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ROLE OF CO OPERATIVE BANKS IN RURAL DEVELOPMENT

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ABSTRACT

The cooperatives which are the life blood of the Indian economy and the mechanism for any developmental programs. Especially in an agriculture dominated rural sector, cooperative banks play a pivotal role in bolstering the common individual and financing his business and personal needs. The cooperative credit structure is serving the Indian society since 1904 and since then it has seen several ups and downs. Despite of several limitations such as restriction of area of operations, limited clients, small volume of business, political interference, this movement is standing since last 108 years and serving the societies. Co-operation means voluntary association on the basis of equality and for some common purpose. In the word of H. Calvert, "co-operation is a form of organization where in persons voluntarily associate together as human beings on the basis of equality for the promotion of their economic interest". The cooperative movement got a boost during the war period. Various post-war plans were drawn up in the country and they all emphasized the increasing role of cooperative movement. The second report on recommendation and planning issued by the Government of India gave an important place to cooperative movement. As a result, a Cooperative Planning Committee was appointed by the Government of India in 1945. This paper attempts to analysis the role of co operative banks in rural development and study based on secondary data.

KEYWORDS: Co operative banks, Rural Development, NABARD

INTRODUCTION

A cooperative bank is a co-operative society registered either under the central act, multiunit co-operative societies act or under a state act governing cooperative societies and carrying on banking business. Cooperative bank is an institution established on the cooperative basis and dealing in ordinary banking business. Like other banks, the cooperative banks are founded by collecting funds through shares, accept deposits and grant loans. Cooperative movement in India was started primarily for dealing with the problem of rural credit. The history of Indian cooperative banking started with the passing of Cooperative Societies Act in 1904. The objective of this Act was to establish cooperative credit societies to encourage thrift, self-help and cooperation among agriculturists, artisans and persons of limited means.

The History of Co-Operative Movement: Co-operative movement originated first in England. Later on it has been introduced in Germany and Italy. The co-operative movement was originated in England in 1844. It was started as a consumer movement. The infant organization was formed by a group of flannel weavers. At this time the weavers in England were badly exploited by the capitalists. They found that cooperation is the only way out of this situation. As a result, 28 flannel weavers joined together and opened a retail store in Rochdale which came to be known as Rochdale co-operative society. The success of this cooperative society paved the way for the establishment of modern co-operative movement. Lougi Luzzatte and Dr. Leone Wollen Burg organized co-

operative movement in Italy. Luzzatte organized urban cooperative credit societies known as “Banca popular” means people bank. Robert Owen is the father of modern co-operative movement. He introduced cooperative colony and labour exchange.

Co-operative Movement in India: The success achieved by many co-operative societies in western countries made the Government to think that the co-operative movement was the solution to relieve the hardships of the farmers and the weaker sections of the society. Sir Frederick Nicholson was deputed to European countries to study the working of the co-operative societies there and to suggest measures for the introduction of co-operative movement in India. On his recommendation the cooperative movement was introduced in India by the enactment of the co-operative societies Act of 1904. At present a large number of different types of cooperative societies are functioning throughout India. The Government of India through the five year plans is providing various incentives to co-operative sector.

A number of committees such as the Rural Banking Inquiry Committee (1949), the All India Rural Credit Survey Committee (1954), the Committee on Cooperative Credit (1960), the All India Rural Debt and Investment Survey (1962), the All India Rural Credit Review Committee (1969), the Working Group on Rural Banks (1975), the Committee to Review Arrangement for Institutional Credit for Agriculture and Rural Development (1981), the Agricultural Review Committee (1989) and the Narasimhan Committee (1991 and 1998) were constituted by the Government of India to look into their working and made several recommendations to improve their health and functioning. Of the total credit provided by these institutions 44 per cent was met by the cooperative banks and 48 per cent by the commercial banks leaving a paltry amount by the regional rural banks.

Review of Literature: A number of studies related to performance of cooperative banking sector in India have been conducted. Here, an attempt is being made to provide an overview of various aspects and issues of this study through the review of existing literature. Some of the main studies selected for review have been discussed below:

Singh and Singh (2006) in their study titled, “Funds Management in Central Co- operative Banks–Analysis of Financial Margin” attempted to estimate the impact of identified variables on the financial margin of the central co-operative banks in Punjab with the help of correlation and multiple stepwise regression approach. **Murthy (2008)**, in his paper titled, “Rural Finance: A Remedial Measure for Rural Poor” focused on the role of financial services as key to enhancing economic development and reducing poverty in rural areas. Rural finance has often led the way in addressing social, gender and ethnic equity issues which hold families in poverty. He, however, observed that the access was limited for poor households and for micro, small and medium enterprises. **Rutamu and Ganesan (2008)**, in their research article titled, “Profit and Profitability of Co-operative Banks: The Case of Banques Populaires (Peoples' Bank) of Rwanda” stated that financial institutions in general and banking sector in particular play a strategic role in the financing stage of capital formation. They discussed the performance of Banques Populaires and the determinants of its Profit and Profitability. It had been noted that the net profit was not distinguished from Gross Profit in the years 1994-2004.

OBJECTIVES OF THE STUDY

- To study different areas of banking functions in credit management
- To check out the financial stability
- To study about proper allocations of funds such as providing loans, various investment borrowings.

RESEARCH METHODOLOGY

The study is based on secondary data. Secondary data was collected from annual reports and also existing manuals and like balance sheet and necessary records.

LIMITATIONS OF THE STUDY

Some data which may be confidential in nature may not be available. The study is done only for the limited period. The study is based on published information only. The analysis is based on annual reports of the company

FINDINGS OF THE STUDY

National Bank for Agriculture and Rural Development (NABARD): The NABARD provides refinance to the Apex Bank and CARD Bank. NABARD is an apex institution accredited with all matters concerning policy, planning and operations in the field of credit for agriculture and other economic activities in rural areas. It is an apex refinancing agency for the institutions providing investment and production credit for promoting the various developmental activities in rural areas.

Agency-wise Ground Level Credit Flow (Rs. crore)

Agency	2014–15	2015–16	2016–17	2017–18	2018–19 (P)
Commercial Banks	6,04,376	6,42,954	7,99,781	8,71,080	9,49,622
RRBs	1,02,483	1,19,260	1,23,216	1,41,216	1,51,258
Cooperatives	1,38,469	1,53,295	1,42,758	1,50,321	1,53,882
Total	8,45,328	9,15,509	10,65,755	1,62,617	12,54,762

Source: NABARD (as reported by banks); (P) = Provisional

Share of Institutional and Non-Institutional Credit to Cultivator Households in Rural India

Sources of Credit	1981 (%)	1991 (%)	2002 (%)	2012(%)
Institutional sources of which	64	66	61	59
Cooperative Societies/Banks	30	24	30	25
Commercial Banks, including RRBs	29	35	26	28
Others	05	07	05	06
Non-institutional sources of which	36	34	39	41
Agricultural moneylenders	08	07	10	05
Professional moneylenders	08	11	17	26
Relatives and friends	08	05	06	08
Others	12	11	06	02
Total (institutional +non-institutional)	100	100	100	100

Source: AIDIS, NSSO (various rounds).

Notes: Institutional sources include government, cooperative societies/banks, commercial banks (including RRBs), insurance, provident fund, financial companies, Self-Help Groups (SHGs), SHG-Non-Banking Financial Companies (NBFC), etc. Non-institutional sources include landlords, agricultural moneylenders, professional moneylenders, traders/input suppliers, relatives, friends, etc.

Primary Agricultural Cooperative Societies (PACS): PACS are playing a crucial role in improving the economic and social conditions of the common masses of Chhattisgarh. They provide short-term and medium-term loan to the members/farmers at reasonable interest rates to meet their various needs. They are providing credit to the farmers for agriculture purposes at cheap and easy terms. PACS is the foundation of the Cooperative Credit System on which the super structure of the short term cooperative credit system is built. Primary Agricultural Credit Societies (PACS), the credit institutions at the grassroots, deal directly with the short-, medium-, and long-term loan needs of individual borrowers. As on 31 March 2017, there were 95,595 PACS with a total membership of 13.12 crore, of which, 40% (5.20 crore) were borrowing members. As compared to the previous year, while the total PACS membership increased by 3%, the borrowing membership of PACS increased by 12.55%. As on 31 March 2017, the deposits mobilized stood at Rs.1,15,884 crore and total loans outstanding by all the PACS was Rs.1,70,459 crore. During 2016–17, as per available data in respect of 84,622 PACS, 46,586 PACS earned profit of Rs.6,472 crore and the remaining 38,036 PACS incurred loss of Rs.3,209 crore. (Source: NABARD Report).

Agricultural Cooperative Credit Structure: Short-term structure is a three tier structure with PACS in rural areas, Co-operative Central Banks at the district level and the Apex Bank at the state level. The short-term credit structure provides short-term credit for crop production and medium-term credit for small developments. State Cooperative Agriculture and Rural Development Bank (SCARDB) at the State level and Primary CARD Bank at the Block level cater to the long term credit needs in the two tier credit delivery system. As on 31 March 2018, there are 33 State Cooperative Banks (StCBs) in India, of which 20 have a three tiered structure and the rest are two-tiered. While the deposits of the StCBs grew at a negligible pace during 2017–18, the loans and advances grew moderately. The borrowings recorded negative growth during the period

CONCLUSION

Cooperative banks belong to the oldest forms of the collective action in India playing essential role in the realization of the agricultural and in local development. They serve both rural and urban population, and are main banks in India supporting development of agriculture and rural areas. Cooperative Development Fund (CDF) has been created in NABARD to supplement the

efforts of the ground-level cooperative credit institutions in their endeavour to achieve capital adequacy and emerge as multi-functional entities. Under the fund, assistance is provided by way of grant, soft loan, or grant-cum soft loan for human resources development, capacity building for efficient decision making and effective implementation, building up of better Management Information System (MIS) and analytical capability, conduct of special studies/seminars/workshops for improving functional efficiency of rural cooperatives, etc. It is provided to the institutions like StCBs, SCARDBs, DCCBs, PACS, cooperative federations, their key role is to give credits financing various rural based entrepreneurs. In order to cope up with the situation of declining vitality the cooperative banks, the government and NABARD has to rethink about this sector and take some measures to revive the cooperative sector through more capacity building efforts on rural livelihoods in grassroots levels for better bank-borrower relationship, financial inclusion and social security in rural India.

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AN ANALYSIS OF THE DEVELOPMENT AND CHANGING DIMENSIONS OF LEGAL EDUCATION IN INDIA

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ABSTRACT

Legal education is also one of the fastest growing educational sectors in India. Earlier the legal education was pursued in traditional manner and after completion of degree in law legal practice was the motive. But, reforms in the area of legal education started with the enactment of Indian Advocates Act 1961 wherein maintenance of uniform standard was monitored. The Bar Council of India maintains other procedures relating to legal education. The Legal research also got prominence and teaching pedagogy in law also changed a lot. Teaching and learning developed with deductive and inductive system. Practical exposure in teaching also enhanced. Even in legal education, scientific method of imparting education was adopted. As further development, in legal education, private universities emerged and they are striving to improve the quality of legal education in India. Job and placement opportunities for law graduates also expanded and new openings are found. As a new development, we can find interdisciplinary study in law, wherein other disciplines are studied as a part of legal education. There is increasing demand from corporate sector for legal education and education institutions are striving to meet the demands of the day.

Keywords: Legal Education, Universities and Law Schools, Teaching pedagogy.

INTRODUCTION

Legal education in India refers to the education provided for those budding lawyers aspiring for legal profession. One should complete legal education to practice in the Court of Law. Legal education is offered at different levels by the traditional Universities and the specialised Law Universities and Law Schools only after completion of an undergraduate degree or as an integrated degree. But now the students are enthusiastic to learn law and pursue their career as lawyers or jurists, if not in any other corporate sector where legal fraternity are needed. Legal education has powerful bond with business and commerce. Those who completed commerce education are the main centre of attraction in law course as they can achieve Chartered Accountant and Company Secretary Exams easily. They can become excellent corporate lawyers and advisors in the field of law and commerce.

RESEARCH OBJECTIVES

The main objectives of the study are as follows:

- To know about the status of legal education in India in various periods.
- To analyse the development of legal education.
- To study the changing dimensions of legal education and its collaboration with other disciplines especially commerce.

RESEARCH METHODOLOGY

The study has been made through secondary data collected such as journals, magazines, periodicals, news paper articles, books and from online database.

