRODUCT	**Gender**			
	Cross Table - 3	**Female**	**Male**	**Grand Total**
	Cloths	9	5	14
	Food Items		1	1
	Electronics	2	7	9
	Footwear	0	6	6
	Books/Magazines	2	0	2
	Accessories	3	0	3
	Grand Total	**16**	**19**	**35**

From the above table it can be observed that the advertisements on Instagram motivate the respondents belonging to both the genders for buying products of different categories. It also shows maximum motivation of female segment in cloths and male segment in footwear's.

Table no: 11 - Impact of advertisement on respondents

Impact of advertisement	**Advertisement on Instagram**						
	Cross Table - 5	**Agree**	**Strongly Agree**	**Neither Agree Nor Disagree**	**Disagree**	**Strongly Disagree**	**Grand Total**
	Agree	11	13	1	0	0	25
	Strongly Agree	5	1		0	0	6
	Neither Agree Nor Disagree	3		1	0	0	4
	Disagree				0	0	
	Strongly Disagree				0	0	
	Grand Total	**19**	**14**	**2**	**0**	**0**	**35**

From the above table it can be observed that the advertisements on Instagram have a great impact on the respondents, since maximum respondents strongly agree to the fact.

5. Hypothesis Testing

H1: Digital Advertising has a strategic imperative in converting consumer's responses.

Table no: 12 -

Products influenced by the advertisement on Instagram					
	Age				
	Cross Table - 4	Less Than 20	21-30	30 And Above	Grand Total
Product	Cloths	3	9	2	14
	Food Items	0	1	0	1
	Electronics	4	2	3	9
	Footwear	2	3	1	6
	Books/Magazines	1	1	0	2
	Accessories	2	1	0	3
	Grand Total	12	17	6	35

H_0: there is significant strategic imperative seen by the Digital Advertising on the Instagram users for purchasing various products.

H_1: there is no significant strategic imperative seen by the Digital Advertising on the Instagram users for purchasing various products.

Researcher with this cross tabulation tries to understand relationship between these two variables, if any. Here we accept H_0 because p value is less than 0.05 i.e. p-value-0.48. Hence it can be said that respondents show a significant strategic imperative by the Digital Advertising on the Instagram for purchasing various products.

H2: Digital Advertising is an effective form to motivate consumers.

Table no: 12

Products influenced by the advertisement on Instagram				
PRODUCT	GENDER			
	Cross Table - 3	FEMALE	MALE	Grand Total
	CLOTHS	9	5	14
	FOOD ITEMS		1	1
	ELECTRONICS	2	7	9
	FOOTWEAR		6	6
	BOOKS/MAGZINES	2	0	2
	ACCESSORIES	3	0	3
	Grand Total	16	19	35

H_0: there is significant motivation seen by the Digital Advertising on the Instagram users

H_1: there is no significant motivation seen by the Digital Advertising on the Instagram users.

Researcher with this cross tabulation tries to understand relationship between these two variables, if any. Here we accept H_0 because p value is less than 0.05 i.e. p-value-0.039. Hence it can be said that respondents show significant motivation from the advertisements seen on Instagram.

6. Conclusions

- The power of digital advertising platform is seen in using Instagram as a, creative approach by using all the resources to get more from your digital activities to manage.
- In current era Digital advertising is becoming enormously fruitful for businesses, it offers a great prospect to target audience and advance trends by sharing content and suggest our business in a low cost budgets the public need to know about the upcoming advertising potential on the fastest growing social network of Instagram.

- Its success because of young generation is likely to grow reputation and value on digital advertising platform**.**
- Consumers get influenced and it is also helpful in developing the awareness amongst the people.
- Audience gets used to look for the upcoming brands in background and continue with the interactions.
- Brand engagement of the users and more time spent on online influences users to buy products on impulse.
- Instagram Increases the Brand value in the market and upcoming trends.
- Brand equity recognition is gained in the consumer's perception and product and services.

Research Implications

Findings show that promotional advertising on Instagram motivates the users to know the upcoming brands and their existence with the help Quotes, Campaigns, Videos and Images on it. The study finds that social media advertisement effectiveness is highly influenced by its messages/contents quality. The study also finds that the youth generation is the main user of Instagram

7. Suggestions

- **Creativity + Targeting Audience**

  Creative ads have their position on Instagram according to requirement. life style expolore the correct and sensible images recognize on Instagram specially accurate the level of Instagram content continously increasse. Anyone can try one of these alternatives because a sober awareness can be seen through Instagram advertising.

- There is free advertising on Instagram, hence a huge platform of advertisers everywhere can be gathered.
- By using life style lots of targeted hash tags to description can be mentioned
- Advertisers should stick towards the brand.
- Over post should be avoided, So that the users not get irritated and avoid the posts.

Further Scope:

Digital channel in marketing has become essential part of strategy of many companies. Nowadays, even for small business owner there is a very cheap and efficient way to market products or services. Digital marketing has no boundaries. Company can use any devices such as smart phones, tablets, laptops, televisions, game consoles, digital billboards, and media such as social media, SEO (search engine optimization), videos, content, e-mail and lot more to promote company itself and its products and services. Hence future researches in strategically using these advertisements on selective social Medias bifurcating them according to the audience targeted can be of a great use. Digital advertising may succeed more if it considers user needs as a top priority. Mass awareness among the audience can be created with the good impression at top position Instagram feed.

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Analysis of Applicability of E-Governance: A Study With Respect To Selected Nations in Asia

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ABSTRACT

Technology makes it possible for people to gain control over everything except over technology. Basically, E-Governance is the application of Information Technology to the processes of government function to bring about: - **S**MART, **M**ORAL, **A**CCOUNTABLE, **R**ESPONSIVE and **T**RANSPARENT GOVERNANCE. The explosive entry of technology into everyday life have changed how people live, work, how companies do their daily business and how governments serve their people. With the help of IT, governments are realising that, by applying the same principles and technologies that are fuelling e-business revolution, they can achieve similar transformation. The result is the emergency of e-governments. This paper will focus on e-governance policies adopted by the four different countries of Asia i.e. India, Japan, China and Singapore. It will provide the general overview of e-government, its importance, types and challenges faced by these countries in managing e-governance. Here, we are trying to compare the different e-governance policies adopted by these four different nations of Asia and the challenges faced by them and trying to figure out better ideas to implement them.

Key words: - e-governance, Asia, policies, challenges

1. Introduction

A worldwide revolution in IT industry is occurring. The internet is affecting our lives in a major way, it is affecting the way we interact, the way our organisations work and the way we learn. Now days every country is using e-governance to manage their government, according to the different conditions, governmental policies, they are having different definition for e-governance those are as follows.

Moon and Norris (2005) provides a simple definition that e-government is perceived as "means of delivering government information and service". According to the World Bank "E-Government refers to the use by government agencies of information technologies (such as Wide Area Networks, the Internet, and mobile computing) that have the ability to transform relations with citizens, businesses, and other arms of government" (The World Bank Definition). E-government is the most frequently cited term in comparison to e-governance, online government, one-stop government and digital government (Andersen and Henriksen 2006). Riley (2003) refers to 'government' as a superstructure that deals with decisions, rules, implementation and outputs of its policies; whereas 'governance' refers to functioning based on processes, goals, performance, coordination and outcomes. The extant literature on public administration offers various conceptual definitions of both the terms, however Sheridan and Riley (2006) makes an interesting remark that e-governance and e-government are often used interchangeably and clarifies the distinction by stating that e-governance is based on four processes; namely electronic consultation, electronic controllership, electronic engagement and networked societal guidance; whereas, e-government refers to the structure that is responsible for electronic service delivery, electronic workflow, electronic voting and electronic productivity.

The term E-Governance has many symbolic words:

• **E-Administration**—the use of ICT to modernize the state; it is creation of data bank with the help of MIS; it is basically computerization of records.

• **E-Services—**government is continuously working on making the system move towards paperless form of working atmosphere. E-services bring the state closer to the citizens. Examples include provision of online services. E-administration and e-services together constitute what is generally termed e-government.

• **E-Governance**—the biggest benefit of ICT revolution has been the use of IT to improve the ability of government to address the needs of society. It includes the publishing of policy and program related information to transact with citizens. It extends beyond provision of on-line services and covers the use of IT for strategic planning and reaching development goals of the government.

• **E-System—** as has been the case with the recent government, the rail department is handling the twitter department for better service; there is online system to register your complaint grievance. The effective use of mobile app has been a feather in the cap of current government.

The government of different countries has used the technology for reaching a far wider audience which highlights the continuous effort of working on the path of e-governance.

The paper is divided into three different cases discussing about the various e-governance policies adopted by three different Asian countries – India, Singapore, and Japan ; the challenges faced by them in implementing these policies and how they solved them.

CASE – I: India

In India e-governance begun with the launch of NICNET-the national satellite-based computer network, in 1987 which was followed by the launch of DISNIC - District Information System of the National Informatics Centre, programme to computerize each and every district offices in the country for which free software and hardware was made available for the State Governments. NICNET was extended to all district headquarters from State capitals by 1990. In the succeeding years, with the consistently developing computerization, internet connectivity and tele-connectivity constituted a huge number of e-governance projects, both at State as well as Union levels.

- **Some of the e-governance policies in India**

i. **AADHAR:** It is a 12 digit unique-identity number issued by all Indians based on their demographic and biometric data. The Unique Identification Authority of India (UIDAI) collects the data ,UIDAI is a statutory authority established by the Government of India in January 2009, under the provisions of the Aadhaar (Targeted Delivery of Financial and other Subsidies, benefits and services) Act, 2016, under the Ministry of Electronics and Information Technology.

ii. Aadhaar is the world's largest biometric ID system, with almost 1.19 billion enrolled members by 30 Nov 2017. By this date, approximately 99% of Indian residents aged 18 and above had been enrolled in Aadhaar. According to World Bank Chief Economist Paul Romer Aadhaar is the most sophisticated ID programme in the world. However, due to increasing concerns about privacy, the potential for scrutiny, and exclusion of eligible benefits from welfare schemes from the influence of Aadhaar-based systems, the Aadhaar project's viability is challenged in the Supreme Court of India (as of November 2017). Aadhaar is a proof of residence and not a proof of citizenship.

iii. **SETU:** Government of India had announced the setting up of a Self- Employment and Talent Utilisation (SETU) mechanism while presenting the General Budget 2015-16 in the Lok Sabha, Shri Arun Jaitley the Union Finance Minister stated that SETU will be a Techno-Financial, Incubation and Facilitation Programme which will support all aspects of start-up businesses, and other self-employment activities, especially in technology-driven areas. An amount of Rs.1000 crore is being set up initially in NITI Aayog for SETU. Shri Arun Jaitley stated that they are seeing a growing interest in start-ups. Experimenting in the advanced and latest technologies, creating value out of initiatives and ideas and converting them into businesses and enterprises is the core of their strategy for engaging the youngsters for sustainable and inclusive growth of the country. It concerns about the improving liberal system of raising global capital, funding for seed capital and growth, and ease of Doing Business etc. need to be addressed to create lakh of jobs and hundreds of billion dollars in value, development facilities in the Centres of Excellence, and with this objective in mind, SETU is being set up

iv. **RASHTIYA KRISHI VIKAS YOJNA**: Rashtriya Krishi Vikas Yojana [National Agriculture Development Programme] is a State Plan Scheme of Additional Central Assistance launched by government of India in August 2007 as a part of the 11th Five Year Plan. Started under the guidance of the National Development Council, it aimed to achieve 4% annual growth in agriculture through improvement of Agriculture and its associated sectors during the time period under the 11th Five Year Plan (2007–11).This programme was basically a State Plan Scheme that aimed to provide the States and Territories of India with the sovereignty to draw up plans for increasing public investment in Agriculture by including information on local requirements, geographical conditions, available cropping patterns and natural resources in the districts so as to considerably increase the productivity of Agriculture and its associated sectors and gradually maximize the returns of farmers in agriculture and its allied sectors.

- **Challenges**

Even though the government has turn up with several initiatives to enable the access to public services, the anticipated results are yet to be fully recognized.

Some of the major challenges faced are:

- *Low Per Capita Income:* A huge number of the people in India are poor, with low income, which is a hurdle for commercial advancement. The required infrastructure, such as means of communication, etc. requirement of Internet, access to e-mail, is too costly for the poor. This creates a difficult challenge to realize the benefits of the e-governance measures.
- *Technical Challenges:* In spite of 70 years of independent political presence, the variances with respect to technical expertise and ease of access among different sectors of people still remain unnoticed. Internet is not easily accessible in rural areas and in small towns. Therefore, there are no political enticements for spending time and money on dealings that help people. Further, there is pint-sized education and awareness of the remunerations of using technology.
- *Integration of Services:* The enactment of e-governance depends on whole combination of services. The main challenge is because of the linguistic barriers – there are n numbers of languages in India. The States and the Union governments are controlled by different political dispensations. This creates political as well as linguistic problems. Therefore, even though the National Informatics Centre is the only body accountable for generating an agenda for incorporation of the services, there is no convenient solution that can be used by NIC to assimilate the multitude of services.
- *Inadequate Infrastructure:* The speed of government websites and their user-friendliness are not apt, even in cities. If the websites are not planned well, people will not find them useful. Frequently, there is a lack of constant electricity, access to Internet and fast communication, which is a major challenge for e-governance implementation.
- *Security Issues:* Technology keeps on developing at a fast pace due to which most government sectors and agencies are unable cope up with it because of which security has become a vulnerable issue. With new technologies being used by hackers, safeguarding security for online transactions has become extremely necessary. There have been many occurrences of government websites being hacked.
- *Need for Restructuring:* Implementing e-governance policies requires a number of administrative changes, which require rationalization of administered standards. This can

be done by removing modules which are no longer significant and create obstacles to e-governance.

❖ Ways to Overcome the Challenges

To overcome the challenges faced by the government to implement the e-governance policies a Strategic framework can be formed. This well-designed framework can be divided into five stages:

- *Vision of e-government enactment:* In the foremost step the vision for the effective enactment of e-government has to be decided. In this stage it can be planned that to which extend the e-governance can be enacted.
- *Assessment of e-governance:* To successfully implement the e-governance policies India should be assessed. The strategies should be compared with respect to other countries. It will help the gove5rment in assessing their position with respect to other countries.
- *Developing the environment for e-government:* The environment irrespective of the fact whether it is internal or external should be developed in a positive way in order to imply the e-governance policies.

❖ Conclusion

Economist Intelligence Unit stated that the e-governance index of India is low. There are many different challenges for implementation of e-governance in India. Some of the challenges which are stated in this paper are low per capita income, technical challenges, integration of services, inadequate infrastructure, security issues etc. A properly designed framework should be formed in order to imply the e-governance policies in better way.

CASE-II: Singapore

Singapore's e-Government Journey

Singapore's e-Government journey started in the early 80s. From 80s to 90s, the government of Singapore set out to increase the IT proficiency of the whole public sector. Computers initially very rare but eventually became omnipresent in the public sector by the 90s. Then with an increasing prevalent Internet in the late 90s, Singapore government launched their public services online. Since past 25 years, ICT was being used creatively as a strategic enabler in order to transform the way their public sector works. ICT is now an integral part of the government’s operations and services to provide better services to their people and businesses. 1,600 e-government services are existing online 24-7 for citizens and businesses. These range from pursuing approval for foremost building projects to filing income tax returns, to passport renewals.

❖ **E-governance policies in Singapore**

i. Adoption of ICT policy framework in operations and services to serve the people and businesses in a better way.
ii. 1600 e-government services are available online 24-7 for businesses and citizens through ICT. These range from seeking projects to passport renewals to filing income tax return.
iii. Trade exchange which provides seamless inter-connectivity between commercial and regulatory agencies over a neutral and robust platform for the trade and logistics community. It aims to simplify the interactions between businesses, and between businesses and the government.
iv. Time is money for businesses. The online been Sing Services System or OBLS for short is a signature project that has been saving time and money for business community.
v. OBLS is a one-stop service that has simplified business hence application in Singapore tremendously. With OBLS, entrepreneurs can apply for one or more of the 71 licences from 19 government agencies using a single online form at only one time.
vi. To make a greater vow in public-policy making, the REACH portal (Reach everyone for active Citizenry) at home plays a very significant role. The REACH portal moves beyond one-way feedback mechanisms by incorporating web 2.0 and new media technologies, such as blogs, social networking, online chats and short text messaging for truly productive and rewarding government – people exchange.
vii. They have also adopted the policy of citizen connect initiative that serves to assist Singapore residents with online transactions. Each centre is equipped with internet-enabled PCs, which gains confidence amongst the IT illiterate to get personalized help.
viii. By adopting these policies, today, citizens and businesses of Singapore can access more than 150 government information and services via mobile phones.

❖ **Challenges**

i. Singapore is still a political unstable country. It still faces some political challenges.

ii. People in Singapore are of the belief that the government keeps on introducing new schemes and policies in order to mint for money.
iii. Other challenges include insecurity among the people about making mistakes and being fined. These issues discourage people from tapping into e-services.
iv. In terms of economy, the SARS outbreak gained more attention from the government and combating terrorism is one of the major concerns. Therefore, the resources for e-government may get reduced and get directed to find terrorism.
v. Socially, still a large population of Singapore is illiterate including the blue-workers and the older generation as a result because of which the people may get discouraged by computer-related problems.
vi. Few may also not have the chance and ease of access to internet. They may have to go to e-stations to access the internet.
vii. Technologically, non-friendly websites is again one of the hindrance due to which many people are moving back from using the computers.
viii. Time is another constraint where people are spending hours and hours on the internet if there is a heavy traffic or a slow internet connection.
ix. Significant increase in cyber-crimes and security is again one of the major challenges.

❖ **Ways To Overcome The Challenges**

i. In spite of being a politically unstable country Singapore government still takes a step to build and link various countries through a cyber-highway to show commitment to e-governance.
ii. Taking the help from different government, the government of Singapore has developed different strategies for- planning, implementing and monitoring.
iii. Economically, IT proficiency have better opportunities if they are computer literate as a result of which they have made computer literacy compulsory in this field because of which people are motivated to learn more of computer skills.
iv. The recent free trade agreement sanctioned between Singapore and USA and between Singapore and Australia are predicted to give more opportunities including e-shopping and domestic supplies to reach overseas markets as a result more time would be saved.
v. Socially, if the SARS outbreak and terrorism tries to hinder economic growth, they may give rise to dot. Com companies enabling people to shop online and avoiding

the crowd. Because of which they can attract more and more e-users to turn them into e-services so that they can get information faster.

vi. To save the time of the people and to overcome the problem of slow connection and heavy traffic the government of Singapore has developed new technology application such as the broad band capable so that the e-customers can fetch the information faster and also can access the Internet faster for better, cheaper and effective e-services.

❖ **Conclusion**

E-government in Singapore has been well developed with five thrusts and six programs. The five thrusts are:

1. Providing more e-services.
2. Building new capability and capacity to sustain the operation of e-government.
3. Being innovative and creative to prevent the out-dated technology.
4. Being sensitive and responsive to customers.
5. Demonstrating leadership and political willingness.

And the six programs include:

1. Knowledge based workplace
2. Information education
3. Electronic services delivery
4. Technology experimentation
5. Adaptive and Robust Infocomm infrastructure
6. Operational efficiency improvement program

The e-government of Singapore targets to deliver services to its three main groups:

1. Citizen
2. Business
3. Employees

To conclude, Singapore has successfully developed a strong foundation for e-government by investing adequate resources and commitment to improve the provision of the on line public services.

Sound policies, clear objectives and strategic planning are factors contributing to the success of effective e-government. Also it is prepared beforehand to deal with future threats.

CASE- III: Japan

The government of Japan is working on the promotion of initiatives such as online use of administrative procedures, electronic provision of government information, information security, improvement of government, procurement related to information system, optimisation of work and systems.

Furthermore the government of Japan is steadily implementing e-governance initiatives and making their benefits a reality by establishing PDCA cycles (Plan do check actions)

❖ **E-governance policies by Japan**

i. *Promotion of online use of administrative procedures:* The Japan government established a new IT reform plan with the aim of increasing the percentage of online paper works. With the help of this policy all forms used by the government of Japan will hence forth be available online.

ii. *Promotion of electronic provision of government information:* The task of electronic provision of government information is performed by placing necessary information on information provisions websites such as websites designed to facilitate the citizens of the country with government information. Different government institutions prepare and function websites where they provide this kind of information.

iii. *Promotion of activities to publicize and disseminate e-government:* For promoting online use, the governments keep on upgrading the system constantly and improving the services on the basis of the needs of the users, along with broadcasting and publicity activities related to e-government.

iv. *Promotion of local e-government:* The government of Japan is carrying out various policies from the viewpoints of user-friendliness and cost savings with the goal of achieving convenient, effective, and active local e-government.

❖ **Challenges**

i. ICT infrastructure: lack of weakness of ICT infrastructure is one of the major challenges for e-government implementation. Internet working is required to enable appropriate sharing of information and opening up of new channels for communication and delivery of new services. This lack of infrastructure is cited as one of the primary barriers to e-government implementation. Certain e- government applications require considerable investment in rational IT infrastructure.

ii. PRIVACY: The difficulty of protecting individual's privacy is seen as one of the major barrier as to why the people are not ready to adopt for e-government. They pointed out that privacy and confidentiality must remain as one of the major concern while establishing a web site. They must include privacy considerations.

iii. SECURITY: One of the most important obstacles. It means protection of all information and systems against any disclosure to unauthorized access. It plays a vital role in the trust relationship between citizens and government.

iv. SOCIAL BARRIER: Social issues are mainly concerned with the usability by a large variety of people. This implies that the interface must be usable by all kinds of people within the government. Social obstacles include money factors such as digital divide, culture, education and income.

❖ **Ways to Overcome Challenges**

i. By implementing e-government strategy
ii. By establishing provisions to develop human capacity to support e government
iii. By taking Efforts to accelerate the development of infrastructure to support ICT and e-government application through domestic and foreign partnership.
iv. By preparing e-government action plan for related government office or agency.

❖ **Conclusion**

Japan has adopted ITC in her own special fashion. E- Governance initiatives in the country seem to have shown positive results. The support from government, service providing institutions and literate citizens mainly has led to success of the project. The government of japan has given all the support for setting up e-centres at the village level. The projects have improved the governance as well life of the common man. The major aim of e-government of Japan is to save time and cost and also provide better service to its citizens. Although japan faces lots of challenges while promoting the policies of e-governance but the willingness amongst the political leaders makes it a successful attempt.

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A Study to Investigate if there is a Decline of Print Media among the Youth of Nagpur City

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ABSTRACT

Every time you turn around, someone is studying the media habits of young people. That is because so much is at stake. As The Nielsen Company observed in a recent report, "There are about 33 million teenagers ages 13-19 in the United States. Beyond sheer mass, this demographic wields tremendous influence – on their peers, their parents and the culture at large. As well, the formative nature of their years has implications for everything from consumer packaged goods marketing to the democratic process.

The National Youth Readership Survey-2009 in India also attempted to gain insight into the media preferences of youth, level of trust in different media, personal satisfaction levels, reasons for dropping out of education, preferred leisure activities, most preferred genre of books for leisure reading, awareness about various government programmes, their perception/opinion about various critical issues such as reservations for women in Parliament, interest in science, religiosity, and so on.

Now a day's people specifically youth consider Electronic Media only as a source of information and knowledge. Hence the study aims at the perception of youth specially in Nagpur city about the print media and their acceptance of the same.

Keywords: Media, Print Media, Electronic Media, Access to media, Youth

1. Introduction

1.1 What is Media?

Media are the collective communication outlets or tools used to store and deliver information or data. It is either associated with communication media or the specialized mass media communication businesses such as print media and the press, photography, advertising, cinema, broadcasting (radio and television), publishing and point of sale.

❖ ***Origin of Media***

The term media is defined as "one of the means or channels of general communication in society, as newspapers, radio, television etc.”

The beginning of human communication through designed channels, i.e. not vocalization or gestures, dates back to ancient cave paintings, drawn maps, and writing.

The Persian Empire (centred on present-day Iran) played an important role in the field of communication. It has the first real mail or postal system, which is said to have been developed by the Persian emperor Cyrus the Great (c. 550 BC) after his conquest of Media. he role of the system as an intelligence gatheringapparatus is well documented, and the service was (later) called angariae, a term that in time turned to indicate a tax system. The Old Testament (Esther, VIII) makes mention of this system: Ahasuerus, king of Medes, used couriers for communicating his decisions.

The word communication is derived from the Latin root communicare. This was due to the Roman Empire also devising what might be described as a mail or postal system, in order to centralize control of the empire from Rome. This allowed for personal letters and for Rome to gather knowledge about events in its many widespread provinces. More advanced postal systems later appeared in the Islamic Caliphate and the Mongol Empire during the Middle Ages.

The term media in its modern application relating to communication channels is traced back to its first use as such by Canadian communications theorist Marshall McLuhan, who stated in Counterblast (1954): "The media are not toys; they should not be in the hands of Mother Goose and Peter Pan executives. They can be entrusted only to new artists, because they are art forms."

❖ ***Importance and Role of Media***

- **Gives us immense knowledge & transmits information**

  Media keeps us informed about various happening around the world. It lets us know what is happening around us and all over the world. With the help of media, we get immense knowledge on various subjects. Media plays a vital role in the dissemination of information. It broadcasts, prints and updates information from time to time so that the general public stays aware of what is going on in the country and in the entire world.

- **Raises our consciousness**

  Media ignites awareness in us by providing information and knowledge. *It does not enforce its own opinion on us, but provides facts, figures and news to us so that we can analyze the information and can understand what is wrong and what is right*?

- **Raises voice against social evils**

  Media also plays a constructive role for the society by raising social issues. *Presently, there are many examples of social evils like dowry, female foeticide, gender discrimination, etc. that have been raised by media.* When media presents and unveils such issues, the public becomes aware and the necessary steps are taken for resolving the issues! Media also helps reach the voice of masses to the concerned authorities.

- **Provides true pictures and live telecast for various events**

  Be it the cricket world cup, FIFA matches, our prime minster or president addressing the nation, the areas affected by flooding or just any other incident, media helps us see the true picture by providing the LIVE or recorded telecast for almost all important events.

- **Educates the society**

  One of the most important roles of media is to educate the society. We can explore and analyze various product reviews, do price comparison for various items, read news about politics, fashion, war, weather, health and much more with the help of media. Media exposes issues like poverty, illiteracy, social backwardness, etc., and educates people on the same. It also educates people about their rights and duties and helps enforce law as well.

❖ ***Classification of Media***

Media especially refers to two main divisions, the print media such as Newspapers & Magazines and the electronic media such as Radio and Television. The role of the media in a democratic country is to relay the facts to the people (tell them what they NEED to know). Media is considered as a mirror of the society and to be the 4th pillar of the society. The other three being legislative, executive and judiciary.

Media especially categorized in to two main divisions. One is Print Media and another one is Electronic Media.

Print Media would be *Newspapers and Magazines and* **Electronic Media** would be *Radio and Television.*

Newspapers & Magazines: A publication that appears regularly and frequently carries news about a wide variety of current events.One of the most important functions of the newspaper -- a crucial function in a democracy -- is to provide citizens with information on government and politics.

Radio & Television: Radio is a wireless transmission through space of electromagnetic waves in the approximate frequency range from 10 kilohertz to 300,000 megahertz. Communication of audible signals encoded in electromagnetic waves. Transmission of programs for the public by radio broadcast. An apparatus used to transmit radio signals; a transmitter. An apparatus used to receive radio signals; a receiver. It was invented by Guglielmo Marconi.

Television is the transmission of visual images of moving and stationary objects, generally with accompanying sound, as electromagnetic waves and the reconversion of received waves into visual images. It is an electronic apparatus that receives electromagnetic waves and displays the reconverted images on a screen. The integrated audible and visible content of the electromagnetic waves received and converted by such an apparatus. It is an industry of producing and broadcasting television programs. It was invented by John Logie Baird.

1.2 What is Print Media?

Print Media is a medium that communicates the printed matter. It is a medium or means used for storing and communicating the information. The print media is responsible for gathering and publishing the information in the form of a periodical may be a newspaper or a magazine etc. The industry associated with the printing and distribution of news through the newspaper or magazines is a print media.

Print media is one of the oldest and basic form of mass communication. It includes mews papers weeklies, magazines, monthlies and even other forms of printed journals. It is said that the first handwritten newspaper was published in China, in 1440. It is also said that the first daily newspaper in the world was published in 17o2.

Presently the Indian print media industry which is the biggest industry on the global scale has the history of more than 280 years. Raja Ram Mohan Roy and some British journalists in India made an early attempt for free press. In the 19th century, two categories of the newspapers were there. One was begun by Seranbar Missionaries as the cultural arms of British rule, whereas the Indian people were used as weapon against British Rule and make Indian people aware about the fights against the British rule.

- ***Newspapers As A Part Of Print Media***

A newspaper is a serial publication containing news, other informative articles, and advertising. A newspaper is usually but not exclusively printed on relatively inexpensive, low-grade paper such as newsprint. The news organizations that publish newspapers are hemselves often metonymically called newspapers. Most newspapers are now published online as well as in print. The online versions are called online newspapers or news sites. Newspapers are typically published daily or weekly. News magazines are also weekly, but they have a magazine format. General-interest newspapers typically publish news articles and feature articles on national and international news as well as local news. The news includes political events and personalities, business and finance, crime, severe weather, and natural disasters; health and medicine, science, and technology; sports; and entertainment, society, food and cooking, clothing and home fashion, and the arts. Typically the paper is divided into sections for each of those major groupings (labeled A, B, C, and so on, with pagination prefixes yielding page numbers A1-A20, B1-B20, C1-C20, and so on). Most traditional papers also feature an editorial page containing editorials written by an editor, op-eds written by guest writers, and columns that express the personal opinions of columnists, usually offering analysis and synthesis that attempts to translate the raw data of the news into information telling the reader "what it all means" and persuading them to concur. A wide variety of material has been published in newspapers. Besides the aforementioned news and opinions, they include weather forecasts; criticism and reviews of the arts (including literature, film, television, theatre, fine arts, and architecture) and of local services such as restaurants; obituaries; entertainment features such as crosswords, horoscopes, editorial cartoons, gag cartoons, and comic strips; advice, food, and other columns; and radio and television listings (program schedules).

Most newspapers are businesses, and they pay their expenses (such as journalists' wages, printing costs, and distribution costs) with a mixture of subscription revenue, newsstand sales, and advertising revenue (other businesses or individuals pay to place advertisements in the pages, including display ads, classified ads, and their online equivalents). Some newspapers are government-run or at least government-funded; their reliance on advertising revenue and on profitability is less critical to their survival. The editorial independence of a newspaper is thus always subject to the interests of someone, whether owners, advertisers, or a government. Some newspapers with high editorial independence, high journalism quality, and large circulation are viewed as newspapers of record. Many newspapers, besides employing journalists on their own payrolls, also subscribe to news agencies (wire services) (such as the Associated Press, Reuters, or Agence France-Presse), which employ journalists to find, assemble, and report the news, then sell the content to the various newspapers. This is a way to avoid duplicating the expense of reporting. Circa 2005, there were approximately 6,580 daily newspaper titles in the world selling 395 million print copies a day. The late 2000s–early 2010s global recession, combined with the rapid growth of free web-based alternatives, has helped cause a decline in advertising and circulation, as many papers had to retrench operations to increase profitability. The decline in advertising revenues affected both the print and online media as well as all other mediums; print advertising was once lucrative but has greatly declined, and the prices of online advertising are often lower than those of their print precursors. Besides remodelling advertising, the internet (especially the web) has also challenged the business models of the print-only era by democratizing and crowd sourcing both publishing in general (sharing information with others) and, more specifically, journalism (the work of finding, assembling, and reporting the news). In addition, the rise of news aggregators, which bundle linked articles from many online newspapers and other sources, influences the flow of web traffic. Increasing pay walling of online newspapers may be counteracting those effects.

1.3 History of Newspapers in India

The first newspaper in India was published on **29 January, 1780** by **James Augustus Hicky**under the British Raj and its name was *'The Bengal Gazette'*. It was also called as *'Calcutta General Advertiser'* and people simply remember it as *'Hicky's Gazette'.*


HICKY's
BENGAL GAZETTE:
OR THE ORIGINAL
Calcutta General Advertiser.

It was very small two sheet weekly newspaper. And the paper was filled with lots of advertisements with the name- The Calcutta General Advertiser. In fact, its front page was filled with advertisements only.

- After few months of Hicky's paper Messer B Messinck and Peter Read brought out the *'Indian Gazette'* in **November 1780**. Many other newspapers were also started, namely Calcutta Gazette (1784), The Bengal Journal (1785).

- In **1785**, Richard Johnson in Madras brought out *'Madras Courier'* in English language. R. William's *'Madras Gazette'* in **1795** and Humphrey's *'India Herald'* in **1796.**


Madras Courier.
LUSTRES
J T Weekes,
4-Light
LUSTRES:
CUT GLASS
APPARATUS

- In Bombay first newspaper was 'Bombay Herald' in 1789', Bombay Courier' in 1789 and *'Bombay Gazette'* in **1791**.

Summary on the History of Modern Education during British India
- This period was marked by strict government control and censorship. If some newspapers print any news against the government then the strict punishment was given.

Golden Era of newspaper in India

- Therefore, in the late **18th** and early **19th** century, no reputed journalist or newspaper emerged. Then some merchants of Calcutta in **1811** started *'Calcutta Chronicle'* and the editor was James Silk Buckingham. He had introduced a new approach to Journalism in India. He initiated clear journalistic practices and covered the problems of local people and their lives. Even he had started a movement against the evil practice of 'Sati'.
- Then, **Raja Ram Mohan Roy** a social reformer recognized the power of newspapers and started a Bengali newspaper *'Sambad Kaumudi'* in **1822** and a Persian paper *'Mirat-ul-Akhbar'* in **1822**. Fardaonji Murzban in 1822 started *'Bombay Samachar'*, he was a pioneer of the Vernacular Press in Bombay.

- **3 November, 1838** - The Times of India issued its first edition as *The Bombay*


મુંબઈ સમાચાર

THE BOMBAY SAMACHAR

શરાબમાં ભેળસેળ કરનારી દુકાનો પર વ્યાપક દરોડા

TRANSLATION

Times and *Journal of Commerce.* 1857 is known as the year of the emergence of journalism in India

- In 1857, newspapers owned by Indians and British were divided and the government passed **the Vernacular Press Act in 1876.**
- **1861** - **The first edition of The Times of India** was published by Robert Knight. Up to 1947 this newspaper continued to support the causes of Britishers. Now, more than 150 years of service Times of India has grown the biggest English daily in the country.

- **1868** - *'Amrit Bazaar Patrika'* was started by two brothers, Shishir Kumar Ghosh and Motilal Ghosh.

This was the time when social reformers and political leaders had started contributing to the field of journalism, including C.Y. Chintamani, N. C. Kelkar, Ferozeshah Mehta were prominent.

- **1878** - **"The Hindu"** was started in the English language, which was mainly distributed in Tamil Nadu and Kerala.

- In newspapers, many changes took place after Independence. Even the working style of journalists changed. After independence, most of the newspapers were brought into the hands of Indians. News agency services became available on a regular basis with the **Press Trust of India** which was started in **1946.**

The History of the Indian Currency Notes and its Evolution
- Now missionary phase of newspaper was replaced with a professional approach. It started provided employment to the public and so, the newspaper agency became profit-oriented.

- **Various technological developments took place**, it involved in a readership battle, literacy level rises, interest to know what is happening in the surrounding made grow newspaper.
- In India by **1970s** newspapers acquired the status of an industry. In fact the Indian newspaper industry is one of the largest in the world. It has a long and rich heritage. All through these years, the Indian newspaper industry has evolved into a powerful force. It informs, entertains and also educates the readers so that they can fully participate in the affairs of the state.

1.4 Role of Newspapers

- During the British rule Indian newspaper came into existence and played an important role in the country's freedom struggle. In fact newspaper worked as 'mouth pieces' of the freedom struggle whether at the national and regional level.

- BalGangadharTilak brought Kesari and Mahratta newspaper, Mahatma Gandhi started Young India and Harijan. Jawaharlal Nehru started the National Herald.

- Now, after Independence, Indian newspapers started playing the role of a *'watchdog'* and also have been playing the role of catalytic agent to hasten the process of social and economic development in the country.

- **However**, Indian newspapers are characterised by their overt emphasis on politics and crime. But now, Indian newspapers have a lot of entertainment content in their columns, with colour pages and new designs.

1.5 Freedom of Press

- From the trials of Tilak in 1897 and 1908, Mahatma Gandhi in 1922 , Vernacular Press Act of 1878, the Newspapers Incitement to offences Act of 1908, the Indian Press Act 1931, the Press Objectionable Matter Act of 1951, the Newspaper Price and Page Act of 1956 bear testimony of the suppressive and oppressive measures taken against the Indian newspapers.

However, all these suppressions and oppression reached brutal heights during the **1975-77***Emergency regime of Indira Gandhi*. But later the conditions of Press changed and reached to its zenith. Freedom of the press is a very important and also news-media, press enjoys greater freedom in a democratic country.

2. Literature Review:

Patterns of Newspaper Readership among Teenagers (Cathy J. Cobb)

The long-term decline in U.S. newspaper circulation has prompted numerous efforts to research, reorganize, and restructure the newspaper in order to meet the changing needs of the various audiences. One audience of particular interest is that of the adolescent, for it is the young person who is just developing newspaper usage patterns that may remain with him a good part of his adult life. This study is the first of a two-part investigation of adolescent newspaper readership and its evolution as young people grow into adulthood. Using data from over 1300 eleventh and twelfth graders in Dallas, Texas high schools, the author identifies four different types of newspaper readers and attempts to classify them on the basis of a comprehensive set of individual, environmental, and stimulus object factors. The findings emphasize the importance of environment variables in explaining differences in adolescent newspaper readership.