FINDING OF THE STUDY

History of Legal Education

Historically, legal education did not receive any serious priority or attention in India. The goal of education was to direct the people to follow righteousness and not to violate dharma or basic mannerism. Formal legal education was not there in the beginning but, education also included certain legal concepts like, right, duty, immunities, exercises of power, obligations, justice etc. During the British rule and after independence, various Committees and Commissions on education systematised legal education. The Departments of law Universities used to impart legal education and award three years LL.B. graduation to the

students. With the establishment of National Law Schools this unevenness was challenged and it was successful in attracting students to the study of law.

Legal Education in Ancient India

The concept of legal education in India goes back to the Vedic age. Following law and doing good deeds are the parts of Dharma. In matters connected with Dharma, training was self-acquired one. It is difficult to draw a distinction between secular law and religious ordinances in ancient India. Vedas were original source of law and Smritis announced the message of Vedas. Dharmashastrakarars like Gauthama, Apasthamba, Haritha, etc were considered and accepted to be the ancient exponents of law. Smritikaras like Manu, Yajnavalkya, Brihaspathi, Parashara, Vyasa along with Nibhandakaras were the real guardians of law. Kings were also considered as law makers in ancient times. They used to deliver justice based on certain prevailing precedents, if not based on Raja Dharma. Even though kings were not formulated law or legislations, they were the authority to decide the disputes and provide justice. Sadachara, custom, nyaya or yukthi were the base of legal processes in ancient India. K P Jaiswal is also of the view that legal practitioners existed in ancient India. By citing Manu Smriti, Jaiswal clarifies that, professional lawyers were already in existence in the time of Manu Code. Even though there was no clear-cut mention about presence of formal legal profession in ancient India, Dr. P.V. Kane never rejected the presence of legal profession in ancient India. Dr. P.V. Kane in his book the 'History of Dharmashastras' mentioned that, persons well-versed in law of Smritis and the procedure of the Courts were appointed to represent the party and place his case before the Court. Dr. Kane also made comments that the rules of Sukra made a clear approach to the modern institution of the Bar and the fees prescribed by Sukra are similar to those allowed by the Bombay Regulation II of 1827 and by Schedule II to the Bombay Pleaders Act 1920. By referring Asahayas commentary on writeup of Narada, Sir Ashutosh Mukherjee, the Judge of Kolkata High Court draws the conclusion that, the legal profession existed in the Seventh Century of the Christian era. Even the Buddhist books narrates that the profession of lawyer existed in the first century before the Christian Era. They were known as sellers of law or traders of law.

Legal Education During Muslim Period

During the Mughal rule, Mohammedan law was made applicable while deciding the disputes. During Muslim period there was wide gap between theory and practice in the matter of judicial system. In theory, the sovereign was the fountain head of justice and used to deliver judgements by deciding disputes. But in reality, the jurisdiction of the state system of justice was very much restricted. Religious and Communal Courts used to look in to matters of communal issues.

During Mughal period village panchayats were deciding disputes in villages. If parties were not satisfied by the decisions given by the village panchayat, then they used to approach the Government Court of the Quazi by appeal. During this period King used to hold court in the Am Khas or Hall of Common Audience. The complaints were received and disputes were settled by looking in to the evidence and by examination of witnesses. There were Vakils during Mughal period who were acting as representatives of the parties in dispute.

Legal Education in British India

During British rule, Regulating Act of 1773 passed, which empowered to enrol Advocates and Attorneys-at-law to the Supreme Court. Through a Charter issued in 1774 the Supreme Court was established in Fort William in Bengal. But the Indian Lawyers were not allowed to appear in the Courts. The High Courts were established in three presidency towns, Bombay, Chennai and Kolkata in 1861. Even Sadar Diwani Adalath and Sadar Nizamath Adalath were functioning as deciding authorities of disputes on civil and criminal matters. Formal Legal education in India came in to existence with the establishment of professorship of law at Government Ephistone College in 1855. There were several Commissions and Committees like University Commission, Kolkata University Commission, Bombay Legal Education Committee, Rajasthan Legal Education Committee etc., referred legal education matters to the Law Commission.

There are suggestions recommended by the Law Commission in 1958 for improvement of legal education like graduation is mandatory to pursue legal education and the law schools should teach the principles of law and it's the Bar Council which should take up the task of practical and procedural aspects of law. Teachers must be the full timers and even students should come to study on full time basis. Along with lecture method, they need to get education through seminars, moot courts, case methods, presentations etc. The institutions which impart legal education must be affiliated to the University and they have to get recognition from the Bar Council of India. Those who secured diploma course in law cannot be made eligible to practice law in the Courts.

Reforms and Developments in Legal Education

With the enactment of the Indian Advocates Act 1961, early reforms in the area of legal education started and the main aim of the Advocates Act was to integrate legal education across the country under a uniform standard to be monitored by the various State Bar Councils and the Bar Council of India. Along with various reforms, legal education developed in India. At present budding lawyers are also participating in legal awareness and legal aid programmes which are added advantage to them for their future career as well as it helps the society at large.

Role of Bar Council of India

The establishment of the Bar Council of India (BCI) led for the development in the field of legal education in India. Under the Advocates Act 1961, the BCI and other State Bar Councils are established. Section 7(1)(h) of Advocates Act 1961 depicts the significant function of BCI in relation to promote legal education and to lay down the standards of such education in consultation

with the Universities in India imparting such education. The BCI under section 49(d) of the Advocates Act 1961, can make rules prescribing the standards of legal education to be observed by the Universities in India. It also formulates rules for the inspection of Universities for the same purpose. The uniform three years LL.B. course has been established in the year 1967 as per the regulations of BCI. Later in 1982, as another progressive step in Legal Education, the BCI established five years integrated LL.B. course. After completion of Pre-University education, students can be admitted to this course. In this course pre-law subjects will also be taught for two years. For the study, twenty-one compulsory law papers and four practical papers were fixed by the BCI.

Role of University Grants Commission

The responsibility with regard to legal education lies with University Grant Commission (UGC) which can play a pivotal role by making proper provisions for adequate funding, creation of senior posts and other required means. The Commission has helped the University of Rajasthan to organise a seminar on legal education at Kasauli in 1964 and also set up Legal Education Committee in 1970. The UGC also organised four regional workshops on legal education especially at Madras, Chandigarh, Poona and Patna. It also helped the law faculties by creating posts of professors, readers, grants for libraries, providing fellowships for researchers etc. As per the UGC norms, those who completed full time LL.M. can only become faculty of law. But those who appointed as faculty of law after 2009, should have basic qualification of NET or SLET to get eligibility to teach law.

Role of Universities

Several Universities formulated committees for the purpose to take some initiative to improve legal education in India. In 1962, Banaras Hindu University formulated a legal education committee under the chairmanship of then chief justice of India, Hon'ble Justice B P Sinha. The three years Law Degree course has been initiated by this Committee raised the standard of legal education and contributed for the improvement of legal education. Even Mahajan's Committee of Punjab University, Gajendragadkar Committee of Delhi University and Sinha Committee of Kerala University have made suggestions for the improvement of legal education. In the 20th century, legal education started getting prominence and intake for law course started increasing. Over the last two decades even the private parties have played a significant role in pioneering the changes in legal education. The changes brought forth by these players in legal education are mainly in organisation, management, content and delivery.

Changing Dimensions of Legal Education

The legal education sector in India is one of the fastest growing educational sectors in India. Former Chief Justice A M Ahmadi once said that we have waited for a long period of time to see the change to happen in legal education system in India, but it's the time to work for the same and strive for its development and change. It's known fact that any education starts from study or teaching and learning process. Teaching inside class rooms is a common method as it is present in all other education system. But, teaching outside the classroom has become a developing trend even in legal education. The Moot courts, live simulation of cases, legal drafting, client counselling methods and activity-based learning have become the main form of learning. Thus, legal education also converted the process of learning as more interesting and captivating one. Internships during the period of study are now a mandatory requirement. The students have to undergo internships during vacation in any of the offices relating to law in one or other way. On-campus recruitments have also become a common feature of law schools. Most of the reputed institutions have reduced lecture method of teaching and opted for more innovative and interactive methods of learning. The areas like project financing, intellectual property protection, environmental protection, competition law, corporate taxation, infrastructure contract, corporate governance, investment law etc. are flourishing and getting more prominence. Research and publication also play a major role in present legal education.

CONCLUSION

Now, there is intermingling of different disciplines together to formulate a course. The law course can be studied with Commerce and Management subjects in their pre-law stage and it will formulate a combination of B.Com. LL.B., BBA LL.B. etc. Business law, Commercial law, Law of contract, trade law also became significant at present as commerce subject has more influence on law. So, legal education and profession plays significant role in moulding the society and it's a cherishing field for the law graduates in India.

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RIGHTS ISSUE ANNOUNCEMENT AND ITS IMPACT ON PRICE BEHAVIOR OF SECURITIES

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ABSTRACT

A rights issue is an issue of capital to the existing shareholders of the company through a Letter of Offer made in the first instance to the existing shareholders on pro rata basis. This is required under Section 81 of the Companies Act, 1956. The shareholders, however, may by a special resolution forfeit this right, partially or fully, to enable the company to issue additional capital to public. Rights issue is a corporate announcement. In the present research, an attempt is made to test the impact of such corporate announcement on the price behavior of companies which have announced rights issue during the study period. The study period is two years, from 2018 to 2019. The companies which have announced bonus shares during this period constitutes the sample. The study concludes that the rights issue announcement has no significant impact on the price behavior of companies announced such issues.

KEYWORDS: *Abnormal returns, announcement, expected returns, rights issue.*

INTRODUCTION

A rights issue involves selling of ordinary shares to the existing shareholders of the company. The law in India requires that the new ordinary shares must be first issued to the existing shareholder on pro-rata basis. This pre-emptive right can be forfeited by shareholders through a special resolution. A company can make rights offering to its shareholders after meeting the requirements specified by the SEBI. Those shareholders who renounce their rights are not entitled for additional shares. Shares becoming available on account of non-exercise of rights are allotted to shareholders who have applied for additional shares on pro rata basis. Any balance of shares left after issuing the additional shares can be sold in the open market. Companies opt for the rights issue of shares to raise funds for expansion, launching new products, improving debt to equity ratio, paying off debt or for taking over another company. It is perhaps one of the best ways to raise capital without incurring additional debt because instead of borrowing money from the banks and pay high-interest rates, it is quite a feasible option to raise funds from the existing shareholders.

There is a proper process that is followed by the company for the rights issue of shares, which is mentioned below:

- A board meeting is called for the purpose of the rights issue of shares.
- After the approval of the board of directors of the company, an offer letter for the rights issue of shares, which also includes the right for renunciation option, is sent to the existing shareholders of the company. It must be noted that the letter must reach the shareholders around three days before the date of the rights issue.
- The company must receive the letters of rejection or acceptance from the shareholders.
- A board meeting is called again to approve the allotment of the shares to the shareholders who have shown keen interest to subscribe to the rights issue of shares.
- A share certificate is issued to the shareholders

Advantages of rights issue:

- It is cheaper than a public share issue
- It is made at the discretion of the directors, without consent of the shareholders or the Stock Exchange.
- It rarely fails
- Existing shareholders' equity stakes are not diluted, provided they take up their rights.

Disadvantages rights issue:

- There is a limit to how much can be raised through this method as existing shareholders are only willing to invest so much. A rough rule of thumb is that a rights issue could raise up to 25% of the existing equity value of the firm.
- If shareholders do not take up their rights, then their shareholding will be diluted.

LITERATURE REVIEW

Joy Gacheri Kithinji, Wycliffe Oluoch and Robert Mug (2014) in their research article “What Is the effect of rights issue on firms share performance in the Nairobi Securities Exchange?” found that rights issue announcements have no significant effect on investor’s reaction and that there is a relationship between rights issue and company’s share performance.

Babitha Rohit, Prakash Pinto and Shakila B (2014) concluded in their research work titled “Impact of Stock Splits and Rights Issue Announcements on Market Price: Evidence From India” that the information content of the two events is impounded in the prices of the stock so instantaneously that the investors do not get an opportunity to earn abnormal returns from the stock. The study concludes that the Indian stock market is efficient in its semi – strong form.

Ouma Duncan Otieno and Duncan Elly Ochieng (2015) in their study “The effects of Rights Issue Announcements on Stock Returns for Firms Listed at the Nairobi Securities Exchange” concludes that rights issue announcement results into a negative abnormal stock return for the listed firms.

Batista J. Mariko and Theuri J. M (2016) in their empirical study “Effect of new information from rights issue announcement on share prices of firm’s listed on the Nairobi Security Exchange” found that the share price before and after the rights issue announcement were not significantly different.

Agnes Ogada and Elizabeth Kalunda (2017), in their article titled “Impact of Rights Issue on Share Returns of Firms Listed on The Nairobi Securities Exchange Kenya”, concluded that the expected returns as well as the market returns were significantly higher after rights issue than before rights issue. However, abnormal returns were not significantly different implying that the information content of rights issues do not affect stock return and this may be an indicator of market efficiency.

Ramya K and Bhuvaneshwari D (2018) in their study “An Empirical Study on Announcement Effect of Rights Issue on Stock Prices of CNX 500 Stocks” found that rights issue announcement had resulted with significant negative impact on stock prices around announcement.

Hari Prasad Pathak and Sweta Gupta (2018) in their research on the topic “Rights Offering and Its Effect on Share Price Movement: A Study of Commercial Banks” concluded that the share price of Nepalese commercial banks decreases after the announcement of right in spite of the increase in the market index in the corresponding period.

Research Gap:

- Very few studies on the topic under study in India
- No studies on BSE Listed stocks in India during the study period

OBJECTIVE OF THE STUDY

The objective of the study is to find out the reaction of stock prices for the announcement of rights issue.

HYPOTHESIS

- H_0 : There is no significant impact of rights issue announcement on the price behavior of such stocks in the capital market
 H_1 : There is significant impact of rights issue announcement on the price behavior of such stocks in the capital market

SCOPE OF THE STUDY

The present study is undertaken to find out the investors behavior for the announcement of corporate rights issue. The study period is 2018 and 2019. The study covers those companies which have announced rights issue during this period. It is an event study, the period of event window is 61 days covering 30 working days prior to the announcement of rights issue plus 30 working days after the announcement of the rights issue plus the day of the event. The estimation window is 250 working days prior to the event window.

RESEARCH METHODOLOGY

The study is based on secondary data. The data is collected from various sources like books and websites. The prices of various companies which have announced rights share during the study period and the Sensex prices are being collected from the money control website. The sample is selected from BSE listed stocks which have announced rights issue during 2018 and 2019. Nineteen companies of BSE have announced rights share during this period but the data were available only for fifteen companies. Hence the sample size of the study is 15 companies.

Daily returns of the stocks are calculated by applying the following model:

$$\text{Daily stock return} = \frac{(\text{Closing price} - \text{Opening price})}{\text{Opening Price}} \times 100$$

The *daily expected stock return* is calculated by applying the following model:

$$\text{Expected return of the stock for a day} = \alpha + \beta \times \text{Market return of the day}$$

α and β are the constants of regression model and are calculated based on the stock returns and market returns of the estimation window.

The *daily abnormal return of the stock* is calculated by applying the following model:

$$\text{Daily abnormal return of the stock} = \text{Actual return of the day} - \text{Expected return of the day}$$

In addition to the above models, mean, student t test, paired comparison t test and One Way ANOVA test are also being used for the analysis. The event window is 61 days and the pre-event days are denoted by *minus signs*, post-event days are denoted by *plus signs* and the day of the event is denoted by *zero*.

LIMITATIONS OF THE STUDY

- The study would suffer from the limitations of the secondary data as the entire study is based on secondary data
- It was assumed that the price behaviour the stocks are affected only by the event under study and other factors remain constant.

DATA ANALYSIS AND INTERPRETATION

In this part of the study, the data collected for the study are being analyzed and interpreted.

Table 1 presents the Average Abnormal Returns, Cumulative Average Abnormal Returns and the t test results for each of the event window. It can be observed from the table that there are sixteen positive abnormal returns found during the post event window and only fifteen positive abnormal returns are found during the pre event window. The AAR on the day of the event was negative and the CAAR for the event window is 2.019. In addition to this, the mean AAR during the post-event window is 0.065507 and it is higher than the pre-event mean AAR. It indicates that the event has resulted in bigger positive returns than the negative returns. The t test is conducted at 5% level of significance to test the significance of daily abnormal returns. The test reveals the fact that none of the daily abnormal return is significant during the event window.

Table 1: Average abnormal Returns, Cumulative Average Abnormal Returns and t test results for each day of the event window

Day	Average Abnormal Returns(%)	Cumulative Average Abnormal Returns(%)	t value	p value	Day	Average Abnormal Returns(%)	Cumulative Average Abnormal Returns(%)	t value	p value
-30	0.889	0.889	0.233	0.462	0	-0.388	0.054	-0.136	0.610
-29	1.498	2.387	0.395	0.490	1	-0.436	-0.382	-0.116	0.487
-28	-1.230	1.157	-0.342	0.622	2	-0.188	-0.571	0.007	0.529
-27	-1.383	-0.226	-0.446	0.402	3	0.719	0.148	0.186	0.461
-26	0.064	-0.162	0.015	0.500	4	-0.780	-0.632	-0.178	0.643
-25	-0.558	-0.721	-0.170	0.595	5	-0.456	-1.087	-0.258	0.600
-24	0.667	-0.054	0.282	0.527	6	0.917	-0.170	0.428	0.624
-23	0.177	0.123	0.102	0.688	7	0.919	0.749	0.425	0.478
-22	0.018	0.142	0.001	0.612	8	-2.522	-1.774	-0.785	0.431
-21	-1.451	-1.309	-0.477	0.501	9	0.220	-1.553	0.071	0.548
-20	-2.231	-3.540	-0.669	0.588	10	-0.995	-2.548	-0.368	0.486
-19	0.199	-3.341	0.043	0.498	11	0.491	-2.057	0.132	0.572
-18	-0.218	-3.560	0.023	0.639	12	-1.282	-3.339	-0.218	0.463
-17	2.258	-1.301	0.800	0.296	13	-0.128	-3.467	-0.077	0.602
-16	-1.530	-2.832	-0.590	0.653	14	-0.380	-3.848	-0.242	0.564
-15	-0.664	-3.496	-0.229	0.658	15	-1.335	-5.182	-0.407	0.405
-14	2.024	-1.472	0.705	0.454	16	-0.417	-5.599	-0.231	0.474
-13	2.389	0.918	0.872	0.436	17	1.785	-3.814	0.481	0.445
-12	1.184	2.102	0.425	0.623	18	0.223	-3.591	0.018	0.639
-11	1.168	3.270	0.251	0.407	19	0.707	-2.883	0.181	0.628

-10	-0.486	2.784	0.001	0.421	20	0.842	-2.041	0.244	0.620
-9	0.399	3.183	0.147	0.749	21	-0.146	-2.188	0.007	0.507
-8	1.041	4.224	0.323	0.700	22	0.790	-1.397	0.110	0.468
-7	-1.677	2.547	-0.397	0.559	23	0.708	-0.689	0.144	0.603
-6	-0.995	1.552	-0.270	0.698	24	0.164	-0.526	0.047	0.597
-5	-0.521	1.031	-0.194	0.642	25	1.156	0.631	0.269	0.606
-4	-0.367	0.664	-0.149	0.520	26	-0.416	0.215	-0.160	0.638
-3	0.067	0.731	0.073	0.494	27	-0.169	0.046	-0.156	0.521
-2	-0.579	0.152	-0.231	0.521	28	0.956	1.002	0.134	0.445
-1	0.290	0.442	0.186	0.554	29	0.092	1.095	0.129	0.569
0	-0.388	0.054	-0.136	0.610	30	0.924	2.019	0.215	0.643
Pre-event mean AAR: 0.014733%					Post-event AAR: 0.065507%				

Source: Author's Compilation

TESTING THE HYPOTHESIS

H_0 : There is no significant impact of rights issue announcement on the price behavior of such stocks in the capital market

H_1 : There is significant impact of rights issue announcement on the price behavior of such stocks in the capital market

Table 2: Result of Paired Comparison t test

<i>Particulars</i>	<i>Pre-event abnormal returns</i>	<i>Post-event abnormal returns</i>
Mean	0.014733	0.065507
Variance	1.413119	0.808578
Observations	30	30
Pearson Correlation	0.223497	
Hypothesized Mean Difference	0	
Df	29	
t Stat	-0.21059	
P(T<=t) one-tail	0.417339	
t Critical one-tail	1.699127	
P(T<=t) two-tail	0.834678	
t Critical two-tail	2.04523	

Source: Author's Compilation

The hypothesis is being tested by using the paired comparison t test and the test is conducted at 5% degree of freedom with 29 degree of freedom. The calculated t value is -0.2109, whereas the critical value for two tail test is ± 2.04523 . Since the calculated t value is lesser than the critical value, there is no evidence to reject the hypothesis.

Table 3: Result of One Way ANOVA test

<i>Indicator</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Regression	0.03867	1	0.03867	0.034811	0.852643	4.006873
Residual	64.42922	58	1.110849			
Total	64.46789	59				

Source: Author's Compilation

The researcher has also used One Way ANOVA test for testing the hypothesis. The test is conducted at 5% level of significance for 1,58 degree of freedom. The calculated F value is 0.034811 and the F critical is 4.006873. As the calculated F value is much lower than the critical value, even according to this test we have to accept the hypothesis.

FINIDNGS AND CONCLUSION

Companies pursue rights issue as an avenue to raise funds for various reasons, ranging from expansion or acquisitions to paying down debts. Section 62 of Companies Act 2013 contains provisions on "further issue of capital", and enacts the principle of pre-emptive rights of shareholders of a company to subscribe to new shares of the company. Provisions of the Section 62 of Companies Act, 2013 are mandatory for all private companies, public limited companies, listed as well as unlisted companies.

In the current study, the researcher has made an attempt to investigate the reaction of stock prices for the announcement of rights issue by the companies. Here, the semi-strong market efficiency form is being tested. According to the semi-strong form of market efficiency, security prices adjust quickly tonewly available information, thus eliminating the use of fundamental and technical analysis to achieve a higher return. It is found in the study that the share prices of the companies which have announced rights issue have

reacted positively. It is revealed through positive CAAR of 0.215%. On the day of the event, there is a negative (-0.388) abnormal return. The student t test conducted for testing the daily abnormal return shows the fact that none of the abnormal return is significant. The results of the Paired Comparison t test and One Way ANOVA test shows that the rights issue announcement has no significant impact on the price behavior of such companies. The rights issue announcement has not resulted in abnormal returns to the shareholders. It can be concluded from the analysis that the rights issue announcement of the companies has no significant impact on their share prices and hence Indian capital market is efficient in Semi-Strong form.

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A STUDY ON CUSTOMER'S ATTITUDE AND PERCEPTION TOWARDS DIGITAL FOOD DELIVERY APPS – ZOMATO AND SWIGGY IN MANGALURU CITY

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ABSTRACT

Consumer behaviour is the study of how individual customers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. It refers to the actions of the consumers in the marketplace and the underlying motives for those actions. Being up to date with the customers' expectations helps firm retain customers to a greater extent. The mobile application has made all traditional modes of business outdated and generated amazing new possibilities in business. Companies have changed their traditional business strategies into online marketing to suit customer's needs and taste at any point of time. The paper mainly concentrates on the study and analysis of data collected from all those users who are already using the online food delivery services. The purpose is to know the influencing factors, their perceptions, needs, positioning of various attributes of different online portals in their mind and overall satisfaction towards online food delivery services.

KEYWORDS: Digital food delivery app, Zomato, Swiggy, Consumer, Technology.

INTRODUCTION

Online food ordering and delivery is a new type of business model in the current era of e-commerce and that leads to the start-ups of several online businesses. Online food ordering and delivery is very successful because it bridges the gap between restaurants and consumers. Technology has played a major role in revolutionizing the food delivery service, it has contributed to the changes in consumer preferences as their dependency of technology has motivated them to do everything online comprising getting cooked meals delivered to their doorstep. Convenience is the prime factor to the consumers, as to place an order is as simple as few clicks on any mobile devices. Technological dependency, convenience and less time taken for the food to be delivered aids as a good reason for the consumers to choose the services offered by the online food ordering and delivery service portals. The popularity of online food ordering and delivering services is steadily growing; expectations of the users are also increasing. The rise of digital technology is reshaping the industries. With the increased use of technology, the numbers of people engaging into the digital sector are rapidly increasing. Even Consumers are accustomed to shopping or even ordering online through apps or websites, with maximum convenience and transparency, expecting the same experience that they would get from the outlet itself. Generally, people consume food from hotels which takes a lot of time for its delivery. The time factor will be more in case of people going to restaurants and buy foods and cost will also be more. This study is conducted to study the consumer perception towards online food ordering Swiggy and Zomato, how it bridges the gap between the consumer and the hotels. The factors influencing the consumers to buy through food ordering application Swiggy and Zomato are also identified in the study and the satisfaction derived out of the food ordering applications Swiggy and Zomato are also examined.