The Internet and the Market for Daily Newspapers (Lisa M George)

A growing literature documents that electronic media draw consumers from traditional media markets. Less work examines how the internet has altered the audience for traditional media. Using zip code-level newspaper circulation and market-level internet penetration, this paper provides evidence that the internet differentially attracts younger, educated, urban individuals away from daily newspapers. Greater internet penetration is associated with higher newspaper circulation among blacks and Hispanics, who thus far are less likely to connect. Evidence suggests the spread of the internet is also associated with changes in newspaper coverage, with greater emphasis on minorities, education, crime and investigative reporting.

3. Objectives of Study

- To study the newspapers reading habits of the youth in Nagpur City.
- To study the media (newspapers/ radio/ TV/ Internet) preference of the youth for seeking the information needed by them.
- To ascertain the factors influencing the media preference of the youth.

4. Hypotheses:

- The youth of Nagpur City is likely to not read the newspapers regularly.
- They might prefer the electronic media (Radio/ TV) or the Internet over the Newspapers to seek necessary information.
- There is a tendency among them to shift from Newspapers to the other sources of information for multiple reasons.

5. Data Collection

The PRIMARY DATA for this research has been collected by way of questionnaires, as circulated through Google Forms.

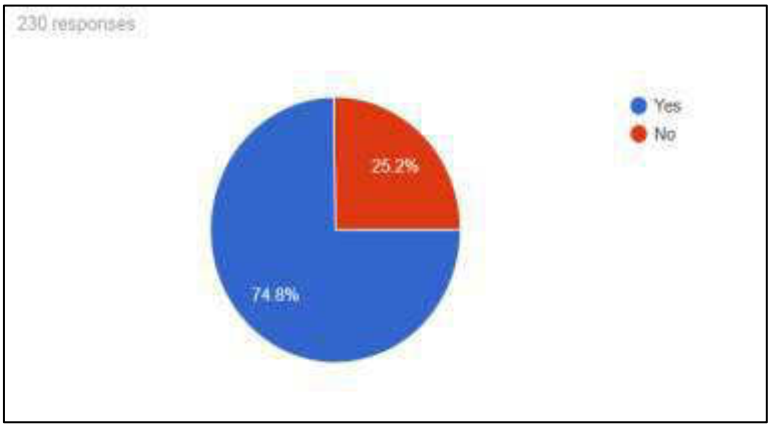
Universe for the research was Nagpur City and the target group was the youth that is, people in the group of 17 to 29 years.

Sample size for the study was 230 people.

The SECONDARY DATA for the research has been collected from Wikipedia, Google Scholar and JSTOR.

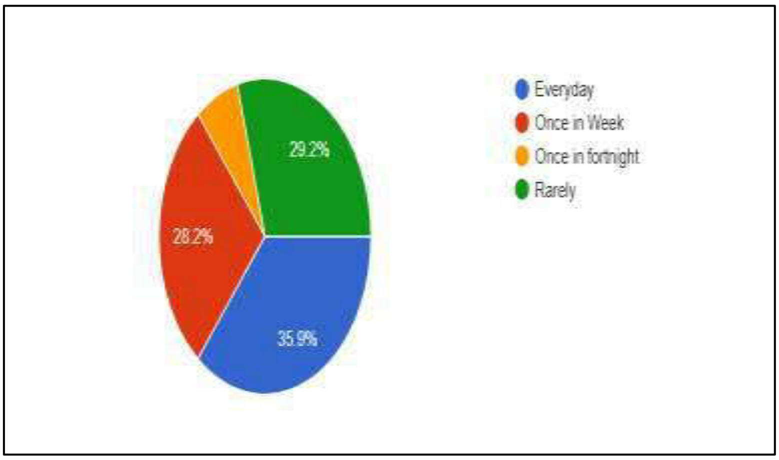
6. Data Analysis

- *Data showing the Percentage of respondents reading newspapers-*



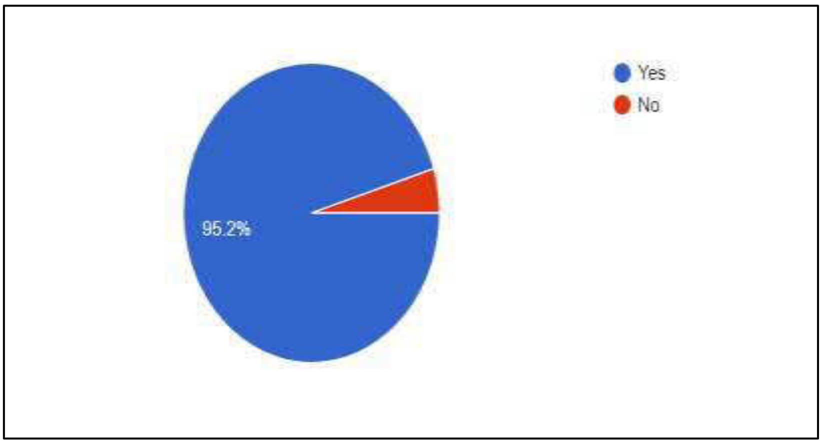
74.8% of the respondents say that they read the Newspapers.

- *Data showing how often do the respondents read the newspapers-*



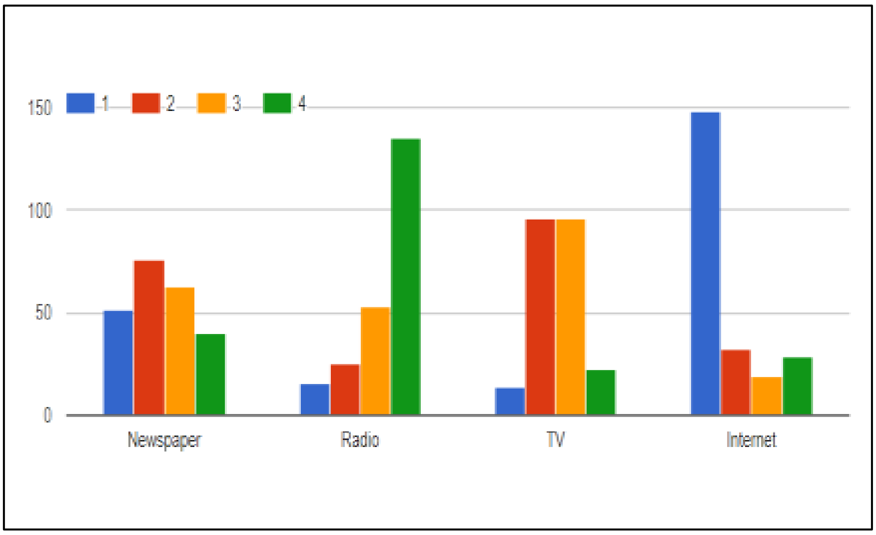
35.9% of the respondents, who say they read Newspapers, read them on regular basis i.e., every day.

- *Data showing the percentage of respondents having read the Newspaper at least once-*



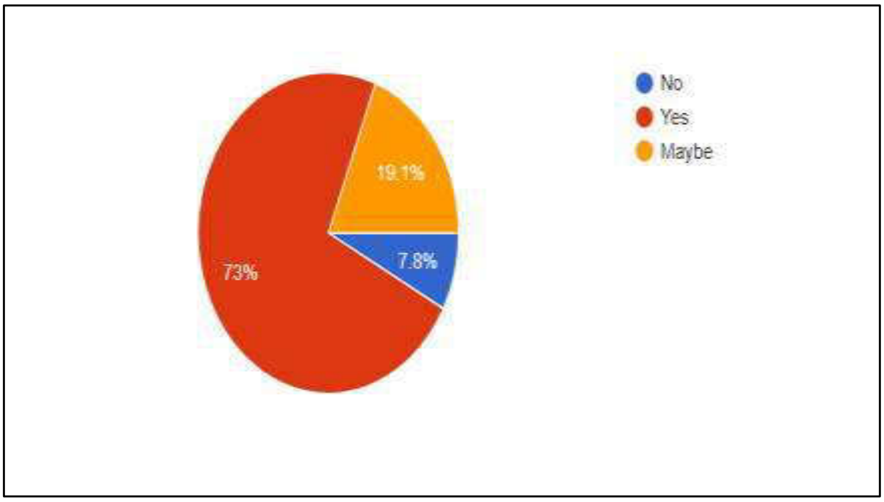
95.2% of the respondents say that they have read the Newspapers at least once.

- *Data showing the most preferred and the least preferred medium of the respondents as a source of information- (* Most preferred, 4- Least preferred)



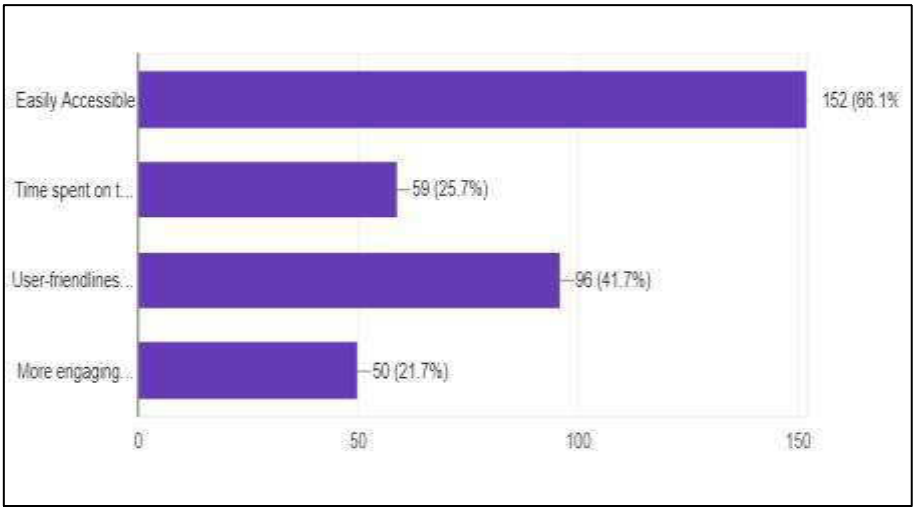
148 people out of the total respondents say that Internet is their most preferred medium as a source of information whereas 51 of them say that Newspapers are their most preferred medium for the same.

- *Data showing the percentage of respondents who have seen a shift in their preference from Newspapers to the other media-*



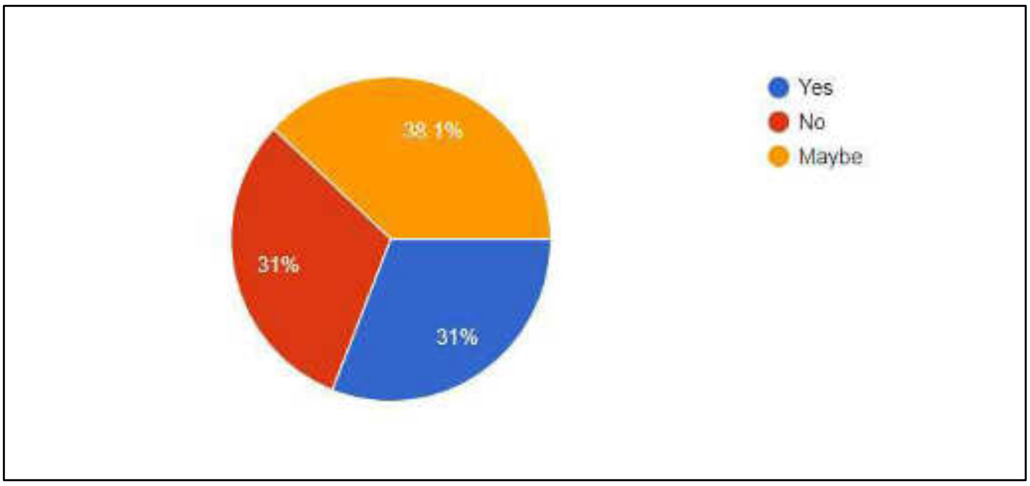
73% of the total respondents say that they have noticed a shift in their preference from Newspapers to the other media like the TV and Internet.

- *Data showing the probable reasons for the shift of the respondents from Newspapers to the other media-*



Easy Accessibility and the User-friendliness of the other medium are the two most applicable reasons for the evident shift of the respondents from the Newspaper to the other media.

- *Data showing the percentage of the respondents with respect to their plans to shift from the Newspapers to the other media-*



38% of the respondents, who said that they haven't yet noticed a shift in their preference, say that they MIGHT shift from Newspapers to the other media, whereas, 31% of them say YES to the plan of the shift.

7. Conclusion

It can thus be concluded that there is a decline of the newspaper readership among the youth of Nagpur. As even though they have a habit of reading the newspapers, they may not necessarily read it every day. Over the time they have experienced a shift in their preference from Newspapers to the other media and, Internet has become their most preferred medium as a source of information. The ones who haven't experienced a shift in their preference plan to make a change in the same, the reasons behind these changes are the easy accessibility and user-friendliness of the media apart from newspapers.

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Management of NGO

Pratiksha
City Premier College
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Nikhil Kela
City Premier College
Nagpur

ABSTRACT

India is a land of villages and the Government of India has been implementing numerous rural development programs for the upliftment of rural Communities. A number of NGOs have been playing a vital role in rural community development, besides government interventions. Realizing that the government alone was not able to meet the challenges of the massive enormous tasks in the process of rural development, the non-profit voluntary and non-governmental organizations had to be involved in different phases and activities at the global, regional and local levels. Thus, in later phases, both the IGOs and NGOs have been actively involved in transforming the lives of the poor in rural. No doubt, NGOs have been constantly working days and nights to solve various problems concerning children, women, senior citizens, environment etc. The NGO sector plays a crucial role in the growth of a nation. The Indian voluntary sector (or the NGO sector) is emerging to be a credible force in catalyzing the nation's social and economic growth. If India is to achieve, as is predicted, the living standards of the developed world by 2050, then the NGO sector would need to play a critical role, and must grow at a pace much higher than that required of the overall Indian economy. On this backdrop, the present study explores the role and their performance of NGOs in poverty eradication.

***Key-Words**:* Non-Government Organization, rural development, People, Programs, Government, Poverty, Poverty alleviation/eradication

1. Introduction

NGO is Non Governmental Organization. There are two types of NGO.
Non Profitable NGO and Non Government NGO. Basic motive of an NGO is to serve the needy people.NGO is voluntary citizen's group which is organized on local, national and international level. Corporate Social Responsibility known as (CSR) provide funds to NGO. Like every Management , Management of NGO consist of three levels Top Level , Middle Level and Bottom Level. Under top level Founder, Cofounder and Advisor are came. Under Middle level Heads are came.In Ngo's there are Heads instead of Managers and Volunteers and Colleagues are came under Bottom Level.

NGO Management: - This module is aimed primarily at NGO staff with management responsibilities, and for individuals who wish to develop their knowledge and skills in preparation for moving into such positions.NGO management approaches for solving problems like:

- What exactly is the problem?
- Gather information on the issue.
- What is the cause of problem?
- How the problem will be solved?
- Formation and proper utilization of funds.

Financial Management for NGO's:-

- Keeping records:- NGO's has to manage the accounting records for the whole year.
- Internal control:- keeping cash in a safe place. Making sure that all the expenditure is properly authorized.
- Budgeting:- NGO's has to made proper budget for various events and donations.
- Financial Reporting:- NGO's has made financial report for every year and submit it to the income tax department.

Funding in NGO's takes place in different ways:-

1. Funding through CSR's:- Registered NGOs need funds for many events so they can ask for funds to the corporate social responsibility. CSR provides funds for the programs conducted by the respective NGO.

2. Crowd funding:- It is the practice of funding a project or venture by raising many small amounts of money from large no. of people via internet. Now a days crowd funding is trending because it is a Modern approach.
3. Grants:- We need to know what our group wants to do and we need to know who might provide the sort of grants that could fit those aims.
4. Donations:- learning the right way to ask for desired funds.
5. Events:- NGOs can generate funds through many events by influencing people to take part in the social business.

2. Objectives of Study

i. To study the concept of funding
ii. To understand the sources of funding.
iii. To understand the working of NGO.
iv. To study the various schemes attached with funding of NGOs.
v. To study the various areas of funding.

3. Hypothesis

- Social networking has created a new source of funding towards NGOs.

4. Research Methodology

Primary Data

While working on primary data we do the study of CLOTHSBOX NGO , whose head office is in Delhi. In every metro city, they have their heads. As our data is limited to Nagpur city only, references of those persons who are working for Nagpur Zone. According to our study, there are websites where crowd funding is done.

(a) millap.org and
(b) crowdfunding.com , etc.

Its about the NGOs from which site they like to do crowd funding. Then they create a story in which they show all the details of their organization and describe the need of funding in that particular story and send their story to the website. The developer of the website do detail study about the NGOs that they confirm whether the NGO is registered to Income Tax or not. And the crowd funding is limited for particular time period and NGO has to pay to website for advertising or promoting their content.

5. Data Analysis

WE LIVE IN A WORLD WHERE DOING GOOD ALSO HAS A PRICE. NGOs OFTEN FACE THE COMMON DILEMMA OF FUNDING THEIR ACTIVITIES.

By working at a grass level NGOs improve many lives. However their biggest challenge is finding sources to fund their work. Most often they rely on word of mouth publicity to obtain donations.

Crowd funding is when a large group of people contribute to any given cause. Crowd funding gives these NOGs a chance to reach an extended audience time, cost and effort of fundraising.

Here's a reason that why crowd funding is best fundraising option for NGOs?

- **Websites for all NGOs:-** NGOs usually lack resources to and the expertise to create and maintain a website. A crowd funding platform provides a micro site to every user. Every campaign that goes up on the crowd funding website gets a personalized and customized webpage that pleads their case , and makes their campaign more relatable to the donors.
- **Acquire new donor base**:- It goes without saying that using a crowd funding website , gives the NGO access to the already established customer base and audience of the crowd funding platform. Since most of the leading crowd funding websites have a following of million on various social media combined , the campaign can be easily promoted on any of these social media sites. Facebook , Instagram and Twitter can be used to post relevant facts related to the NGO campaigns and reach out to internet users across the globe.
- **Low fundraising cost**:- The cost of raising funds through crowd funding platform is low. Unlike other methods of traditional promotions and fundraising, crowd funding websites charge only a small part of the entire amount raised as a fee. The best part about using a crowd funding portal is that it is free to use and there is no additional charges to launch a campaign. There are no pre-investments to be made. All you need is a credible story and a creative promotion strategy to attract donors.

- **Corporate CSR partner**:- Corporate social responsibility is a legal obligation for every corporate entity now. Social crowd funding helpsCorporates empower NGO financially. Moreover crowd funding websites are known for their transparency and quality of service which makes all the transactions safe and efficient for the Corporates. At the same time the NGO enjoys the benefits of a generous donation by a well known corporate entity.
- **Increase volunteer base**:- NGOs can access the established customer base of the crowd funding websites. Following suit, it can be said that a large audience would attract more volunteers to them branch out and make more impact in the long run.

6. Limitation

- Study is limited to Nagpur NGOs only for this time period.

7. Suggestions

- Government should kindly focus on innovative view of NGO and help them by providing more funds and encourage them for their kind work.
- The youth should be aware about the NGOs so the new and innovative ideas will come up and NGOs will do something more better for needy with different concepts.
- Government should propose norms for funding to NGO's by reduction of atleast 2% per year from donations to big temples.
- Through social networking semi urban areas should aware about funding of NGOs.

8. Conclusion

So we can conclude from our study that crowd funding is better option for funding of NGO and there should be new sources for funding like awareness events for youth in malls, colleges, schools and trying to make NGO a brand itself.

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Impact of Digitalization on Business to Business and Business to Consumer Business Website With Respect To Indian Scenario

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ABSTRACT

Right information to the right user at the right time has been the aim of information professionals. Recent development in the information and communication technologies, especially the Internet has given access to Information. One of the significant Application of IT is the digitization of knowledge, i.e., to convert the printed information in the digital form and made available for use with the help of computer networks. Digitalization is all around and the buzz word in the business world. India is chalking out its own growth strategy driven by digitalization. E-commerce has been increasingly applied as it promotes economic growth by enabling online shops to compete within a global market scenario. E-commerce provides various benefits to the consumer in the form of availability of goods at lower cost Ecommerce is the process of conducting business online through such transaction as sales and information exchange. The purpose of this research paper is this research paper is to study the impact of B2B and B2C on Ecommerce and digitalization. The consumer in the digital age, e-commerce and asymmetric information, chances and risks for small and midsize companies in to B2C retail business. Commerce has two broader forms. i.e Business to Business and Business to Consumer. B2B describes commerce transaction between businesses, such as between manufacture and a wholesaler, or between a wholesaler and a retailer. Business to consumer ecommerce providers organizations with the system that allows them to deliver buyers to the merchants and go in form the commission rewards provided by the merchants. One of the examples of B2B is Godady. Godady is increasing its products portfolio with launch of the big new website builder to help small business owners and entrepreneurs. For B2C, most suitable example is Make My Trip. Make My Trip went on to pioneer the entire online travel industry in India.

***Keywords**:* Digitalization, Ecommerce, B2B, B2C

1. Introduction

"In this digital age, the new opportunity we have to transform the lives of people in a way that was difficult to imagine a couple of decades ago"

Digitization is the process in which it's implicate simple data conversion from catalog cards to digital form, video and audio migration to digital form and so on. Nowadays digitization is very important because it provides enhanced admittance to information sources, preservation and dissemination as required, at any time whenever required any place as it were. Digitization is seen all around us because it's opening up a whole new spectrum of opportunities to create value.

Ecommerce is commonly known as electronic marketing. It is nothing but process internet. Ecommerce also involved online store, internet marketing payment solutions, order management system, shipping freight, and customer support.

B2B (Business to business) E Commerce is simply defined as ecommerce between companies. About 80% of Ecommerce of this type. A Business that sells products or provide services to business. Ex: Go Daddy, android system etc.

B2C (Business to consumer) ecommerce, or commerce between companies and consumer, involves customer gathering information's purchasing physical good or receiving products over on. Ex: Make my trip, Indian Railway etc.

2. Case study on GoDaddy

Go Daddy was founded in 1997 by Baltimore, Maryland, entrepreneur Bob Parsons, and also it is a public company. . Headquarters of Go Daddy in Scott's dale, Arizon, U.S. The chairman of Go Daddy is Charles Robel and Black Irving is the CEO of Go Daddy. The famous website of Go Daddy is www.godaddy.com. According to the Alexa rank Go Daddy was on 187 ranks in 2017. Also in this year Go Daddy has near about 17 million customer and more than 6000 employees worldwide.

Go Daddy, the greatest web hosting service in the Internet industry, is radical in social customer service. Go Daddy has to deliver a latest platform which is helpful to combines a website builder as well as ecommerce device and marketing potential in one package.it is also Web hosting company and internet domain registrar. The company is very well-known because if its Adverstiment on Television and News Paper. Normally when a company claims to "No one can possible to design a professional website in under an hour," particularly a mobile website, it's setting itself up for not successful. However, after a priming with GoDaddy executives, it's clear it can be done.

"We lead to start with this point of view of having a customer journey, of having a knowing information system that would travel with the customer on their website project," Lauren Antonoff, general manager and senior vice president at GoDaddy told CMSWire.

SWOT analysis is a cardinal planning tool that can be used by GoDaddy.

- **Strength of GoDaddy:**

  1) GoDaddy Inc. is spending huge resources in training and development of its employees.

  2) Go Daddy Inc. products and haveallowed the company to pecking up and pecking down based on the demand conditions in the market.

  3) It has successful track record of developing new products i.e. product innovation

  4) Itproduce good returns on capital expenditure by bringing new revenue streams.

  5) Successful performance of affiliating complimentary firms through mergers & acquisition.

  6) Because of good Performance of Go Daddy in New Markets .It has expand in new market. This expansion lend to hand to the organization to build new revenue stream.

  7) It has a powerful base of reliable supplier of raw material.

- **Weakness of GoDaddy-**

  1) It is not good at product demand forecasting so it may cause to higher rate

  2) Go Daddy Inc. are below in profitability ratio as compare to industry average

  3) There are huge gaps in the product range which is sold by the company. This lack of option can give a new competitor a toehold in the market.

  4) The company has not being able to rigging the challenges present by the new entrants in the segment.

5) Go Daddy Inc. is strong at integrating small companies but it has its share of failure to merge firms that have various different work culture.

- **Opportunities for GoDaddy Inc.**

1) Allow credit at lowest interest rate to the customers of Go Daddy at the time of low inflation rate carry more steadiness in the market,

2) It can bring down the lower shipping prices to decrease the cost of transportation.

3) Go Daddy can take anadvantage to enlarge its competitiveness as compare to the other competitors.

4) Go Daddy Inc. to attract new customers and grow its market share.

- **Threats GoDaddy Inc. Facing - External Strategic Factors**

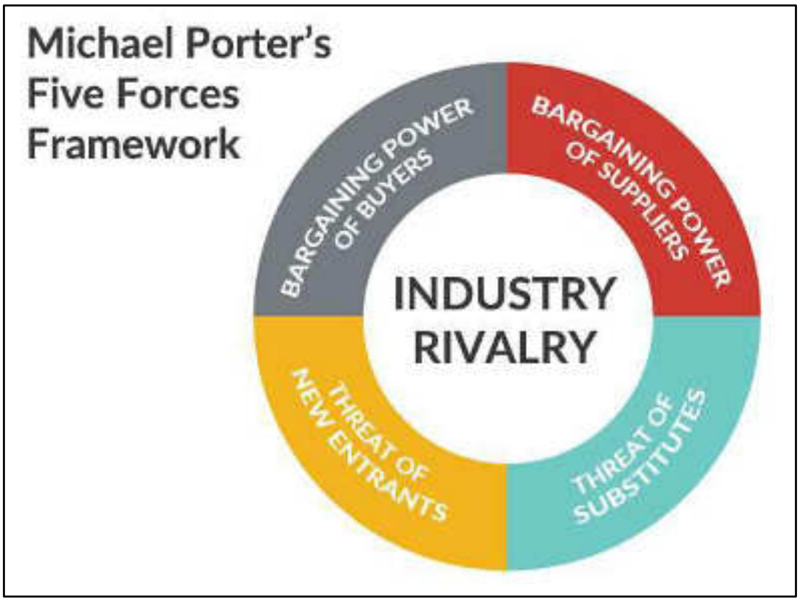
1) Because of deficiency of expert workforce in market. It causes a threat to stable growth of profits for Go Daddy.

2) Currency fluctuations is another threat given the volatile political climate in markets.

3) Low quality product is another threat to GoDaddy Inc.'s product particularly in the appearing markets and low income markets.

4) New technologies improve by the competitor might be a dangerous threat to the industry.

5) The demand of the deeply profitable products is seasonal in nature that will directly impact the profitability of company during nonpeak season.



Porter Five Forces target on - how Go Daddy Inc. can build a sustainable competitive advantage in Internet Software & Services industry.

- **GoDaddy Inc. Porter Five (5) Forces Analysis for Technology Industry**

Threats of New Entrants

New entrants in Internet Software & Services carry innovation, different ways of bringing things and set pressure on GoDaddy Inc. through reducing pricing strategy, decreasing costs, and implanting new value recommendation to the customers.

How GoDaddy Inc. can face the Threats of New Entrants

- Go Daddy can innovating various new products and services
- To lower down the fixed cost economics of scale can be built.
- Go Daddy can investing money on research and development. So that its minimize the window of outstanding profits for the new coming firms thus frighten to new players in the industry.

Bargaining Power of Suppliers

Normally most of the companies in the Internet Software & Services industry purchase their raw material from various suppliers. Suppliers in leading position can declining the margins Go Daddy Inc. can procure in the market.

How Go Daddy Inc. can face Bargaining Power of the Suppliers

- By making dynamic supply chain with multiple suppliers.
- By developing new product designs using various different materials so that if the prices go up of one raw material then company can switch to another.
- GoDaddy Inc. can learn from Wal-Mart and Nike is how these companies building significantly less bargaining power.

Bargaining Power of Buyers

Now a days, buyers also demanding a lot. They want everything best in minimum price with bundle of benefits. This gives pressure on Go Daddy Inc. profitability in the long term.

How Go Daddy Inc. can face the Bargaining Power of Buyers

- By developing a huge base of customers. This will be useful to decreasing the bargaining power of the buyers.
- By speedily innovating new products. So that customers can seek discounts and offerings on established products.
- New products will also decrease the rejection of existing customers of GoDaddy Inc. to its competitors.

Threats of Substitute Products or Services

When a new product or service fulfill a normal customer needs and wants in various ways, industry profitability get hamper. For example different services like Google Drive are alternate to storage hardware drives .So that the threat of a substitute product or service is high.

How Go Daddy Inc. can face the Threat of Substitute Products / Services

- only product oriented is not sufficient to being service oriented is also important
- Not only focus on what the customer is buying, but also focus on core need of the customer.

Rivalry among the Existing Competitors

Go Daddy Inc. carry on in a competitive Internet Software & Services industry. If the rivalry among existing players is high then it will reduce the overall profitability of industry.

How Go Daddy Inc. can tackle Intense Rivalry among the Existing Competitors in Internet Software & Services industry

- By developing a differentiation in product
- By proving scale so that it can compete easily
- By building the market size rather than only competing for small market.

- **Implications of Porter Five Forces on Go Daddy Inc.**

By studying all the five competitive forces Go Daddy Inc. approach can earn a entire picture of what effect the profitability of the organization in Internet Software & Services industry. GoDaddy Inc. Managers can frame those forces in their favor by understanding the porter five force.

3. Case Study on Make My Trip

Make my trip is a famous Indian online travel company founded in 2000. Headquarter of make my trip in Gurgaon, Haryana. Deep Kalra is the CEO of make my trip Inc. Make MyTrip, India's oldest travel website driver, has concur to purchase out fellow Ibibio Group to build the biggest player in the fast-growing flight, hotel and bus bookings market in the country.

SWOT analysis for Make My Trip

- **Strengths of Make My Trip**

1) It is auxiliary of Indian Railway.

2) It has a great existence in International Business Scenario.

3) Their website is attractive so that it is easy to navigate for everyone.

4) Customers are familiar because of its attractive brand name.

5) Customers feels it is one of the trusted channel in term of payment.

6) It provides various services like Holiday, Rail tickets, Air tickets, private car, Domestic bus etc.

- **Weaknesses of Make My Trip**

1) Most of the customer’s not using internet for booking online tickets.

2) The market is highly competitive.

3) Because of not direct contact with customers, poor relationship with customers.

4) There are some restrictions while taking decisions.

- **Opportunities to Make My Trip**

1) Normally customers using traditional method. It can create awareness of modern method.

2) Currently most of individual focus on increasing disposable income.

3) Providing Air Package and Road Transport package.

4) Provide offer better travel package.

5) Booming Hotel Industry.

- **Threats to Make My Trip**

1) Lack of coordination with tourism entities

2) Inflation rate is increases.

3) Various different rules and regulations of government.

4) Cost of raw material is increase day by day.

5) Because of increasing competition decreasing profitability.

Porter Five (5) Forces Model for Make My Trip

Threats of New Entrants

New arrival carry innovation, something different ways of doing things its create pressure on Make My Trip Limited through providing various bundle of benefits propositions to the customers. Make MyTrip Limited has to handle all these problems and develop powerful hurdle to safeguard its competitive edge.

How Make My Trip Limited can face the Threats of New Entrants

- For attracting new customer bringing new products services and innovations.
- Because of fragment market, distribution of channel is not easily access.
- Government rules and regulations of direct FDI for example.
- Knowledge of travel agency is less.

Bargaining Power of Suppliers

Companies purchase raw material from various number of supplier. Suppliers in superior position can lower the margins MakeMyTrip Limited can gain in the market. Strong suppliers in Services sector utilize their bargaining power to remove higher prices from the firms in General Entertainment field.

How Make My Trip can face Bargaining Power of the Suppliers

- For switching customer there is no significant cost.

- Already widespread fragmentation in tours and hotels while supplier concentrate in domestic areas.
- Experimenting by supplier to sell package.

Bargaining Power of Buyers

Buyers want multiple offers. Because of fragmentation, brand value is diminishing so that ability to switch gives them reasonable buying power.

How Make My Trip Limited can tackle the Bargaining Power of Buyers

- Brand loyalty towards particular company is low.
- Switching cost is not too high.
- Buyer can buy anything from supplier.

Threats of Substitute Products or Services

Low treat of substitute, as travel moves up the list of household priorities.

How MakeMyTrip Limited can face the Treat of Substitute Products / Services

- Product oriented is important only services oriented is not sufficient.
- Travel has moved up the list of household spending priorities.
- By understanding the need of customer.

Rivalry among the Existing Competitors

Highly fragmented Industry with Intense Rivalry

How MakeMyTrip Limited can face Intense Rivalry among the Existing Competitors in General Entertainment industry

- The numbers of organized players are less in market place.
- Generally organized players are present in metros.
- Because of low switching cost intense rivalry.

- **Implications of Porter Five Forces on MakeMyTrip Limited**

By analysis the Porter Five Forces in great detail MakeMyTrip Limited's managers can frame those forces in their favor. Companies not only just meet with traveller but also please their taste and wants. Provides various product offering and multi-link channel.

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Role of Regulatory Authorities: Indian Infrastructure Sector

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1. Introduction

A sound infrastructural foundation is the key to the overall socioeconomic development of a state. This acts as a magnet for attracting additional investment into a state and thus provides a competitive edge to it over other states. Availability of adequate and efficient infrastructural set up not only promotes rapid industrialization but also improves the quality of life of the people.

Infrastructure is generally defined as the Physical framework of facilities through which goods and services are provided to the public. Its linkages to the economy are multiple and complex, because it affects production and consumption directly, creates positive and negative spillover effects, and involves large flow of expenditure. Thus, infrastructure refers to those basic facilities without which primary, secondary and tertiary productive activities cannot function While Infrastructure is recognized as a crucial input for economic development, there is no clear definition of infrastructure according to the current usage of the term in India. For policy formulation, setting of sectoral targets and monitoring projects, a clear understanding of what is covered under the rubric of 'infrastructure' is necessary to ensure consistency and comparability in the data collected and reported by various agencies over time.

Definition:

World Bank: The World Bank treats power, water supply, sewerage, communication, roads & bridges, ports, airports, railways, housing, urban services, oil/gas production and mining sectors as infrastructure.

Economic Survey: The Economic Survey considers power, urban services, telecommunications, posts, roads, ports, civil aviation and railways under infrastructure sector.

Infrastructure can broadly be classified as follows:

Social infrastructure: This includes measure of life expectancy, literacy, and education, standard of living, and GDP per capita of a region. It can be briefly stated as Human Development index. It also includes investments in the education sector.

State utilities & ancillary infrastructure

- Power sector
- Telecom sector
- Education
- Health Care
- Special Economic Zones

Transportation infrastructure

- Roads
- Railways
- Airports
- Dams
- Bridges

2. Role of Infrastructure Development in a Developing Economy

The Government of India adopted a policy of rapid economic development through extensive and intensive exploitation of natural resources. Through the process of economic planning the government has taken various strategies to gear up the speed of economic development of India. In that process they realized the need for infrastructure development in the economic development of India. Accordingly infrastructure development has become the pulse of economic development. So they gave high priority to the rapid expansion of these facilities right from the first plan itself. The plans have generally devoted over 50 percent of the total plan outlay to infrastructure development. As a result of the heavy investment on infrastructure there has been phenomenal increase in infrastructural facilities. For instance, coal production rose from 32 million tonnes to 323 million tonnes between 1951 and 2002. During the same period power generation rose from 5 billion kwh to 515 billion kwh; and production of petroleum from 0.4 million tonnes to 32 million tonnes. Likewise, there has been tremendous expansion in other infrastructural facilities. The heavy investments by the Government on infrastructural facilities will provide the necessary impetus for rapid agricultural development and industrial expansion. In fact, without the rapid development of the infrastructure it would not have been possible to register the threefold rise in agricultural production and seven fold rise in industrial production during the last five decades.

The following points elaborate the role of infrastructure development in economic development of India:

- Infrastructure Increases Agricultural Production and Productivity
- Infrastructure Accelerates Industrial Growth
- Infrastructure Increases the Flow of Foreign capital
- Infrastructure Generates Employment Opportunities
- Infrastructure Contributes to Tourism Development
- Infrastructure is needed for National Defense
- Infrastructure and Social Development
- Contributes to Domestic Market Development

3. Literature Review

In recent years, the Indian economy is showing signs of overheating because of basic infrastructure constraints, both physical and human. Clearly, there is a wide gap between the potential demand for infrastructure for high growth and the available supply (IIR 2006). According to the India Infrastructure Report (IIR), currently around 5% of the gross domestic product (GDP) is invested in the infrastructure sector which needs to be increased to 7% with immediate effect and further to 10% by 2010 to meet the infrastructure demand. In this context, the government is also planning for huge investment in infrastructure along with private investors.

Mera (1975) made the pioneering effort to include public capital in a regression with output as the dependent variable, and private capital, labor and level of technology as the other independent variables. His work is regarded as a significant contribution, for drawing attention to the importance of public infrastructure. Successive efforts in this direction have suggested that the impact of public capital on output and productivity is very large.

Munnell (1990) indicates for United States national economy that a 1 percent increase in the stock of public capital would increase output by 0.34 percent. Munnell (1992) in a similar exercise for state economies in United States found that public capital had a significant, positive impact on output, although the output elasticity was roughly one-half the size of the national estimate. Aschauer (1990) found an elasticity estimate of 0.39 for U.S.A. national data, whereas Duffy-Deno and Eberts (1989) studied the same relationship (however, using personal income as the dependent variable, and not output) at the metropolitan level, and found a much lower elasticity estimate of 0.08. Recent study by Hulten et al. (2006) uses a growth accounting framework to arrive at elasticity of total factor productivity with respect to expenditure on highways to be 0.04, and that with respect to electricity to be 0.02.

Apart from these studies conducted in the past, some researchers have also made efforts in this field with regards to Indian economy.

In Indian context, attempts have been sparse to study the link between infrastructure availability and economic development and also the role of public capital as an initial investment. First few researchers studied the pattern and level of infrastructural facilities inherited by India on its Independence, and the trends during the first fifteen years. Tewari (1984) examines the interrelationship between economic infrastructure and development, and tries to identify the role of the former in the latter through analysis of state level data at two time points – 1970-71, and 1980-81. He obtains a significantly positive relationship between infrastructure and development, and especially economic infrastructure. Shah (1990) also attempts to relate the level of per capita income of Indian states with their level of infrastructural development and suggests that a strong correlation exists between them. Dadibhavi (1991) surveys levels of social infrastructure in the states of India over the period 1970-71 to 1984-85 using educational and health facilities as indicators. Therefore, although empirical studies in the Indian context indicate that infrastructure plays significant roles in shaping the development profile, scope of the studies have been limited with limited availability of data.

Since magnitude of finance and sectors are varied, it is not feasible for Central Government to exercise full control and regulation on all states and sectors and all financing authorities.

Although a lot of work has been in the field of infrastructure financing, its significance and financing but not much has been done with regards to its financial control and regulation. There exists huge gap in data availability on role that the regulatory authorities play in infrastructure financing (Vijay Vir Singh).

Gaps in Literature on Regulation:

The important gaps in literature on regulation can be identified as :

Perceptions of stakeholders are inadequately captured: In India, continuous changes are taking place in the business and economic environment of the country. Changes are also continually being made in the economic governance system. These include changes in government policies/measures; amendment of existing legislations or enactment of new ones such as the new competition law; establishment of sector regulatory bodies in utility sector such as electricity, petroleum and natural gas. All such measures are designed to ensure that markets function well in the new economic policy regime and yield desired results. But serious efforts have not been made to take into account the perceptions of stakeholders on these matters.

Lack of data on compliance and enforcement: For the assessment of regulatory quality we need to examine a mapping between desirable inputs and desirable outcomes. This provides us a framework to study the performance of regulatory regimes in a country. But India lacks data on these parameters which constrains assessment. For example, Regulatory Impact Analysis has not been used in the Indian context because of lack of data on costs and benefits of regulations. Exhaustive primary surveys are needed to collect credible data on these variables. Such cost-benefit analyses are necessary for scientific choice among candidate regulations or for passing judgments on existing ones.

4. Objectives of the Study

- To identify the essence of regulatory framework
- To identify the Central Government managed regulatory authorities and their functions with respect to infrastructure sector.
- To understand the working of the above mentioned authorities

5. Scope of the study

The study is exploratory in nature and will focus on identification of one regulatory authority from Telecom, Power, Agriculture and Transport sector. Since these sectors individually are diverse and vast it is not possible to sum them all in one paper.

Geographically, the paper focusses on the infrastructure regulatory authorities within our country despite FDI investments and global participation in the field of infrastructure.

6. Limitations:

- The study is limited to only four sub-sectors of infrastructure industry namely: Telecom, Power, Agriculture and Transport.
- Due to the magnitude of development and functioning of these sectors, there are multiple regulatory bodies on state level as well but only center governed bodies will be discussed in this paper.
- The research is limited to one regulatory authority per sector.

7. Research Methodology

7.1 Data Collection:

Since the research is exploratory in nature, the data is collected through secondary sources only.

8. Essence of Regulatory Framework

Regulation Landscape of India

Post- independence, lot has changed for Indian economy. We have been following a "socialistic mixed pattern of economy". Even though the government has been liberal with private participation, yet they retain the control in their hands. In order to limit the intervention and control of private sector, regulations and policies like licensing, tariffs and quotas have been imposed. Though the change is still on-going, efforts are being made to regulate the infrastructure financing system in a co-existing manner, especially for sectors where government monopoly existed like electricity, telecommunication etc.

Essence of regulation in India

Regulation in India can be mapped under three broad categories: economic regulation, regulation in the public interest and environmental regulation.

(i) Economic regulation: It is needed to ensure there is no adverse effect of the business on the economy of the country. It also helps to punish behaviors that distort the market.

(ii) Regulation in the public interest: This regulation helps when industries fail to meet the required standards or with matters that need importance for the development of the public.

(iii) Environmental regulation: This regulation helps to protect environment which in-turn protects land manpower and resources.

Importance of Interaction between Policy Makers and Regulators and its Current Status

The role of the regulator is to achieve predetermined policy objectives and maintain competitive conditions in the market by ensuring that everyone follows the basic rules of the game. On the other hand, the role of policy makers is to provide long term objectives and vision to the development of a country. Policy makers issue policy guidelines which set out national priorities for sustainable development of sectors and measures for servicing disadvantaged areas of the country or sections of consumers. However, while in theory policy makers and regulators have distinctly different roles, in reality the regulator and policy makers share common responsibilities – ensuring orderly and sustained growth of the sector, attracting private investment, enhancing consumer protection and so on. Given that regulatory bodies are often created to achieve predetermined policy objectives, an absolute divorce between the two is not desirable and proper interaction between them becomes very important. At the same time, it is equally important to ensure that the regulator's domain is not encroached upon by the government in the name of achieving policy objectives. This calls for creating a clear distinction between policy and regulation, which is often missing in India.

This paper is limited to identifying the role of one regulatory body in Power, Telecom and Agricultural sector. Their roles and functions have been identified in the following segment.

8.1 Power Sector- Electricity Regulatory Commission

As entrusted by the Electricity Act, 2003 the Commission has the responsibility to discharge the following functions:-

Mandatory Functions:-

- To regulate the tariff of generating companies owned or controlled by the Central Government;.
- To regulate the tariff of generating companies other than those owned or controlled by the Central Government specified in clause (a), if such generating companies enter into or otherwise have a composite scheme for generation and sale of electricity in more than one State;
- To regulate the inter-State transmission of electricity ;
- To determine tariff for inter-State transmission of electricity;
- To issue to persons to function as transmission licensee and electricity trader with respect to their inter-State operations;
- Improve access to information for all stakeholders.
- To adjudicate upon disputes involving generating companies or transmission licensee in regard to matters connected with clauses (a) to (d) above and to refer any dispute for arbitration;
- To levy fees for the purposes of the Act;
- To specify Grid Code having regard to Grid Standards;
- To specify and enforce the standards with respect to quality, continuity and reliability of service by licensees;
- To fix the trading margin in the inter-State trading of electricity, if considered, necessary;
- To discharge such other functions as may be assigned under the Act.

Advisory Functions:-

- Formulation of National Electricity Policy and Tariff Policy;
- Promotion of competition, efficiency and economy in the activities of the electricity industry;
- Promotion of investment in electricity industry;
- Any other matter referred to the Central Commission by the Central Government.

8.2 Telecom Regulatory Authority of India (TRAI)

It is an independent regulatory body established by the Telecom Regulatory Authority of India Act 1997 to oversee the telecommunications industry in India.

TRAI is charged with ensuring the orderly growth of the telecom sector while protecting the interests of both telecom service providers and consumers. It encourages technological improvements and makes recommendations for how providers can improve efficiency and technical compatibility. To that end, TRAI establishes standards for quality of service (QoS) and supervises how service providers share revenue. TRAI also conducts periodical surveys to ensure that telecom service providers are acting in the best interest of consumers and are operating in compliance with universal service obligations.

Notwithstanding anything contained in the Indian Telegraph Act,1885,the functions of the Authority shall be to-

(a) make recommendations, either suo moto or on a request from the licensor, on the following matters, namely:

(i) need and timing for introduction of new service provider;
(ii) terms and conditions of license to a service provider;
(iii) revocation of license for non-compliance of terms and conditions of license:
(iv) measures to facilitate competition and promote efficiency in the operation of telecommunication services so as to facilitate growth in such services.
(v) technological improvements in the services provided by the service providers.
(vi) type of equipment to be used by the service providers after inspection of equipment used in the network.
(vii) measures for the development of telecommunication technology and any other matter relatable to telecommunication industry in general;
(viii) efficient management of available spectrum;

(b) discharge the following functions, namely:-

(i) ensure compliance of terms and conditions of license;
(ii) notwithstanding anything contained in the terms and conditions of the license granted before the commencement of the Telecom Regulatory Authority

(Amendment) Ordinance,2000, fix the terms and conditions of inter-connectivity between the service providers;

(iii) ensure technical compatibility and effective inter-connection between different service providers.

(iv) regulate arrangement amongst service providers of sharing their revenue derived from providing telecommunication services;

(v) lay down the standards of quality of service to be provided by the service providers and ensure the quality of service and conduct the periodical survey of such service provided by the service providers so as to protect interest of the consumers of telecommunication services;

(vi) lay down and ensure the time period for providing local and long distance circuits of telecommunication between different service providers;

(vii) maintain register of interconnect agreements and of all such other matters as may be provided in the regulations;

(viii) keep register maintained under clause (viii) open for inspection to any member of public on payment of such fee and compliance of such other requirement as may be provided in the regulations;

(ix) ensure effective compliance of universal service obligations

(c) levy fees and other charges at such rates and in respect of such services as may be determined by regulations.

(d) perform such other functions including such administrative and financial functions as may be entrusted to it by the Central Government or as may be necessary to carry out the provisions of this Act:

Provided that the recommendations of the Authority specified in the clause (a) of this sub-section shall not be binding upon the Central Government:

Provided further that the Central Government shall seek the recommendations of the Authority in respect of matters specified in sub-clauses (i) and (ii) of clause (a) of this sub-section in respect of new license to be issued to a service provider and the Authority shall forward its recommendations within a period of sixty days from the date on which that Government sought the recommendations:

Provided also that the Authority may request the Central Government to furnish such information or documents as may be necessary for the purpose of making recommendations under sub-clauses (i) and (ii) of clause (a) of this sub-section and that Government shall supply such information within a period of seven days from receipt of such request: Provided also that the Central Government may issue a license to a service provider if no recommendations are received from the Authority within the period of specified in the second provision or within such period as may be mutually agreed upon between the Central Government and the Authority.

Provided also that if the Central Government having considered that recommendation of the Authority comes to a prima facie conclusion that such recommendation cannot be accepted or needs modifications, it shall, refer the recommendations back to the Authority for its reconsideration, and the Authority may within fifteen days from the date of receipt of such reference, forward to the Central Government its recommendation after considering the reference made by the Government. After receipt of further recommendation, if any, the Central Government shall take a final decision.

8.3 NABARD

NABARD was established to support agricultural infrastructure of India. Since agriculture continues to dominate a greater part of Indian economy, it is important to govern a body that will take care of the needs of agricultural financing as well as agricultural support.

Role of NABARD:

- It is an apex institution which has power to deal with all matters concerning policy, planning as well as operations in giving credit for agriculture and other economic activities in the rural areas.
- It is a refinancing agency for those institutions that provide investment and production credit for promoting the several developmental programs for rural development.
- It is improving the absorptive capacity of the credit delivery system in India, including monitoring, formulation of rehabilitation schemes, restructuring of credit institutions, and training of personnel.

- It co-ordinates the rural credit financing activities of all sorts of institutions engaged in developmental work at the field level while maintaining liaison with Government of India, and State Governments, and also RBI and other national level institutions that are concerned with policy formulation.
- It prepares rural credit plans, annually, for all districts in the country.
- It also promotes research in rural banking, and the field of agriculture and rural development.
- NABARD gives high priority to projects formed under IRDP.
- It provides refinance for IRDP accounts in order to give highest share for the support for poverty alleviation programs run by IRDP.
- Other than the activities included under IRDP, it also makes the service area plan, to provide backward and forward linkages and also infrastructural support.
- NABARD also prepares guidelines for promotion of group activities under its programs and provides 100% refinance support for them.
- It is making efforts to establish linkages between Self-help Group(SHG) that are organized by voluntary agencies for poor and needy in rural areas and other official credit agencies.
- It refinances to the complete extent for those projects that are taken under the 'National Watershed Development Programme' and the 'National Mission of Wasteland Development'.
- It also has a system of District Oriented Monitoring Studies, under which, study is conducted for a cross section of schemes that are sanctioned in a district to various banks, to ascertain their performance and to identify the constraints in their implementation, It also initiates appropriate action to remedy them.
- It also supports Vikas volunteer Vahini programs which offer credit and development activities to poor farmers.
- It also inspects and supervises the cooperative banks and RRBs to periodically ensure the development of the rural financing and farmers' welfare.
- NABARAD also recommends about licensing for RRBs and Cooperative banks to RBI.
- NABARD also provides assistance and support for the training and development of the staff of various other credit institutions, that are engaged in credit distributions.
- It also runs programs for agriculture and rural development.

- It is engaged in regulations of the cooperative banks and the RRB's, and manages their talent acquisition through IBPS CWE conducted across the country.

9. Findings

- Theoretically, the roles and functions of the regulatory authorities are clearly defined.
- The functional and operational hirarchy are clearly defined.
- All these bodies work for the development and smooth functioning of infrastructure facilities in our country.
- Although, these bodies work for public development but being managed by central government their data access is very limited.
- There exists no data of their compliance publically and hence their achievements are not measured.
- Being managed by Central Government, the approvals and decision-making processes are delayed and cannot be relied in case of operational emergencies.

10. Conclusion

Regulatory reforms in India have been initiated as these have become essential in the light of changing macroeconomic policies. At the level of the central government, the progress is quite satisfactory but State governments need to supplement it by taking similar initiatives. At the sector level, many sectors remain unexplored from a regulatory point of view. Coal sector promises to be an important sector because of the importance of coal in the Indian context. Other sectors which deserve attention are the social (health and education) and retail sectors. Both play a significant role in the Indian economy from the point of view of human capital formation and demand generation respectively. 40 Another competition issue that needs to be given priority is simulation of competition in natural monopolies through public-private partnerships (PPPs). This is particularly relevant in the case of sectors such as railways and highways. Of particular importance are the negotiation and renegotiation of contracts underlying PPPs which should be tailored to maximize social welfare. Finally, creating independent regulators in the true sense is equally important.

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A Study of Factors Affecting Impulsive Buying Behavior during an Online Shopping

(With Special reference to Undergraduate Students of Nagpur City)

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ABSTRACT

Today, internet has influenced our way of living to a wide extent. The traditional way of shopping is presently replaced with the online shopping. Online shopping is the buzzword in today's modern world. In this era of digitization, the actual concept of shopping has been redefined.Today, increase in online shopping is due to usage of internet by younger generation in India .With the latest and emerging technological trends,today, online shopping has brought faster and smarter way of shopping for 24/7.Online shopping attracts each category of population but it attracts youth more because the major population of Indian country consists of college going students or even employed youth . The ground reality is that Internet is being widely used by younger generation in India and internet marketing to a wide extent creates an urge in customers to buy products online impulsively. So the urban youth can easily fall pray to various marketing gimmicks by internet marketers. Hence it is very important to understand the concept of impulsive buying in the context of urban youth .The present research, thus, aims at knowing the various factors influencing impulsive buying behavior of undergraduate students of Nagpur city.

The main objective of this research is to study the factors affecting the consumers for impulsive online shopping. For this, a survey was conducted, questionnaires were distributed among the undergraduate students of different colleges of Nagpur. The objectives of present research is based on Primary data collected from undergraduate students of Nagpur city. Data analysis has been done using SPSS software. The data has been presented in the form of graphs. The present study clearly depicts the different factors like amount spent on online

shopping, earnings of family members ,internet habits ,general shopping habits influencing impulse buying during an Online Purchase .

Keywords: *Digitization, Online shopping, undergraduate students, impulsive buying behavior.*

1. Introduction

With the advent of www and the latest trends in information technology , today, an old pattern of shopping has been replaced with the new one. Today ,customers need not necessarily go to a store to buy a particular thing. All credit goes to virtual shopping stores where a person can easily book any product anytime and at any place within a fraction of seconds. Thus, internet has really been a sophisticated and amazing medium not only for the communication and the exchange of information itself but also has become a new trend for shopping. At present, Online stores are emerging and having an increasing impact on the retail market. Consumers buy products not only because they need it but also because of sudden urge to buy them. Online shopping, being a form of electronic commerce enables consumers to directly buy goods or services from a seller over the Internet using a web browser. Online shopping usually means buying and selling of goods and services through the Internet. Nowadays, people give more preference in buying products online .Thus, Online buying and selling of goods and services has become an important part of many people's lives. Today, most of us rely on the internet to acquire some or other products at affordable prices. The main role is being played by all major online shopping websites like amazon.com, flipkart.com, zabong.com, ebay.com, craftsvilla.com, snapdeal.com etc. which has brought the concept of online shopping to the new heights. Thus, it also become very important for the marketers to know the buying behaviour of their customers that what motivates them to buy on impulse. Impulse purchasing is unplanned and is decided on-the-spot. Impulse Purchase behaviour thus indicates the unplanned buying behaviour. When any purchase is being carried out online without any planning, then such a purchase is termed as Impulse Purchase.

Park et al. (2005) had even earlier concluded that unless a store has a distinct product offering or pricing strategy, retailers can distinguish their store by building on the relationship between the store's atmosphere and the consumer's emotional state. Even if consumers are in a negative emotional state upon entering a store, they may become emotionally uplifted and spend more than intended. All this implies that impulsive buying may largely be an unconscious buying behavior driven by an affective force beyond the control of the individual. Impulse buyers begin browsing without having an intention to purchase a certain item or visiting a certain store. As consumers browse, they are exposed to the stimuli, which triggers customers' urge to buy on impulse. When impulse buyers feel the desire to buy, they make a purchase decision without searching for information or even without looking the worth of a product. The tech savvy customers of digital era, today, can book any product just by one click on their smart phone and can have that product at his doorsteps very quickly.The undergraduate students are very much prone to internet usage and they purchase online products impulsively. Without taking much consideration the need of the product, utility of the product, these students do shopping online. They are influenced by the websstore design, advertisement, sales, discount offers, etc. These factors influence them a lot towards online impulsive buying. Thus the present study is undertaken with a viewpoint to know the factors influencing impulsive online shopping amongst undergraduate students.[1]

2. Literature Review

The research studies on consumers buying behavior keep on struggling to give a better definition for impulse buying behavior of consumers .Buying impulsive behavior is defined as "unplanned" and buying plan of consumer, which he/she makes without evaluating product (Vohs & Faber 2003; Parboteeah 2005). (Rook & Fisher, 1995) Engel and Blackwell (1982) define an impulse purchase as "a buying action undertaken without a problem previously having been consciously recognized or a buying intention formed prior to entering the store". Researchers observed some common variables influencing online impulsive buying. Age and Gender being important demographic factors has specific influence on impulse buying. As Women are fond of shopping online so they tend to be more impulsive than men (Giraud, 2001).Teenagers and youth are more prone to internet usage and are most influential age group considered for online shopping. Young generation is more impulsive than others, age of buyers from 18 to 40 are generally impulsive (Mai et al., 2003).Newer technologies and fun in shopping usually interest younger generation to shop online. Male are much using the new technologies in shopping as compared to female. But the frequency of shopping is more in female as compared to male. Product price is another variable of impulse buying. Consumers tend to be more impulsive when there are sales or product discounts, promotions or even offers.(Wong and Zhou, 2003).Shopping enjoyment is another variable, whereby individuals tend to make many impulsive purchases (Sharma and Sivakumaran, 2004). Peer pressure also increases the likelihood of impulse purchase. Consumer reviews towards any product creates an urge to buy product online. The above factors mainly influence the consumers to do the impulse purchase spontaneously.

3. Objectives

- To know the demographic factors influencing the impulsive buying behaviour of undergraduate students .
- To analyse the relationship between amount spent on online shopping and internet habits.
- To analyse the relationship between number of earning members and general shopping habits.

4. Hypotheses

H_{01} – There is no influence of demographic factors on Online Impulsive Buying.

H_{A1} – There is influence of demographic factors on Online Impulsive Buying.

H_{02} – There is no relationship between amount spent and internet habits.

H_{A2} – There is relationship between amount spent and internet habits.

H_{03} – There is no relationship between number of earning members and general shopping habits.

H_{A3} – There is relationship between number of earning members and general shopping habits.

5. Limitations

- The study covers only Nagpur city.
- The sample size is limited. The result of the study cannot be generalized to the universe.
- The time utilized for the study was very limited.

6. Research Methodology

1) Research Method

The quantitative research method is used for the present study.

2) Data collection

Both the primary and secondary method of data collection are used for the present study. Under the primary data collection method, Questionnaire, observation and in-depth interview methods are used for data collection. The secondary data for the present data includes the online research papers, websites, etc.

3) Sampling Framework

a) **Population Definition:** The population for the research includes undergraduate students of different colleges of Nagpur.

b) **Sample Size:** Keeping into consideration the limitation of time , the researcher has taken the sample of 100 undergraduate students.

c) **Sampling technique:** By keeping in view the limitations of time, resources, population researcher has decided to apply convenience sampling technique for the purpose of collecting experimental material.

4) Questionnaire Design

The questionnaire is carefully designed to meet the requirements of the research. The questions are taken on factors affecting towards impulsive online shopping with a view to validate the research more. The questions are self structured to cover the diversity of research problems.

The questionnaire consists of two parts .The first part is basically focused on questions in terms of demography. The second part of questionnaire consists of questions related to general shopping habits and internet habits which are constructed with 5 points Likert's Scale ranging from 1(Strongly disagree) to 5 (Strongly Agree).

7. Data Analysis and Interpretation

The data analysis and interpretation mainly concerns primary data collected in the form of questionnaire distributed among undergraduate students of different colleges of Nagpur city.

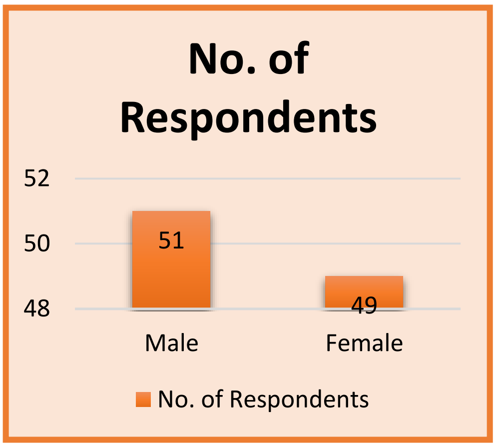
A) Demographic factors

The first part of questionnaire deals with the questions relating to Demographic details includes the Gender, average income, Frequency of Online Shopping, Amount Spent, No. of Earning members in a family.

The response of demographic data is shown with the help of graphs and charts prepared using MS-Excel 2007 software.

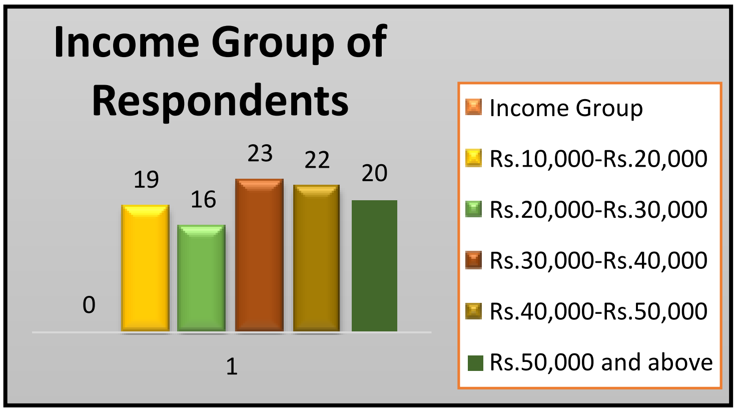
1. Gender :

Figure 1 shows the gender respondents ,51% respondents are male and 49% respondents are female indicating male respondents are more interested to shop online without planning before purchasing any product.



2. Average Income :

Income is one of the important and sensitive demographic variables. Figure 2 shows that 19% respondents monthly income ranges from Rs.10,000 – Rs.20,000 , whereas 16 % respondents monthly income is in between Rs.20,000 – Rs.30,000, 23% respondents monthly income ranges from Rs.30,000-Rs.40,000, , only 20% respondents monthly income is Rs.50,000 and more.



3. Frequency of Shopping online:

Frequency to shop online is clearly depicted in **Figure 3**. 25 % of UG students responded that they do online shopping once in a month. Only 2% of total

respondents do impulsive on line shopping once in a week. 40% students respondents go for online shopping 2-3 times in a year. 32 % respondents agreed that they do shop online for 4-11 times in a year.

4. **Amount Spent for Online shopping:**

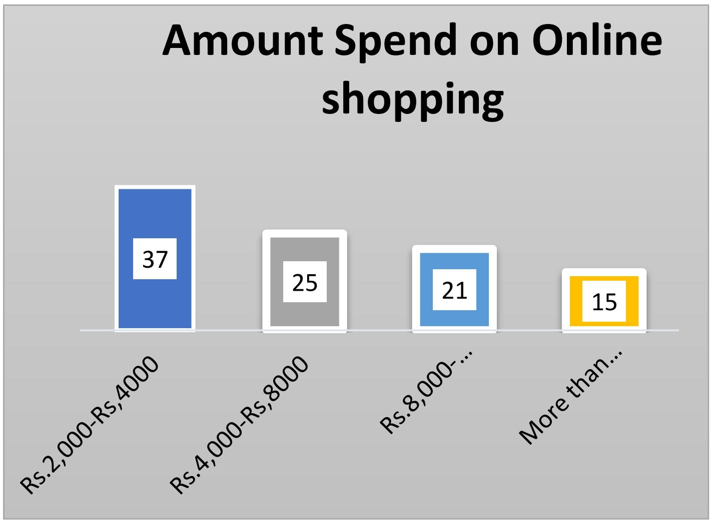


Figure 4 clearly indicates the amount spent by Undergraduate students for impulsive online shopping. 37 % of total respondents spent Rs. 2,000 – Rs.4,000 on online products. Around 25 % respondents spent from Rs.4,000 – Rs.8,000 during online shopping. Wheras only 15 % of the undergraduate students spent the highest amount i.e. more than Rs.12,000 for shopping products online.

5. **Number of earning members:**

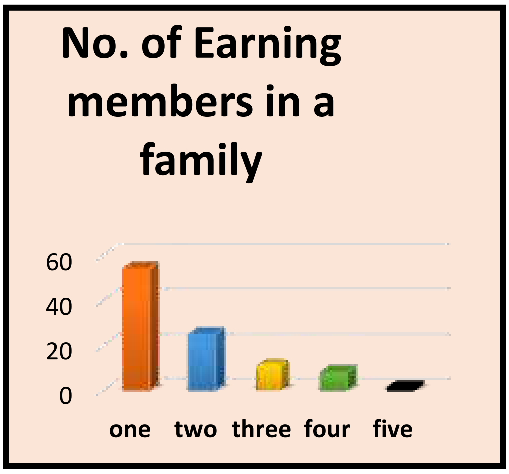


Figure 5 indicates the number of earning members in a family. 54 % respondents clearly stated that only one person is the earning member in their family. Wheras next to it, 25% respondents has two earning members in their family. On the other hand, only 13 % of total respondents replied with the three earning members in a family thereby indicating the highest tendency to shop online for students having maximum earning members.

A) Analysis of Variables
The two variables for study are: Internet Habits and general Shopping Habits
Table 1 shows the results of correlation analysis:

			Gender	Avg Income	No. Earning	Online Y_N	Frequency	AmtSpent	General Shopping Habits	Internet Habits
Kendall's tau_b	Gender	Correlation Coefficient	1.000	-.019	.037	.	.118	-.175*	-.023	-.098
		Sig. (2-tailed)	.	.781	.599	.	.092	.011	.722	.133
		N	100	100	100	100	100	100	100	100
	Avg Income	Correlation Coefficient	-.019	1.000	-.041	.	.062	.106	-.202**	-.033
		Sig. (2-tailed)	.781	.	.518	.	.327	.085	.000	.573
		N	100	100	100	100	100	100	100	100
	No. Earning	Correlation Coefficient	.037	-.041	1.000	.	.001	.081	.248**	.139*
		Sig. (2-tailed)	.599	.518	.	.	.983	.207	.000	.023
		N	100	100	100	100	100	100	100	100
	Frequency_Shop online	Correlation Coefficient	.118	.062	.001	.	1.000	.043	.035	-.042
		Sig. (2-tailed)	.092	.327	.983	.	.	.501	.560	.495
		N	100	100	100	100	100	100	100	100
	Amt Spent	Correlation Coefficient	-.175*	.106	.081	.	.043	1.000	.136*	.250**
		Sig. (2-tailed)	.011	.085	.207	.	.501	.	.022	.000
		N	100	100	100	100	100	100	100	100
	Gen Shopping Habit	Correlation Coefficient	-.023	-.202**	.248**	.	.035	.136*	1.000	.348**
		Sig. (2-tailed)	.722	.000	.000	.	.560	.022	.	.000
		N	100	100	100	100	100	100	100	100
	Internet habits	Correlation Coefficient	-.098	-.033	.139*	.	-.042	.250**	.348**	1.000
		Sig. (2-tailed)	.133	.573	.023		.495	.000	.000	0.000
		N	100	100	100	100	100	100	100	100

***. Correlation is significant at the 0.05 level (2-tailed).**
****. Correlation is significant at the 0.01 level (2-tailed).**

Table 2: The correlation analysis of two factors of study:

CORRELATION ANALYSIS		
VARIABLE 1	VARIABLE 2	R
Amount Spent	Internet Habits	0.250**
Number of earning members	General Shopping Habits	0.248**

The above table 2 shows the results of correlation analysis between the amount spent by consumers who shop online and the factors towards online impulsive buying.

B) Validity and Reliability

The data was found reliable as per the Reliability Statistics by SPSS Program.

Reliability Statistics
Cronbach's Alpha
.812

D) Hypothesis testing

Since the significant value is less than 0.05, so null hypotheses is rejected and alternate hypotheses is accepted.

H_{A1} – There is influence of demographic factors on Online Impulsive Buying.

H_{A2} – There is relationship between amount spent and Internet Habits.

H_{A3} – There is relationship between number of earning members and general shopping habits.

8. Key Findings and Conclusions

1) Number of earning members in a family are significantly related to General Shopping habits. More the earnings members in a family, the higher is the tendency to shop online.
2) Average Income is significantly related to Post Purchase behavior . Those who earn less income ,they should be more careful while shopping.
3) Amount spent on Online shopping and general shopping habits are significantly related to each other.

4) The overall impact of impulsive buying is due to the factors like Average Income, General shopping habits, Internet habits, Web advertisement effect,etc.

9. Recommendations

1. Compulsive buying should be given importance rather than impulsive buying.
2. Students should do planning before shopping online. Undergraduates students should understand the utility of the product when they purchase any product online.
3. UG students should develop an attitude of Savings rather than merely spending.
4. The product that seems so attractive may not necessarily be needed by consumer. Hence difference between attraction and need of the product should be clarified.
5. Counsellors can guide students on psychological aspects. They must Visit to Colleges to spread awareness.

Acknowledgement

Authors are thankful to Dr. Sujit Metre Sir, Professor, MBA Dept.,Dr. Ambedkar Institute of Management Studies and Research ,Deekshabhoomi, Nagpur for his guidance and help extended during the preparation of research paper.

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Comparative Study of Contemporary Models of Theatre Arts in Maharashtra: A Business Perspective

Shantanu Thengdi

ABSTRACT

Despite the advent of digital media accompanied by the change in people's lifestyles at fastest rates than ever, Theatre and Performing Arts has remained one of the very intriguing, entertaining and classical mediums of enjoyment, both for the performer and the audience. In India, the Maharashtra state has had a notable history regarding Performing Arts, including Theatre. In the 19th Century, Maharashtra saw an emergence of public Theatre performances which paved way for aspiring artists, writers and directors to pursue this art and reach masses. Right from that era to the present day, Theatre Art has undergone developments with changing times, which led to the formation of different techniques, methodologies and expectations of performers and audiences. In accordance with other fields, Theatre is no exception to have commercialized itself to a much greater extent today than ever before. Despite this, still a considerable amount of performers in Maharashtra, either voluntarily or involuntarily, prefer Art over Business. This leaves us with different interesting approaches in theatre in present-day Maharashtra, which could be generically categorized into different models. This research article is a comparative study of all such Contemporary Models; and discusses various advantages, challenges faced in various aspects, guidelines for improvement, which would give us an idea of business possibility in each model.

Keywords: Theatre Art, Maharashtra, Contemporary Model, Business

1. Introduction

a) Historical Relevance

Looking at a brief history behind how the Theatre arts emerged in Maharashtra, we must consider the first public performance of a stage play, *Sita Swayamvar* (Marriage of Sita) in Marathi by Vishnudas Bhave, based on epic *Ramayana*. Staged in 1843 in Sangli, it was an experimental play, based folk theatre form, *Yakshagana* from the neighbouring Karnataka state. He staged many more plays about largely influenced by Shakespearean theatre and Parsi theatre, and went on to form a travelling theatre troupe. The coming decades saw noteworthy Marathi plays like *Jhansichya Raniche Naatak* (1870), to *Malharrav Maharaj* (1875). However, it took a distinct theatre form with the musical *Shakuntal* by Annasaheb Kirloskar in 1880, again based on a classical work, Abhijnanasakuntalam by Kalidasa. The success of his theatre company paved way for commercial repertories in Marathi theatre, and subsequently the formation of *Natak Companies*, a common term then used for 'Theatre Groups'[1].

Inspired by the proscenium setting at Grant Road Theatre, Bhave staged his play Gopichand in Bombay in 1853. Later in 19th Century, modern Marathi Theatre was born. Bombay was the place where the seeds of 'professional theatre' were sown. With its own multiple personalities and struggles with issues of identity, language and social structure, Bombay became a hub of commercial Marathi theatre[2].

Meanwhile, migrant workers from rural Maharashtra began staging plays that dealt with socio-economic change, class conflict and eventually the independence struggle with the sole purpose of keeping the state united, while accompanied by experimental groups performing other native performing art forms like Lavani, locally at an increasing rate. Bombay was realized to be the city of commerce, as it had the money and the infrastructure, the formal performance spaces to help it grow[2].

b) Contemporary Scenario

Consideration of historical scenario becomes very important since it is the foundation for present-day theatre models to be discussed throughout the article. Today, with the influence of change in politics, social relations, communal goals, principles, digital media, contexts, expansions and what not, theatre arts have also undergone a considerable amount of change, despite attempting to preserve the older forms. Above history clearly shows us that there could be innumerable categories and forms of theatre from a creative perspective, e.g. Folk Theatre, Musical Theatre, Marathi Theatre, Hindi Musical Theatre, Mime, the list is endless. But taking into consideration the ‘commerce’ element, we can categorize theatre into Four Contemporary Models.

i) The Professional Theatre Model
ii) The Amateur Theatre Model
iii) The Experimental Theatre Model
iv) The Children’s Theatre Model

i) The Professional Theatre Model

In this model, performers receive payment for their performances. Professional theatre may or may not be engaged in creative and intellectually challenging work, but major focus is investment vs. profit mechanism as in any conventional business. A professional actor is someone who derives income by participating in professional performances. A theatre company prefers known, trained and bankable faces (actors) and conducts auditions for new actors to perform in the professional theatre model. There is an intense and calculated process right from hiring of scriptwriters, set-designers, light-designers, make-up artists, stage artists, etc. since each and everything is expected to finally pay off after the show. The company sells tickets; actor and each and every person included in the play production receive payment for his/her work. In short, a conventional business model (which focuses on minimal investments and maximum profits) attained via theatre makes the professional theatre model. It runs the pressure of delivering a value-for-money performance to the audience. Summing everything up, any theatre play which targets at getting a handsome income for all its team members can come under Professional Model.

Eg. Suyog Productions (Mumbai), The Company Theatre (Mumbai), Rage Productions (Mumbai), Jhadipatti Theatre (Rural regions)

ii) The Amateur Theatre Model

Technically speaking, an 'amateur' is anyone who does not accept, or is not offered, money for their services. There could multiple simple interpretations of this —

a) One lacking the skill of a professional, as in an art.
b) A person who engages in an artistic activity as a pastime rather than as a profession.
c) Theatre performances in which the people involved are not paid but take part for their own enjoyment.

While the majority of professional stage performers have developed their skills and studied their craft at recognized training institutions such as Master of Theatre Arts (MTA, Mumbai), National School of Drama (NSD, Delhi), Film and Television Institute of India (FTII, Pune) and many more. Amateurs are not usually professionally trained[3]. Actors could range from students, IT professionals and managers to homemakers plus many more.

Locally organized theatrical events and competitions provide a source of entertainment for the community, and can be a fun and exciting hobby, with strong bonds of friendship formed through participation under this model. Amateur theatre groups may stage plays or variety shows, and do so for the social activity as well as the artistic side. They majorly participate in competitions (eg. Maharashtra State Drama Competition) and could also be called Competition-oriented Model. Productions may take place in venues ranging from the open air, community centres or schools to independent or major professional theatre spaces and can be simple light entertainment or demanding drama[3].

Amateur model is different from Professional model simply because in amateur theatre, participants are not paid (although this is not always the case) even though the productions staged may be commercial ventures, either to fund further productions, to benefit the community, or simply for charity[3]. Amateur Theatre falls somewhere between Professional and Experimental model simply due to its nature of execution. It may or may not have the expertise required in terms of content and performance quality, still it aspires to give a professional level output in available resources. The major reason being courageous team who looks forward to serve the Rangdevta (The Theatre God) rather than monetary gains. Innate satisfaction is the main priority here; hence there is no pressure of revenue generation, unlike professionals.

Eg. Stagecraft Theatre (Nagpur), Manorang (Mumbai)

iii) The Experimental Theatre Model

A subset of Amateur model, as the name suggests, Experimental theatre is trying something new[4]. This model basically works on what has not been tried (ethically, socially, physically, content-wise, symbolically, by whatsoever means) and is expected to bring a content-rich performance on stage. The major focus here is not earning bread, but reaching the audience with an experiment. Some amateur or even professional artists/technicians too prefer doing experimental theatre simply because of the exercise it might give them.

The scale and canvas might not be as large as a professional/commercial theatre or even amateur theatre; but mini-theatres, amphitheater, simple performance spaces with limited but considerable seating arrangements is sufficient for experimental performances. But unlike other models, practice sessions for all the people involved could often get intense and demand much more from a performer. A classy target audience is expected, and to its advantage, the audience knows what to expect from an experimental play.