Indian Food App Scenario

With the entire boom in digital industry across the globe, it had its impact on the Indian economy too. The online food ordering firms have sprouted up in bulk. The market size of food in India is expected to reach Rs. 42 lakh crore by 2020, reports BCG.

Food tech is the hot talk in the start-up town. After technology start-ups have made their mark in the e-commerce, taxi & real estate sectors, now the ever-hungry Indian entrepreneurs are looking to satiate the appetite of others. Food tech is a vast market and food delivery start-ups are just a part of it. Various apps in the Indian market are: Zomato, Swiggy, Food Panda, Uber Eats, Fast food delivery apps.

Swiggy is an application for food ordering and delivery. It is a Bangalore based company and is founded out by Rahul Jaimini, Sriharsha Majety, and Nandan Reddy. Swiggy was mainly to provide a complete order and delivery solution to the urban foodies. Zomato is an Indian restaurant aggregator and food delivery start up founded in 2008. It was started by Deepinder Goyal and Pankaj Chaddah. It provides information, menus and user-reviews of restaurants, and also has food delivery options from partner restaurants in select cities. It has an exclusive fleet of delivery personnel to pick up orders from restaurants and deliver it to customers. They provide customers with offers which will enable them to get frequent orders. Payments can be made through online as well as at the time of delivery. They make sure that the customers get their order on time for that delivery personnel's carry one order at a time.

OBJECTIVE OF THE STUDY

- ❖ To find customer's attitude and perception towards digital food delivery apps – Zomato and Swiggy in Mangaluru City
- ❖ To understand the mindset of people towards digital food delivery apps – Zomato and Swiggy.
- ❖ To analyse what are the various factors affecting attitude of customers and influencing the consumers to choose online food delivery services.
- ❖ To understand as to how have technology played an important role in the restaurant industry.
- ❖ To give suggestions based on findings.

SCOPE OF THE STUDY

Any field of research must have a definite scope. This paper is concerned with study of customer's attitude and perception towards digital food apps – Zomato and Swiggy in Mangaluru City. The perceptions are analysed and interpreted to arrive at a meaningful conclusion.

LITERATURE REVIEW

According to **H.S. Sethu & Bhavya Saini (2016)**, their aim was to investigate the student's perception, behaviour and satisfaction of online food ordering and delivery services. Their study reveals that online food purchasing services help the students in managing their time better. It is also found that ease of availability of their desired food at any time and at the same time easy access to internet are the prime reasons for using the services.

According to **Leong Wai Hong (2016)**, the technological advancement in many industries has changed the business model to grow. Efficient systems can help improve the productivity and profitability of a restaurant. The use of online food delivery system is believed that it can lead the restaurant's business grow from time to time and will help the restaurants to facilitate major business online.

S. Kamakshi (September 2016) Conducted a Study on the topic "Consumer Perception and behaviour towards fast food a study with reference to Chennai city." The major findings were that consumers of fast food are health conscious and they do not have emotional attachment for fast food products. And the consumers consume fast food not only because of the taste, price, offers, and discounts rather they consider the Quality, health and hygiene factors of the fast food.

RESEARCH METHODOLOGY

The study is based on both Primary & Secondary data. Secondary data are collected from various books, journals, articles, working papers, etc. Primary data are collected through the questionnaire method from the customers of digital food ordering apps belonging to different walks of life around Mangaluru city. The primary data collected from the sample respondents on various aspects has been organised in the tabular form. Such organised data has been analysed with the help of different statistical tools like average, percentage, etc. for easy understanding of the data and for drawing meaningful conclusion. The sample size of 50 has been considered for the current study using random sampling method.

LIMITATION OF THE STUDY

- The study is limited to selected areas of Mangaluru City.
- The time constraints, hesitation, & lack of willingness to give information have made the study extremely difficult.
- The results are got time bound, so opinion may differ from time to time depending upon the circumstances.

FINDING OF THE STUDY

Table 1: Showing Factors that Encourages to opt for Online Food Delivery Services

Particulars	No of respondents	Percentage (%)
Ease & Convenience	28	56
Cost Effectiveness	08	16
24x7 Availability	04	08
Easy Mode of Payment	14	28
Doorstep Delivery	38	76
Choice of Restaurants	21	42

N=50

MRR=2.26

SOURCE: SURVEY DATA

ANALYSIS AND INTERPRETATION: From the above analysis, it can be interpreted that Doorstep delivery of online food delivery services is the most important parameter which encourages consumers to use the services followed by Ease & Convenience.

Table 2: Showing Level of Satisfaction of services provided by digital food apps

Particulars	No. Of Respondents	Percentage (%)
Highly Satisfied	04	08
Satisfied	29	58
Neutral	11	22
Dissatisfied	04	08
Highly Dissatisfied	02	04
Total	50	100

N=50

SOURCE: SURVEY DATA

ANALYSIS AND INTERPRETATION: The satisfaction of services provided by Digital food apps is presented in a five-scale rating that is being rated by the respondents. The study revealed that 58% of the respondents are satisfied, 8% of them are highly satisfied, 22% of them are neutral, 8% of them are dissatisfied and 4% are highly dissatisfied with the services provided by Digital food apps.

Table 3: Showing Most Preferred Online Food Delivery Service Portal

Particulars	No of respondents	Percentage (%)
Zomato	23	46
Swiggy	19	38
Uber Eats	06	12
Fast Food delivery apps	02	04
Total	50	100

N=50

SOURCE: SURVEY DATA

ANALYSIS AND INTERPRETATION: The above table depicts that 46% of the total respondents using the online food delivery services prefer Zomato over other online portals, followed by 38% prefer Swiggy.

Table 4: Showing Factors that Influences the Consumers to Choose the Online Food Delivery Services from Zomato/Swiggy

Particulars	No of respondents	Percentage (%)
Rewards and Offers	30	71.43
Delivery Agent's attitude	02	4.76
Previous experience	07	16.67
Recommendations	01	2.38
Online Reviews	00	00
Social Media Trends	00	00
Time Delivery	02	4.76
Total	42	100

N=42

SOURCE: SURVEY DATA

ANALYSIS AND INTERPRETATION: Among all the respondents who prefer Zomato/Swiggy, most of them are influenced to use their services as they provide: Better Rewards and Offers and their previous experience.

Table 5: Showing how often had the respondents used Swiggy/ Zomato

Particulars	No of respondents	Percentage (%)
Daily	01	02
Twice in a week	12	24
Once in a week	14	28
Once in a month	10	20
Once in a while/ Special occasions	13	26
Total	50	100

N=50

SOURCE: SURVEY DATA

ANALYSIS AND INTERPRETATION: The study showed that 28% of the respondents used Swiggy/Zomato once in a week, followed by 26% of them who used it Once in a while/ Special occasions, followed by 24% who had used it Twice in a week, followed by 20% who had used it once in a month remaining 2% had used Swiggy/Zomato daily.

Table 6: Showing Factors that Prevents Consumers to use the Services

Particulars	No of respondents	Percentage (%)
Unawareness	00	00
Unaffordable	10	20
Influence from friends/family	14	28
Bad Past Experience	24	48
Others	02	04
Total	50	100

N=50

SOURCE: SURVEY DATA

ANALYSIS AND INTERPRETATION: Among the responses Bad Past Experience is the most important factor which hinders consumers to use the online food delivery services. Followed by Influence from friends/family, Unaffordable and others, which includes comments like no such requirement.

FINDINGS

- Doorstep delivery of online food delivery services is the most important parameter which encourages consumers to use the services followed by Ease & Convenience.
- Majority of respondents are satisfied with the services provided by digital food apps.
- Most of the respondents use the digital food delivery service at least once a Week.
- Consumers are mostly influenced when they receive any Rewards & Offers.
- Most preferred online food delivery service provider is Zomato followed by Swiggy.
- The factors that prevent consumers to use the online food delivery services are Bad Past Experience followed by Influence from friends/family.

SUGGESTIONS

- ✓ Zomato has gained positive opinion of majority of the consumers in comparison to other service providers. It is mainly because of their better on time delivery and better discounts. Zomato has been in the first position in online food delivery service provider and if it includes the minor improvements, it will sustain its upper hand in forthcoming future.
- ✓ The space is coming up with a lot of innovation catering to their customer convenience, satisfaction and retention. This has also built room for a lot of new players, who are targeting specific groups of people. Niche market may be built by the start-ups.
- ✓ Necessary information should be provided to the users for not accepting the order such as whether the restaurant is not accepting any orders or whether it is because of the shortage of delivery boys.
- ✓ There should be no minimum order value and every order should be made free delivery.

CONCLUSION

With continuous influx of professionals in cities, lack of time, difficulty in work life balance and rapid urbanization of Indian landscape, the food delivery and restaurant segment is now thriving at a blistering pace. Adding to this scenario is an increasing number of smart phones and food delivery apps. Food delivery apps have now become a big hit with tech-savvy individuals across India. There are several food delivery apps in India that one can download on smart phones to order food on the go and from the comfort of homes. The present study found a significant relationship between factors considered important while selecting a food delivery app. And from the analysis it was also found that the facilities offered by the online delivery apps play a major role in making a purchase from an app. The special apps are a convenient way for the consumers to place orders and for the company to attract further more consumers but the comfort of usage must be given a higher preference.

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IMPACT OF WORKING ENVIRONMENT ON EMPLOYEE PRODUCTIVITY: A STUDY OF PRIVATE LIFE INSURANCE COMPANIES IN DAKSHINA KANNADA DISTRICT

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ABSTRACT

Insurance companies spend huge amount of money and, efforts for the development of their work force so as to make them more competitive and productive. Working environment take part an important role in an organisation. Most of the obstacles faced by employees are related to work environment. The level of productivity can be increased through developing a favourable working environment in the organisation. Now-a-days workforce training is becoming a necessity and mandatory, it plays a positive role and holds more importance, as it deals with knowledge and work of employees. The basic objective of this study is to ascertain the impact of working environment on employee productivity of private life insurance companies. The major factors like training and development, motivation from superior, working relation with co-workers, career planning, attractive incentives, recognition plans, Social security measures, promotion policy and adequate work load at work place are taken as variables to measure the impact of working environment on employee's perceived level of productivity in the life insurance companies. Five top private life insurance companies operating in Dakshina Kannada district were selected for conducting this research study. A closed ended questionnaire was developed to get feedback from target respondents and different statistical methods were used to derive results from the collected data.

KEYWORDS: Working environment, Productivity, Life Insurance, Work stress and Workforce.

INTRODUCTION

A fundamental requirement for employee satisfaction is a workplace environment which allows employees to perform their work at a maximum level, in a comfortable and conducive environment. The working environment plays an integral role toward employee satisfaction as well as the impact of employee satisfaction on productivity. In India insurance companies are growing very fast. They are considered dynamic sector for the employees and employers as well. Life insurance job is considered a job full of stress. So working in life insurance companies are becoming challenging. A lot of mental exercise is involved while working in a life insurance sector. Moreover most of the people perform their jobs in life insurance companies by convincing prospective policy holders. Due to diversification of scope and increase in range of products in life insurance companies, the challenges are increasing in this profession. So in this situation conducive working environment plays a pivotal role in keeping employees cool and competent. That is the reason working environment is developed in such a way that motivates employees to put their best efforts to generate optimum productivity. Work stress is a complicated phenomenon that negatively affect one's psychology, behavior, emotions and thinking. Excess of stress in human body is destructive in nature. It arises when the demands faced by an individual is greater than their own abilities to handle those demands properly in the best possible manner. There are different levels of stress on different individuals and its outcome can also vary from person to person. In life insurance sector employees have to perform their routine job, build new customers and

maintain old customers which are not an easy task. Stress in life insurance sector is common in nature but it may vary in public insurance sector and private insurance sector.

RESEARCH PROBLEM

The study was conducted to find out that how life insurance employees' productivity can be increased by developing a conducive working environment. As life insurance companies are categorized among the services sector so these profession depend on their employees for generating efficiency, effectiveness, and core competencies for attracting and retaining potential customers and for rendering quality of services to the customers. So for this reason direct and indirect factors related to job satisfaction are given great importance so that the employees are able to put their best efforts to generate best results in the organization

OBJECTIVE OF STUDY

The objectives of the study are described under

- To understand the importance of good working environment in the life insurance companies.
- To describe the factors that affect the working environment on employee's perceived level of productivity in the life insurance companies.
- To suggest the conducive working environment to increase the productivity of life insurance employees.

HYPOTHESIS

H0 1: Adverse working environment has negative effect on employee's productivity in the organisation.

H0 2: Unattractive pay and recognition plan decreases employees' level of productivity in the organisation.