Subject or the content is the major focus here, and since moneymaking is not the main concern, experimental model seeks for talent rather than face value. How best a story could be portrayed, which might even include music, mime, dance forms, acrobatic stunts, live singing and what not, is the major thinking aspect for any experimental theatre. Keeping its nature in mind, experimental model might compromise with set rules, regulations and conventions devised for stage simply to explore and attain new experiments.[7]

Eg. Ranga Theatre (Mumbai), Actomers (Mumbai)

iv) The Children's Theatre Model

The reason Children's Theatre model is a new category is due to the nature, content and the target audience of this model, which all are different than above discussed models. Children's plays are written and conceived basically keeping in mind a 'child' as the target audience. This doesn't mean that the writer, director, the crew, everyone need to be below 12 or 15 years of age, including actors at times (which is practically impossible). It simply means setting up a play which is understandable and liked by a child; it automatically includes classics like Panchatantra, Arabian Nights, Alibaba and the Forty Thieves, etc. along with fantasies and fiction like Aladdin, Cindrella, etc. which are universally accepted by children. Performers might be adults and can include children too, but the psychology behind the process should be a child's interest.

Maharashtra has had a notable history regarding Children's Theatre which extends even till today. E.g. Ranjan Kala Mandir and Stagecraft Theatres (both groups from Nagpur) have taken care to reach audiences out of their own base of operation and entertain children outside the state. Although Children's play can perform under any model, but lately due to uncertain response from the audiences, this form is on the verge of taking a backseat as far as Maharashtra is concerned.[7]

Model	Production Cost	Target Audience	Revenue Generation
Professional	Sponsorships, grants, associations etc.	Mass	Certain
Amateur	Self-Funded/Govt. grants	Mass/Class	Uncertain
Experimental	Self-funded	Class	Almost None
Children's	Any of the above	Children (<15 yr)	Variable

Table [i]: Comparative Model Description

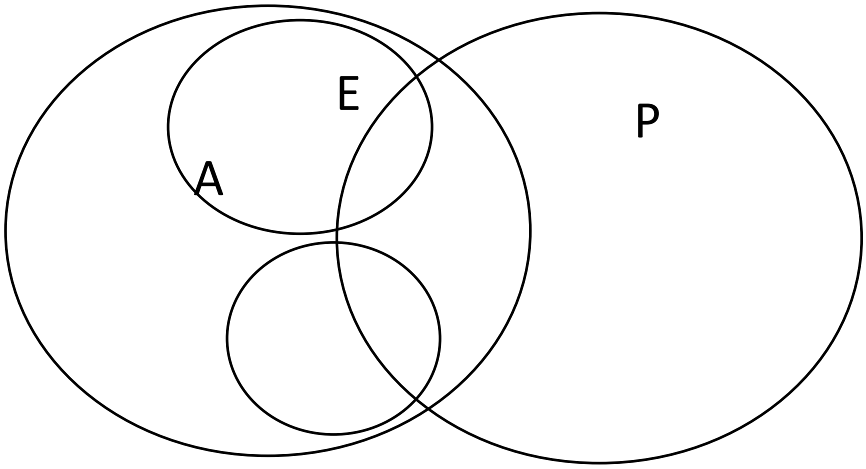

Fig. [I] Possible Relationship among Contemporary Theatre Models

2. Challenges faced by Contemporary Theatre Models

1) Common Challenges

A concept is thought upon, writer writes a workable script, producer is approached, cast/technical team/director is brought on board, director directs them and sets up the play, inter-team coordination is worked upon, venue is searched, target audience is expected, and a theatre play is finally presented. Experimental theatres being an exception to this process at times, almost all theatre models follow this generic process in order to successfully perform a play.

Although each Theatre model has its own set of beliefs, still productions are seen to be struggling to carry out the basic process seen above due to many issues common to all models; some of them are listed below.

i. Irregular practice sessions, frequent team member replacements, casual approach towards art at times, mostly in amateur theatre.
ii. Lack of free performance areas and practice spaces for experimental troupes.
iii. Financial burdens (includes finding a producer who has an aesthetic sense values art, finding venues with lowest possible rents, costs incurred in every aspect of production even for purely experimental ventures).
iv. Low public response to an amateur or children's production, since majority believes in established faces over content, doesn't pay for tickets or even turn up to see their productions, which slowly becomes the reason for loss of interest of actors/technicians to get into such theatre model, which in turn hampers art and culture.[7]

2) Issues of Theatre Arts with the Government of Maharashtra

Development of any civilization could be measured on how far it values art and culture. Thanks to various grants, scholarships and schemes for uplifting performing arts, Govt. of Maharashtra too has been one of the active states where art and culture has seen tremendous growth. But lately, there have been many issues which have gone against the Indian Govt., let alone the Maharashtra Govt.

i) Censorship, in its truest form, is necessary in order to filter unwanted content and promote decent and desirable subjects among target audiences. But a practice of 'Pre-Censorship' before actual censorship has lately been the cause for hindering the artistic freedom of writers and directors as well. Plus, the objections in relation to the script and the performance are left completely to the subjective satisfaction of the members.

   E.g. Veteran actor/filmmaker Amol Palekar filed a petition in the Bombay High Court, challenging the censorship of theatre performances, conducted by the Maharashtra State Performance Scrutiny Board under various provisions of the Bombay Police Act, 1951; a procedure theatre artists have to undergo only in Maharashtra and Gujarat.[6]

ii) Governing bodies (eg. Akhil Bharatiya Marathi Natya Parishad, Maharashtra Rajya Sanskritik Sanchalanalaya) are expected to work for support and uplifting for any performing art form but has lately been infamous, simply because of internal issues and ignorance, as observed by many, especially in artistically backward areas. Although this is a highly debatable issue, but at the end, art suffers in the process.[6]

iii) The grant schemes such as Student Scholarships or Performing Arts Grants Scheme by Ministry of Culture though aim at development of art in every possible way, but is a very tedious process for a newcomer and for a financially deprived artist who finds himself in need of external support for his production, especially when his venture is time-bound while the sanctions take uncertain amount of time to happen.

v) E.g. Consider an instance where Ministry expects the production house to self-fund their show for grant of approval even after going through the script and giving a green signal to performance for approval. An argument could be made on how a producer could possibly spend so much, since the amount to be expended is the very thing that he is seeking through all this.

iv) Lack of commitment of Institutions funded by Govt. to create a worthy batch of students capable of working in theatre model all over Maharashtra.7

3. Guidelines for Improvement

i. Taking an example of N.S.D. (National School of Drama, Delhi) which has a reputation of creating trained professionals in their respective fields of specialization, Govt. must responsibly consider Maharashtra as a feasible location to set up an institution of similar standards. If not this, Govt. could simply bring out rules as an employability check measures for the passing-out batches of existing institutions which are doing just average.[7]

ii. Organizations like Akhil Bharatiya Natya Parishad should become a mediator between the problems faced by production companies and the possible solutions. This even includes finding possible funding and performance venues for economically backward theatre groups.

iii. Private Institutions and Corporate companies can help in two ways –

a) <u>Promotional Purpose</u> – Corporates can take interest in producing a feasible production which they think could earn profits as well as publicity and reach their own target audience which basically stands as their aim. E.g. A play with backdrop as a corporate culture. In this way, productions could split up their generated revenue with Corporate companies on agreed terms.

b) <u>CSR (Corporate Social Responsibility)</u> – As per described guidelines, a corporate company reserves 3% of its total revenue of the financial year for charity and social welfare activities. If development status of art and culture is the measure of how well civilized a social community is, then contribution to theatre arts can also be made under this initiative. E.g. Contribution to mini-theatre building, renting out performance areas to experimental and amateur troupes, contributing volunteers for a stage play, etc.

CSR helps the socially and economically backward social groups (like poor children, old-age homes), and hence associate with NGO's; an argument could be made as to how theatre could help them reach this aim. A logical solution to this could be amateur and experimental theatre groups taking responsibility of training such deprived groups in theatre and performing arts and producing future professionals who would then secure their income, achieve higher and secure the future of theatre arts. In turn, theatre groups generate their own income for producing their own shows with the help of CSR fund invested by the Corporates. This could be a good business strategy for any amateur and experimental theatre.[7]

iv. Govt. should make their existing schemes and processes more practical and less tedious in order to make the producer feel supported rather than depressed and broke. E.g. The first show to be presented for grant approval could be funded by the Govt. and then it should decide whether to provide the grant or not. In any case, Govt. should not be in a position to get blamed for death of a good production, simply due to financial issues.[7]

v. For preservation of any form of art, at any level (district/tehsil/city), a free performing area (hall, mini-theatres, simple stage, amphitheater, etc.) should be built by authorities which would encourage creativity and would totally be a non-profit venture rather than building expensive auditoriums (E.g. Suresh Bhatt Auditorium, Nagpur) at artistically developing regions. This area could also be used as a practice area which is a major concern even in prime cities like Mumbai.[7]

vi. Marketing and publicity dept. should be assigned and taken seriously in all the theatre models to attract large no. of people. People from marketing and commerce should be preferred in any theatre groups and such responsibilities should be given to them. Business possibilities would increase leaps and bounds with such a defined system for all theatre models.[7]

vii. Children should get formally educated about theatre arts in school itself (as any other conventional art) which would encourage children's theatre and begin his personality development since a very early age.[7]

viii. Innovation in terms of all the aspects should be the major priority, even more than earning incomes and profits. A good product would bring a good profit. E.g. Acting field still struggles in innovation due to tried and tested content brought to the table.[7]

4. Conclusion

Taking into consideration all the aspects of Professional, Amateur, Experimental and Children's Plays in Maharashtra, it is pretty evident that we have come a long way since the emergence of theatre in the region. Due to changing global infrastructure, advent of globalization, the thinking and lifestyle of different social communities have changed. In turn, the innovations and subjects taken up under all theatre models have also changed. Business success of any production is largely dependent on how a theatre play as well as the performers gets exposure. On one hand we see an experimental theatre group struggling to a get a practice space for free, whereas on the other hand we have the most successful business model in Maharashtra – the Jhadipatti Model – which falls under the Professional Model (rural areas) with quarterly turnover roughly upto 16 Crores (far more than the Mumbai Theatre industry itself) which makes it a subject of research in itself. Creativity, experimentation and major breakthroughs in the field of 'Acting' still remains a major concern despite it happening in all other technical and even directorial aspects in Maharashtra. A tried and tested school is often seen to be used by actors while acting, till the present day.[7] summing everything up, either for business or just to display sheer innovation, we as a society should take care that art, especially theatre art doesn't suffer.

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Overview of Telecom Sector in India from Investing Point of View

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ABSTRACT

This paper is research based study on some selected companies of telecom sector in India. Telecommunication sector is highly volatile due to constant technology up-gradation. Many investors found this sector to be very attractive from investment perspective but burnt their hands due to lack of knowledge of proper timing of entry and exit. The research is based on the share prices of top 10 telecom companies in India during 2016. Event study method is adopted for the research. The findings of the study is that stay away from the sector in current scenario.

Keywords: TRAI, Liquidity Analysis, Volatility Analysis, Trading volume

1. Introduction

Telecom is one of the fastest-growing industries in India, as per Groupe Speciale Mobile Association (GSMA). India is the world's second-largest telecommunications market, with over 1.2 billion subscribers as of October 2017. This sector which is growing exponentially is expected to generate about 4.1 million additional jobs by 2020. In the last ten years, the mobile revolution has truly changed the socio-economic landscape of India and played a pivotal role in the growth and development of the economy. According to Cellular Operator Association of India (COAI), India ranks between the top ten telecom network in the world and the second largest in Asia. India is also one of the fastest growing markets in mobile communications.

The wireless segment (98.02 per cent of total telephone subscriptions) dominates the market. It has also been growing at a brisk pace. During FY07-17, wireless subscriptions witnessed a

CAGR of 21.64 per cent to reach 1,170.2 million. India is also the second largest country in terms of internet subscribers. The country is now the world's second largest smart phone market and will have almost one billion unique mobile subscribers by 2020. Revenues from the telecom equipment sector are expected to grow to US$ 26.38 billion by 2020.

India's telecommunications market is expected to experience further growth, fuelled by increased non-voice revenues and higher penetration in rural market. Telecom penetration in the nation's rural market increased to 56.94 per cent by October 2017. The emergence of an affluent middle class is triggering demand for the mobile and internet segments.

Strong policy support from the government has been crucial to the sector's development. Foreign Direct Investment (FDI) cap in the telecom sector has been increased to 100 per cent from 74 per cent.

The telecommunications sector is an attractive option for value investors because it is an integral part of the global economy. Demand for telecommunications services persists regardless of changes in the economy. This is the primary factor in making this sector good for value investing. 2017 was a year of turbulence for telecom sector. The operations of the leading telecom companies in India have been disrupted by the emergence of Jio. With this, these biggest Indian telecom brands have ventured into offerings like unlimited calling & data plans, which has further pushed the adoption in the Indian telecommunication market. The top telecom companies in India include Airtel, Idea, Vodafone, BSNL, Jio etc. Here is the list of the top 10 telecom companies in India 2017 based on its subscriber base, revenues and net income.

Why Telecom Companies?

The Telecom industry is constantly upgrading and changing technology. The technological advancement are the making the industry very volatile. The Indian telecom industry, having weathered one of its most turbulent years, is looking at a more stable twelve months where tariff wars will ease out, revenues from customers will increase, companies will assemble their merged entities and go slow on its shopping spree. The sector, with its three big players, will instead focus on data, innovative services and other forms of business within the industry keeping the customer in mind. These are the top 10 telecom companies in India 2017 based on its subscriber base, revenues and net income.

Quick Glance at Top 10 Telecom Companies India 2017

- 1st place: Airtel
- 2nd place: Idea
- 3rd place: Vodafone
- 4th place: BSNL
- 5th place: Reliance Communications
- 6th place: Aircel
- 7th place: Jio
- 8th place: Tata Teleservices
- 9th place: Telenor India
- 10th place: MTNL

2. Latest Important Events of Telecom Industry in the Year 2016

1. *RCOM closed it's CDMA Business:* Reliance Communication closed it's CDMA business in the month of May 2016

2. *Merger of RCOM and Aircel:* In mid September, Reliance Communications announced its merger with Aircel, creating the country's fourth-largest phone company in terms of customers and revenue. RCom is also merging with Russia's Sistema.

3. *Launch of Reliance JIO:* On September 5, Reliance Jio opened its doors to everyone, unveiling a bunch of prepaid and postpaid plans. The new telco made voice calling and national roaming free for everyone as part of its 'Welcome Offer'.

4. *Technology upgrade from 3G services to 4G:* Technological advancement is continuously taking place in telecom sector in 2016 the 3G services are upgraded to 4G.

5. *Consumer behavioural shift from voice to Data:* As the data tariff has gone down and the pattern of voice calling to video calling increased, people has shifted from voice to data service and easy availability video calling apps such as what's app, google duo has been instrumental in the paradigm shift from voice to data.

6. *Increase in Dual Sim Smart Phone Handsets:* Many new subscribers entered the market by using the Dual Sim Smart Phone.

7. *Spectrum Auction by Government:* September: Government realised Rs 32,434.10 crore in upfront payment for the spectrum sold in the auction where 4G airwaves in 700 MHz band were put up for sale for first time ever.

8. *SC ruling on call drops:* In May, Supreme Court in India struck down the TRAI regulation making it mandatory for telcos to compensate subscribers for call drops.
9. *Tata Docomo Row:* In the end of June 2016, the international arbitration court ordered Tata Sons to pay $1.17 billion (nearly Rs 7,956 crore) to NTT DoCoMo for breach of contract on the grounds that the Indian group neither found a buyer nor bought back the Japanese partner's 26% stake in their telecom joint venture Tata Teleservices.
10. *GST bill passed:* August: Rajya Sabha passed the GST bill for the very first time while the telcos urged the government to ensure that the rate applied for the telecom services should be no more than the existing 15%.

3. There are 3 measures used to check the feasibility of investment in shares of telecom shares

- **Liquidity Analysis:**

How fast and easy it is to buy/sell the stock? The term" liquidity" refers to the ability of a firm to meet its maturing obligations.

- **Measures of Liquidity:**

Through Frequency of trading
Through volume of trading

- **Trading Volume:** In trading, volume refers to the number of transactions of a trader, a broker or a market within a certain time period.

Whenever a contract is traded, there is a buyer and the seller. Such a single transaction is counted as one transaction. Shares are counted individually, i.e. buying 100 shares of a company counts as a volume of 100.

Technical analysts often monitor the trading volume in a market, such as the market of a single company stock.

- ✓ Daily No. Of Transactions (Trade)
- ✓ Daily No. of Shares traded (Volume)
- ✓ The daily total value of shares traded (Value)

- **Volatility** One of the most important measurement and assumptions used in the trading of options is the volatility of a financial market. Volatility is a measurement of how much a market moves over a period. Most measures of volatility are based on an annualized measure of daily movements of the market. These concepts measure a period of daily movements and multiply this number by the square root of time to annualize the number. When referring to volatility, market participants reference two different types of market movements. The first is implied volatility, and the second is historical volatility.

Measures of volatility:

- ✓ Mean of the prices of current period
- ✓ Standard deviation

4. Conclusion

According to Vinay Kumar Agrawal, equity research analyst, WealthRays Securities, There is expectation that 4G services will help the sector expand margins. "Also, the demand for smart phones is expected to grow. Users are seen shifting to fast service providers, which will help the bigger companies increase margins. Wifi-hotspot services will get a boost," says. In the telecom sector, government policy can make a huge difference. Among the recent policy moves, the Telecom Regulatory Authority of India (TRAI) has recommended to the department of telecom to reduce the percentage of annual license fees paid by operators which is used for developing the sector in rural areas. If this is approved, margins of companies will improve. Looking at the industry, it is difficult to miss the change as India adopts latest mobile technology. As Vikas Singhania, executive director, Trade Smart Online, says, "Telecom companies in India are matured. We are as adept in mobile technology as other advanced countries and, therefore, this is one of the sectors where we are in the unchartered territory.

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Pradhan Mantri JAN DHAN Yojana (PMJDY): A Study of Progress Made in Financial Inclusion in Phase Two

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ABSTRACT

Pradhan Mantri Jan Dhan Yojana (PMJDY) is a path breaking scheme in the history of financial inclusion schemes introduced by the government of India .It has bought new realms into the a financial inclusion policy which were not present earlier. These include features like zero balance accounts, accident insurance, life insurance, pension scheme, overdraft facility, government disbursements and technology enabled mobile banking through platforms like NPCI (National Payments Corporation of India) and NUUP (National Unified USSD Platform) all incorporated and accessible through one account. All these benefits help in making financial inclusion a smoother, hassle free and transparent process for the country. It is helping in bringing the poor unbanked population into the formal banking system. The paper highlights the transition of PMJDY scheme from phase one to phase two and to what extent the government operations have been able to scale up and achieve targets to make it a bolstering success.

Keywords: Pradhan Mantri Jan Dhan Yojana, Financial Inclusion ,unbanked population, overdraft facility.

1. Introduction

Financial inclusion policies are not new to the Indian government from RBI's branchless banking system through business correspondents to the programme "swabhimaan" various iniatives were taken but nothing has been the game changer like Pradhan Mantri Jan Dhan Yojana (PMJDY). Objective **of "Pradhan Mantri Jan-Dhan Yojana (PMJDY)" is** ensuring access to various financial services like availability of basic saving bank account, access to need based credit, remittances facility, insurance and pension to the excluded section i.e. weaker section and low income groups. This deep penetration at affordable cost is possible only with effective use of technology .With a bank account, every household would gain access to banking and credit facilities. This will enable them to come out of the grip of moneylenders, manage to keep away from financial crises caused by emergent needs, and most importantly, benefit from a range of financial products. The Pradhan Mantri Jan-Dhan Yojana launched on 28 August, 2014, across the nation simultaneously.

There are three key objectives of **phase-I** (August 15, 2014- August 14,2015)

- ✓ Universal access to banking facilities
- ✓ Ensuring financial literacy
- ✓ Providing basic banking accounts with overdraft facility of Rs.5000 after six months and RuPay Debit card

Three key objectives of **phase-II** (August 15, 2015, up to August 15, 2018) entail

- ✓ Creation of Credit Guarantee Fund for coverage of defaults in overdraft A/Cs
- ✓ Micro insurance
- ✓ Unorganized sector pension schemes

- **Important features of PMJDY are as follows:**
    - ✓ Once an account is opened, the account holder gets a debit card under RuPay Scheme.
    - ✓ Account holders will be provided zero-balance bank account, in addition to accidental insurance cover of Rs.1 lakh
    - ✓ The account holder gets Rs.30,000 insurance coverage from LIC.
    - ✓ Mobile banking through National Unified USSD Platform (NUUP) and easy transfer of money across India
    - ✓ Beneficiaries of Government schemes will get Direct Benefit Transfer in these accounts
    - ✓ After Six months of the opening of the bank account, holders can avail overdraft facility up to Rs.5000.

- **Impact of Pradhan mantra Jan Dhan Yojana**
  - ✓ **For common man**
    - Anyone who does not have an account will get a zero balance account
    - Beneficiaries of Government schemes will get subsidies through Direct Benefit Transfer
    - Easy to get loan directly from financial institutions
  - ✓ **For business**
    - More people will engage in shopping via debit cards, thereby reducing time, manpower and risk involved in managing cash transactions.
    - Market research and analysis will be streamlined
    - As of March 15, 2016, the scheme has mobilized approximately INR 335 billion through 210 million new bank accounts.
  - ✓ **For the Government & banking institutions**
    - Banks will get new customers, thereby increasing the money inflow.
    - These customers may result in potential clients for other banking services like loans.

PMJDY appears to be built on simplistic norms with blanket utilisation. Its appeal is uncomplicated access to financial services for anyone, rural or urban, who wishes to access them. The absence of this categorisation smoothens the dissemination and implementation of the programme. PMJDY has been applauded for financially empowering women and vulnerable sections of society, achieving 100% household coverage in Jharkhand, and in effect, "putting the basic plumbing of financial inclusion in place", thereby spurring water (cash) to flow. Further, it has significantly eliminated middlemen in transactions.

2. Objectives

i. To study the growth and trends of financial inclusion scheme Pradhan Mantri Jan Dhan Yojana(PMJDY).

ii. To find out the progress made in the scheme in phase two as compared to phase one. (till 17th January,2018)

3. Research Methodology

The study is based on secondary data which will be based on Government reports, reputed Journals, Research Paper, Magazines, Newspapers, Internet and Banking bulleting including RBI Bulletin and magazines.

4. Review of Literature

i. **(Pradhan Mantri Jan Dhan Yojana: Issues and Challenges ,By Dr. Rajeshwari M. Shettar, 2016)** The study highlights commercial banks performance on Pradhan Mantri Jan Dhan Yojana. The PMJDY scheme has created an impressive result in the banking sector with regard to eradication of financial untouchability in the country. Mere opening of bank accounts may not fulfill the aim of the scheme, but there should be continuous operation of bank accounts to give the real success of the scheme.

ii. **(A STUDY ON FINANCIAL INCLUSION WITH SPECIAL REFERENCE TO PRADHAN MANTRI JANDHAN YOJANA (PMJDY)By, Mahammad Sadhik,2015)** concluded that The Pradhan Mantri Jan Dhan Yojana moves forward with the mantra of Sab Ka Saath Sab Ka Vikas by bringing low income groups within the perimeter of formal banking sector and protects their financial wealth and other resources. This scheme also mitigates the exploitation of vulnerable sections by the money lenders by providing financial services and solutions.. As a quote says that "Every cloud has a silver lining" the silver line can be seen in the form of PMJDY in the Indian Economy.

iii. **(Financial Inclusion in India – a Review of Initiatives and Achievements, By Sonu Garg, Dr. Parul Agarwal, 2014)** concluded that Even though enough efforts are being made by all stake holders viz Regulator, Government, Financial Institutions and others, the efforts are not yielding the kind of result expected. The regulator has to create a suitable regulatory environment that would keep the interest of all the stakeholders. The concern of banks about profitability is to be addressed by the regulator as the entire process of financial inclusion would be a kind of social work in the first few years. The concerns of the government about the reach, feasibility and implementation of government policies to the last mile needs to be addressed .

iv. **(Revving up the Growth Engine through Financial Inclusion, Address by Dr. K. C. Chakrabarty, Deputy Governor, Reserve Bank of India at the 32nd SKOCH Summit held at Mumbai on June 6, 2013)** concluded that, the task of financial inclusion in a country like ours with large population and geographical spread is, indeed, challenging. The data released from the recent census of India indicates that only 58.7% of households in India avail of banking services with the figure being 54.4% for rural areas and 67.8% for urban areas. While there is greater awareness among policy makers and financial sector participants about the importance of prioritising the goal of universal financial access, there is a need to ensure that progress on the ground is in line with these expectations.

v. **(Dr.R.Krishnakumar)** The study concluded that though the banks are complying with RBI norms in terms of opening branches within areas of at least 2000 population, offering no frills account, kisan credit card, General card, simplifying KYC norms, but still is lot of effort to be put in for financial inclusion progress. Biometric cards should be introduced for security in transactions as well as saving time. Business correspondents should be employed in villages and trained in advance for promoting financial inclusion program. Banks need to open its more branches within rural and remote areas and creating more awareness about banking services among rural people by telling them about the benefits of the banking services. Financial inclusion requires efforts on the parts of three parties- RBI, all the banks as well as general public for its better progress.

vi. **(Shabna Mol TP, 2014)** conclude that most of the BPL household are included in the financial inclusion system in terms of access of bank account .It is only for the enjoying the government benefits and schemes. It must be noted that access to a bank account does not necessarily mean usage of the account. The level of awareness about the features and benefits of bank account and banking services are comparatively low. Bank must take step to increase the awareness among people about all sachems and services provided by them. To induce saving habit among BPL households it will lead to continuous usage of bank account. All this will lead to achieving financial inclusion system in effectively for the growth of our economy.

5. Analysis and Interpretation

Table- 1 and Table – 2 states the total number of accounts opened under PMJDY with Public Sector Banks, Private Banks and Regional Rural Banks. Public Sector Banks are leading in account opening followed by Regional Rural Banks. Private Banks have opened least no. of accounts. This shows that people are still trusting public sector banks most followed by regional banks and least in case of private banks.

As far as phase – I is studied, it has been implemented very successfully. The announcement by PM Modi of zero balance account with so many facilities was sufficient to attract people from low income group and others to connect themselves with the banking system. From the launch of this scheme to August 2015 end, the major part of the target was achieved. The target of opening one account per household was achieved by 26th Jan, 2015 barring few areas in J&K and left wing extremism affected districts. The success of the Pradhan Mantri Jan Dhan Yojana had shown the potential of the enormous role that the financial inclusion program can play in the rise of the economy. (pib.nic.in).

Table 1: Beneficiaries as on 19/08/2015
Pradhan Mantri Jan - Dhan Yojana

Bank Name / Type	Number of Beneficiaries at Rural/ Semi-urban centre bank branches	Number of Beneficiaries at urban metro centre bank branches	Number of Total Beneficiaries	Deposits in Accounts (In lac)	Number of Rupay Debit Cards issued to beneficiaries
Public Sector Banks	76124391	62502892	138627283	1775839.10	126990641
Regional Rural Banks	27057190	4638159	31695349	380715.49	23329529
Private Sector Banks	4180445	2856455	7036900	108180.24	6195132
Grand Total	**107362026**	**69997506**	**177359532**	**2264734.83**	**156515302**

Source: www.pmjdy.gov.in

Table 2: Beneficiaries as on 17/01/2018

Pradhan Mantri Jan - Dhan Yojana

(All figures in Crore)

Bank Name / Type	Number of Beneficiaries at rural/semi-urban centre bank branches	Number of Beneficiaries at urban metro centre bank branches	No Of Rural-Urban Female Beneficiaries	Number of Total Beneficiaries	Deposits in Accounts(In Crore)	Number of Rupay Debit Cards issued to beneficiaries
Public Sector Banks	13.41	11.60	13.10	25.01	58982.14	18.79
Regional Rural Banks	4.21	0.77	2.72	4.98	12501.11	3.65
Private Sector Banks	0.60	0.39	0.52	0.99	2206.47	0.92
Grand Total	**18.21**	**12.76**	**16.34**	**30.97**	**73689.72**	**23.35**

Source: www.pmjdy.gov.in

Table 3: Analysis of change from Aug 2015(end of phase1) to Jan 2018(latest data available) under PMJDY

Bank Name / Type	As on 19/08/2015	As on 17/01/2018	% change
Public sector bank accounts	138627283	250100000	80.41
Regional rural bank accounts	31695349	49800000	57.12
Private sector bank accounts	7036900	9900000	40.69
Number of Total Beneficiaries	177359532	309700000	74.62
Number of Rupay Debit Cards issued to beneficiaries	156515302	233500000	49.19

Table 3 shows that from August 2015 (end of phase1) to january 2018, total no.of accounts of beneficiaries has been increased by 74.62 percent. No. of accounts with Public Sector Banks are increased by 80.41 percent, Private Sector banks by 40.69 percent and with Regional Rural Banks by 57.12 percent .No. of Rupay cards have also increased by 49.19 percent.

6. Conclusion

PMJDY has undoubtedly made financial inclusion a universal phenomenon and changed the profile of financial services in rural India. We are currently on the verge of conclusion of phase two of the Pradhan Mantri Jan Dhan Yojana with just approximately six months more to go and there has been a massive improvement and increase in the number of beneficiaries in phase two as compared to phase one.

However new account opening under PMJDY has reached its saturation level. Although PMJDY has increased bank account penetration in India, dormancy in these accounts currently stands at 28%— mostly attributed to factors such as lack of information on operational procedures, product features. and account duplication (person having multiple accounts) PMJDY promotes differential banking, allowing new entrants to innovate without the legacy constraints older banks might face. It was envisioned that PMJDY would account for social-security errors, alleviate the problem of asymmetric information via cashless payments, and tackle black money. Privacy and security issues have cropped up, new light is shed on the scheme's susceptibility to frauds, and 'present bias' is increasingly being examined, i.e. whether the number of bank accounts opened are actually being used. Additionally, several features of the scheme remain ambiguous. For instance, the promising overdraft facility is left to the discretion of banks, which creates prejudices as banks will avoid such situations that could potentially lead to NPAs However, while criticism and praise abound, without having a competitive alternative, PMJDY appears to be the most successful financial inclusion scheme so far.

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Social Entrepreneurship: Case Study of Indian Institute of Youth Welfare Nagpur

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ABSTRACT

Introduction

NGOs have many programs, functions and roles which assist community to become empowered and eventually attain sustainable development. NGOs through capacity building develop community's capacities such as ability, skill and knowledge of mobilizing resources, planning and evaluating community initiation and solving problems to gain mastery over their lives.

Role of NGOs in Social Transformation: The range of NGO activities is huge and is spread in all fields: environment concern, rural development, health, women empowerment, child care and upliftment. India, being a largely populated country, it is not easy to meet all social and human needs by the government without help of NGOs.

Case Study

The Indian Institute of Youth Welfare is a development organisation which started its journey in the field of development in 1973, considering 'Youth' as a center point for development. In over 4 decades, the institute has made history in the field of development, setting an example for NGOs and CBOs in the country.

Methodology

The institute runs several need-based projects, programs and training courses, in particular in the areas of women and youth empowerment, children's rights, health, environment and community building. Each innovative and technological advanced service is offered with a motive to minimize the time loss, cost and wastage of resources.

Achievements:

- `The organization has association with National and International NGO networks.
- The organization has done commendable work in the areas of youth empowerment, women empowerment, panchyati raj, child development, environment etc.

- IIYW had implemented several development projects in collaboration and support of State, Central Government, Departments and National and international agencies.

Conclusion:

The IIYW is one of the among the leading NGOs which are contributing in national development. It has created history in the field of development setting an example for NGO and CBO in the country. The organization has developed cadre of development workers which are contributing in the process of human resource development at various levels.

Keywords: Non Government Organization, Role of NGO in Social Transformation, Development, Youth Welfare, Programs and Projects.

1. Introduction

NGOs have many programs, functions and roles which assist community to become empowered, and eventually attain sustainable development. NGOs through capacity building develop community's capacities such as ability, skill and knowledge of mobilizing resources, planning and evaluating community initiation and solving problems to gain mastery over their lives. The World Bank defines NGOs as "Private organisations that pursue activities to relieve suffering, promote the interests of the poor, protect the environment, provide basic social services, or undertake community development". The United Nations describes an NGO as: Any non-profit, voluntary citizens' group which is organized on a local, national or international level. They provide analysis and expertise, serve as early warning mechanisms and help monitor and implement international agreements. The NGOs need to be registered under some specific act and have a legal status; whereas Voluntary Organisations exist without any legal status. NGOs in India are registered under various acts like Societies Registration Act 1860, Bombay Public Trusts Act 1950. Each state has constituted act for society registration.

Role of NGOs in Social Transformation:

The range of NGO activities is huge and is spread in all fields: environment concern, age care, rural development, health, culture and heritage, women empowerment, child care and upliftment, basic education to all children, animal welfare, disaster management and many more. India, being a largely populated country, it is not easy to meet all social and human needs by the government without help of NGOs. NGOs also help raise public awareness of issues, play a major role in advancing UN goals and objectives and contribute essential information at UN sponsored events. The corporate sectors along with the NGOs are bringing sustainable– development. NGOs being more knowledgeable about social structure and social problems, expert advice or assistance of NGOs are very useful for corporate sector in executing their CSR activities. The Planning Commission had realized that the task of development was so large and complex that the State alone would not be able to accomplish it. The role of NGOs has been very important in formulating policies, giving inputs and suggestions right from the First Five Year Plan till date.

2. Case Study of Indian Institute of Youth Welfare

During 1970s the social economic conditions of underprivileged sections of society particularly in Vidarbha Region in Maharashtra was pitiable. These people did not have access to the government's developmental and welfare programs. Hence NGO took initiative and played important role as a link between government and needy people. In the 1970s, people involved in development work and struggle for social justice and democracy in India have had to periodically redefine their priorities and adjust to newer challenges. Social reformers and those involved in political movements channeled their energies into welfare and development. India has come a long way since then. Poverty is not only about income, it also encompasses factors like health, education; nutrition and access to basic needs and services. The extent of poverty, social and gender inequality, good governance and geographic location are factors that influence health and nutritional status of people and the utilization of health services.

The Indian Institute of Youth Welfare is a development organisation which started its journey in the field of development in 1973, considering 'Youth' as a center point for development. In over 4 decades, the institute has made history in the field of development, setting an example for NGOs and CBOs in the country. IIYW is a national organization having its intervention area in Nagpur, Chandrapur, Gadchiroli and Yavatmal district in Maharashtra and Tamia Tribal Development Project in Tamia Block in Chindwada District of Madhya Pradesh, India. IIYW believes that young people, their benefactors and others engaged in the process of social change and development play a crucial role in shaping society. Therefore, the institute runs several need-based projects, programs and training courses, in particular in the areas of women and youth empowerment, children's rights, health, environment and community building. The services are well acclaimed for various traits like reliability, flexibility, client-centric and timeliness. Each innovative and technological advanced service is offered with a motive to minimize the time loss, cost and wastage of resources.

Aim of the organization

To prepare a cadre of youth and development workers including the functionaries of government and non government agencies at different level, which are responsible for bringing out a change desired by communities or society. To promote participation of every section of public in general and youth in particular, in all decision making process of change, which would offer numerous opportunities to everyone in the process of National Development.

Vision

To enable and empower people, strengthening democracy at the grass root and building just and equitable society.. To fulfill our aims, we regularly organize various seminars, workshops, symposiums and training courses for functionaries at various levels from different organizations working for youth and development. These residential programs are being conducted at Nagpur and other parts of Maharashtra and other states also.

Team

Organization have teams comprising a pool of young people, animators and other specialized experts to work for the ever-growing process of social change and development. The services are well-planned, designed and executed as per the convenience of the client base. They work in coherence with foreign funding agencies to ensure goodwill in the market.

Methodology

The professionals use innovative and effective methodologies in order to execute these services to the society. To meet the objectives of the organization various programs and projects are implemented such as:

- **Youth Development**
  - **Information Development and Resource (IDARA) Program**-The program initiated in 1982 under the ministry of Youth Affairs and Sports (GOI). The program aims at monitoring activities and providing technical guidance to enhance the capacities of NYK functionaries and their target group. It is in the state of Punjab, Rajasthan, Maharashtra, Madhya Pradesh, Gujarat, Chhattisgarh, Diu and Daman, Goa and Silvasa (Dadara Nagar Haveli).
  - **Vocational Training Program** - Vocational Training Program provides skill training in various trades with entrepreneurship inputs to the youth coming from social, economical and educationally weaker families.
  - **Rural Entrepreneurship Program** -Rural Entrepreneurship Program is a comprehensive six-month residential rural entrepreneurship development program that equips young people in the skills of the trade of their choice and relevant to their rural area. A number of rural youth have set up their trends & service centers after their training.
  - **PMRY Scheme** - PMRY schemes sponsored by development commissioner Maharashtra, Mumbai with the support of District Industries Center Nagpur depute young people for ten days training once their case is recommended for loan by the Bank. Under this program 2065 young people received training and out of them about 50% have started their trades and are continuing their livelihood.
- **Community Development**
  - **Community Life Centre** – Community life Centers in 10 communities in Nagpur slum areas.
  - **Poor Area of Civil Society (PACS) Program** - They are engaged in providing range of services in PACS Program. IIYW has formed self help groups and has conducted vocational courses for unemployed persons, with the help of DFID in the Districts of Yavatmal and Gadchiroli.
- **Environment**
  - **Water Shade Development Program** - This program was implemented in three Districts namely Nagpur, Chandrapur and Gadchiroli .
  - **Decentralize Waste Water Treatment** (DEWATS)- Community Based Sanitation Program - This project aims at recycling and reused of waste water.

- **Clean India Project –** Implemented in collaboration with schools in Nagpur. The aim was to inculcate values and environmental awareness among the students.

❖ **Cooperate Social Responsibility**

- **CSR Ballapur Project**- The BILT Urban and Rural Development Project launched the CSR activities in Ballarpur area since October 2003 sponsored by Ballarpur Paper Mill. The program was being implemented in 6 municipal wards of Ballarpur and 11 neighboring villages within the radius of 15 k**.**m**.** covering population around 37,783.
- **CSR Ashti Project-**. The Project was sponsored by Ballarpur industries Ltd. Unit Ashti. The principal aim of the project is to enable the company to fulfill its social responsibility. This Project is implemented in 15 villages. The activities undertaken such as Pragati Women Credit co-operative, youth service co-operative, self help groups and Health Activities.
- **World Bank Coal India Project**- The project is implemented in Nagpur and Chandrapur District. Both the areas have open cast mines and villagers needed support to re-orient and re-establish their lives.

❖ **Women Empowerment**

- **Program for Poor Women** - The aim of the program is socio-economical empowerment of poor and needy women shouldering the financial responsibility of family basically catering lower income group and mother headed families.
- **Self Help Groups** - SHG Formation is one of the major activities of institute with the aim of capacity building of women and poverty alleviation with the motto to empower women and make them partners in the process of development through formation of SHGs. Most of them have been linked with the banks and have received vocational training. Some of the members have started their income generation activities.

❖ **Health**

- **STI/HIV/AIDS Project for Migrants** – Migrant project supported by AVERT Mumbai implemented for migrant labors in 8 slums and cotton market area of Nagpur city. The main goal of the Project is to prevent and reduce further spread, besides preventing risk reduction of STI/HIV/AIDS.
- **STI/HIV/AIDS Project for Commercial Sex Workers**- Kavach project for prevention and control of STI/HIV-AIDS among long distance truck drivers and helpers

has been sponsored by Transport Corporation of India Foundation. Goal of the project is to arrest the spread of STI/HIV among long distance truck drivers.

- **Child Development**
  - **Child Rights Project-** The project supported by Save the Children and Bal Raksha Bharat. The primary stakeholders of this project are children and their families in the target area. Core areas of intervention are to reduce child labor through effective community based child protection interventions enabling working children to come out of exploitative child labor. To strengthen civil society networks to bolster implementation of CLPRA and bring about progressive changes in policies against exploitative child labor in the agricultural sector.
- **Capacity Building Program**
  - Anganwadi Workers Training Centre- Organized regional level Job and Refresher Training Course for I.C.D.S. Anganwadi Workers.
  - Middle Level Training Centre- Organized State level Job and Refresher Training Course for I.C.D.S. Supervisors. Monitoring of Integrated Child Development Scheme.
  - Family Counseling Centre
  - Training of Panchayati Raj Functionaries
- **Achievements:**
  - The organization has association with National and International NGO networks.
  - The organization has done commendable work in the areas of youth empowerment, women empowerment, panchyati raj, child development, environment etc.
  - Information Development and Resource Agency for NYKS under the Ministry of Youth Affairs and Sports, Government of India. Under this project Nehru Yuva Kendras in West Zone consisting of seven states and three union territories were provided technical support for building their capacities.
  - IIYW had implemented several development projects in collaboration and support of State, Central Government, Departments and National and international agencies.
  - Community based sanitation program conducted in collaboration with various stakeholders and policy makers in the State of Maharashtra. Community based sanitation and DEWATS program implemented in Nagpur Wanjara and Rahmatnagar and Mahajannagar communities. Since April 2007 DEWATS treated plan has been completed

in two communities of Kolhapur namely Rajendra Nagar and Salokhe Park. This was joint venture of IIYW, Kolahapur and Nagpur Municipal Corporation.

- Women in farming formed 24 Krushi Vigyan Mandal in 54 villages, besides 1000 women are in one Krushi Vidhgyam Mandal and 50 SHGs of women
- NGO/ CBO from Gadchiroli and two NGO from Yavatmal District covered nearly 100 villages in the PACS program, under this program various development activity through people's participation where implemented such as women empowerment, pachayati raj and entrepreneurship development.
- Static clinic and 5 extension clinics at broker's premises to treat Sexual Transmitted Infection as well as general patients among truckers were established. Community based organisation of transporters, truckers and other corporate are involved in the project activities.
- Increase in awareness among people about Child Labor Prevention Rehabilitation Act in target area which resulted in significant reduction in child labor and also exploitation of child labor in the agricultural sector. Migrant child laborers are withdrawn from work and got access to appropriate educational or vocational programs.

3. Conclusion

In the National Development process four sectors namely Government Sector, Private Sector, Cooperative sector and NGO Sector are playing vital role. The government has recognized the role of NGOs in social transformation. The IIYW is one of the leading NGOs which are contributing in national development. NGOs have the expertise of planning and implementation of variety of projects. Since more than last four decades the organization has achieved necessary expertise to sustain in the changing development scenario. It has created history in the field of development setting an example for NGO and CBO in the country. It has now become a big tree spreading its projects in India and other parts of the country. The organization has developed cadre of development workers which are contributing in the process of human resource development at various levels. Capacity building and empowerment are the best means to achieve development goal. Therefore, NGO through some program and services such as microfinance, capacity building and self-reliance help community to be empowered and finally move towards sustainable development.

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"Bitcoin: A Peering Electronic Cash System"

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ABSTRACT

Bitcoin is a peering electronic cash system using digital Currency of the same name, which is often called virtual or crypto-currency. Bitcoin is a peering electronic cash system using digital currency of the same name, which is frequently called virtual or crypto-currency. The network is completely decentralized, without a central administrator or any of its counterparts. To maintain and protect the system, cryptographic techniques are used. Digital signatures provide part of the solution, but the main benefits are lost if a trusted third party is still required to prevent double-spending. We propose a solution to the double-spending problem using a peer-to-peer network. The network timestamps transactions by hashing them into an ongoing chain of hash-based proof-of-work, forming a record that cannot be changed without redoing the proof-of-work. The longest chain not only serves as proof of the sequence of events witnessed, but proof that it came from the largest pool of CPU power. As long as a majority of CPU power is controlled by nodes that are not cooperating to attack the network, they'll generate the longest chain and outpace attackers. The network itself requires minimal structure. Messages are broadcast on a best effort basis, and nodes can leave and rejoin the network at will, accepting the longest proof-of-work chain as proof of what happened while they were gone.

Keywords: Bitcoin, Crypto Currency, Cash System, Double Spending Power

1. Introduction

Commerce on the Internet has come to rely almost exclusively on financial institutions serving as trusted third parties to process electronic payments. While the system works well enough for most transactions, it still suffers from the inherent weaknesses of the trust based model. Completely non-reversible transactions are not really possible, since financial institutions cannot avoid mediating disputes. The cost of mediation increases transaction costs, limiting the minimum practical transaction size and cutting off the possibility for small casual transactions, and there is a broader cost in the loss of ability to make non-reversible payments for non- reversible services. With the possibility of reversal, the need for trust spreads. Merchants must be wary of their customers, has sling them for more information than they would otherwise need. A certain percentage of fraud is accepted as unavoidable. These costs and payment uncertainties can be avoided in person by using physical currency, but no mechanism exists to make payments over a communications channel without a trusted party.

What is needed is an electronic payment system based on cryptographic proof instead of trust, allowing any two willing parties to transact directly with each other without the need for a trusted third party. Transactions that are computationally impractical to reverse would protect sellers from fraud, and routine escrow mechanisms could easily be implemented to protect buyers. In this paper, we propose a solution to the double-spending problem using a peer-to-peer distributed timestamp server to generate computational proof of the chronological order of transactions. The system is secure as long as honest nodes collectively control more CPU power than any cooperating group of attacker nodes.

- **No Central Command**

  Bitcoin isn't owned by anyone. Think of it like email. Anyone can use it, but there isn't a single company that is in charge of it. Bitcoin transactions are irreversible. This means that no one, including banks or governments can block you from sending or receiving bitcoins with anyone else, anywhere in the world. With this freedom comes the great responsibility of not having any central authority to complain to if something goes wrong. Just like physical cash, don't let strangers hold your bitcoins for you, and don't send them to untrustworthy people on the internet.

- **Secure Your Wallet**

  There are several different types of Bitcoin wallets, but the most important distinction is in relation to who is in control of the private keys required to spend the bitcoins. Some Bitcoin "wallets" actually act more like banks because they are holding the user's private keys on behalf. If you choose to use one of these services, be aware that you are completely at their mercy regarding the security of your bitcoins. Most wallets, however, allow the user to be in charge of their own private keys. This means that no one in the entire world can access your account without your permission. It also means that no one can help you if you forget your password or otherwise lose access to your private keys. If you decide you want to own a lot of Bitcoin it would be a good idea to divide them among several different wallets. As the saying goes, don't put all your eggs in one basket.

- **Bitcoin Exchanges**

There are several ways to buy Bitcoin, but trusted exchanges are a greatway to acquire Bitcoin. Because there are inefficiencies in the traditional banking system, exchanges will sometimes have slightly different prices. If the difference is too great, traders will buy low on one an exchange and sell high on another and close the gap. If an exchange constantly has substantially different prices than others, it is a sign of trouble and that exchange should be avoided. As with everything else, do your research and find an exchange you can trust. It's also a good idea not to use an exchange as a wallet. Move your Bitcoin to your personal wallet so that you have control over your funds at all times. You can view our list of Bitcoin exchanges here.

- **Network**

The steps to run the network are as follows:

i. New transactions are broadcast to all nodes.
ii. Each node collects new transactions into a block.
iii. Each node works on finding a difficult proof-of-work for its block.
iv. When a node finds a proof-of-work, it broadcasts the block to all nodes.
v. Nodes accept the block only if all transactions in it are valid and not already spent.
vi. Nodes express their acceptance of the block by working on creating the next block in the chain, using the hash of the accepted block as the previous hash.

Nodes always consider the longest chain to be the correct one and will keep working on extending it. If two nodes broadcast different versions of the next block simultaneously, some nodes may receive one or the other first. In that case, they work on the first one they received, but save the other branch in case it becomes longer. The tie will be broken when the next proof- of-work is found and one branch becomes longer; the nodes that were working on the other branch will then switch to the longer one.

New transaction broadcasts do not necessarily need to reach all nodes. As long as they reach many nodes, they will get into a block before long. Block broadcasts are also tolerant of dropped messages. If a node does not receive a block, it will request it when it receives the next block and realizes it missed one.

- **Privacy**

The traditional banking model achieves a level of privacy by limiting access to information to the parties involved and the trusted third party. The necessity to announce all transactions publicly precludes this method, but privacy can still be maintained by breaking the flow of information in another place: by keeping public keys anonymous. The public can see that someone is sending an amount to someone else, but without information linking the transaction to anyone. This is similar to the level of information released by stock exchanges, where the time and size of individual trades, the "tape", is made public, but without telling who the parties were.

As an additional firewall, a new key pair should be used for each transaction to keep them from being linked to a common owner. Some linking is still unavoidable with multi-input transactions, which necessarily reveal that their inputs were owned by the same owner. The risk is that if the owner of a key is revealed, linking could reveal other transactions that belonged to the same owner.

2. Conclusion

We have proposed a system for electronic transactions without relying on trust. We started with the usual framework of coins made from digital signatures, which provides strong control of ownership, but is incomplete without a way to prevent double-spending. To solve this, we proposed a peer-to-peer network using proof-of-work to record a public history of transactions that quickly becomes computationally impractical for an attacker to change if honest nodes control a majority of CPU power. The network is robust in its unstructured simplicity. Nodes work all at once with little coordination. They do not need to be identified, since messages are not routed to any particular place and only need to be delivered on a best effort basis. Nodes can leave and rejoin the network at will, accepting the proof-of-work chain as proof of what happened while they were gone. They vote with their CPU power, expressing their acceptance of valid blocks by working on extending them and rejecting invalid blocks by refusing to work on them. Any needed rules and incentives can be enforced with this consensus mechanism.

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Fitness and Exercise: Key Element for Physical and Mental Health

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ABSTRACT

The general idea of this study is about the benefits of exercise and its importance in our lives. The study shows why it is important for each and everyone to do exercise. Physical activity in daily can be categorized into occupational, sports, conditioning, household, or other activities. The main purpose here is to create awareness of fitness and to find out how much priority do people give to fitness.

Keywords: Fitness, Mental Health, Physical Health,

1. Introduction

We are living in a very rich time for health and fitness, not only in terms of knowledge and a wide array of choices bit presents but also self-awareness about what works for us.

We've have come a long way since the exercise revolution of 1980s,when high powered aerobics workouts were solely responsible for supporting leg warmer industry in US. Through the years, several fitness trends flared up as quickly as they fizzled out.

Just like every other aspect of our culture, our approach to fitness evolved too. In 2017, fitness became even more accessible to a wider audience.

Regular exercise is one of the best things you can do for your health. It has many benefits, including improving your overall health and fitness and reducing your risk for many chronic diseases.

Different benefits of exercise

- Exercise increases in energy levels
- Exercise improves muscle strength

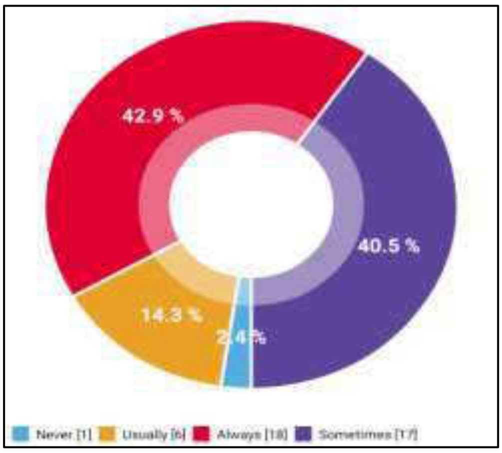
- Exercise can help you maintain a healthy weight
- Exercise improves brain function
- Exercise is good for your heart
- Exercise enhances your immune system
- Exercise improves your mood and gives you an improved sense of well being

2. Objectives of Research

- To study awareness about fitness and exercise
- To know the preferences for type of fitness activity
- To identify the purpose of selection of specific activity
- To foster research in areas of physical activity and fitness

3. Questionnaire on Fitness

1. Is physical activity enjoyable for you



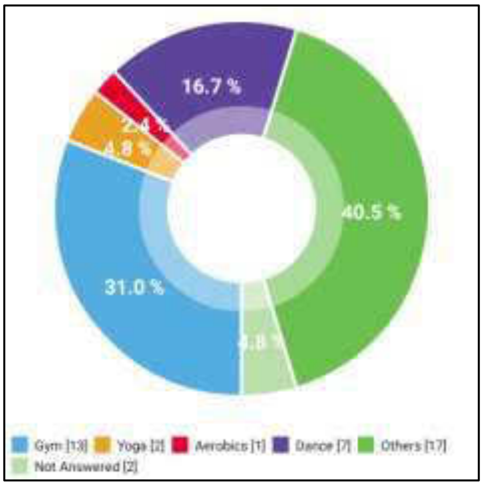
This shows that out of 42 respondents 2.4% said that physical activity is never enjoyable for them

- 14.3% said that usually it is enjoyable
- 42.9% said that it is always enjoyable
- 40.5% said it is sometimes enjoyable

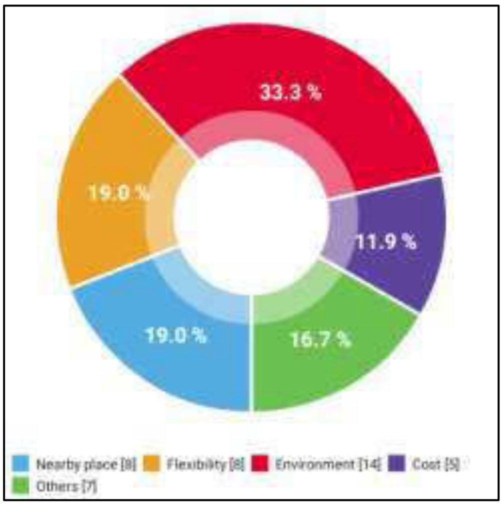
2. Do you go anywhere for fitness

This shows that 31.0% people prefer going to gym

- 4.8%prefer yoga
- 2.4%prefer aerobics
- 16.7% prefer dance
- 40.5% prefer some other activity



3. How would you rate your current exercise regime



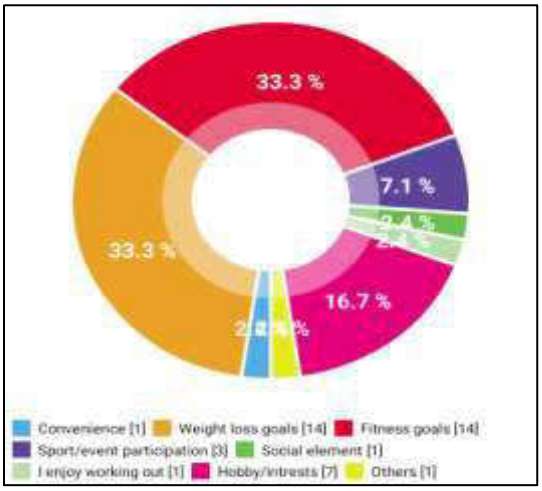
This shows 9.5% people rate their regime at excellent

- 26.2% rate it at good
- 35.7 rate it at ok
- 28.6% rate at not very good

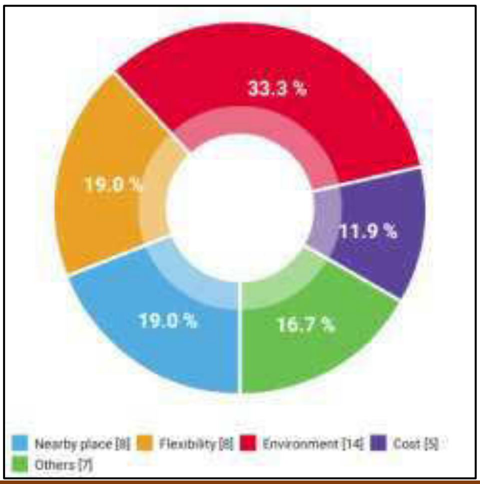
4. What motivates you to workout

This shows that 2.4% people find it convenient to work out

- 33.3% find weight loss as their motivation for work out
- 33.3% people say fitness goals as their motivation
- 7.1% find sport/event participation as their motivation for fitness
- 2.4% believe social event as their motivation for fitness
- 2.4% enjoy working out
- 16.7% people have fitness as their hobby/interests
- 2.6%have other motivations for work out



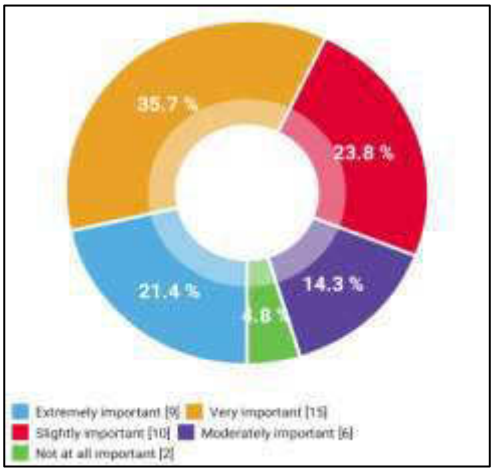
5. What are your key factors while selecting any fitness centre



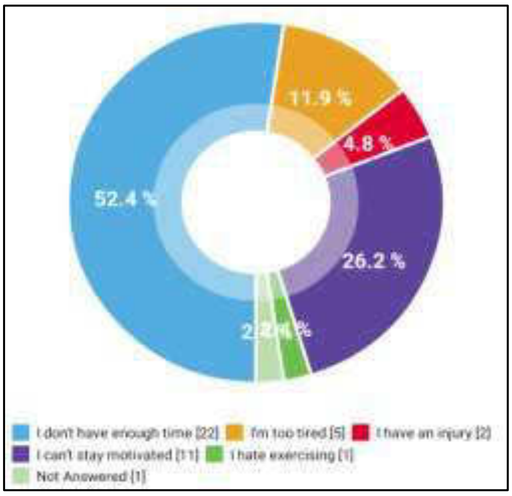
- 19.0% people say nearby fitness is the key factor
- 19.0%people say flexibility as their main factor
- 33.3% say that environment is the mein factor
- 11.9% think cost as their main factor
- 16.7% have other factors which are important

6. How important is fitness to you

- For 21.4% people fitness is extremely important to them
- 35.7% people consider fitness very important
- 23.8% people find fitness as slightly important to them
- 14.3% consider fitness as slightly important
- 4.8% consider fitness as not at all important



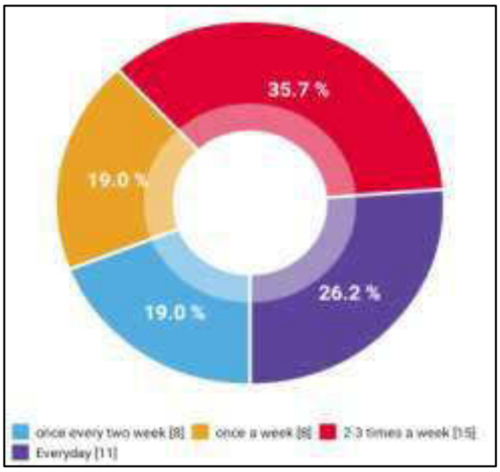
7. What barriers prevent you from exercising



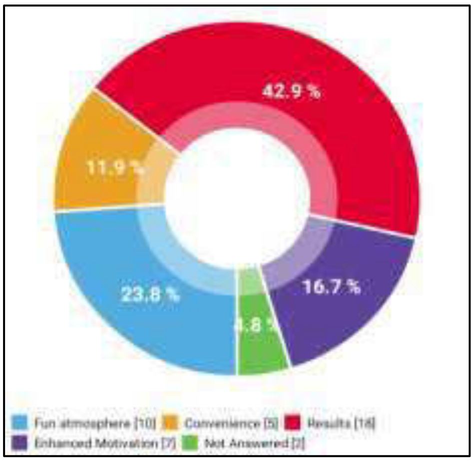
- 52.4% people don't have time for exercise
- 11.9% people are too tired to do an exercise
- 4.8% have some injury which prevents them from exercising
- 26.8% find it difficult to stay motivated towards fitness
- 2.4% hate exercising

8. How often do you exercise

- 19.0% do exercise once every two week
- 19.0%do exercise once a week
- 35.7% do it 2-3 times a week
- 26.2% do exercise every day



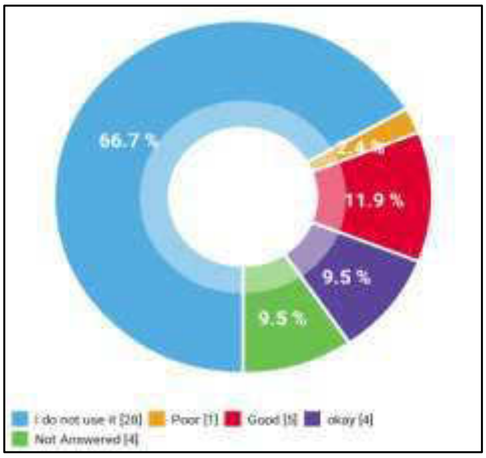
9. What do you like about fitness classes you attend



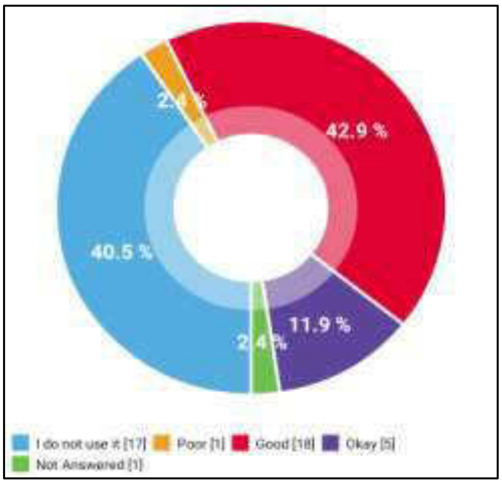
- 23.8% people like the atmosphere in fitness classes
- 11.9% like the convenience
- 42.9% like the results they get after attending fitness classes
- 16.7%like the enhanced motivation they get in classes

10. Do you use any fitness application on your Smartphone

- 66.7% do not use any applications on their smart phones
- 2.4% do like it at all and find it poor
- 11.9% rate it as good option
- 9.5% fit it ok

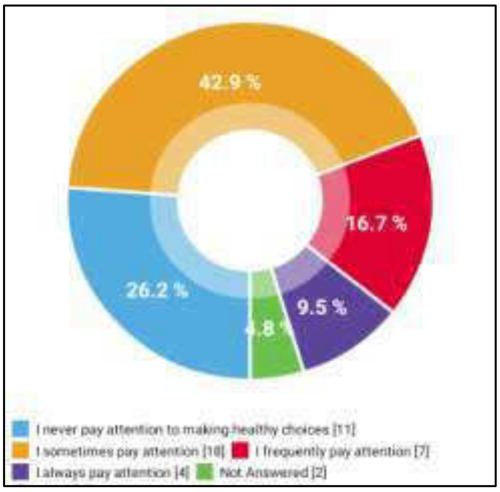


11. Do you prefer to see the you tube workouts



- 40.5% do not prefer to see it
- 2.4% rate it poor
- 42.9%rate it as good
- 11.9%rate it ok

12. Do you pay attention to making healthy food choices when you eat



- 26.2% never pay attention
- 42.9%sometimes pay attention
- 16.7 frequently pay attention
- 9.5% always pay attention

4. Conclusion

Healthy living is a combination of many things including regular exercise and positive attitude. Taking good care of your body and feeling pride in accomplishments can improve both physical and mental health. So here we conclude that there are people who consider exercise as very much important but also there are people who do not give any importance to exercise. Hence now it's high time that we should start realising that fitness should be our priority.

Improving Performance in Workplace by Reducing Stress through Meditation

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ABSTRACT

For increasing productivity of an organisation, employees performance should be improved. An employee can perform better when he is stress free. Where there is work, there is stress, but it can be reduced through MEDITATION. Stress leads to various diseases and reduces performance day by day. Meditation is an act of remaining in a silent and calm state for a period of time, as a part of religious training, or so that you are more able to deal with the problems of everyday life. Meditation is a practice where an individual operates or trains the mind or induces a mode of consciousness to allow the mind to engage in peaceful thoughts. In todays situation meditation has proved as a medicine to all the people who are practicing it. The study was conducted on 100 respondents in which 50 employees were meditation practitioners and 50 non-meditation practitioners of Nagpur city. This study intends to compare the performance of employees who are practicing meditation against who are not practicing meditation.

Keywords: Stress, Meditation, Employee performance.

1. Introduction

Employees are valuable assets of an Organization and the key to success. Poor performance of employees is detrimental to company’s success. The employees work harder and harder to achieve goal, which leads to stress and serious health problems. Excessively high workloads, with unrealistic deadlines are making employees under pressure. To achieve the task the employees needs to be healthy and stress free. For reducing stress MEDITATION has proved to be helpful.

Meditation is a practice of concentrated focus upon a sound, object, visualization, the breath, movement, or attention itself, in order to increase awareness of the present moment, reduce stress promote relaxation, and enhance personal and spiritual growth. Stress is a state of mental or emotional strain or tension resulting from adverse or demanding circumstances.

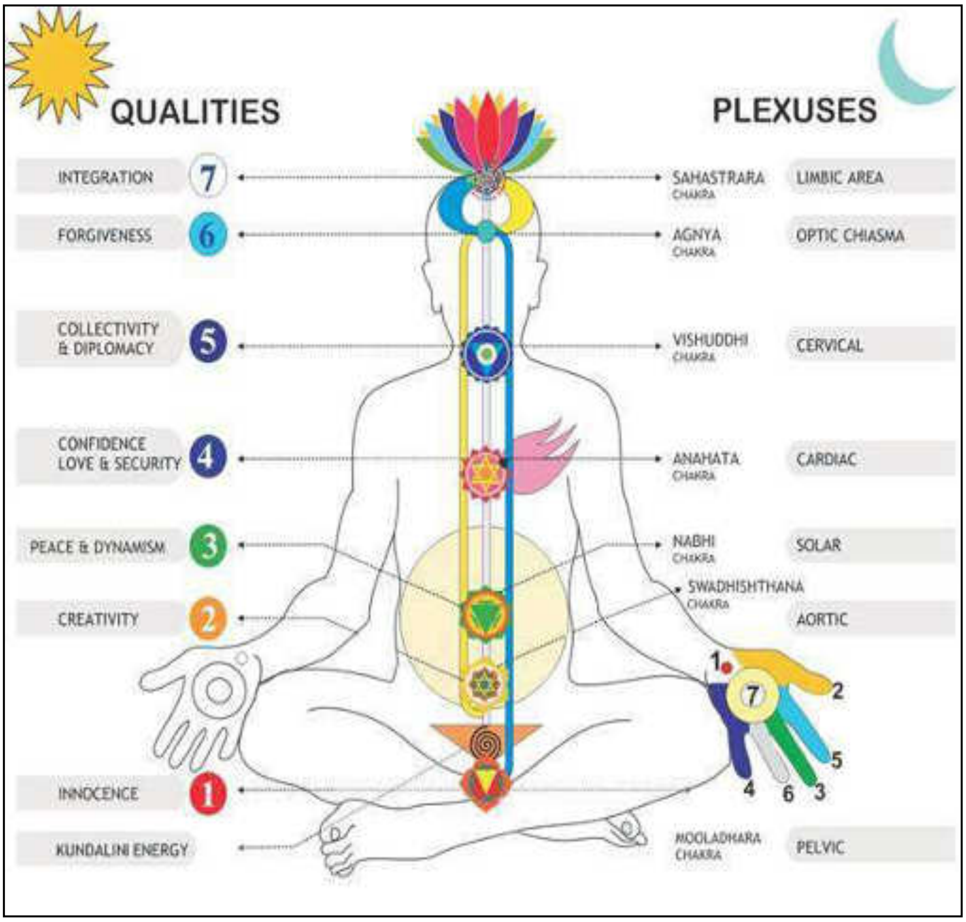
In today's world Sahaja Yoga Meditation has changed many lives. It is a new religious movement founded in 1970 by Nirmala Srivastava (1923-2011), more widely known as Shri Mataji Nirmala Devi or as "Mother" by her followers, who are called Sahaja yogis. Sahaja Yoga is not only the name of the movement, but also the meditation technique the movement teaches and the state of awareness that is said to be achieved by the technique. According to the movement, this state is the state of self-realization produced by kundalini awakening and is accompanied by the experience of thoughtless awareness or mental silence. The movement teaches the belief that self-realization through kundalini awakening is a transformation which can be experienced on the central nervous system and results in a more "moral, united, integrated and balanced" personality.

Sahaja Yoga - Scientific Explanation:

Yoga literally means "Union". The Union referred to is between the conscious mind through the subtle mechanism described below, with a higher, universal consciousness. Thus, after Sahaja Yoga takes place a new level of human awareness becomes accessible to consciousness. This has been described as "epistemological breakthrough". At this stage each individual has the capacity to explore the mechanism, but until then what follows must remain a hypothesis, with its supporting evidence. However, we can each state that, after years of deep and serious investigation we all become convinced that what follows is an accurate account of real processes which occur in human beings. Furthermore we believe them to be of profound importance for medicine.

In this nature is manifested as Kundalini in a human being and is a reflection of primordial energy. A human being also comprises of Nadis and Chakras which together with the Kundalini form the Kundalini instrument. In the creation, the original Kundalini instrument is the Adi Kundalini, Chakras, Nadis and related Gods and Goddesses, in the virata. The Kundalini instrument in a human is the reflection of the original Kundalini instrument in Virata. All happenings and events in the creation at micro level. Which can be best understood by understanding the Kundalini instrument i.e. Kundalini, Chakras, Nadis, and related aspects in the human being and Virata.

Mecanism of Yoga :



The Kundalini Instrument in a human being consists of three Nadis: (Ida, Pingala, and Sushumna Nadis) and seven Chakras: Mooladhara Chakra, Swadisthana Chakra, Nabhi Chakra , Anahat Chakra, Vishuddhi Chakra, Agnya Chakra and Sahasrara Chakra.

Kundalini means "coiled energy" and refers to a power which lies in three and half coils in the sacrum bone which is situated at the lower end of vertebral column .A pulsation is sometimes seen at this level during Kundalini awakening. Like the Sushumna the Kundalini is normally in a potential state. When it is awakened it ascends to the top of the Sushumna. When Kundalini emerges at this point, Yoga (Union) is said to have taken place. This happening of Kundalini awakening and ultimate union with a higher consciousness is an inborn mechanism and is activated in a spontaneous and natural way without extreme efforts.

<u>The human subtle system comprises of Three Nadis and Seven Chakras (plexuses):</u>

- **Left Sympathetic Nervous System** is called the Ida Nadi and is connected to the right side and back of the brain. The two left and right channels cross at the Agnya Chakra level. This channel looks after our emotional life and our past. It is the channel, which creates our past. Whatever is present today becomes past tomorrow. The sub-conscious mind receives information from this channel. The subconscious mind has an age-old collective subconscious mind beyond it. Everything that was in the past since creation resides dormant in the collective subconscious. This collective subconscious has all that is dead in the evolutionary process collected and stored. Whatever that is dead or gone out of the subconscious mind goes out into the collective subconscious mind.
- **Right Sympathetic Nervous System** is called the Pingala Nadi, which crosses Ida Nadi at Agnya Chakra level. It is connected with the left side and the front of the brain. On the right hand side there is the supra-conscious mind, which creates our future. Whenever we think about our future it is recorded on the right hand side, and it also has a collective supra-conscious, which has got all that is dead, which happened due to over-ambitious, futuristic personalities, aggressive animals or plants. The above two left and right channels cross at the Agnya Chakra level.
- **Parasympathetic Nervous System** is called the Sushumna Nadi, through which the Kundalini passes to pierce through the 'Fontanelle bone area' (Little fountain or Brahmarandhra) to enter into the subtle energy of the all-pervading power. This is how the actualization of Self-Realization (Baptism) takes place. First the hands feel at the fontanelle bone area and on the fingertips the cool breeze of the Holy Ghost. The hands are steady, they do not shake, they look normal but the seeker feels the ripples of the cool breeze. For the first time he feels the existence of the all-pervading power. There are many benefits of Sahaja yoga meditation, it improves work-life balance, improves inter-personal relations, optimizes productivity, makes attitudes more constructive, improves ethical practices, deals with pressure situations effectively, makes one dynamic & creative.

What's unique about Sahaja Yoga meditation?

- Seekers become own 'Doctors': Seekers can diagnose/cure own problems
- Completely Natural: No side-effects

- Very Scientific: Referred to as ‘Meta Science’ by Russian Scientists
- Very Spontaneous: No physical effort needed, a strong desire, a scientist’s open-mindedness & curiosity are enough
- LIVE Process: Verifiable and gives immediate experience.

I am also practicing sahaja yoga meditation since 18 years, it has made me stress free, and has improved my academic performance and health as well. It has completely changed my life.

Partial List of the Institutes/Corporate who have benefited from Sahaja Yoga Meditation Programs:

- IBM
- Synopsys (I) Pvt Ltd, Hyderabad
- Nokia, Hyderabad
- Reliance Industries, Mumbai
- Price Waterhouse Coopers, Delhi
- Satyam, Chennai
- ING Vysya Insurance
- Desi Soft, Hyderabad
- Central University, Hyderabad
- Osmania University, Hyderabad
- BSNL, Hyderabad
- AP Secretariat

And More……

2. Literature Review

Reasons for STRESS… THE RAT RACE?

- Increasing aspirations of an individual
- Increasing competition
- Back breaking
- Workload/deadlines Fast paced lifestyle

THE RAT RACE……leads to:

- Anxiety Aggression
- Temper
- Physical disorders
- Tension
- Emotional imbalance
- Sleeplessness

Effects of stress on health and productivity

Harvard researchers estimate that 60-90% of doctor's visits are caused by stress. Stress is linked to the following illnesses: heart attacks, hypertension, diabetes, asthma, chronic pain, insomnia, allergies, headache, backache, various skins disorders, cancer, accidents, suicide, depression, immune system weakness, decreases in the number and function of white blood cells.

1) Stress is more powerful than diet in influencing cholesterol levels. Studies of medical students near exam time and accountants during tax season showed significant increases in cholesterol levels during stressful events, when there was little or no change in diet. Rosenman, Homeostasis 34 (1993)

2) During several years of rising unemployment, workers in departments with the most downsizing suffered twice the normal death rate from heart attack and stroke. Chandola, British Medical Journal 332 (January, 2006)

3) More than 50% of adults have insomnia a few nights a week or more. 25% suffer from insomnia occurring most nights and lasting a month or longer. Thakur, Duke University Medical Center (2004).

4) Severe stress may be a potent risk factor for stroke even 50 years after the initial trauma. In a study of 556 veterans of WWII, the rate of stroke among those who had been prisoners of war was eight times higher than among those not captured. Page and Brass, Yale Medical, Military Medicine 166 (2001)

5) Workplace stress is estimated to cause:

- 19% of absenteeism
- 40% of turnover
- 55% of EAP programs
- 60% of workplace accidents
- 30% of short and long-term disability

Source: What Stress Costs, Ravi Tangri, Oxford, (2003)

6) Stress appears to significantly increase the ability of pharmaceuticals to pass through the blood-brain barrier, which normally protects the brain from toxins in the bloodstream. Many of today's medicines are developed under the assumption that they cannot cross this barrier. (Hebrew University, Nature Medicine 2 (12) (1996))
7) Common emotions such as tension, frustration, and sadness trigger frequent heart abnormalities that can lead to permanent heart damage. Study results show a direct relationship between negative emotions, an inadequate flow of blood to the heart, and increased risk of heart attack. Journal of the American Medical Association 277 (1997).

Clinical Research on Benefits of Meditation

Hundreds of studies have been conducted on meditation and its beneficial effects on heart disease, cholesterol, high blood pressure, insomnia, chronic pain, cancer, and immunity. Studies have also shown significant improvements in mental health, memory, concentration, and productivity.