Prior approach

A large number of scholars have studied the impact of working climate on productivity of employees as **Gonzalez (1999)** defines importance of working environment as it is an important determiner of employee performance and helps employees to concentrate on their job properly.

Ollukkaran and Gunaseelan (2003) found that how well employees engage with their working environment, it will have positive impact on employees' performance level.

Mcguire and McLaren (2007) found that a working environment has a strong impact on employees well being and develops interaction, collaboration and innovation and increase job satisfaction. In studying the impact of indoor environment, Office design also impacts on performance environmental factors are source of motivation by employees as pointed out by **Amina and Shehla (2009)**. **Smrita et al. (2010)** found that the development of good culture in the organization affects employees' level of motivation.

In describing relation between HRD climate and performance **Mohanty, Susmitaparija and Ghansyamsahu (2012)** found that a positive relation exists between HRD climate and employee performance and any change in working climate impacts on performance. **Mokaya et al. (2013)** found that factors like working conditions, remuneration and promotions play important role for employees' level of job satisfaction.

Similarly working environment also impacts on job satisfaction as studied by **Bakotic and Babic (2013)** that employees prefer to work in working environment that is less risky.

P. Dwarakanath and M. Mala (2006) revealed that the world's best companies have realized that by continuously developing and training their employees they can acquire the core competencies needed for competitive advantage and flexibility. These organizations encourage their employees to learn continuously there by realizing the benefits of self-development and a habit of learning and sharing. Every employee is encouraged to have measurable goals to enable him to plan his/her career path and learning path.

S. Verma and R. Goyal (2011) A study of training in insurance and their impact on productivity. In this study analysed that training practices in LIC are average and there is a lot of scope for improvement. The result which come out of the research was that there is perception of employees on the basis of Gender, Qualification and Designation in insurance sector, employees behavior plays an important role in improving the productivity of an organisation.

RESEARCH METHODOLOGY

The research design consists of cross sectional data analysis and a field survey through self-administered questionnaires. Primary and secondary data was used to conduct this study. The primary data collected by using a questionnaire while secondary data was collected through articles, research papers, magazines journals and internet etc. The sample was taken from 75 employees of five private sector insurance companies. The sample comprised employees from the different level of the companies and was drawn by using random sampling. In addition to questionnaires personal interview method also used for the collection of primary data. The sample was drawn from the employees of Bajaj Allianz Life Insurance Company Limited, ICICI Prudential Life Insurance Company Limited, SBI Life Insurance Company Limited, HDFC Life Insurance Company Limited, and from BharatiAxa Life Insurance Company Limited of Dakshina Kannada District. Analysis and interpretation of the data is made by using tabular and simple statistical tools.

Factors affecting productivity in the workplace

The following are the major working environment key factors that affecting productivity in the workplace.

- 1. Organizational factor:** this entails how authorities and responsibilities are discharged and how conflicts are resolved in the workplace.
- 2. Technical factor:** technology plays a great role in the productivity of the workplace. A workplace with the right layout and size of plant and machinery, ideal location, correct design of machines and equipment, automation, and computerization tends to be more productive.
- 3. Production factor:** the production of every department of a workplace should be well planned, coordinated, and controlled. This will include the use of the right choice of raw materials.
- 4. Personnel factor:** human capital resources are the major assets of a workplace, productivity is enhanced by selecting the right individuals for suitable posts. Motivation is also important too, when workers are motivated, they will be more productive thereby boosting the overall productivity of the workplace.
- 5. Finance factor:** finance is the life-blood of any business; there should be a better control over both fixed and working capital. When the finance of a workplace is judiciously utilized the productivity will increase.
- 6. Other key factors:** The other key factors that affect the productivity of a workplace are management, government, and location. However, most organizations are often confronted with the challenges of low productivity in their workplace.

Reasons and causes for low productivity

Low productivity is not only limited to the employees problem, but it has tremendous financial consequences on the business at large. The effects of low productivity in the life insurance business can reduce the revenue of the workplace and hamper the growth. The following are the general causes and reasons for low productivity in the life insurance business.

1. Low morale of the workers: workers those who are not motivated can never be productive.
2. Poor working condition: if the working climate is not enabling, it will result in low productivity in the life insurance business
3. Low employee competence: workers without the needed technical know-how will have a negative impact on the productivity of the workplace.
4. Poor management techniques: Ineffective management will result in low productivity.

FINDINGS OF THE STUDY**Table 1: Personal Profile**

Characteristics of the Respondent	No of Respondents	% No of Respondents
Age:		
20-30	15	20
30-40	31	41
40-50	23	31
Above 50	06	08
Sex:		
Male	62	83
Female	13	17
Education Level:		
PUC & Diploma	06	08
Graduates	53	71
Postgraduate	16	21
Religion:		
Hindu	51	68
Christian	20	27
Muslim	03	04
Others	01	01
Marital status:		
Married	47	63
Unmarried	28	37
Type of Residence:		
Own house	14	19
Rented	12	16
Parents House	40	53
Company accomodation	09	12

Monthly Income:		
Below 20000	28	37
20001-40000	20	27
40001-60000	11	15
60001-& above	16	21
Personal indebtedness:		
Nil	14	19
Less than 500000	28	37
500000-1000000	18	24
1000000 & above	15	20

Source: Field Survey

From the above table it is analysed that Majority of the respondents were in the age group of 30-40 years of age (41%), 40-50 years of age (21%), followed by. 20-30 years of age (20%) and only 8% of respondents were in the age group above 50 years of age. Males constituted 83 per cent and females 17 per cent of the respondents, 53% of respondents are residing in their parental house, 37% of employees get salary below 20000 per month and 37% of the respondents are having personal indebtedness of Rs.500000 and above.

Table 2: Influence of good training and development programme in establishing a good working environment in the organisation

Attributes	No of Respondents	% No of Respondents
Strong influence	45	60
Moderate influence	20	27
Neutral	05	07
Low influence	03	04
No influence	02	02
Total	75	100
Sample Mean 4.11 (0.906)		

Source: Field Survey

From the above table it is clear that 60 percent employees said that training and development programme has the strong influence on establishing a good working environment in the life insurance organisation, It is very clear that training and development plays a crucial role in increasing the employees productivity.

Table 3: Working environment factors that affect the employee's perceived level of productivity

Attributes	Strong influence	%	Moderate influence	%	Neutral	%	Low influence	%	No influence	%
Great deal of responsibility at workplace	08	11	42	56	06	08	13	17	06	08
Favourable organisation policy and procedure	39	52	23	31	02	02	08	11	03	04
Job insecurity	68	91	07	09	00	00	00	00	00	00
New technology, techniques, ideas and challenges	47	63	12	16	03	04	10	13	03	04
Opportunities for promotions and career development	46	61	23	31	03	04	01	01	02	03

Source: Field Survey

It is clear from the above table that 91 percent of respondents indicated that employee's job insecurity has the strong negative impact on organisation productivity. At the same time great deal of responsibility at workplace has the moderate influence. of 56%. It is also clear that favourable organisation policy and procedure has 52 percent of strong influence on the productivity life insurance employees.

So it proved that H0.1.adverseworking environment has negative effect on employee's productivity in the organisation.

Table 4: Conducive working environment to increase the productivity of life insurance employees

Attributes	Strongly Agree	%	Agree	%	Neutral	%	Disagree	%	Strongly disagree	%
Attractive pay& incentives	58	77	12	16	01	01	02	3	02	3
Relationship with Co-workers	34	45	28	37	02	03	08	11	03	04
Organisational recognition	31	42	26	35	04	05	10	13	04	05
Quality of work life in the organisation	16	21	28	37	03	04	15	20	13	18
Job Safety & Security	53	71	15	20	00	00	06	08	01	01

Source: Field Survey

From the above table it is clear that 77 percent of respondents strongly agree that attractive pay& incentive are the major attributes to increase employee productivity among the life insurance employees. 45 percent of employees said that relationship with co-workers will improve organisation productivity. Job safety and security has the strong influence with 71 percent to improve the productivity of employees in the organisation. So, it is clear that H0 2.Unattractive pay and recognition plan decreases employees' level of productivity in the organisation and accepted the hypothesis.

Table 5: Correlation between working environment and employee productivity

Factors	r value	p value
Sufficient Workload	0.785	0.000
Good relation with colleagues	0.510	0.000
Recognition and Incentives plans	0.567	0.000
Training and development	0.713	0.000
Job security	0.755	0.000

From the above table we understand that the Pearson value of r is greater than 0.00 that indicated that a positive correlation existed between working environment taken as major factors and employee productivity. It is also clear that there is a significant correlation between working environments factors and employee productivity.

CONCLUSION

Working environment should have positive impact on the employee's productivity. Bad working conditions restrict employees to portray their capabilities and attain full potential, so it is imperative that the businesses to realise the importance of good working environment. This research paper contributes towards the well-being of employee as a results it create good working environment for employeeswork productivity. This will make the employees to achieve better results. It also ensures that the employees of the organization will have the ease of working in a relaxed and free environment without burden or pressure that would cause their performance to decline. The progress that will be achieved in the business will directly help the productivity of the life insurance companies.

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OCCUPATIONAL STRESS AMONG HOSPITALITY EMPLOYEES: A STUDY WITH REFERENCE TO D. K. DISTRICT, KARNATAKA

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ABSTRACT

Occupational Stress or Work-related stress is a growing problem around the world that affects not only the health and well-being of employees, but also the productivity of organisations. It arises where work demands of various types and combinations exceed the employee's capacity and capability to cope. The purpose of this study is to know the level of occupational stress with the reasons of occupational stressors among the hospitality employees and Analysing and comparing the occupational stress of employees on gender and status. The sample was 200 employees from the two sub sectors of hospitality industries (Food service & Accommodation) in the D K District of Karnataka. The study shows high & very high occupational Stress to employees from the following reasons or factors, such as: Bad management practices, Physical work environment, Lack of support, Relationships at work, Job content and demands & Role conflict & Disturbance. It shows unfavourable trend or states that, stress level is high. This study concludes that Gender and Status wise factor do influence the level of occupational stress of the employees.

KEYWORDS: *Occupational Stress, Productivity, Gender & Status, Reasons for stressors and Organisation.*

INTRODUCTION

Hospitality industries are accepted to be highly stressing environments due to working conditions such as their labour-intensive structure, employees' direct encounter with the customers and long working hours. It is obligatory to minimise the stress factors employee face down to tolerable levels in order to increase the productivity of employees, get them motivated and attached. This can be achieved in a great extent by understanding the stress factors at the work place and take protective steps accordingly.

Occupational Stress or Work-related stress is a growing problem around the world that affects not only the health and well-being of employees, but also the productivity of organisations. It arises where work demands of various types and combinations exceed the employee's capacity and capability to cope. Occupational stress refers to the progressing stress an employee experiences due to the responsibilities, conditions, environment or other pressures of the workplace. There are several types of occupational stress, depending on the individual employee, their job role, the company culture, and more.

Indicators of Occupational Stress

The signs of occupational Stress can be physical, psychological and behavioural. Physical symptoms include Fatigue, Muscular tension, Headaches, Heart palpitations, Sleeping difficulties such as insomnia, Gastrointestinal upsets such as diarrhoea or

constipation & Dermatological disorders. Psychological symptoms include Depression, Anxiety, Discouragement, Irritability, Pessimism, Feelings of being overwhelmed and unable to cope & Cognitive difficulties such as a reduced ability to concentrate or make decisions. Behavioural symptoms include An increase in sick days or absenteeism, Aggression, Diminished creativity and initiative, A drop in work performance, Problems with interpersonal relationships, Mood swings and irritability, Lower tolerance of frustration and impatience, Disinterest & Isolation.

Main reasons work-related stressors

The following issues have been identified as potential stressors at workplaces. They include Organisation culture, Bad management practices, Job content and demands, Physical work environment, Relationships at work, Change management, Lack of support, Role conflict & Disturbance.

Major causes of occupational stress

While the sources of occupational stress can vary from employee to employee, it is important to know that employees of all organisations can be affected by occupational stress. Some major examples of occupational stressors include Strict policies and protocols implemented by the organisation, Restricted possibilities for professional and personal self-growth, Conflicts among individuals in a department or between organisational groups, Workforce micromanagement and mismanagement, Lack of support from human resource departments, Personal, situational, or professional issues, Bullying, belittling, & discriminating Poor time management, Little to no occupational guidance or direction, Being overworked, Performance expectations that far surpass an employee's training and abilities, Regular threats of termination & Loss of wages, pay cuts, and benefits.

The effects of occupational stress can be intensely damaging to the overall well-being and productivity of the employee. Not only can occupational stress cause enhanced aging and other personal issues, but it can also greatly hamper an employee's motivation, inspiration, and dedication to their work.