Heart disease

Meditation lowers blood pressure in people who are normal to moderately hypertensive. This finding has been replicated in more than nineteen studies, some of which have shown systolic reductions among subjects of 25 mmHg or more. Murphy and Donovan, the Physical and Psychological Effects of Meditation, Institute of Noetic Sciences, 1997

Stress management appears to be as beneficial as aerobic exercise in preventing major cardiac events. A group receiving standard care turned out to have the most cardiac events, such as heart attacks, open-heart surgery, and angioplasty. The group that studied stress management had fewer problems – equal to that of the aerobics group. Blumenthal, American Journal of Cardiology, 89 (January, 2002)

Twenty-eight people with high levels of blocked arteries and high risk of heart attack practiced a program of meditation, yoga, a low-fat vegetarian diet, and exercise. A control group received conventional medical care endorsed by the AMA. In one year, most of the experimental group reported that their chest pains had virtually disappeared; in 82% of the patients, arterial clogging had reversed. The control group experienced an increase in chest pain and arterial blockage. Subsequent studies indicate that stress-reduction may be the most significant factor. Ornish, The Lancet 336 (July, 1990)

Meditation significantly increases circulation. Forearm blood flow increased in novice meditators by 30%. Frontal cerebral blood flow increased an average of 65% in experienced meditators, and remained elevated afterwards, with brief increases of up to 100 to 200%. Murphy and Donovan, The Physical and Psychological Effects of Meditation, Institute of Noetic Sciences (1997)

Insomnia

75% of long-term insomniacs who have been trained in relaxation, meditation, and simple lifestyle changes can fall asleep within 20 minutes of going to bed. Jacobs, Harvard Medical, Say Goodnight To Insomnia, Owl Books (1999)

Chronic pain

Those trained in meditation were able to reduce chronic pain by more than 50%. This gain was maintained even 4 years after the initial training. Kabat-Zinn, Clinical Journal of Pain 2 (1986).

Meditation and relaxation therapies are effective in treating chronic pain, and can markedly ease the pain of low back problems, arthritis, and headaches. National Institutes of Health (NIH), JAMA 276 (4) (1996)

Hospitalization

In a study of health insurance statistics, meditators showed hospitalization rates 87% less than non-meditators for heart disease, 55% less for benign and malignant tumors, 30% less for infectious diseases, and 50% less for out-patient doctor visits. Orme-Johnson, Psychosomatic Medicine 49 (1987)

Surgery patients who learned simple relaxation and meditation techniques stayed in the hospital an average of 1.5 days fewer than those in a control group. Results include faster recovery from surgery, fewer complications, and reduced postsurgical pains. Findings were consistent in 191 independent studies. Devine, University of Wisconsin, School of Nursing, Patient Education and Counseling 19 (1992)

Mental health

A group of inner-city residents suffering from chronic pain, anxiety, depression, diabetes, and hypertension were trained in meditation. They experienced a 50% reduction in overall psychiatric symptoms, a 70% decrease in anxiety, and a 44% reduction in symptoms. Roth and Creaser, Nurse Practitioner, 22 (3) (1997)

Meditation helped chronically depressed patients to reduce their relapse rate by half. Journal of Consulting and Clinical Psychology 68 (2000)

Aging

Those practicing meditation for more than five years were physiologically 12 years younger than their chronological age, measured by reduction of blood pressure, better near-point vision, and auditory discrimination. Short-term meditators were physiologically five years younger than their chronological age. International Journal of Neuroscience 16 (1982)

Children's health

Middle school students exposed to relaxation and meditation techniques over a three year period scored higher on work habits, cooperation, attendance and had significantly higher GPA's than non-meditating students. Benson, Journal of Research and Development in Education 33 (3) (2000)

Forty-eight children who participated in a 6-week meditation program showed significant improvements in behavior, self-esteem, and relationship quality, with an average 35% improvement in ADHD symptoms. Of 31 children taking medication for their ADHD. 11 were able to reduce their medications.
Harrison, Clinical Child Psychology and Psychiatry 9 (4) (October, 2004)

Addiction

Meditative self-awareness can reduce overeating. In a study of overweight women, meditation training and awareness practice while eating (slowly savoring the flavor of a piece of cheese, being aware of how much is enough), reduced eating binges from an average of 4 per week to 1.5 per week. Kristeller and Hallett, Journal of Health Psychology 4 (1999)

Meditation produced a larger reduction in tobacco, alcohol, and illicit drug use than standard substance abuse treatments or prevention programs. Whereas effects of conventional programs normally decrease significantly by three months, effects of meditation on total abstinence from tobacco, alcohol, and illicit drugs ranged from 50% to 89% over 18 to 22 months. Alexander, Alcoholism Treatment Quarterly 11 (1994) Productivity

Stress reduction significantly reduces medical errors. Twenty-two hospitals that implemented a stress prevention program experienced a 50% drop in medical errors and a 70% reduction in malpractice claims, compared to a control group of twenty-two hospitals, which showed no change in errors or claims. Jones, Journal of Applied Psychology 73 (4) (1988)

Technology workers at a small Wisconsin company reported high stress and unhappiness with their jobs. Scans confirmed high levels of right-brain activity. After eight weeks of meditation practice, activity in the left side of the brains increased significantly. Workers reported feeling happier, with a renewed sense of enthusiasm for life and work. The control group showed no change. At the end of the 8 weeks, both groups received flu shots to test immune responses. The meditators developed more antibodies against the flu virus than the non-meditators. Those with the strongest immune response had the highest levels of left-sided brain activity.

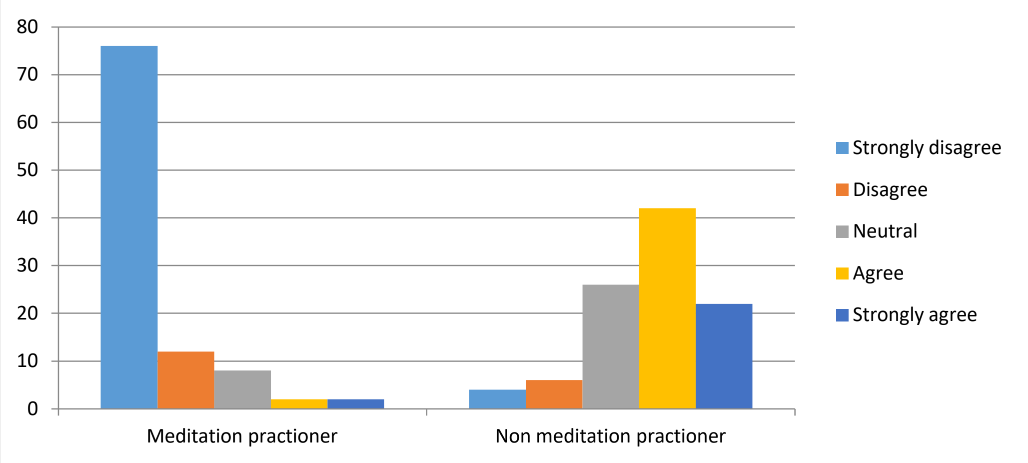
3. Research Methodology

- **Objective:** To study and understand the difference in stress levels between employees practicing meditation and employees not practicing meditation.
- **Sample size:** The research has been conducted on 100 employees, 50 were meditation practitioners and 50 non-meditation practitioners of Nagpur city.

4. Data Analysis

1. Do you experience sleep deprivation due to stress

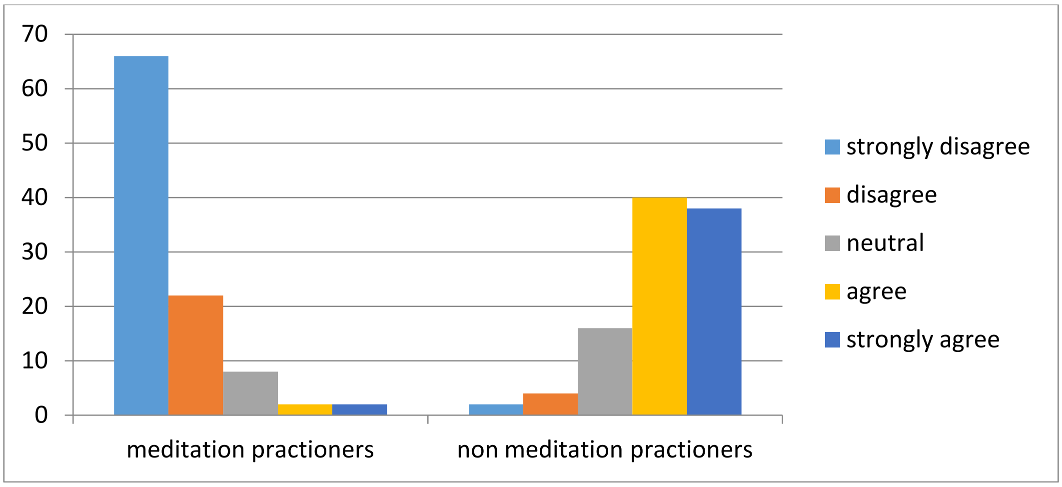
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Meditation Practitioners	76	12	8	2	2
Non meditation Practitioners	4	6	26	42	22



From the above study sleep deprivation is more in employees who are not practicing meditation as compared to employees practicing meditation.

2. Do you experience lack of concentration due to stress

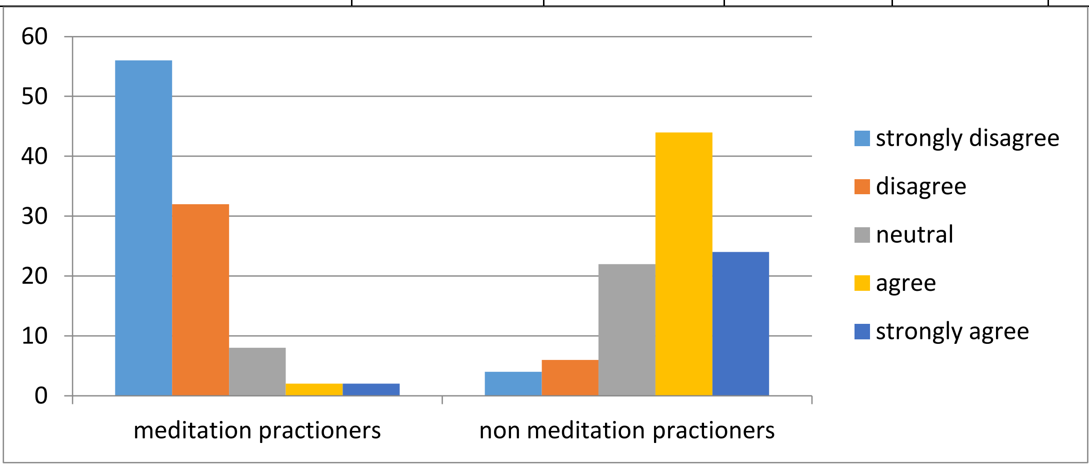
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Meditation Practitioners	66	22	8	2	2
Non -Meditation Practitioners	2	4	16	40	38



From the above study, we can see that lack of concentration is more in employees' not practicing meditation as compared to employees practicing meditation.

3. Do you experience lack of attention due to stress

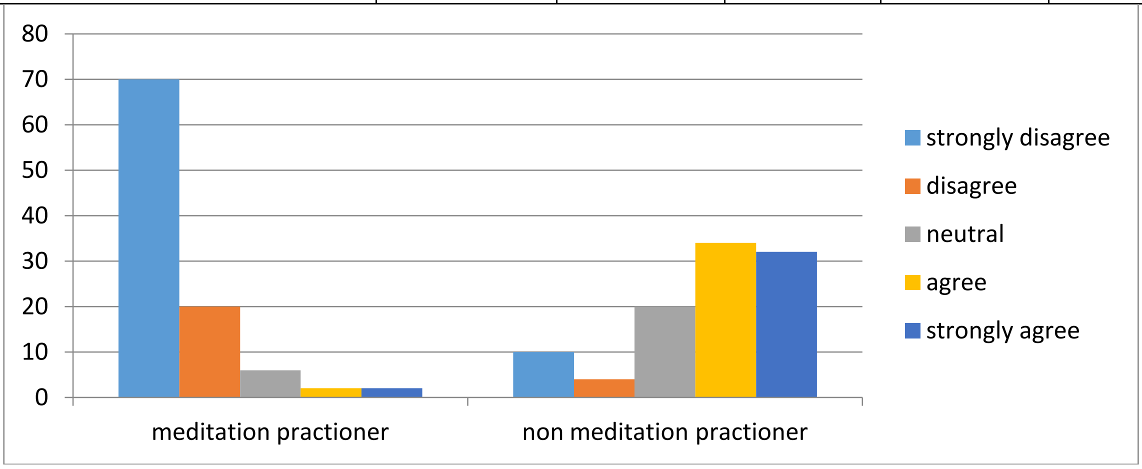
	Strongly disagree	**Disagree**	**Neutral**	**Agree**	**Strongly agree**
Meditation Practitioners	72	12	10	2	4
Non- Meditation Practitioners	2	4	12	22	60



From the above graph we can see that lack of attention is more in employees not practicing meditation as compared to employees practicing meditation.

4. Do you experience lack of confidence due to stress

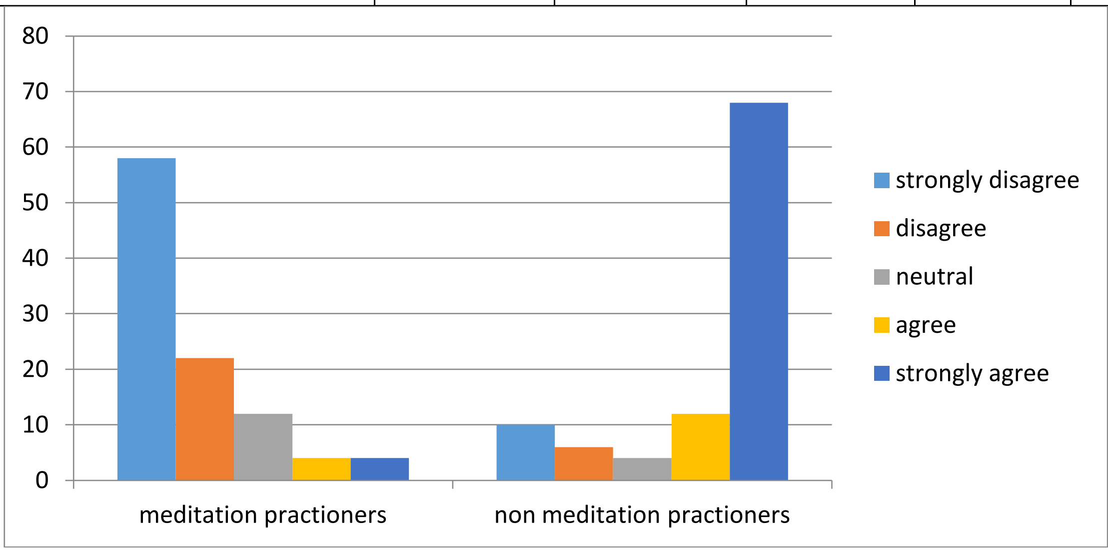
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Meditation Practitioners	74	12	6	4	4
Non- Meditation Practitioners	6	2	12	60	20



From the above graph we can see that lack of confidence is more in employees' not practicing meditation as compared to employees practicing it.

5. Do you experience anxiety due to work deadline

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Meditation Practitioners	58	22	12	4	4
Non- Meditation Practitioners	10	6	4	12	68



From the above graph we can see that the anxiety level due to work deadline is more in employee's not practicing meditation as compared to employees practicing meditation.

6. Conclusion

Despite the limitations of the present study, the findings presented herein provide evidence for the implications of meditation practice and its association with job performance in Nagpur city. In addition, the study provides information about the prevalence of meditation in this population. Our findings indicate that meditation practice may have positive effects on enhancing multiple dimensions of job performance, including work engagement, subjective job performance, and job satisfaction; these associations are independent of an individual's demographic characteristics and behavioral risk factors.

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An Assessment of Factors Affecting Job Satisfaction among Employees in Private Banks & IT Firms in Nagpur City

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ABSTRACT

An assessment of the employees in private banks and IT firms in Nagpur City is made using the Generic Job Satisfaction Scale by the researcher. It is important to identify the factors where the employees feel that they have issues. An assessment of both male and female employees in these competitive and demanding sectors show that overall, females seem to be more satisfied with their jobs than males. Further analysis shows that males are generally more affected by recognition, peer relations, health and happiness they associate and experience in their jobs. The identification of these factors can help businesses re-model their processes and systems in a manner more suitable to develop their employees.

Keywords: Job Satisfaction, Business Re-modelling, Private Banks, IT Firms, Gender

1. Introduction

An employee spends a major portion of his day in the office. It is at the office that he/she faces a myriad set of challenges on a day-to-day basis. It is here that he/she finds success or failure. At the same time, the mindset of the employee changes the way he/she faces the challenges at work. Thus, it is quite important for any organization to be able to pinpoint the areas which affect its employees.

The effect of continuously facing challenges is quite taxing. It affects relationships the employees have with each other, the organization and at time with themselves. It is important to identify the core factors which motivate the employee in his/her job. It is these factors that, if met, the employees find peace and belongingness in their organization. This, in turn, leads to greater dedication towards their professions thereby making positive contributions to the development of the organization for which they work. For such a situation to come true, it is imperative that the employee is satisfied with the work he/she is performing.

The advent of greater competition and the increasing importance of the service sector on a day-by-day basis lead to a continuous re-evaluation of the current situation for any organization. At the same time, employees also have many options to switch their jobs and thus, organizations have to be wary of the various external, as well as, internal factors that affect their employees' job satisfaction. An assessment of the internal factors, which more or less, remain similar in almost all organizations can give greater insight into the mindsets of the employees and enable the effective re-modelling of work or business to better suit the needs of their workforce. Also, a deeper insight into the mindsets of the employees can help identify areas of improvement for any business.

2. Review of Literature

Job satisfaction is dynamic, as it can go as quickly as it comes (Varshney, 2014). Job satisfaction is a measure of how happy an individual is with his or her job. An employee who is happier with his/her job is supposed to be more satisfied. This, in turn, contributes to the overall efficiency at the job and good quality of work. The elements of job satisfaction are positive attitude, balanced lifestyle, a sense of purpose, self awareness etc. (MBASkool, 2018). Job satisfaction is a pleasurable or positive emotional state resulting from the appraisal of one's job experience. It is a synchronization of what an organization requires of its employees and what the employees are seeking of the organization. There are several factors contributing to it which are monetary and non-monetary in nature (Varshney, 2014).

Authors such as Spector (2000) and Ellickson et al.(2002) define job satisfaction as how people feel about their jobs and different aspects of their jobs and the extent to which employees like their work. Thus, it can be said that job satisfaction is a mental state that an employee arrives at while performing his work. Reilly (1991) defined job satisfaction as the feeling that a worker has about his job or a general attitude towards work or a job and it is influenced by the perception of one's job. Thus, one can infer that, job satisfaction is a culmination of what one feels, experiences and believes while performing his/her work. All of these factors culminating into job satisfaction can only be a product of multiple factors.

While assessing the factors affecting Job Satisfaction, it was found that the expectations that an employee has about his job also affect his satisfaction levels (AL-Hussami, 2008). Lower convenience costs, higher organizational and social and intrinsic reward will increase job satisfaction as per Mulinge (1998). Job satisfaction is thus, a complex phenomenon with multi facets and influenced by the factors like salary, working environment, autonomy, communication, and organizational commitment (Vidal, 2007). Also, different people find compensation, reward, recognition, and wages as being important motivators as well (Zobal, 1998). Friedlander, (1969) discovered that management & friendly staff relationships contribute to the level of job satisfaction. The effect of these factors cannot be denied to be different for different genders. However, a research conducted by Alam (2013) found, women workers and their satisfaction levels are positively correlated to the level of wages they get. Zeal et al (2012), discovered in their study that there are insignificant differences between male and female executives regarding satisfaction in different facets of job.

Thus, the researcher believes that there must be a specific set of parameters along which employees may experience job satisfaction and the satisfaction with respect to these parameters must also be studied deeper. The factors identified by various scholars on the topic seem to be internal organizational factors. The uniform nature of organizational culture and the standardized nature of the service industry have reduced the individual to a set of processes and tasks that must be performed while conducting any work. An assessment of these factors and how employees feel about them, may lead to greater insight about what specific aspects affect the job satisfaction levels of the employees in any organization.

3. Aim of the Study

The study aims to identify the internal organizational factors that may affect the employees and their satisfaction levels. The study also aims to identify specific areas of concern for the employees that lead to a difference in the satisfaction levels among them.

4. Objectives of the Study

i. To assess employee satisfaction levels across internal organizational factors
ii. To categorize job satisfaction levels of employees across internal organizational factors
iii. To tabulate the total job satisfaction levels of the employees
iv. To identify areas factors affecting employee job satisfaction differently

5. Hypothesis

H_0^1 :- There is no significant difference between job satisfaction levels of male and female employees

H_a^1 :- There is a significant difference between job satisfaction levels of male and female employees

6. Research Methodology

Research Design: A descriptive research design with survey method is applied in the study.

Tools for Data Collection: The researcher has utilized the Generic Job Satisfaction Scale to conduct the survey of employees.

Sampling Methodology: A convenience sample was drawn from the local private banks and IT firms.

Data Collection: **Primary Data:** Questionnaire (Generic Job Satisfaction Scale by Macdonald and MacIntyre)

1. **Secondary Data:** Secondary data was collected from available books, publications, research studies, articles and websites available to the researcher.

7. Limitations

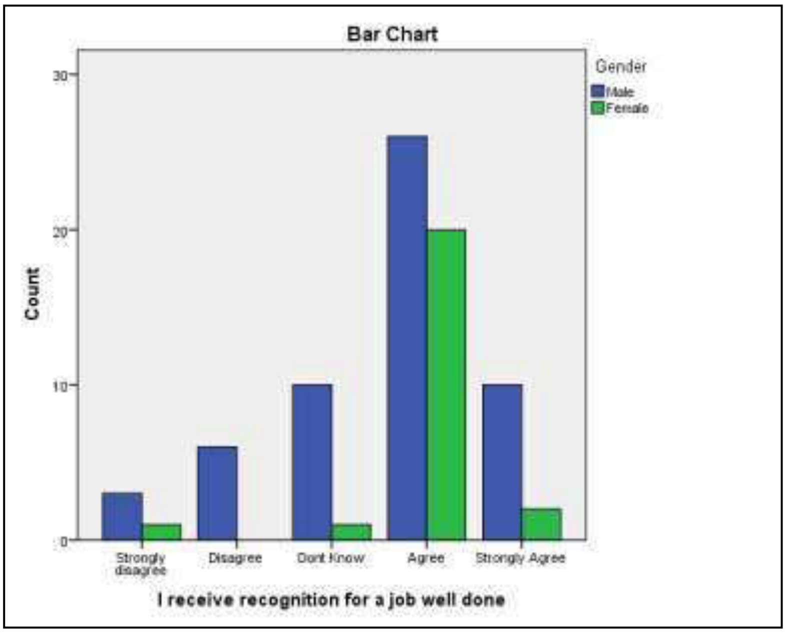
The study is restricted to the employees to the financial services firms and private banks in the Nagpur City. The study is limited to the analysis of male and female employees and the factors affecting employee job satisfaction. The effect of the satisfaction levels on the employee or the organization does not fall into the purview of this study nor are any other factors taken under consideration.

8. Data Analysis & Interpretation

Table 1: Recognition Levels

I receive recognition for a job well done * Gender Crosstabulation				
Count				
		Gender		Total
		Male	Female	
I receive recognition for a job well done	Strongly disagree	3	1	4
	Disagree	6	0	6
	Dont Know	10	1	11
	Agree	26	20	46
	Strongly Agree	10	2	12
Total		55	24	79

Figure 1: Recognition Levels

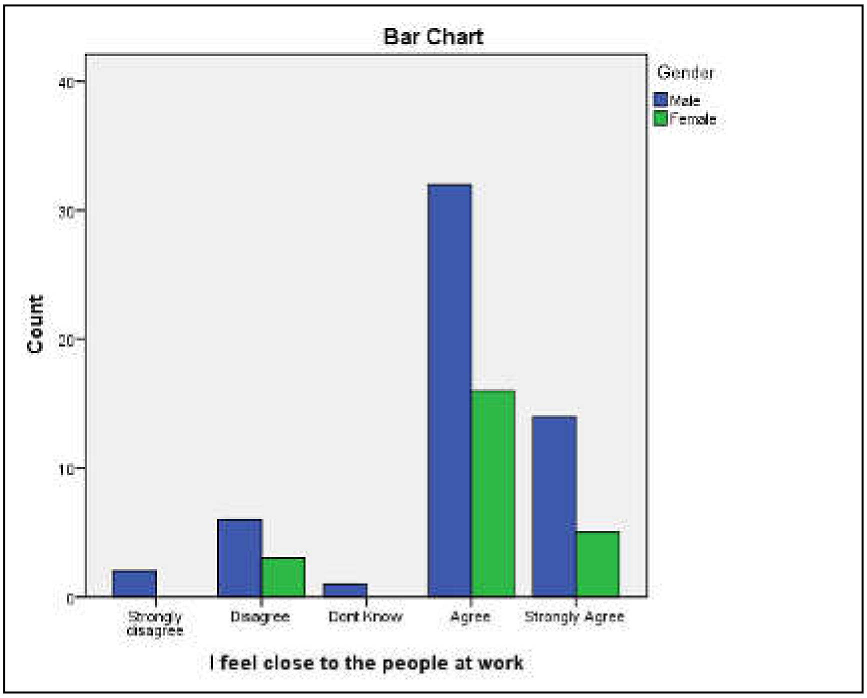


Inference 1: It is observed that the highest number of respondents agree that they feel that recognition is given to their work and efforts. Satisfaction with this respect is greater among women than men.

Table 2: Peer Relations

I feel close to the people at work * Gender Crosstabulation				
Count				
		Gender		Total
		Male	Female	
I feel close to the people at work	Strongly disagree	2	0	2
	Disagree	6	3	9
	Dont Know	1	0	1
	Agree	32	16	48
	Strongly Agree	14	5	19
Total		55	24	79

Figure 2: Peer Relations

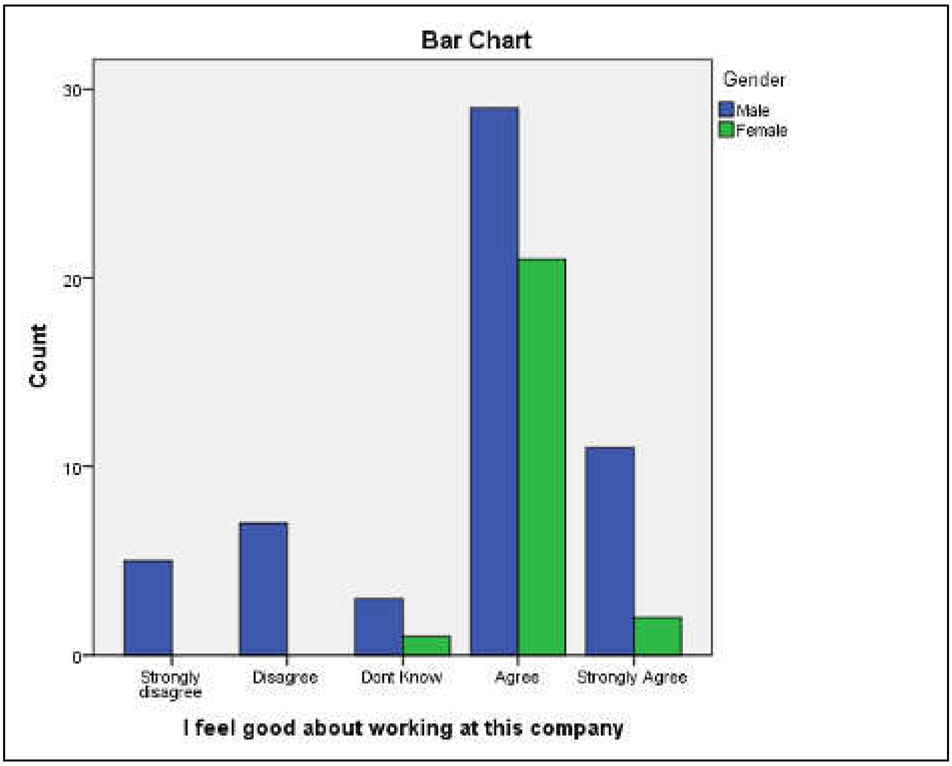


Inference 2: Both male and female respondents agree that they feel close to their peers at work. This shows that they have healthy peer-to-peer relations.

Table 3: Belongingness Levels

I feel good about working at this company * Gender Crosstabulation				
Count				
		Gender		Total
		Male	Female	
I feel good about working at this company	Strongly disagree	5	0	5
	Disagree	7	0	7
	Dont Know	3	1	4
	Agree	29	21	50
	Strongly Agree	11	2	13
Total		55	24	79

Figure 3: Belongingness Levels

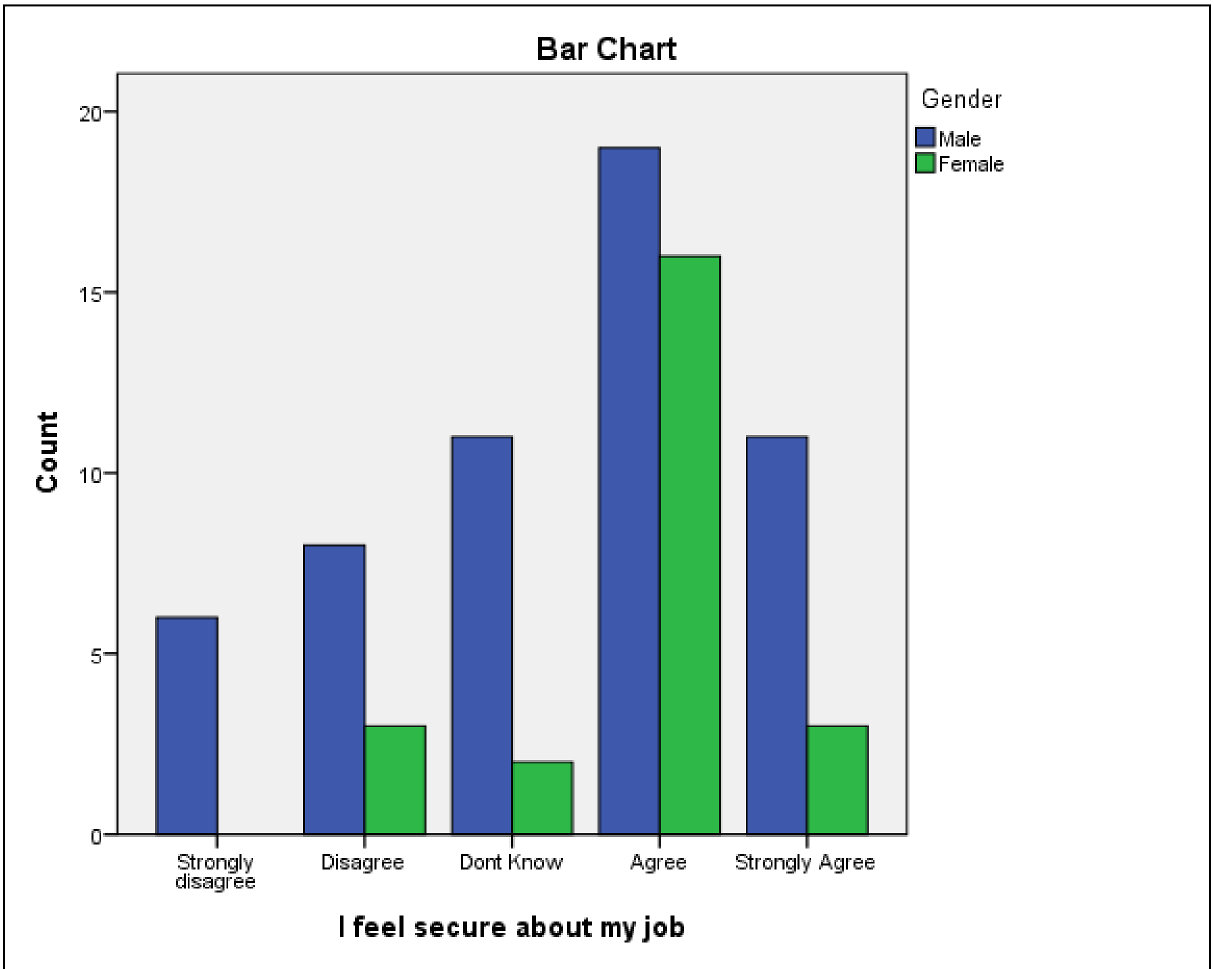


Inference 3: Only males feels a lack of Belongingness with respect to the company they work for. However, a majority are satisfied with working for their present company.

Table 4: Job Security

I feel secure about my job * Gender Crosstabulation				
Count				
		Gender		Total
		Male	Female	
I feel secure about my job	Strongly disagree	6	0	6
	Disagree	8	3	11
	Dont Know	11	2	13
	Agree	19	16	35
	Strongly Agree	11	3	14
Total		55	24	79

Figure 4: Job Security

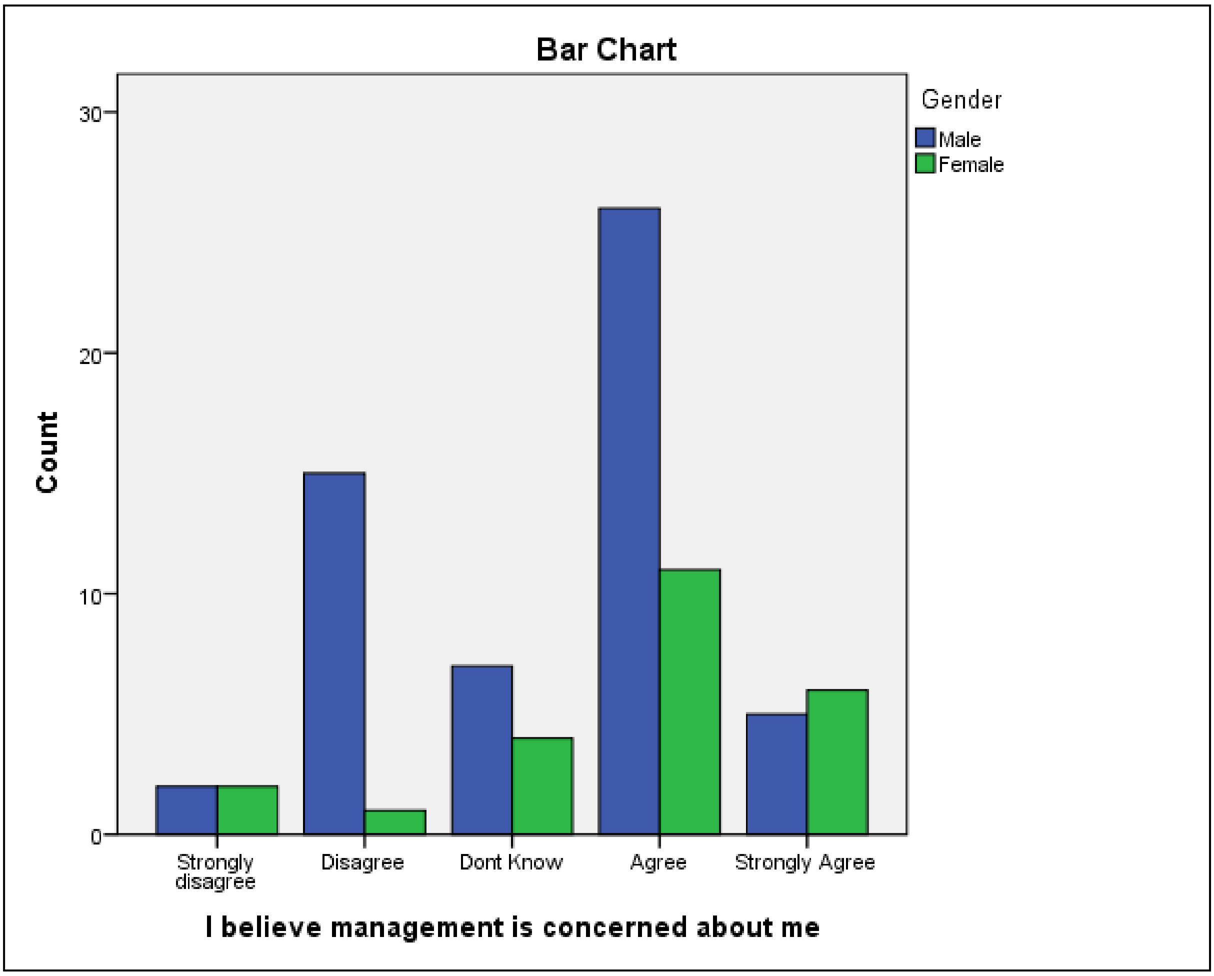


Inference 4: Although the majority feels secure in their jobs, males tend to be a bit insecure as compared to the women.

Table 5: Concern of Management

I believe management is concerned about me * Gender Crosstabulation				
Count				
		Gender		Total
		Male	Female	
I believe management is concerned about	Strongly disagree	2	2	4
	Disagree	15	1	16
	Dont Know	7	4	11
	Agree	26	11	37
	Strongly Agree	5	6	11
Total		55	24	79

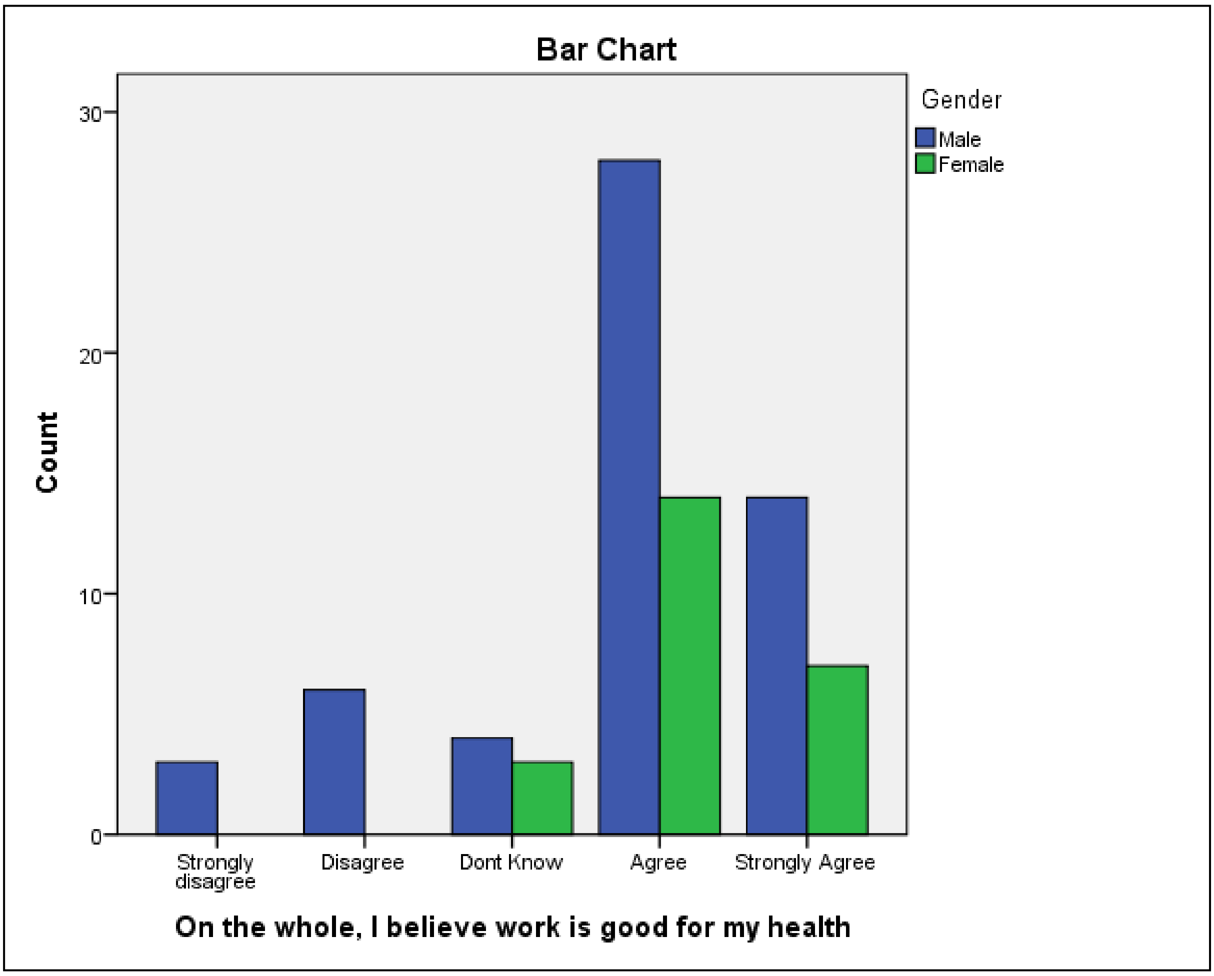
Figure 5: Concern of Management



Inference 5: The majority of the respondents feel that their company is concerned for them however; males tend to be less agreeable to this.

Figure 6: Health

On the whole, I believe work is good for my health * Gender Crosstabulation				
Count				
		Gender		Total
		Male	Female	
On the whole, I believe work is good for health	Strongly disagree	3	0	3
	Disagree	6	0	6
	Dont Know	4	3	7
	Agree	28	14	42
	Strongly Agree	14	7	21
Total		55	24	79

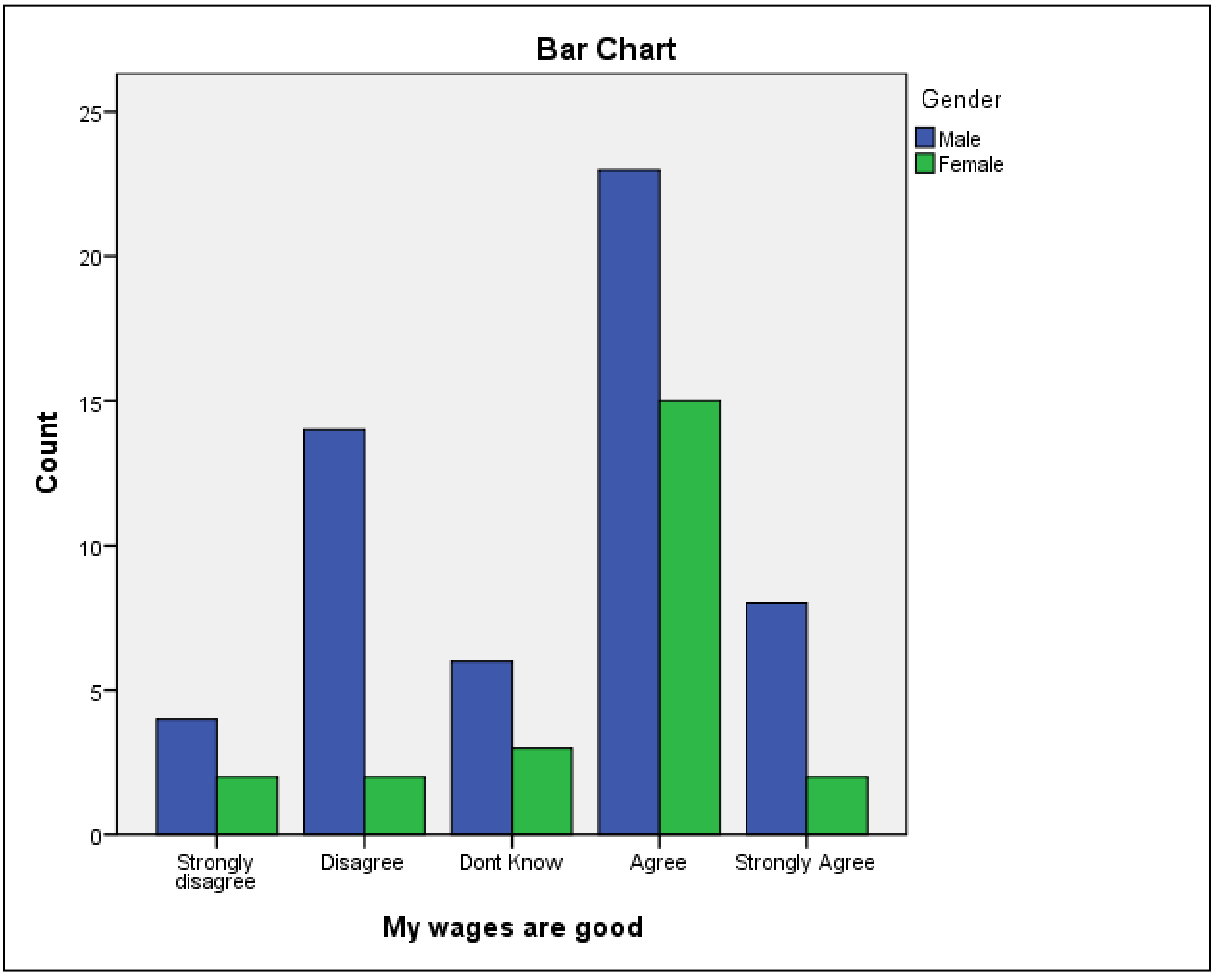


Inference 6: A majority of both male and female employees feel that the job they are in right now is good for their health.

Table 6: Wages

My wages are good * Gender Crosstabulation				
Count				
		Gender		Total
		Male	Female	
My wages are good	Strongly disagree	4	2	6
	Disagree	14	2	16
	Dont Know	6	3	9
	Agree	23	15	38
	Strongly Agree	8	2	10
Total		55	24	79

Figure 6: Wages

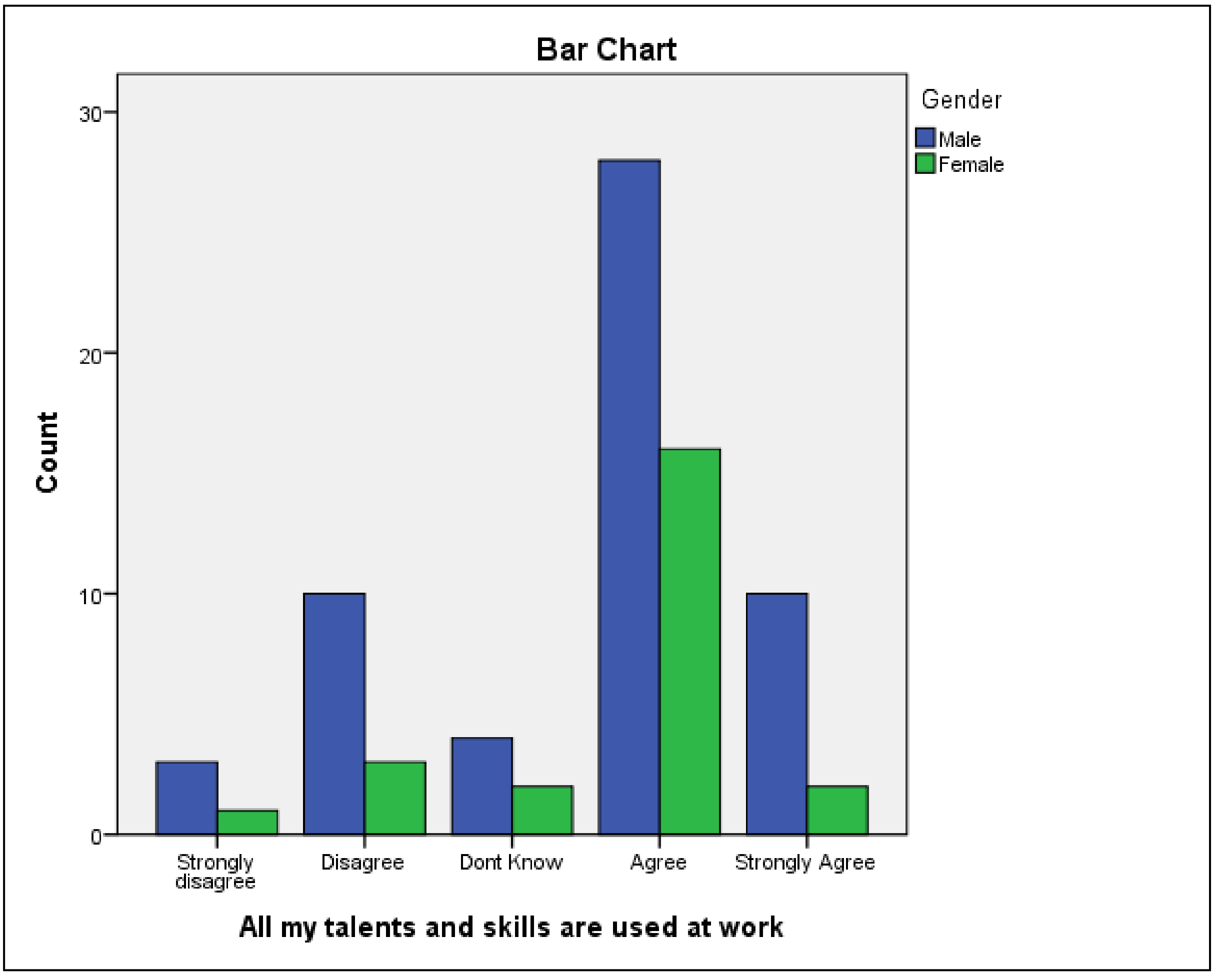


Inference 6: Although a majority are satisfied with their wages, the number of both male and female employees are concerned for the wages they earn.

Table 7: Potential

All my talents and skills are used at work * Gender Crosstabulation				
Count				
		Gender		Total
		Male	Female	
All my talents and skills are used at work	Strongly disagree	3	1	4
	Disagree	10	3	13
	Dont Know	4	2	6
	Agree	28	16	44
	Strongly Agree	10	2	12
Total		55	24	79

Figure 7: Potential

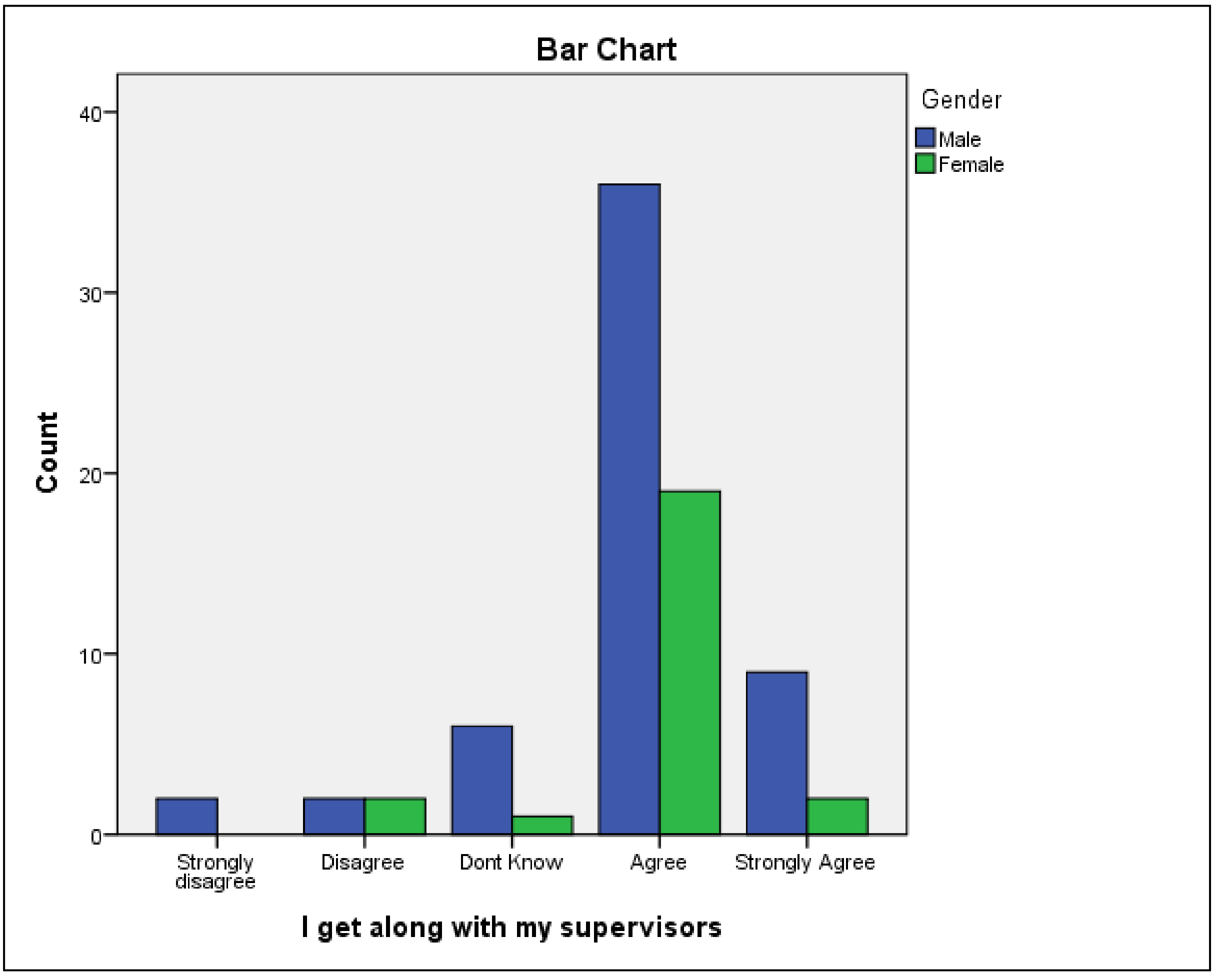


Inference 7: There are concerns among both male and female employees that their full potential is no being utilized in their current jobs even if, a majority are satisfied with it.

Table 8: Supervisors

I get along with my supervisors * Gender Crosstabulation				
Count				
		Gender		Total
		Male	Female	
I get along with my supervisors	Strongly disagree	2	0	2
	Disagree	2	2	4
	Dont Know	6	1	7
	Agree	36	19	55
	Strongly Agree	9	2	11
Total		55	24	79

Figure 8: Supervisors

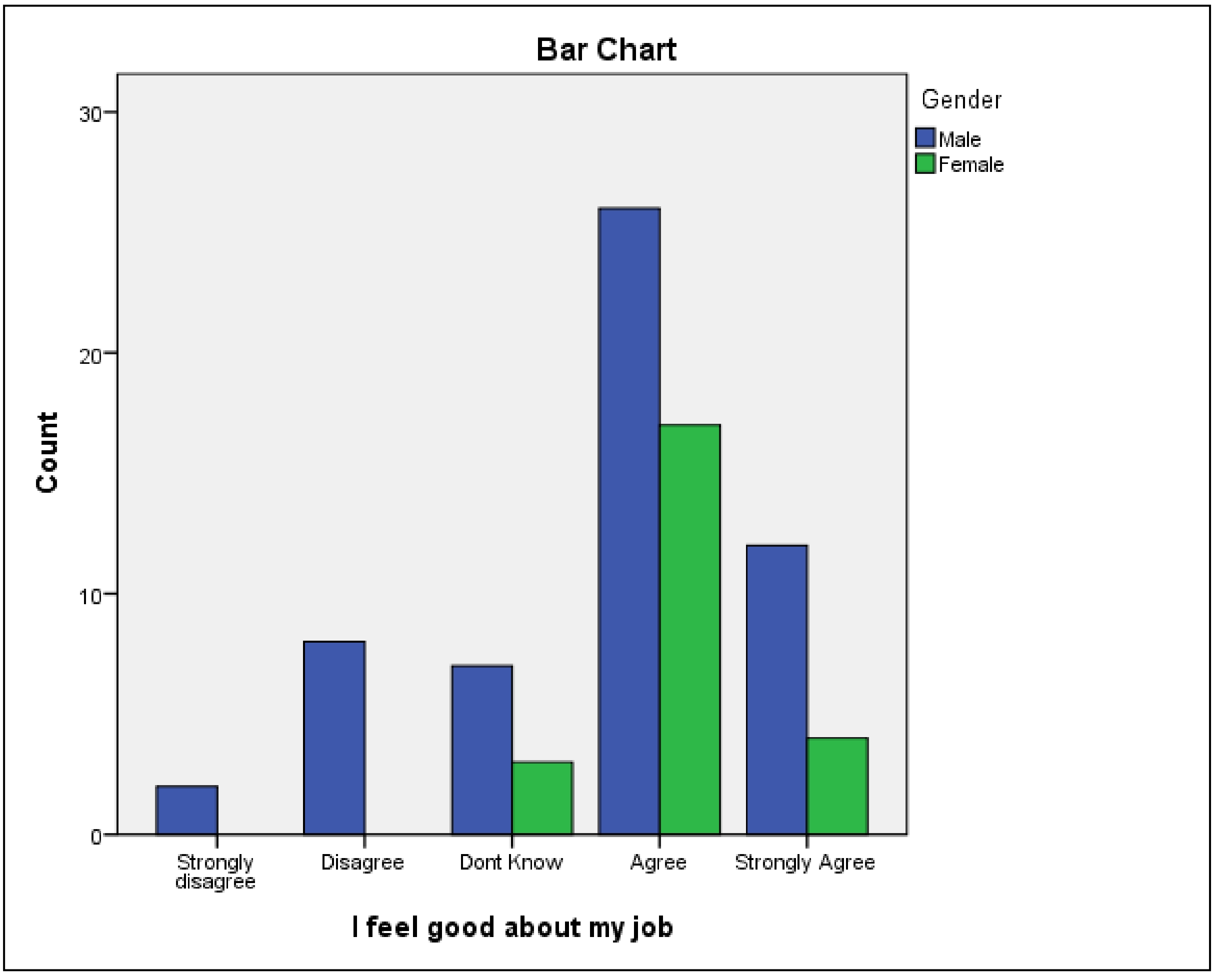


Inference 8: A majority agree that their relationship with their superiors is amicable. Only a few disagree.

Table 9: Happiness

I feel good about my job * Gender Crosstabulation				
Count				
		Gender		Total
		Male	Female	
I feel good about my job	Strongly disagree	2	0	2
	Disagree	8	0	8
	Dont Know	7	3	10
	Agree	26	17	43
	Strongly Agree	12	4	16
Total		55	24	79

Figure 9: Happiness



Inference 9: A majority agree that they are happy with the job they are currently doing however, the same cannot be said completely with respect to males.

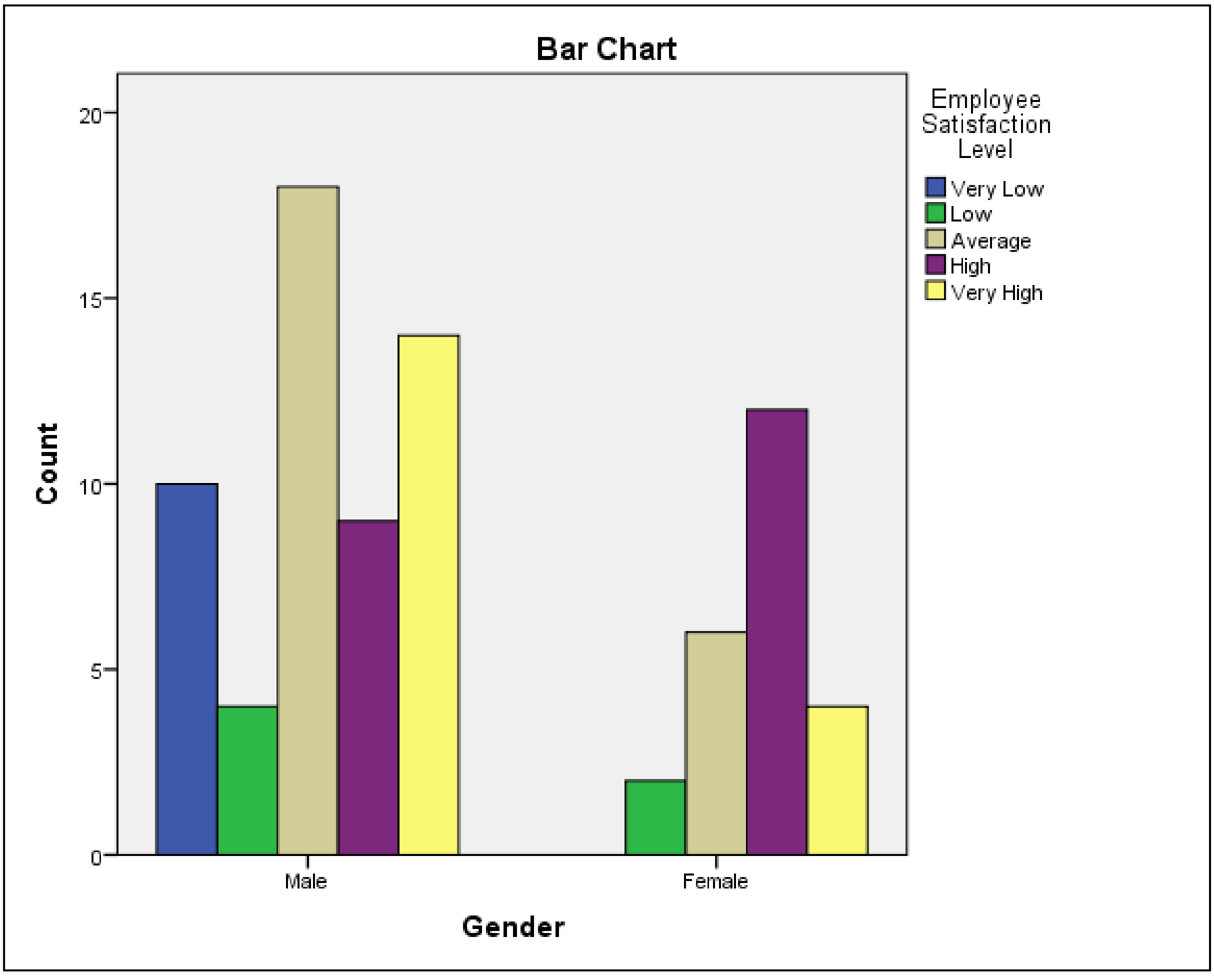
Table 10: Satisfaction Levels of Male & Female Employees

Gender * Employee Satisfaction Level Crosstabulation

Count

		Employee Satisfaction Level					Total
		Very Low	Low	Average	High	Very High	
Gender	Male	10	4	18	9	14	55
	Female	0	2	6	12	4	24
Total		10	6	24	21	18	79

Figure 10: Satisfaction Levels of Male and Female Employees



Inference 10: On an average, a majority of the male employees are neutral with respect to Job Satisfaction Levels. However, it can be seen that female employees do not do register high on the satisfaction levels.

Table 11: Descriptives of the Entire Sample

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
I receive recognition for a job well done	Male	55	3.62	1.080	.146
	Female	24	3.92	.717	.146
I feel close to the people at work	Male	55	3.91	1.023	.138
	Female	24	3.96	.859	.175
I feel good about working at this company	Male	55	3.62	1.209	.163
	Female	24	4.04	.359	.073
I feel secure about my job	Male	55	3.38	1.269	.171
	Female	24	3.79	.833	.170
I believe management is concerned about me	Male	55	3.31	1.086	.147
	Female	24	3.75	1.152	.235
On the whole, I believe work is good for my health	Male	55	3.80	1.112	.150
	Female	24	4.17	.637	.130
My wages are good	Male	55	3.31	1.215	.164
	Female	24	3.54	1.062	.217
All my talents and skills are used at work	Male	55	3.58	1.150	.155
	Female	24	3.63	.970	.198
I get along with my supervisors	Male	55	3.87	.862	.116
	Female	24	3.88	.680	.139
I feel good about my job	Male	55	3.69	1.086	.147
	Female	24	4.04	.550	.112

Table 12: Independent Samples t-test for Male and Female Employees

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
I receive recognitior a job well done	Equal variances assumed	12	**.001**	-1.238	77	.220	-.298	.241	-.779	.182
	Equal variances assumed			-1.445	64.237	.153	-.298	.207	-.711	.114
I feel close to the pe at work	Equal variances assumed		.355	-.206	77	.837	-.049	.239	-.525	.427
	Equal variances assumed			-.221	51.858	.826	-.049	.223	-.497	.398
I feel good a working at this comp	Equal variances assumed	26	.000	-1.678	77	.097	-.423	.252	-.926	.079

	Equal variances assumed			-2.369	71.172	.021	-.423	.179	-.780	-.067
I feel secure about job	Equal variances assumed	10	.002	-1.449	77	.151	-.410	.283	-.973	.153
	Equal variances assumed			-1.699	64.855	.094	-.410	.241	-.892	.072
I believe manageme concerned about me	Equal variances assumed		.456	-1.629	77	.107	-.441	.271	-.980	.098
	Equal variances assumed			-1.592	41.662	.119	-.441	.277	-1.000	.118
On the whole, I bel work is good for health	Equal variances assumed	4	.047	-1.507	77	.136	-.367	.243	-.851	.118
	Equal variances assumed			-1.847	71.215	.069	-.367	.198	-.762	.029
My wages are good	Equal variances assumed	3	.083	-.811	77	.420	-.233	.287	-.803	.338
	Equal variances assumed			-.856	49.842	.396	-.233	.272	-.779	.313
All my talents and s are used at work	Equal variances assumed	1	.179	-.161	77	.873	-.043	.269	-.579	.492
	Equal variances assumed			-.172	51.605	.864	-.043	.251	-.548	.461
I get along with supervisors	Equal variances assumed		.340	-.011	77	.991	-.002	.199	-.398	.393
	Equal variances assumed			-.013	55.053	.990	-.002	.181	-.365	.360
I feel good about my	Equal variances assumed	13	.000	-1.496	77	.139	-.351	.234	-.818	.116
	Equal variances assumed			-1.900	75.175	.061	-.351	.185	-.718	.017

Inference 11: We observer the following:

- There is a significant difference between male and female employees about the level of **recognition** they receive in their respective jobs since **p=0.001 and it is <p=0.05**.
- There is a significant difference between male and female employees about the **peer relations** they have in their respective jobs since **p=0.000 and it is <p=0.05**.

- There is a significant difference between male and female employees about whether they feel that their job is good for their **health** since **p=0.047 and it is <p=0.05.**
- There is a significant difference the male and female employees about how **happy** they are with their respective jobs since **p=0.000 and it is <p=0.05.**

9. Conclusion

The above analysis indicates that there is a significant difference between the male and female employees of private banks and IT firms in Nagpur City. The analysis helps us identify that employee satisfaction levels differ with respect to the factors of recognition at the workplace, peer relations, whether they believe that their jobs are healthy for them or not and finally about how happy they are at their workplace. Furthermore, we observe that the females are more satisfied with their jobs than males along these parameters since their averages with respect to each factor are more. It is imperative for organizations to understand and assess the factors along which there is a difference in satisfaction levels. They must focus especially on the areas of recognition, peer relations and happiness experienced at the workplace by their employees as these are the areas that registered the greatest difference. A re-modelling of processes and systems along with certain interventions to tackle these issues will yield better results. Thus, it will lead to greater satisfaction levels among their employees.

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Table of Tables:

Macroeconomic Factors Do Influence on Investments – Indian Stock Market Perspective

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ABSTRACT

Indian stock market plays an important role in collecting money and encouraging investments, so this study is designed to explore the influences of some factors on stock market prices in BSE. This study will be useful for the investors who might be able to identify some basic economic variables that they should focus on while investing in stock market and will have an advantage to make their own suitable investment decisions. The greatest volatility of the stock market may arise from several factors which affect the investments of investor's resulting in the fewer amounts of financial returns to the investors such as traders, individual investors, portfolio managers, institutional investors, foreign investors. Volatility in Financial Markets is a phenomenon which is influenced by many macroeconomic variables. For the reason that unexpected volatility in the market can lead to severe losses, tracking and determining its trend become very much necessary. The result of the study will help in exploring whether the movement of Bombay Stock Exchange indices is the result of some selected macroeconomic variables or it is one of the causes of movement in those variables of the Indian economy. The study consider the effect of macroeconomic variables on Indian Stock Market especially Bombay Stock Exchange (BSE SENSEX). Researcher selected macroeconomic variables for study such as Interest Rate (IR), Crude Oil Prices (CO) by using monthly data that span from April 2016 to March 2017. The implications of the research is carried out by this study benefited to the individual investors who have an advantage make their own investment decisions. More specially, in this study researcher used statistical techniques such as mean, mode, median and found some interesting results for study analysis.

Key-Words: Macroeconomic Variables, BSE SENSEX, Stock Prices, Individual Investors, Descriptive Statistics

1. Introduction

Stock Market is an important part of the Indian Economy. It plays a vital role in the growth of the country that eventually affects the economy of the country to a great extent. It is considered as a very significant component of financial sector of any economy. The greatest volatility of the stock market may arise from several factors which affect the investments of investor's resulting in the fewer amounts of financial returns to the investors such as traders, individual investors, portfolio managers, institutional investors, foreign investors. Volatility in Financial Markets is a phenomenon which is influenced by many macroeconomic variables. For the reason that unexpected volatility in the market can lead to severe losses, tracking and determining its trend become very much necessary. The present study mainly covers prominent indicators of Indian economy and their influence on the stock market that whether the investment analysis of economy of that particular country and to what extent it matters on the stock market performance.

Macro economical Variables considered for study-

1.1. Interest Rate (IR)

1.2. Crude Oil Prices (CO)

1.1 Interest Rate(IR)

An **interest rate** is the amount of interest due per period, as a proportion of the amount lent, deposited or borrowed (called the principal sum). The total interest on an amount lent or borrowed depends on the principal sum, the interest rate, the compounding frequency, and the length of time over which it is lent, deposited or borrowed.

It is defined as the proportion of an amount loaned which a lender charges as interest to the borrower, normally expressed as an annual percentage. It is the rate a bank or other lender charges to borrow its money, or the rate a bank pays its savers for keeping money in an account.

Annual interest rate is the rate over a period of one year. Other interest rates apply over different periods, such as a month or a day, but they are usually annualized.

Relationship of Interest Rate with Stock Market Returns-

The relationship between macroeconomic variables and stock prices has been an attractive subject for both financial and macro economists for a long period of time. A number of studies investigate the link between Interest rate and stock market. However, there is no consensus on the direction of causality among these variables, which remained a source of ambiguity. For the past three decades, evidence of key macroeconomic variables helping predict the time series of stock returns has accumulated in direct contradiction to the conclusions drawn by the Efficient Market Theory. Over a period of time various studies shows that the Interest rate affects on stock prices which also impact on the returns from the investments of individual investors.

1.2 Crude Oil Prices (CO)

With each passing year, oil seems to play an even greater role in the global economy. In the early days, finding oil during a drill was considered somewhat of a nuisance as the intended treasures were normally water or salt. It wasn't until 1857 that the first commercial oil well was drilled in Romania. The U.S. petroleum industry was born two years later with an intentional drilling in Titusville, Pa.

While much of the early demand for oil was for kerosene and oil lamps, it wasn't until 1901 that the first commercial well capable of mass production was drilled at a site known as Spindle top in southeastern Texas. This site produced more than 10,000 barrels of oil per day, more than all the other oil-producing wells in the U.S. combined. Many would argue that the modern oil era was born that day in 1901, as oil was soon to replace coal as the world's primary fuel source. Oil's use in fuels continues to be the primary factor in making it a high-demand commodity around the globe, but how are prices determined?

Relationship of Crude Oil Prices with Stock Market Returns-

Literature reviews reveals that some of the macroeconomic variables does affect on Indian stock market returns such as National Stock Exchange (NSE) and Bombay Stock Exchange (BSE). The Study investigates that the global crude oil prices impacts the returns which results in the fluctuations in the stock market prices specially Bombay

Stock Exchange (BSE).Volatility in the stock market is the main worry for every individual investors. To overcome from these affects individual investors always keep eye watch on the prices of crude oil in international market and as favorable conditions occurs suddenly do investment in it. Certainly it is found that there is relationship between crude oil prices with Bombay Stock Exchange.

2. Review of Literature

Studies have shown that as a result of financial deregulation, the stock market becomes more receptive to domestic and external factors. It is evident from literature that the relationship between stocks returns and economic variables have received great attention over recent years in particular countries and economic conditions. The level of return achieved or expected from an investment is dependent on a variety of factors. The internal factors can be a type of investment vehicle, quality of management, type of financing etc., whereas those of external could include war, price controls, political events, interest rate, exchange rate and inflation among others.

Geske and Roll (1983) – found the linkage between macroeconomic variables and stock prices in USA but found it negative relationship between stock prices and gross domestic product & balance of payments.

Eagle and Rangel (2008), Guntner (2014), Kang & Ratti (2013) and Kilian and Park (2009)- investigated the relationship between stock market and macroeconomic variables such as crude oil prices.

3. Objectives of the Study

The plan of the paper was to establish, investigate and assess the impact of Interest Rate and Crude oil Prices on stock price indices of BSE (SENSEX). In this way, this paper would attempt to attain the only objectives of: Effects of Interest Rate and Stock Oil Prices on BSE SENSEX from investor's point of view.

4. Scope of the Study

This study enlighten and helps individual investors to understand the effect and impact of macroeconomic indicators such as interest rate and Crude oil prices on stock indices. This also helps and assist the investors in terms of managing their portfolios by considering the uncontrollable fluctuations of such type of economic variable such as Inflation rate from returns point of view. The study reveals and helps investors from buying and selling of stock. The study will also help the companies to know their share prices fluctuations.

5. Limitation of the Study

i. The stock market performance is measured only through BSE SENSEX.
ii. The time period of study is only 1 year and only two indicators considered for the study.

6. Research Methodology

- **Type of Research**

  • Exploratory and Descriptive in nature
- **Sampling Technique**

  Convenience sampling technique used to pick sample

Dependent Variable	Independent Variable (02)
BSE Sensex	Interest Rate (IR) Crude Oil Prices(CO)

- **Data Used-**

  Secondary Data:

  To study the relationship between the Stock market performance and selected economic indicator we collected secondary data from different sources. BSE Sensex data collected from bseindia.com
- **Time period –**

  One year period April 2016 to March 2017

This study is mainly based on Desk Research i.e. secondary data that have been collected from the database on Indian economy maintained by Reserve Bank of India and Bombay Bullion Association. The study analyses the monthly data on Bank Interest Rate, Crude Oil Prices and stock market returns in India for the aforesaid period. Wherever data were missing, the averages of the data of the previous month and next month have been taken.

- **Hypothesis**

There is relationship between stock market performance and macroeconomic indicator such as Interest rate & Crude oil prices.

- **Statistical Tools Used**
    - Mean
    - Standard Deviation
    - Correlation
    - Coefficient of Determination and
    - Multiple Regression

7. Results and Discussion-

Year & Month	BSE SENSEX	Interest Rate (%)
April 2016	25,870.03	6.75
May 2016	25,688.46	6.5
June 2016	26,752.59	6.25
July 2016	28,048.70	6.25
August 2016	28,199.10	6.5
September 2016	28,454.02	6.5
October 2016	27,763.54	6.5
November 2016	26,809.61	6.5
December 2016	26,594.55	6.25
January 2017	27,117.34	6.25
February 2017	28,155.56	6.5
March 2017	29,398.11	6.75

Figure 1: Chart Showing Yearly Fluctuation of BSE Sensex and Economic Indicator (Bank Rate) from April 2016 to March 2017.