LITERATURE REVIEW

Natarajan P & Dr M Punitha (2017), states that, in an organisation the management has a responsibility to minimise the factors that cause stress. The management can only take some steps to minimise the stressors and create an environment that is conducive to work. There is a difference in prevalence of all the dimensions of organisational stress. Similarly there are differences among age groups regarding different dimensions of stress. The organisation should take appropriate measures to reduce stress among all the employees of different age groups and departments. Stress coping programmes should be implemented in the organisation to combat stress. Yoga and meditation classes may be included before every day work which to some extent helps the employees to manage their stress.

Mohd Zubair Kales (2014), presents that scientific evidence proved that certain working conditions are stressful to most of the employees. The excessive workload demands and conflicting expectations and puts a greater prominence on working conditions as the key source of job stress, and for job redesign as a primary prevention strategy. In jobs where work overload is the cause of the stress, the workers find that they have to take time off to deal with the stress, only to return to work to find that the already unmanageable workload has substantially increased in their absence, thereby increasing the source of the stress and fuelling a vicious cycle which may ultimately lead to a complete breakdown in health.

Purnima Bora (2017), paper throws light on significance of stress in hospitality Industry, effect of stress on performance, attitude and motivation of employees along with a hypothetical study on mobility of employees due to stress.

Prathyusha B, Durga Prasad S & Sudhir Reddy M (2016), study was undertaken to measure occupational stress among IT Professionals. The Occupational Stress Index (OSI) developed by Srivastava A. K. and Singh A. P. (1984) was used for data collection. The data obtained was analysed using descriptive statistics. The results clinched that the IT Professionals are experiencing high levels of stress.

Volkan Altintas & Fatmagül Turanlıgil (2018), presents that accommodation enterprises are accepted to be highly stressing environments due to working conditions such as their labour-intensive structure, employees' direct encounter with the customers and long working hours. It is required to diminish the stress factors employee face down to acceptable levels in order to increase the productivity of employees, get them motivated and attached. This can be achieved in a great extent by understanding the stress factors at the work place and take precautionary steps accordingly.

STATEMENT OF THE PROBLEM

After analysing the literature review with regard to the present investigation on the occupational stress among the employees, the author considers that there is a need to conduct a study on the occupational stress amongst hospitality employees by considering the main causes or reasons for the same, with reference to D K District, Karnataka, of course it is a sincere attempt in this direction.

OBJECTIVES OF THE STUDY

- To study the level of occupational stress with the reasons of occupational stressors among the hospitality employees.
- Analysing and comparing the occupational stress of employees on gender and status.

HYPOTHESES

- There is no significant difference between occupational stress level of the respondents with respect to their gender.
- There is no significant difference between occupational stress level of the respondents with respect to their Status / Designation.

SCOPE OF THE STUDY

The study is focused on the employees' Occupational Stress in the hospitality industry with the main causes or reasons for the same. The present study covers the employees in hospitality industry, in the Dakshina Kannada District, Karnataka. Accordingly, occupational stress scale developed in this study, having 8 areas or causes or reasons of Stress. They are Organisation culture, Bad management practices, Job content and demands, Physical work environment, Relationships at work, Change management, Lack of support, Role conflict & Disturbance.

RESEARCH METHODOLOGY**Research Design**

The study is of exploratory nature and is meant to assess the employees' Occupational Stress in the hospitality industry, in the Dakshina Kannada District, Karnataka.

Source of Data

To achieve the objectives, this study has used both primary and secondary data. The secondary data and information have been collected from various sources like, journals, magazines and publications etc. Primary data has been collected through structured questionnaire from the employees of hospitality industry in the Dakshina Kannada District, Karnataka. The study is carried in the month of October & November 2019.

Sample design & Size

This study selected from the two prominent sub sectors of the hospitality industry out of the four, food and beverage industry (here it is called as foodservice industry) & Lodging (here it is called as accommodation industry) in the Dakshina Kannada District, Karnataka on the basis of random technique. The sample size for this analysis is 200 employees of Foodservice industry and Accommodation industry (100 each) from the study area. The research was made by the survey in accordance to the convenience of the employees and request was made to them to fill up the questionnaire with correct and unbiased information. So the sample type is convenient sampling.

Tools for data analysis

Data Analysis is done through basic statistical methods. The relevant data are presented in appropriate tables and percentages in this paper. The study is analysed and tested with Standard Deviation & t-test by formulated hypothesis.

LIMITATIONS OF THE STUDY

This study is based on the data furnished by the hospitality employees and on the observations. An element of personal bias may affect the data to some extent. Further, the results of this study may be applicable only to areas similar to that of the study area. With due awareness of these limitations, an attempt is made with the title "Occupational Stress among Hospitality Employees: A Study with reference to D K District, Karnataka".

Selection of sample respondents**Table 1****Distributions of employees on Sectors & Designation wise**

Sectors Designation	Foodservice industry		Accommodation industry		Total	
	Number	Per cent	Number	Per cent	Number	Per cent
Managerial (Top)	10	05.00	20	10.00	30	15.00
Workforce	90	45.00	80	40.00	170	85.00
Total	100	50.00	100	50.00	200	100

Source: Field survey

Table 2**Distributions of employees on Sectors & Gender wise**

Sectors Gender	Foodservice industry		Accommodation industry		Total	
	Number	Per cent	Number	Per cent	Number	Per cent
Male	63	31.50	86	43.00	149	74.50
Female	37	18.50	14	07.00	51	25.50
Total	100	50	100	50	200	100

Source: Field survey

FINDING OF THE STUDY**Evaluation of the employees' level of occupational stress**

After the basic employees' Sector, Designation & Gender wise details, a 5-point Likert-type scale was created to evaluate the employees' level of occupational stress with the reasons of occupational stressors among the hospitality employees. The questionnaire used to rate their opinion on the level of occupational stress which they undergone in their hospitality units, with the range of Very low (5), Low (4), Moderate (3), High (2), and Very high (1) was used. Accordingly, the study exhibits the following opinion in the study area in Table 3:

Table 3
Employees level of occupational stress

No.	Factors or reasons of occupational stress	Ratings					Total
		1	2	3	4	5	
1	Organisation culture	58	36	12	57	37	200
2	Bad management practices	112	36	08	29	15	200
3	Job content and demands	88	30	04	41	37	200
4	Physical work environment	96	41	12	29	22	200
5	Relationships at work	91	35	09	40	25	200
6	Change management	63	40	33	38	26	200
7	Lack of support	101	29	11	37	22	200
8	Role conflict & Disturbance	71	36	05	35	53	200
Overall		680	283	94	306	237	1,600
Mean score		43	18	06	19	14	100

Source: Field survey

The study indicates that, with regards to Bad management practices (74 per cent), Physical work environment (68.50 per cent), Lack of support (65 per cent), Relationships at work (63 per cent), Job content and demands (59 per cent), Role conflict & Disturbance (53.50 per cent), Change management (51.50 per cent) and Organisation culture (47 per cent) of the industry's employee's opinion towards level of occupational stress with the reasons tending more towards high & very high. The over all, majority (60.19 per cent) opinion of industry's Employee about the level of occupational stress with the reasons shows unfavourable trend or states that, stress level is high.

Table t test for significant difference between the occupational stress of employees on Gender and Status wise

To analysis the prevailing occupational stress level and its analysis based on the employees gender and status in the hospitality industry in the study area, t-test is used and its result presented in table 4 & 5 as follows:

Table 4
Gender wise Distribution of Employees' occupational stress level
[Very low (5), Low (4), Moderate (3), High (2), and Very high (1)]

Gender	Ratings					Total
	1	2	3	4	5	
Male	58	25	09	32	25	149
Female	28	11	03	06	03	51
Total	86	36	12	38	28	200

Source: Field survey

Variable	Category	N	Mean	S.D.	df	t-value
Gender	Male	149	2.60	1.57	198	2.755
	Female	51	1.92	1.27		
	Total	200	2.43	1.52		

Calculated data

Degrees of Freedom = 149 + 51 - 2 = 198

In the above table, the mean score for occupational stress level of male employees in the study area is 2.60 with S.D. of 1.57. Occupational stress level of female employees in the study area is 1.92 and 1.27.

Hypothesis

Null Hypothesis: There is no significant difference between occupational stress level of the respondents with respect to their gender.

Where t value is 2.755

Degrees of Freedom = $149 + 51 - 2 = 198$

p value in the t table with the df 198 is 2.6009 (1% level) & 1.9720 (5 % level)

To test the difference between the means of male and female employees in the study area, calculated t-value is 2.755 is greater than the table value at an alpha level of 0.01 & 0.05. The p-value is less than the alpha level: $p < 0.01$ & $p < 0.05$. We can **reject** the null hypothesis that, there is difference between means. Thus in short, male and female both have significantly different in the Occupational stress level.

Table 5
Status / Designation wise Distribution of Employees' occupational stress level
[Very low (5), Low (4), Moderate (3), High (2), and Very high (1)]

Status / Designation	Ratings					Total
	1	2	3	4	5	
Managerial (Top)	11	05	02	07	05	30
Workforce	75	31	10	31	23	170
Total	86	36	12	38	28	200

Source: Field survey

Status / Designation	Managerial (Top)	30	2.67	1.55	198	0.929
	Workforce	170	2.39	1.52		
	Total	200	2.43	1.52		

Calculated data

Degrees of Freedom = $149 + 51 - 2 = 198$

In the above table, the mean score for occupational stress level of Managerial (Top) employees in the study area is 2.67 with S.D. of 1.55. Occupational stress level of Workforce employees in the study area is 2.39 and 1.52.

Hypothesis

Null Hypothesis: There is no significant difference between occupational stress level of the respondents with respect to their Status / Designation.

Where t value is 0.929

Degrees of Freedom = $149 + 51 - 2 = 198$

p value in the t table with the df 198 is 2.6009 (1% level) & 1.9720 (5 % level)

To test the difference between the means of Managerial and Workforce employees in the study area, calculated t-value is 0.929 is lessor than the table value at an alpha level of 0.01 & 0.05. The p-value is less than the alpha level: $p > 0.01$ & $p > 0.05$. We can **accept** the null hypothesis that, there is no difference between means. Thus in short Managerial and Workforce employees have no significantly different in the Occupational stress level.

CONCLUSION

A certain levels of occupational stresses are likely to exist in an organisation & also necessary for excellence in performance too. This study reveals that occupational stresses prevail in the organisation. The management should analysis its level of stress does not go beyond a certain level or continue to exist for along time. They should concentrate on more on a good management practices, better physical work environment, excellent support system, cordial relationship, moderate work load with working schedule and conflict free atmosphere factors or areas and which are likely to cause high level of stress in future and should take appropriate measures to tackle them. This study concludes that majority of the employees have high level of occupational stress and Gender and Status wise factor do influence the level of occupational stress of the employees.

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GST AND MSMEs IN INDIA: POSITIVES AND NEGATIVES

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ABSTRACT

GST is an indirect tax which has replaced many indirect taxes previously existed in the country. The GST Act was passed in the Indian parliament on 29th, March 2017 and it came in to effect from 1st July, 2017. This broad, multi-stage, destination based tax is imposed on every value addition both on goods and services. In addition to that, under the GST regime, the tax is levied at every point of sale. In the case of intra-state sales, central and state GST is charged. Inter-state sales are chargeable to integrated GST. The MSME sector has been contributing significantly in generating employment, augmenting GDP, increasing exports, boost allied development activities, creating big entrepreneurs and proper distribution of wealth. In real sense MSMEs sectors role is paramount in promoting the welfare of the people of the country. The paper tries to throw light upon GST and its possible positive and negative effects on MSMEs in India. This descriptive study is based on the secondary data collected from Govt. reports, Journals, Census, etc and used simple statistical tools like tables, percentage, averages, and graphs. As per the study, the performance of MSMEs in Indian economy is considerable one and the research outcome is, after the implementation of GST, contribution from MSMEs sector to Indian GDP is increasing. It is so because, GST will help MSMEs to get rid of cascading burden of multiple taxes on the raw material, reduce their cost and also help to avoid the middlemen harassment. However, GST is not completely free from negatives. In summary, as MSMEs believed that GST is going to be a big boost in their development.

KEYWORDS: *GST, MSMEs, Effects, Expansion, Business.*

INTRODUCTION

The Goods and Services Tax (GST) is a vast concept that simplifies the giant tax structure by supporting and enhancing the economic growth of a country. GST is a comprehensive tax levy on manufacturing, sale and consumption goods and services at a national level. It is an indirect tax which has replaced many indirect taxes previously existed in the country. The GST Act was passed in the Indian parliament on 29th, March 2017 and it came in to effect from 1st July, 2017. This broad, multi-stage, destination based tax is imposed on every value addition both on goods and services. In addition to that, under the GST regime, the tax is levied at every point of sale. In the case of intra-state sales, central and state GST is charged. Inter-state sales are chargeable to integrated GST. However, exports and various direct taxes such as income tax, corporate tax and capital gains tax are not included in it, therefore, will be unaffected by the new taxation system. This GST implementation considered as the most profound tax reform in India's indirect taxation system. The paper tries to throw light upon GST and its possible positive and negative effects on MSMEs in India.

RESEARCH OBJECTIVES

1. To study the performance of MSMEs in Indian economy in recent years.
2. To examine the positive effects of GST on MSMEs in India.
3. To understand the possible negatives of GST on the progress of MSMEs.

RESEARCH METHODOLOGY

This descriptive study is based on the secondary data collected from different reports, Journals, Census, etc and used simple statistical tools like tables, percentage, averages, and graphs.

Micro, Small and Medium Enterprises in India and Its Performance:

In a country like India, where capital is scarce and improvement is not evenly spread growth of MSME sector is vital in order to achieve a balanced economic growth. The MSME sector has been contributing significantly in generating employment, augmenting GDP, increasing exports, boost allied development activities, creating big entrepreneurs and proper distribution of wealth. In real sense MSMEs sectors role is paramount in promoting the welfare of the people

Definition:

There is always a need to any section of the economy to have a formal frame to grow, to calculate, to have a proper policy, schemes etc. Generally the definition puts such boarder to any particular sector. The SSI or MSMEs sector also defined from time to time in the same sense. However, there were no any such certified definitions regarding small scale Industries before 1950. But in 1950, Fiscal Commission, Govt. of India, defined on the bases of hired labor, generally 10 to 50 hands and used the concept of small scale Industries first time but restricted to manufacturing sector only. Further, In order to promote small-scale industries in the country, the Government of India set up the Central Small-Scale Industries Organisation and the Small- Scale Industries Board (SSIB) in 1954-55. In 1955 the Small Scale Industries Board defined SSI as a unit employing less than 50 employees if using power and less than 100 employees if not using power and with a capital asset not exceeding Rs 5 lakhs. The definition of SSI was mainly based on number of employees employed linked with use of power and value of capital assets used by an entity (Manish Kumar Jain and Sunil Kumar Gandhi, 2016).

The major break throw in definition and modification in the SSI sector came in the year 2006 with MSME Development Act of 2006. As per the MSMED Act, 2006, the field of small scale industries in India widened and called Micro, Small and Medium enterprise. The investment limits for defining "small" have been raised and the sector encompasses medium enterprise and service sector also. According to the Micro, Small and Medium Enterprises (MSME) Development Act of 2006, (India)

Definition from October 2, 2006:			
Sector	Micro enterprises	Small enterprises	Medium enterprises
Manufacturing	Up to Rs. 25 Lakhs	Above Rs. 25 Lakhs but does not exceed Rs. 5 Crores	Above Rs.5 Crores but does not exceed Rs.10 Crores
Service	Up to Rs.10 Lakhs	Above Rs. 10 Lakhs rupees, but does not exceed Rs. 2 Crores	Above Rs. 2 Crores rupees but does not exceed Rs. 5 Crores rupees

Source: Development Commissioner of MSME, 2009.

Performance of MSME sector in Indian Economy:

The economic improvement of a country primarily depends upon the development of industries, may be large or small, so the performance of the SSI sector also has a direct force in the augmentation of the overall economy of the country. In addition to that MSMEs sector has been playing very vital part in the socio-economic equality in the country in different ways

Table no.1: Performance of MSME sector in India

Year	Total Working Enterprise	Employment Generated (In Lakh)	Market Value of Fixed Assets (Rs. in crores)
2006-07	361.76	805.23	868,546.79
2007-08	377.36	842.00	920,459.84
2008-09	393.70	880.84	977,144.72
2009-10	410.80	921.79	1,038,546.08
2010-11	428.73	965.15	1,105,934.09
2011-12	447.64	1,011.69	1,182,757.64
2012-13	447.54	1,061.40	1,268,763.67
2013-14	488.46	1,114.29	1,363,700.54
2014-15	510.57	1,171.32	1,471,992.94

Source: Annual Report of MSME, Government of India, 2015-16.

SME is the second largest employment generating sector of India after agriculture sector. It provides 80% of jobs in industry with just 20% investment. It contributes around 31% to nations GDP and 45% and 34% share of the overall exports and manufacturing output

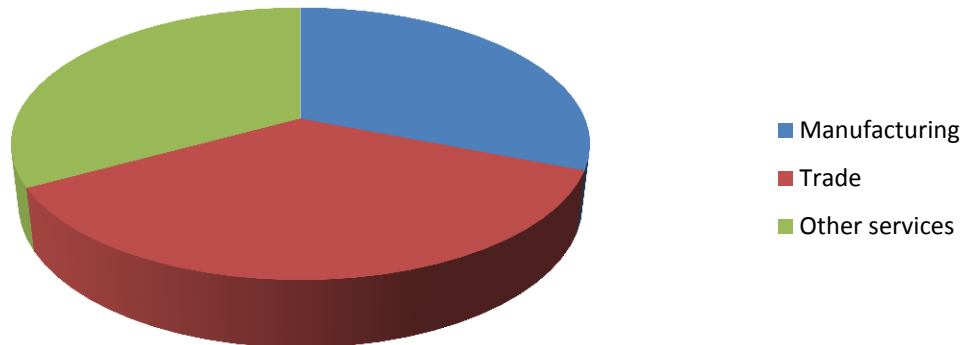
Table No:2.MSME GVA and GDP in India.(Rupees in crores in current prices)

Year	MSME GVA	Growth (%)	Total GVA	Share of MSME in GVA (%)	Total GDP	Share of MSME in GDP(%)
2011-12	2583263	-	8106946	31.86	8736329	29.57
2012-13	2977623	15.27	9202692	32.36	9944013	29.94
2013-14	3343009	12.27	10363153	32.26	11233522	29.76
2014-15	3858196	9.43	11481794	31.86	12445128	29.39
2015-16	3936788	7.62	12458642	31.60	13682035	28.77

Source: 1.MSME Annual Reports
2.FICCI.

As per the National Sample Survey NSS 73rd round conducted during the period 2015-6, MSME sector has been creating 11.10 crores jobs, (360.41 lakh in Manufacturing, 387.18 lakh in Trade and 362.82 lakh in Other Services and 0.07 lakh in Non-captive Electricity Generation and Transmission) in the rural and the urban areas across the country (FICCI-2018-19)

Distribution of MSMEs by Nature of Activities.



Sources: Annual Report of MSME -2017-18

Positive Effects of GST on MSMEs

The implementation of GST is a historic reform in Indian tax system. No doubt there is always some positives and negatives in such changes. Here, summarized a few such positive effects on MSMEs in Indian economy.

1. One Nation, One Tax:

GST is implemented in India with the perception of “one nation, one tax” policy. Therefore, it brings uniformity in rules, procedures, methods of payments, structure of tax etc. which leads to easy working of business unit in multiple states. MSMEs get benefit of this change.

2. Easy to Initiate a Business Venture:

Under the GST regime, no need of VAT registration to begin a business venture. Here, there is centralized system of registration which makes easier for MSMEs to launch and expand their business activities to possible extent.

3. Increased in Tax threshold Limit leads reduction in Tax Burden:

Under the old tax regime business owners with an annual turnover of Rs.5 lakh (Rs.10lakh in the North east) mandatorily need to register for VAT and make VAT payments. But under the GST businesses above Rs.20lakh turnover (Rs.10 lakh for North East) qualify for GST registration which brings huge relief to MSMEs. So, business that falls in the Rs.5 lakhs –Rs.10 lakhs revenue bucket need not register and will experience better cash flows because they are exempt from GST. It also eliminates cascading effect of various state and central taxes.

4. Transparent Transaction:

GST will enable an online and transparent view of tax obligations and on-goings, minimizing the need to liaison with tax authority’s offline. Though it will take some initial investment, MSMEs streamline their transactions now will be setting up future-ready systems and processes.

5. Inter-State Trade Expansion:

Earlier, MSMEs were not showing much interest in expansion of business across the state border because it attracted the tax to their products and became costlier to customers, so chances of losing the customers was high. But after the implementation of GST Inter-state trade becomes cheaper as the tax credit can be transferred irrespective the location of the buyer and seller. So the business expansion is also more.

6. Online Compliance saves time and extra Efforts:

Under GST all compliance procedures such as registration, payments, refunds and returns will be carried out through online portals. The trouble of MSMEs to interact with department officers carrying out compliances will be eliminated. Thus, it saves time and extra effort of MSMEs.

7. Better Cash flow due to Input Credit Facility:

Cash flows may increase because of facility of input tax credit, wherein businesses will be able to avail credit on input expenses such as supplies. Example, for a business that procures steel as the raw material to manufacture utensils, the businessman will need to pay tax on the raw materials procured i.e. iron ore. He can adjust the tax paid on inputs from the taxes collected on outputs. This means that only the actual “value addition will be taxed”.

8. Faster Services and improvement of Logistics:

GST is eliminating time consuming state border tax procedure and toll check posts, it encourages supply of goods across borders without delay. The logistical cost for companies manufacturing bulk good would be reduced by around 20% and such costs can be

crucial for the progress of MSMEs. Thus, making logistics easy, faster and smoother for MSMEs GST help to boost their development.

9. No Difference between Goods and Service:

There is no argument or discussion about what constitutes goods and what constitutes service under GST system. So, It reduces confusion and legal procedures in packing etc. and lesser tax evasion.

Thus, Government introduced GST to simply business taxes and increase tax reporting, which initiatives compelled millions of MSMEs to formalize. As per the data roughly 9.2 million MSMEs in India are now GST registered and a more than 50% tax increased compared to the previous tax regime. Thus, GST regime has brought a number of positive changes in the tax system of India, which encourages the growth of MSMEs sector.

Negatives of GST on MSMEs

GST is not free from some negative effects on MSMEs progress.

1. Inadequate Technological Knowledge:

In order to carry MSMEs activities in online, there is a need of technical experts as well as IT system. But the economic condition of majority small units is not cope up with the investment which need to adopt new technology. In addition, expenses incurring for the training employees to new GST regime is also lead to increased overhead cost to MSMEs

2. Registration Issues:

Every supplier has to get registered under the GST act in the State/UT from where they conduct their operation provided their annual turnover in a particular financial year crosses the threshold limit of 20 lakh which in the case of special states is limited to only 10 lakhs. This gives the perception that small suppliers can skip the registration process. However, if the small suppliers are supplying goods to other states which might be just a few hours away from each other, they have to get themselves registered both in case of goods and service supply.

3. Restrictive Composite Levy Mechanism:

This is nothing but an alternative method to levy tax designed for small taxpayers who are having turnover greater than 50 lakhs. Entrepreneurs opting for such a mechanism cannot take input tax credit which seems to be fair enough. However, the rate of GST under composition levy is as low as 2.5% for manufacturers and 1% for dealers. Certain restrictions like a person opting for this kind of composition scheme cannot sell through e-markets.

4. Compliance Rating:

One more interesting provision is the 'Compliance Rating', a system which assigns ratings to businesses based on their discipline, so one will come to know whether the supplier has a 'good or poor' rating before purchasing from them. So, business will try to avoid buying from people with poor rating, which means that entrepreneurs will try everything to avoid a poor rating. The rating becomes 'Poor' not just due to a delay in filing but also due to delays in payments. This rating may be problem to MSME units.

5. Condition for Payment and Filing of return for availing Input Tax Credit:

One problem which the small businessman will face in their life cycle is the problem of Input tax credit. This tax credit is available to a buyer if the supplier has paid the tax within the same window. Thus, there a number of problems or negatives are also possible to MSMEs with the implementation GST.

CONCLUSION

In a developing country like India, the role and importance of small-scale industries is very significant towards poverty eradication, employment generation, rural development and creating regional balance in promotion and growth of various development activities (Shivani Misra, 2012). And the performance of MSMEs in Indian economy year after year is considerable one. As per the arguments and research outcome after the implementation of GST contribution from MSMEs sector to Indian GDP is increasing. Because, GST will help MSMEs to get rid of cascading burden of multiple taxes on the raw material, reduce their cost and also get rid of the middlemen harassment. However, GST is not completely free from negatives. In summary, as MSMEs believed GST is going to be a big boost in their development.