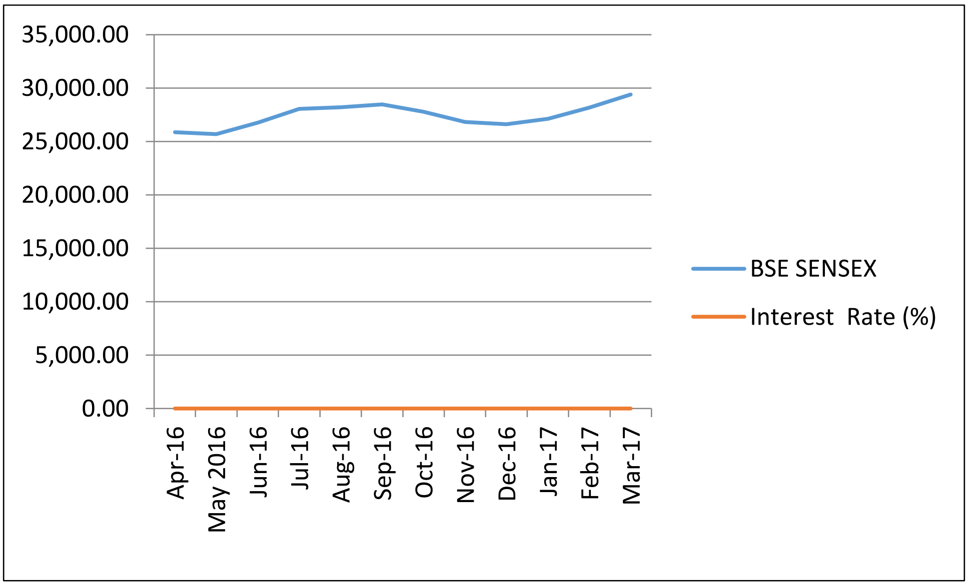

Chart 1- Chart shows the graphical representation of BSE SENSEX and Interest Rate

Year & Month	BSE SENSEX	Crude Oil Prices (USD/Barrel)
April 2016	25,870.03	45.92
May 2016	25,688.46	46.23
June 2016	26,752.59	46.33
July 2016	28,048.70	47.43
August 2016	28,199.10	47.33
September 2016	28,454.02	47.83
October 2016	27,763.54	51.35
November 2016	26,809.61	47.98
December 2016	26,594.55	53.77
January 2017	27,117.34	53.78
February 2017	28,155.56	54.06
March 2017	29,398.11	53.83

Figure 1: Chart Showing Yearly Fluctuation of BSE Sensex and Economic Indicator (Crude Oil Prices) from April 2016 to March 2017.

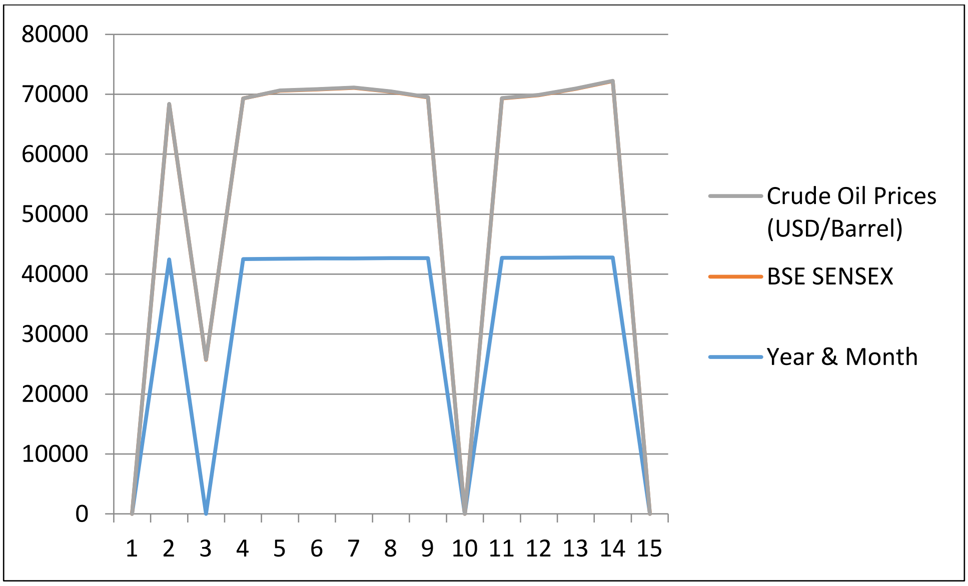

Chart 2- Chart shows the graphical representation of BSE SENSEX and Crude Oil Prices.

8. Findings

The findings reveal that there is a relationship between macroeconomic indicators and stock market prices. Both the variables show that as the prices goes up whether it in stock market or individual variables certainly results in the fluctuations in the market. Also volatility in the market also results in fewer positive and negative impacts on the stock market prices. Individual investors do consider these factors for their investment.

9. Conclusions and Suggestions

The study examines the relationship between various economic indicators and the Indian stock market represented by BSE SENSEX. During the past 16 years there is down in the Indian stock market and Foreign portfolio investment patterns, consequent upon several changes affecting the Indian economy, like the technology slowdown, common wealth scam and political instability to name a few. By using yearly data, the researchers tried to capture the cause effect relationship between main economic indicators and Indian Stock Market.

Few impacts on Balance of Payments are such as Concentration of Funds**, Current Account Deficit, and Stock Market Efficiency.**

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Impact of Education on Farmers in India

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ABSTRACT

The study investigates some of the major problems faced by farmers in India and the impact that education can have on the current scenario. Today, less than 35 per cent of India's land comes under irrigation, total agricultural land has dipped by 1.18 per cent i.e. to 1.97 crore hectares of land, indebtedness is the single largest underlying cause behind farmers' committing suicides, farmers are not realising the price of their products, India's carbon emissions have risen by 5% in 2016, 15% of ground water is over exploited and many farmers do not have access to cold storages. This study suggests using non formal methods of training farmers and customising education according to current needs. The paper shows that educating farmers improves their decision-making skills, raises agricultural productivity, increases social returns, and improves managerial skills. All the data provided has been obtained from secondary sources. It is recommended the government improves the quality of rural education, storage facilities and transport facilities. Number of government mandis and MSP (Minimum Support Price) should also be raised. Strict laws must be enforced for middle men. This study has referenced papers by Pudasaini (Nepal), Asadullah & Rahman (Bangladesh), Appleton and Balihuta (Uganda), Weir (Ethiopia), and, Kalirajan and Shand (India).

Keyword: Farmers in India, Literacy, Rural Education, Decision Making Skills, Growth of Farmers

1. Introduction

India is projected to overtake China's population by 2030. Its population grows by 1.2% every year. Agriculture fulfils the most basic need of humans, food. To support the growing population, India will have to bring many reforms in the agricultural sector. Today, Indian farmers face many problems which hinder productivity and affect their living conditions. Many studies have already shown the positive impacts that education can have on farmers. The goal of this paper is to use the available data and suggest how education can be used as a weapon against some major problems faced by the agricultural sector.

2. Objectives

1) To examine some major problems faced by farming sector in India

2) To present some studies that correlate educated farmers with increased productivity

3) To suggest customised and non-formal education for farmers India

3. Research Methodology

This research is non-experimental in nature. All the data presented has been collected from secondary sources.

- **Scope**

This study has used secondary sources to show the impact of education on agriculture. A similar study can be done using primary sources. Researchers could work with some farmers and measure the impact of customised, non-formal and informal education on productivity.

- **Limitations**

1) All of the data has been collected from secondary sources

2) The presented studies are very old and limited to a small geographical area

4. Major Problems Faced by Indian Farmers

Census 2011* says there are 118.9 million cultivators across the country (24.6% of the total workforce). According to the India Brand Equity Foundation* (**IBEF**) agricultural export constitutes 10 per cent of the country's exports and is the fourth-largest exported principal commodity. Agricultural exports from India reached US$ 24.66 billion during April-November 2017. India is the largest producer of spices, pulses, milk, tea, cashew and jute; and the second largest producer of wheat, rice, fruits and vegetables, sugarcane, cotton and oilseeds. Further, India is second in global production of fruits and vegetables, and is the largest producer of mango and banana. It also has the highest productivity of grapes in the world. The following are some major challenges faced by farmers in India:

1) ***Lack of irrigation:*** According to Times of India*, between 2012 and 2015 over 10,000 farmers committed suicide. Globally, India has second largest amount of arable land but less than 35 per cent of this land comes under irrigation. Majority of farming (65 per cent) is rain-dependent. Farmers lack proper infrastructure, like canal systems, rain water harvesting mechanisms and electricity. Depleting ground water tables is another concern.15% of ground water is over exploited (found in a study by World Bank* in 2013).

2) ***Inadequate storage facility and transportation:*** The above-mentioned study (TOI) also discovered that farmers are not realizing the market price of their products. This is linked to inefficient supply chain management. In India, if farmers are to sell their produce, they have two options. They can either sell directly to the government at the Minimum Support Price (MSP is the minimum price for a product established by the government and supported by payments to producers in the event of the market price falling below the specified minimum) in government outlets such as Food Corporation of India or take their produce to the nearby government-designated mandi (market) where they can auction produce to the brokers in front of state officers. There are only 7700 government designated mandis spread across India. According to the same source, in India, as much as 83 per cent of the farmers are smallholders, with less than 1 hectare of landholding. These marginal farmers do not have access to cold storage and have no option but to sell their produce to the middlemen or traders.

3) ***Fragmentation of land:*** According to agricultural census in 2010*, the total agricultural land has also dipped by 1.18 per cent to 1.97 crore hectares of land. The troubling sign is the increasing fragmentation of agricultural land that seems to be getting divided into smaller and smaller plots. Land fragmentation leads to sub-optimal usage of factor inputs and increases load on land which results in decreased productivity. This has been a long-term problem in India. In response to the perceived adverse effects of land fragmentation in 2000, the then Finance Minister allocated Rs. 5 million over a period of five years, as an incentive for land consolidation, in his budget speech. However, the Planning Commission of India indicated a near complete failure on this front.Enforcement of strict laws can help to solve this problem.

4) ***Indebtedness:*** A NCRB* (National Crime Records Bureau) report underlines that indebtedness is the single largest underlying cause behind farmers' suicide. Nearly 70% of India's agricultural households spend more than they earn on average each month, pushing them towards debt, according to an analysis of various government data. Between 2003 and 2013 (according to National Sample Survey Office*), the proportion of indebted households amongst agricultural households increased to 52% from 48.6%. The average outstanding amount per household increased from Rs 12,585 in 2003 to 47,000 in 2013.A 2014 study by researchers from Cambridge University's Department of Sociology and University College London's Department of Political Science* found that India's suicide rate is highest in areas with the most debt-ridden farmers, who have smallholdings of less than 1 hectare and are producing cash crops like cotton and coffee - both of which are susceptible to price fluctuations on global markets.High cost of fertilizers, manures and pesticides is a contributing factor to this problem.

5) ***Lack of innovation:*** No field can advance without innovation and no one can innovate without investments. A lack of R&D had led toa lack of innovation in the agricultural sector. Farmers still rely on traditional methods of farming. Greater investment in technology can help farmers by (a) improving their livelihoods by reducing workload; (b) improving the nutritional value and safety of food to improve the health and wellbeing of people (c) contributing to agriculture sustainability through reduced resource use. The Green Revolution has demonstrated the potential for science to bring countries from famine to a surplus of food.The farming sector needs a disruption.Little or no use of machines is made in ploughing, sowing, irrigating, thinning and pruning, weeding, harvesting threshing and transporting the crops. This is specially the case with small and marginal farmers.

6) ***Climate change:*** Data from the Indian Meteorological Department's* monitoring stations from between 1951 and 2010 found that the annual and seasonal mean temperatures **had increased** in all six states of the Western

Ghats: Karnataka, Tamil Nadu, Goa, Maharashtra and Gujarat, as well as Kerala. Lack of rain means lack of food. Rain is not predictable in many parts of the country. According to a NEAA* (Netherlands environmental assessment agency) report India's carbon emissions rose almost by 5% in 2016. According to the World Bank* (2013) India has seen a decline in rainfall since the 1950s. Droughts are expected to be more frequent in areas like Jharkhand, Orissa and Chhattisgarh. Without climate change, rice yields could have been 6% higher in India. Extremely high temperatures have also shown negatives effect on wheat yields. Climate change is also related to many health problems.

5. Impact of education on agriculture

In a study conducted in Nepal (Pudasaini, 1983*), it was discovered that education increases productivity of farmers by improving their ability to take decisions. He stated that there are three main ways by which education raises agricultural productivity: Improvement in farmer's skills, enhancement of farmer's ability to obtain, understand and utilize new input, and improvement in overall managerial ability. In a research conducted on 141 villages within Bangladesh, it was discovered that schooling had a positive effect on agriculture due to the skills of literacy and numeracy that give the farmers better understanding into agricultural issues (Asadullah & Rahman, 2005*). In a study conducted in Ethiopia, an additional year of schooling has a much larger impact upon farm productivity (Weir, 1999*). In Uganda, social returns to education exceeded individual returns since there was mutual learning among farmers. This indicated that an educated neighbour can affect an uneducated farmer through sharing of knowledge and ideas hence positive externalities from schooling lead to a higher agricultural productivity emphasizing the point of government intervention in subsidizing educational cost in rural areas (Appleton and Balihuta, 1996*). Similarly, Kalirajan and Shand (1985) in their study of rice farmers in the Tamil Nadu region said that formal schooling does not necessarily increase farmer productivity but rather non- formal schooling. It explained that an illiterate farmer can learn new ideas and modern technology from a neighbouring educated farmer and from the mass media like radio and television hence emphasis should be placed on non- formal education like extension services rather than formal schooling. Non- formal education which was measured in terms of understanding, experience and extension visits led rather to significant increase in productivity than the years of formal schooling or educational level of a farmer.

6. Conclusion

Educated farmers can drive growth in the agricultural sector.Customising education for farmers can have a positive impact. If educated properly, farmers can come up with innovative solutions to many problems.Social and moral support can also empower farmers.There is a tremendous need to improve education in the rural areas. This is no longer a political matter, but an issue that questions the survival of one of the biggest sectors in India.

7. Suggestion

Numerous studies have already proven the positive effects of education on agriculture. The researcher thinks that customising education for farmers would be beneficial. It would also be beneficial to use non-formal methods to train farmers, especially in rural areas. Farmers could be taught a variety of subjects that would help them to:

- Apply scientific discoveries to improve production
- Make sound financial management decisions
- Apply scientific knowledge to enhance the land, water, and ecosystems
- Understand public policies
- Use new tools and technologies to enhance operations and increase profit
- Understand climate change and its impacts
- Apply marketing methods to cut middle men
- Partner with businesses
- Try new methods of earning money
- Understand effects of fragmentation of land

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Nation Branding – New Initiatives in Business and its Functions

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ABSTRACT

The World has transformed a lot in last 50 years than it has in past thousands of years. It has now truly become a Global village where the identity of a Country is has got diluted gradually over a period. We are now in a era where the cultural, social and geographical boundaries are collapsing with passage of each day. The modern modes of transport have enabled human being the ability to reach any part of the globe in the same day.

The human migration from one geography or country also has also got transformed to skilled migration from traditional labour requirement driven. Centuries back people were looking for and forced to leave their places from employment perspective. Today, people are moving to new places and geographies (market) where they feel they have got better employment or business opportunities that are conducive, and which matches their skill, experience and potential.

Objective of this Research: To understand what is Nation branding and how it will help business

Major Contributions: 1) Reading from News papers, periodicals or articles from public domain.

2) Interaction with industry and concerned persons

3) Own analysis and findings

Keyword: Nation, Brand, Brand Builiding, New Places, Geography, Globalisation

1. Introduction

The World has transformed a lot in last 50 years than it has in past thousands of years. It has now truly become a Global village where the identity of a Country is has got diluted gradually over a period. We are now in a era where the cultural, social and geographical boundaries are collapsing with passage of each day. The modern modes of transport have enabled human being the ability to reach any part of the globe in the same day.

The human migration from one geography or country also has also got transformed to skilled migration from traditional labour requirement driven. Centuries back people were looking for and forced to leave their places from employment perspective. Today, people are moving to new places and geographies (market) where they feel they have got better employment or business opportunities that are conducive, and which matches their skill, experience and potential.

To add to the above, the evolution of technology has played a key change transforming countries or nations to a Global village. With advent of growth of internet where people are able to reach out, have data or information and ability to connect without any challenge to any part of world has facilitated umpteen opportunities for people to connect socially and commercially.

Despite the World getting itself transformed into one village the identity of each Country still holds true. Just like every person or individual is unique the same holds true for nations. Even the nations that are neighbours and who have almost common geographical, social or cultural similarities do have something unique in them. In fact the importance of the difference among the crowd of similar and the uniqueness has risen than ever. The modern technology has given the platform for the countries to highlight their strengths and the world to view and analyse these strengths for mutual benefit.

So the question that obviously comes to one’s mind is then why we need to look at one geography, country or a Nation as it can be called. To answer this let us try to understand what we mean by Nation in the next few paragraphs.

2. Nation Defined

1) ***Geographical space:*** is the most important element of definition of Nation. Today the Countries are de-marketed clearly by geographical locations. With the reduction in the War to acquire land or evade some territory to expand kingdom has reduced the ambiguity of geographical definitions. Today the geographical boundaries are less disputed than earlier and are more statistic. This could be seen as a positive thing from multiple factors like social, economic and political perspective.

2) ***People:*** are one of the most prominent identity of any country. A nation is perceived through the individuals who are citizens of that state. The character and qualities of the people who live in the country together shape the image of the country that may vary because of various reasons.
3) ***History, culture and traditions:*** Uniqueness of one state from other is the main characteristic of nation image in many ways. The culture is the respect to the traditions in terms of folklore, clothing, food and all the ancestral traditions of native origins. In terms of nature, for example, the identity of India is based on its 'Unity in diversity. There are very few countries in the world that has such things. India's unique architectures such as Taj Mahal, Various forts, Monuments and Temples, which make the country a tourist's destination.
4) ***Future promise:*** this also is an most important element in shaping the perception of Nation to the outside World. The future promise could be in form of availability of natural resources, human resources, technological edge or any other strategic advantage because of geographical era, social ,cultural or political promise to name a few. A potential tourist place attraction also is a good example of future promise.
5) ***Others:*** Apart from above there could be many things that may shape the identity of nation. A country could have technological, political or other cultural advantage that could be seen as an influencing factor influencing its image. The reasons and advantages could be a dynamic in most of the cases, Their contribution could also be minimal compared to other major factors listed above.

3. Concept of Brand

Brand defined/characteristics: -

1) ***Image:*** is the current view of the customers about a brand. It can be defined as a unique bundle of associations within the minds of target customers. It signifies what the brand presently stands for. **It is a set of beliefs held about a specific brand**. In short, it is nothing but the consumers' perception about the product.
2) ***Perception:*** is the reality of how customers view your brand. Where brand identity is the image a brand is trying to build, brand perception is the current image that exists in the minds of target customers.

3) ***Promise:*** is a statement made by an organization to its customers stating what customers can expect from their product and services. This is in terms of the benefits and experience- the tangible and the intangible, i.e., the value proposition. It is the most important aspect of a brand. It represents the uniqueness of the brand and this is what the customers remember.
4) ***Expectations:*** the set of ***expectations***, memories, stories and relationships that, taken together, account for a consumer's decision to choose one product or service over another.
5) ***Trust and Credibility:*** is one of the most important quality that a brand should have is a consumer trust in your brand promise. In other words, consumers need to trust that your brand will deliver on its promise in every interaction, or they'll turn away from your brand in search of one that does meet their expectations and delivers on its promise again and again.
6) ***Others:*** Uniqueness, Quality, Attractive, Appealing etc are few of generic characteristics of a brand.

4. Concept of Nation Branding

Nation branding aims to measure build and manage the reputation of countries (closely related to place branding). In the book Diplomacy in a Globalizing World: Theories and Practices, the authors define nation branding as "the application of corporate marketing concepts and techniques to countries, in the interests of enhancing their reputation in international relations. Many nations try to make brands in order to build relationships between different actors that are not restricted to nations. It extends to public and private sectors in a nation and helps with nationalism. States also want to participate in multilateral projects. Some approaches applied, such as an increasing importance on the symbolic value of products, have led countries to emphasise their distinctive characteristics. The branding and image of a nation-state "and the successful transference of this image to its exports - is just as important as what they actually produce and sell. This is also referred to as country-of-origin effect.

Nation branding is a developing field in which scholars continue their search for a unified theoretical framework. Many nations aim to improve their country's standing, as the image and reputation of a nation can dramatically influence its economic vitality. They seek to attract tourism and investment capital, increase exports, attract a talented and creative workforce, and enhance their cultural and political influence in the world. Different ways that nation project their nation brand include export, foreign direct investment, and tourism. One example of exporting products is that the country Germany is known for their motor industry because famous car companies like Mercedes, Audi, and BMW are German companies. An example of foreign direct investments that help the nation brand are US companies building maquiladoras and other European countries having factories in different countries.

(Source: Wikipidea)

Very simply, it means applying corporate branding techniques to countries. Two main concepts separate new forms of nation branding from more traditional forms of public diplomacy. First, nations have become far more cognizant of the value of their brand as an asset. Understanding valuation helps countries better understand the investments they make in their image. The second major change, is a focus on the behavioural aspects of managing a nation's image. Officials from government, non-profits, and the business world can better collaborate to make sure the messages a country is putting out represent what they view as "the fundamental common purpose" of their country.

- **Why it is required?**

Nation branding is an important concept in today's world. Globalization means that countries compete with each other to attract the attention, respect and trust of investors, tourists, consumers, donors, immigrants, media and the governments of other nations. In such a context, a powerful and positive nation-brand provides crucial competitive advantage. It is essential for countries to understand how they are seen by other publics around the world, how their achievements and their failures, their assets and their liabilities, their people and their products are reflected in their brand images.

The application of branding techniques to nations is a relatively new phenomenon, but one which is growing in frequency given the increasingly global competition that nations now face in both their domestic and external markets. Nations are making increasingly conscious efforts to hone their country branding in recognition of the need to fulfill three major objectives: to attract tourists, to stimulate inward investment and to boost exports. A further objective for many nations is talent attraction, whereby countries compete to attract higher education students, and skilled workers. A wider set of potential rewards to be gained through nation branding suggests that in addition to the key goals of attracting tourists, stimulating inward investment and boosting exports, nation branding can also increase currency stability; help restore international credibility and investor confidence; reverse international ratings downgrades; increase international political influence; stimulate stronger international partnerships and enhance nation building (by nourishing confidence, pride, harmony, ambition, national resolve).A further objective that may be aspired to by transitional countries such as those in Central and Eastern Europe may be to distance the countries from the old economic and political system that existed before transition. Many developing countries have developed their brand strategy in order to position themselves in terms of its investment potential credit worthiness, export opportunities, tourism potential and international relations. The achievement of such goals requires countries to adopt conscious branding if they are to compete effectively on the global stage. In a few years, identity management will be seen as a key way of contributing to the nation's brand. It has also been suggested that the unbranded state has a difficult time attracting economic and political attention, and that image and reputation are becoming essential parts of the state's strategic equity. A powerful and positive nation-brand can provide crucial competitive advantage in today's globalized economy. Management guru Michael Porter emphasizes that nations and national character remain of prime importance, even in the age of globalization

- **Evolution of Nation branding**

The evolution of nation branding could be traced from year 1950 when Great Britain started its campaign. There has been a constant progress ever since then as many countries across all the continents started to follow Nation Branding in a very strategic way since 1970's and 1980's

The academic fields of national identity and country-of-origin were shown to interact within the context of economic globalization, whose contradictory effects consist of homogenization of markets and at the same time an increasing sense of national identity. The streams of knowledge embodied within the national identity literature on the one hand and within the country-of-origin literature on the other, have only recently converged. An early manifestation of this convergence could be observed in 2002 with the publication of a special issue devoted to nation branding by the Journal of Brand Management. Although sporadic individual articles on nation branding had appeared in other publications in previous years, the JBM special issue for the first time provided a focused forum for the topic and contained papers from leading international scholars including Philip Kotler and David Gertner to name a few.

The evolution of nation branding into yet wider historical perspective, it could be claimed that nations have always branded themselves–through their symbols, currency, anthems, names and so on – and that it is just the terminology of nation branding that is new, rather than the practice itself.

For better or worse, the use of branding techniques is now highly pervasive in most societies. From the most basic physical product to the most diverse nation, branding has steadily increased its scope of application. It could be argued that corporate branding is the closest type of branding to nation branding. The parallels between corporate branding and nation branding lie in the complex, multidimensional nature of the corporate/nation entity and also in the multiple stakeholder groups that must be acknowledged by both corporations and nations. There is an increasing realization at organizational level that corporate brands serve as a powerful navigational tool to various stakeholders for a miscellany of purposes including employment, investment and, most importantly, consumer behaviour. The scope of branding has thus increased incrementally from its original application to simple products through to services, companies and organizations, and now nations.

- **To whom it will help?**
  - ✓ Country as Whole
  - ✓ Business (Small and Large)
  - ✓ Individuals
- **Who has the onus of building Nation as brand?**
  1) Government – Infrastructure, Policies, Legal environment, Bilateral ties
  2) Corporate – Ethics, Best class products and services, opportunities that are mutually beneficial.
  3) Non Government Organisations (NGO's) -
  4) Celebrities – lead by example, use your celebrity status and influence to help mankind
  5) Individuals – Ethics, honesty, commitment

It is impossible to divorce nation branding from a number of ethical imperatives, given that every citizen of a nation is a stakeholder in the nation-brand and is therefore affected by activities connected to the nation-brand. The fact that public funds will almost certainly be allocated to a country's nation-branding strategy means that there will be a high level of critical scrutiny of the strategy. Ethical issues surrounding nation branding include the overall legitimacy of applying brand management techniques to whole nations rather than to mere product brands; who has the right to identify and select nation-brand values; and, ensuring that nation-brand strategy contributes to the nation's sustainable development.

If nation branding is to become accepted by both governments and citizens, it needs to establish itself as a socially and politically acceptable activity. A key ethical question that must be answered centres on the following issue: If a nation is to be treated as a brand, who has the right to be the nation-brand manager? Evidently, the only individual who can claim the legitimacy of a democratic mandate to fulfil the role of nation-brand manager is the elected head of state. However, few politicians possess the requisite business and marketing skills to perform a brand management role.

On the other hand, professional marketers and brand managers possess (at least to some extent) the required skill set, but they do not possess the democratic mandate. This dilemma in itself may lead some to dismiss nation branding as a conceptual dead-end and an exercise in futility.

5. Conclusion

The concept of Nation branding was in existence from centuries perhaps ever since evolution of mankind in traditional form. Individual or a group of people or the citizens of a state were communicating each other trying to sell their good image and strengths to people or states from different parts of the world as they felt that can build a collaborative and mutually beneficial long terms sustainable relationships.

However, the concept of Nation marketing has changed a lot in modern era. With the help of digital revolution and number of creative channels that are available now its reach has become wider and effective than ever before. These days there are several platforms available for the Nations where they can really showcase the strengths to large number of audiences where they can look forward for long term relationships across the Globe.

The concept today is an exciting, complex and controversial though. It is exciting, as it represents an area in which there is little existing theory but a huge amount of real world activity; complex, because it encompasses multiple disciplines beyond the limited realm of conventional brand strategy; and controversial, in that it is a highly politicized activity that generates passionately held and frequently conflicting viewpoints and opinions. There are still many experts who are not convinced with the requirement, effectiveness and relevance of this.

Despite all the above facts, nation branding is increasingly gaining importance, with more and more countries around the world dedicating professional resources to the development of their nation-brand. The relevance and importance of nation branding in terms of what value a nation-brand strategy can deliver to a country, as well as tracing the evolution of nation branding and outlining the prominence, which it has achieved in recent years.

Case Study (for reference purpose only)

Reading, References and links:

- *https://www.managementstudyguide.com/brand-image.htm*
- *https://simplicable.com/new/brand-perception*
- *https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/7506-brand-promise.html*
- *http://sethgodin.typepad.com/seths_blog/2009/12/define-brand.html*
- *https://aytm.com/blog/research-junction/how-to-build-brand-trust/*
- *https://www.managementstudyguide.com/brand-attributes.htm*
- *http://www.culturaldiplomacy.org/academy/pdf/research/books/nation_branding/Nation_Branding_-_Concepts,_Issues,_Practice_-_Keith_Dinnie.pdf*
- *https://en.wikipedia.org/wiki/Nation_branding*
- *https://www.cfr.org/backgrounder/nation-branding-explained*

A Study on Organizational Identity and its Impact on Employee Behavior

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1. Introduction

Organizational identity is defined as a set of statements that organization members perceive to be central, distinctive, and enduring to their organization (Albert & Whetten, 1985). It has a very profound impact on the organizational behavior and assists in the desired level of performance. The achievement of organizational objectives hugely depends on the behavior of employees in the organizational settings. It is a validated concept that how an employee perceives the identity of its organization highly affects the human actions in the organizational framework. Hence to know the ancedents and precedent of organizational identity is of utmost importance. The paper presents an integrated study of the theoretical model of organizational identification suggested by the researcher's .A relationship between organizational identity and employee motivation is being sought.

2. Literature Review

I) Organizational identity

Albert and Whetten (1985) define organizational identity as a set of statements that organization members perceive to be central, distinctive, and enduring to their organization. They brought in forth the employee's viewpoint about their organization. Albert and Whetten (1985) argue that organizational identity can be evaluated by considering three parameters centrality, distinctiveness, and durability. Centrality means that the statement should include features that are important and essential to the organization. Identity as a statement of central characters defines what is important and essential to the organization. Distinctiveness emphasizes that the identity of the organizational should stand apart from others. A distinctive identity statement usually includes organizational ideology, management philosophy, and culture. Durability emphasizes the enduring nature of organizational identity.

It implies that organizational change is difficult to start because the loss of organizational identity will have strong impact on the organization. The identity, thus set, helps the top management to make decisions as they know how it will be perceived by the employees. Albert and Whetten (1985) argue that interaction and comparison with other organizations are keys to the formation of organizational identity.

Similar to individual identity, the formation of organizational identity is a process of ordered inter-organizational comparisons (Albert, 1977). Organizational members are affected by an organization's identity as well. Since social identity theory suggests that individuals have the natural tendency to identify with social groups and define themselves with the connection with these groups (Pfeffer & Salancik, 1978). On the organizational level, if an organizational identity is the central, distinctive, and continuous core of a shared organizational scheme, it can improve the organizational effectiveness and performance (Stimpert, Gustafson and Sarason, 1998) and can act as a framing mechanism for organizational decision making. 2002). Ashforth and Mael (1989) argue that the important values in organizational culture are critical determinants to the psychological process of identity formation.

Only when individuals identify with the central, distinctive characteristics of the culture will they be willing to attach to a social group. This psychological process of attachment, in turn, reinforces individual identity as well as the solidity of organizational identity (Ashforth & Mael, 1989). Hatch and Schultz (2002) propose another dynamic model to illustrate the relationship between organizational identities, culture, and image (see figure 1). According to the model, members express their understandings of their organizational culture through organizational identity, which in turn, affects the perception of others outside the organization about the organization.

II) Organizational identity and motivation

In a study by Daan Van (2001) Work motivation and performance were analyzed from the perspective of social identity theory and self-categorization theory. Central in this analysis was the relation of organizational identification with the motivation to exert effort on behalf of the collective. A theoretical analysis as well as a review of empirical studies of the relationship of organizational identification with motivation and performance leads to the conclusion that identification is positively related to work motivation, task performance, and contextual performance. Members who strongly identify with their group have a strong motivation to help coworkers and contribute to its success. This leads to a better productivity in the organisation.In the studies it has been found that better group identity help coworkers execute their tasks more efficiently. The intrinsic motion gets developed with a better organizational identity.

III) Organizational identity, motivation and Readiness to change

As Organizational identity forms a central, enduring, and distinctive statements with which members define their organization, it provides an important psychological anchor for members in time of upheaval (Gustafson & Reger, 1995). Organizational identity, however, is also a possible source of resistance to change (Dutton & Dukerich, 1991; Gustafson & Reger, 1995). For example, from a psychodynamic perspective, Brown and Starkey (2000) examined the relationship between organizational identity and organizational learning. Analogous to individual identity theory, organizational members have the tendency to maintain their collective self-esteem and identity by not questioning their existing self-concept (Brown & Starkey, 2000). Learning and receiving new information are likely to evoke organizational members' feelings of anxiety and trigger some kind of defense mechanisms. This is particularly true when the new self-concept is inconsistent with the existing beliefs and self-image (Brown & Starkey, 2000). As a result, these defense mechanisms hinder organizational learning by influencing how members of the organization search, interpret, use, and store new information.

From a more concrete viewpoint, organizational identity influences management and members within an organization in several ways; from organizational leaders' actions and decision making regarding change initiatives, to members' interpretation of organizational events and actions. Moreover, organizational identity affects members' comparison processes and evaluation of strategies and actions as well.

3. Antecedents of Organizational identity

I) Perceived organizational support

Perceived organizational support the extent to which individuals believe that their employing organization values their contribution and cares for their well-being" (Edwards &

Peccei, 2010, p. 17). Edwards and Peccei (2010) argued that when organizations show concern for their employees' well being, there will be a tendency for these individuals to develop an attachment and identify with the organization. The relationship between OI and perceived organizational support further develops as OI mediates the relationship between perceived organizational support and organizational involvement.

II) Organizational prestige

Similarly to perceived organizational support, the organization's prestige is an antecedent to OI, for as the organization becomes well regarded, the employee "basks in reflected glory" and gladly identifies with its reputation and goals (Bergami & Bagozzi, 2000; Mael & Ashforth, 1992). The stereotypes of the organization reflect central beliefs and missions of the organization. Further, these stereotypes allow for an individual to indirectly identify with the goals of the organization. In other words, the individual identifies with the organization as the organization's ideals become his or her own (Bergami & Bagozzi, 2000). As these stereotypes become more distinct from other competing organizations, the present company becomes a more salient ideal which the employee identifies with (Mael & Ashforth, 1992).

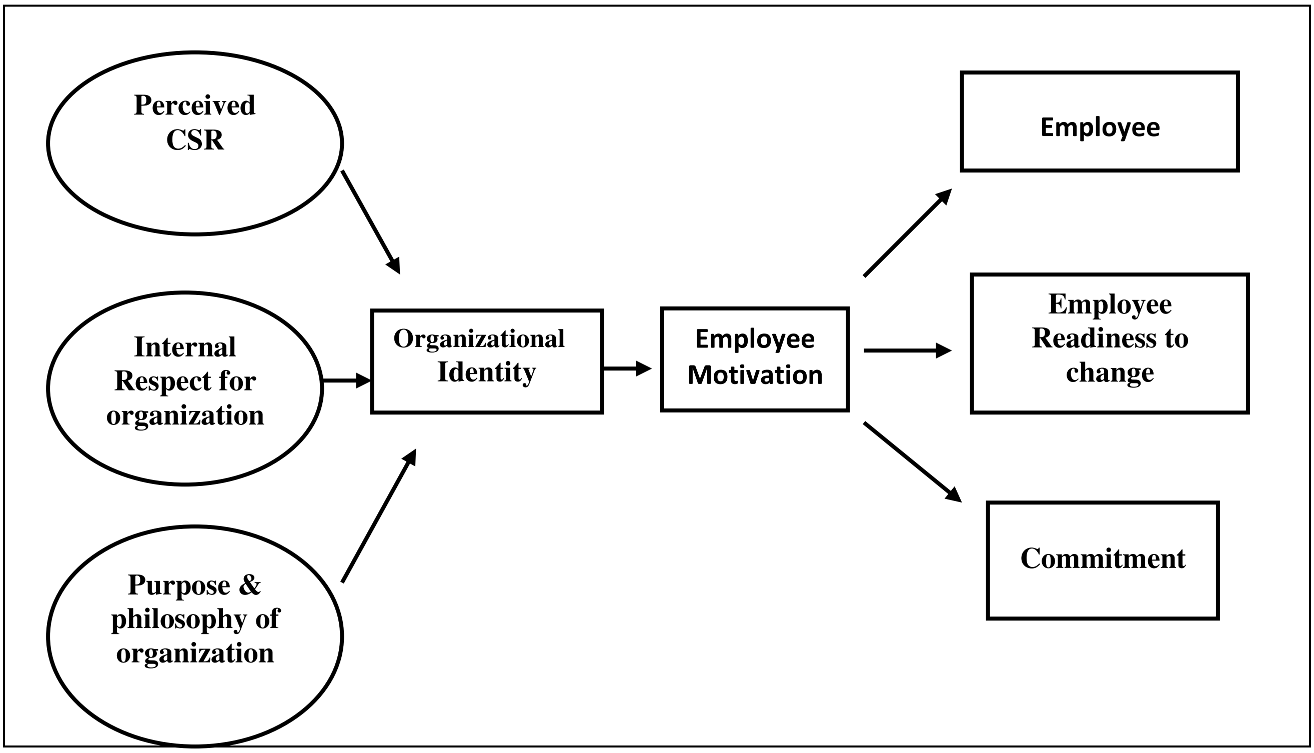
III) Identity

Identity and identification are "root constructs in organizational phenomena" and underlie many observable organizational behaviors (Albert, Ashforth & Dutton, 2000). Identity and identification are central to the questions of 'who am I?' and 'what is my role in this world?' (Albert, Ashforth & Dutton, 2000) In order to understand identification, one must understand identity (Ashforth, Harrison & Corley, 2008). Identity is the answer to the questions of 'who am I' and 'who are we?' and it has emerged in scholarly literature in three different contexts: micro (social identity theory, self categorization theory), identity theory (structural identity or identity control theory) and organizational identity (central, distinctive characteristics of an organization). Corporate identity has been named as another context in which identity has been discussed (Hatch & Schultz, 1997).

IV) Organizational communication

If an organization has open organizational communication, it will serve as an effective method to give their employees information with which to identify (Bartels, Peters, de Jong, Pruyn, & van der Molen, 2010). Various types of communication such as horizontal and vertical communication are imperative to ensure OI. Horizontal communication is described as communication that occurs through conversations with peers and other departments of equal stature in the organization. Vertical communication describes communication through a top-down process as executives and other managers communicate organizational goals and support to their subordinates (Bartels et al., 2010). While both are necessary for identifying with their company, vertical communication is more associated with OI, while horizontal communication encourages identification within their department, branch, or sector of the company.

Figure: Framework of Organizational Identity and impact on employees.



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