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PRADHAN MANTRI FASAL BHIMA YOJANA (PMFBY): A TOOL FOR FINANCIAL PROTECTION OF SMALL FARMERS – A STUDY IN KARKALA TALUK

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ABSTRACT

Agriculture is considered to be the back bone of the Indian economy. Governments have launched several schemes like National Agricultural Insurance Scheme (NAIS), Weather Index Based Crop Insurance Schemes (WIBCIS) and Pradhan MantriFasalBhimaYojana (PMFBY) for protecting the farmers against thunder risks in agriculture. Due to the risk of loss in agriculture the farmers are committing suicides, selling off their properties to cheating agents or the properties are seized by the bank and financial institutions for the recovery of loan taken by them. This kind of depressed attitude may be due to lack of awareness about the risk management measures among them. The PMFBY is a flagship scheme by the Government of India to enable farmers to cope with losses they suffer during agricultural activities with effect from 1st April, 2016. The micro study was conducted among the 100 small and marginal farmers of Karkala Taluk of Udupi district to assess the awareness among farmers to study farmer's perception towards PMFBY. The specific objectives of the study are to analyze association between the level of awareness of PMFBY and socio-economic profile of small farmers in the study area. The proposed study intends to suggest few measures to improve awareness level among small farmers about PMFBY and to bring change in their perceptions toward the scheme. The study found that farmers are well aware about various facts of the scheme but majority of them are not having positive perceptions towards availing of insurance facilities under the stated scheme.

KEYWORDS: Agriculture, Risk, Crop Insurance, Climate Change, Claim Settlement

INTRODUCTION

Agriculture is the largest and most important sector of the Indian economy. It is a risky occupation subject to natural calamities, like flood, drought and cyclone. It contributes around 20 percent to the GDP, it provides employment to around 60 per cent of our population and any disturbance in its production has a multiplier effect on the economy of a country like India. Insurance serves as instrument to manage the risk of the farmers. Crop insurance helps in stabilization of farm production and income of the farming community. This aids in optimal allocation of resources in the production process. The Indian Government has been concerned about the growing risk in agriculture, which culminates in unfortunate phenomenon of farmers' suicides, as happened in Karnataka and Maharashtra. In the face of uncertainty and risk in agriculture, various schemes have been evolved over time in different countries to

protect farmers; these include guaranteed prices, subsidized credit, and crop insurance, which are of immediate concern in the short-run.

Crop insurance is recognized to be a basic instrument for maintaining income stability in farm, through advanced technology, motivating investment, and increasing credit flow in the agricultural sector. Crop insurance contributes to self-reliance and self-respect among farmers, since in cases of crop loss they can claim compensation as a matter of right. Thus, it cushions the shock of crop loss by assuring farmers' protection against natural hazards beyond their control. The central and state governments in India have instituted several crop insurance schemes as safety measure in recent years. Realizing the importance of crop insurance as a tool for managing risk and uncertainties in agriculture.

The Government of India launched its flagship scheme in line with **One Nation – One Scheme** theme, Pradhan Mantri Fasal BimaYojana (PMFBY), to help farmers cope with crop losses, starting from the kharif season of 2016. PMFBY replaced the National Agricultural Insurance Scheme (NAIS) and Modified National Agricultural Insurance Scheme (MNAIS). The Weather-Based Crop Insurance Scheme (WBCIS) remains in place, though its premium rates have been made the same as in PMFBY. State governments have the authority to decide whether they want PMFBY, WBCIS or both in their respective states. PMFBY is an improvement over NAIS and MNAIS and is designed to reduce the burden of crop insurance on farmers. The scheme came into operation from 1 April 2016 with a Central government budget allocation of Rs 5,500 crore for 2016–17.

The premium to be paid by farmers is just 2 per cent of the insured value for the Kharif crop and 1.5 per cent for the Rabi season. The remaining premium charged by the insurance companies is to be shared by the Centre and States in equal measure. The Scheme shall be implemented through a multi-agency framework by selected insurance companies under the overall guidance and control of the Department of Agriculture, Cooperation and Farmers Welfare (DAC&FW), Ministry of Agriculture and Farmers Welfare (MoA&FA), Government of India (GOI) and the concerned State in co-ordination with various other agencies; viz Financial Institutions like Commercial Banks, Cooperative Banks, Regional Rural Banks and their regulatory bodies, Government Departments viz. Agriculture, Cooperation, Horticulture, Statistics, Revenue, Information/ Science and Technology, Panchayati Raj etc. As of the latest available figures, close to 5 crore farmers were enrolled in the year 2017 - 18 for both the Kharif and Rabi seasons. As against the premium collected from farmers amounting to Rs.4216.04 crore in 2016-17, claims of Rs. 16279.25 crore have been paid to farmers. Similarly, claims of Rs.16967.92 crore have been paid during 2017-18 (Kharif 2017) against premium collected from farmers amounting to 3038.70 crore. Details of the premium received by insurance companies and claimed paid to the farmers during last three seasons is as under.

In spite of overall good monsoon during first two years of implementation of PMFBY, the claim ratio during 2016-17 is about 73% and during Kharif 2017, it is about 86%. Moreover, administrative and other cost for insurance company for implementation of the scheme ranges from 10-12%. Moreover, administrative and other cost for insurance company for implementation of the scheme ranges from 10% to 12% of gross premium.

Further, the farmers in most affected areas/States received higher claims and the claim ratio was high in these States viz. Kerala 210% and Karnataka-132%, during Kharif 2016, Tamil Nadu – 287% and Andhra Pradesh 159% during Rabi 2016-17. Similarly, during Kharif 2017, the higher claim ratio is in the States of Chhattisgarh – 425%, Haryana – 201%, Madhya Pradesh – 135% and Odisha – 204%. The present paper has examined the farmers' awareness about PMFBY insurance scheme and perception about various risks involved in agriculture covered under the scheme.

STATEMENT OF PROBLEM

India is in the throes of an agrarian crisis. indebtedness, crop failures, non-remunerative prices for crops and poor returns over cost of cultivation have led to distress in the farming sector. Farmer suicides were attributed to causes such as indebtedness, crop failure and other farming-related issues. Farmer distress is likely to worsen by the increasing frequency and intensity of unseasonal and extreme weather events due to climate change. Centre for Science and Environment (CSE) published in 2015 a report, it revealed that the existing relief and compensation mechanism for farmers against crop loss—which is ad hoc, chaotic and politicized—has failed to bring timely and adequate help to affected farmers. This study and subsequent consultation drew attention to the urgent need for financial safety nets for farmers to overcome vulnerabilities induced by frequent weather anomalies. A universal crop insurance mechanism, with various safeguards, was recommended as a key component of the safety net. Thus, the Central government announced Pradhan MantriFasalBhimaYojana (PMFBY). However, even after the introduction of the scheme conditions were not improved drastically. Of course, PMFBY is no doubt an improvement over the other existing crop insurance schemes in the country. Even the farmers in the study area were also suffering from lot of problems with regard to agricultural activities. Hence, this study titled **“Pradhan MantriFasalBhimaYojana (PMFBY) A Tool for Financial Protection of Small Farmers –A Study in Karkala Taluk”** is undertaken to know the awareness and perceptions of small farmers and how far the scheme financially enabled them to overcome from the problems they face in the study area.

OBJECTIVES OF THE STUDY

- To assess the farmers' awareness level towards PradhanaMantriFasalBhimaYojana (PMFBY) in Karkala.Taluk.
- To understand the perceptions of small farmers towards PMFBY in the study area.

- To identify the problems associated with small farmers in a study area.
- To analyze association between the level of awareness of PMFBY and socio-economic profile of small farmers in the study area.
- To provide suggestions to improve awareness among small farmers about PMFBY and to bring change in their perceptions toward the scheme.

HYPOTHESES

1. **H₁₀**: No significant association between socio-economic profile of small farmers and their awareness level about PradhanaMantriFasalBhimaYojajna (PMFBY).
2. **H₂₀**: No significant relationship between educational qualification and perception of farmers about risk reduction under PMFBY.
3. **H₃₀**: PMFBY is not a suitable package of removal of brokers and middlemen and prevention of depression among small farmers

METHODOLOGY OF THE STUDY

The present study's ultimate objective is to understand the level of awareness among small farmers about PMFBY and their perceptions about the scheme. The research design is empirical and analytical in nature. The data required for the study have been collected from primary and secondary sources. The primary data have been collected through a structured questionnaire. The researchers have selected a sample size of 100 respondents for the study from Karkala Taluk of Udupi District, who are the small and marginal farmers. The secondary data required for the study was collected from the official records of insurance companies and government departments, books, journals, annual reports, newspapers, and web portals. Simple statistical tools such as averages and percentages are applied for analysis and interpreting the data and Chi square test and Sample t test are used for testing hypotheses.

REVIEW OF LITERATURE

To get the insight of the problem, some of the related studied are explored and critically evaluated in the form review of literature which is given below:

The farmer is likely to allocate resources in profit maximizing way if he is sure that he will be compensated when his income is catastrophically low for reasons beyond his control. A farmer may grow more profitable crops even though they are risky. Similarly, farmer may adopt improved but uncertain technology when he is assured of compensation in case of failure (**Hazell 1992**).

Crop insurance has been one of the most reliable and longest running programs for stabilization and risk management for farmers in many countries. A properly designed and implemented crop insurance programme will protect the numerous vulnerable small and marginal farmers from hardship, bring in stability in the farm incomes and increase the farm production (**Bhende 2002**). It is found that the availability of formal instrument for diffusion of risk like crop insurance will facilitate farmers to adopt risky but remunerative technology and farm activities, resulting in increased income. (**Bhende (2005)**).

The major role in creating the awareness among farmers is played by the Bank officials but they didn't take active participation in explaining the benefits of crop insurance. Hence the benefits of the crop insurance should reach all types of farmers and change the perception of the farmers about the cultivation and its risk aversion (**Dr.S.M.Uvaneswaran and T.Mohanapriya 2014**). Awareness is the corner stone, because it makes the individual more effective and intelligent. The thinking power of an individual increases through this awareness (**Narender&Sampath, 2014**).

There is a growing need for financial education for the farmers to take better financial decision and to raise their economic security. It has been felt that well informed and well educated customers can earn more from their agricultural activities. They can make better financial decisions for themselves and their families, rising their wellbeing and economic security (**Ganesh, 2015**).

The superiority of crop insurance is proved in terms of yield and returns advantage. However, there is poor response of farmers to good agricultural practices due to lack of enough awareness among farmers about its superiority (**Menaka S and Mani K, 2016**).

The farmers show high awareness on general information along with premium related information may be because of compulsory proposals for loanee farmers. The low awareness on aspects such as prevented sowing, committee responsible for its assessment, localized calamities, etc., clearly indicate less active participation of implementing as well as service providing agencies (**Dr. BS Ghanghas, 2018**).

STUDY RESULTS AND DISCUSSION

Analysis of Field Study: The data collected was analyzed and presented in tabular form and hypotheses are tested with suitable measures. Finally, findings of the study have been enumerated. Accordingly, suggestions are given for improve upon benefits under PMFBY to small farmers and conclusions arrived at.

Table -1 - Socio economic profile of sample farmers.

Sl No.	Socio-economic characteristics the Farmers	No. of Farmers	Percentage (%)
1	GENDER	Male	67
		Female	33
2	MARITAL STATUS	Unmarried	18
		Married	62
		Widow	20
3	AGE	Less than 30 years	18
		31 – 40 years	20
		41 – 50 years	30
		51 – 60 years	20
		Above 60 years	12
4	EDUCATION LEVEL	Illiterate	11
		Primary	35
		Secondary	25
		Graduate	19
		Post graduate	10
5	ANNUAL INCOME	Up to Rs. 50000	10
		Rs.50001 – 100000	15
		Rs. 100001 - 150000	37
		Rs. 150001 – 200000	27
		Above Rs. 200000	11
6	LAND HOLDINGS	Less than 1acre	13
		1 acre – 2 acre	17
		2 acre – 3 acre	46
		3 acre – 4 acre	14
		More than 4 acre	10
7	FAMILY SIZE	1 – 2	17
		3 – 4	43
		5 – 6	30
		More than 7	10
8	LOAN BORROWED	No	47
		Yes: Short term	22
		Medium term	17
		Long term	14
Total		100	

Source: Field Survey- September 2019

From the above table 1, it is pinpointed that the majority (67 percent) of the farmers are male, most of the famers (72 percent) are married, majority (30 percent) of the farmers are between 40-50 years of age. Most of them (35 percent) are having primary education. The great part of the farmers is earning between Rs. 100001- 150000 per annum. Further most of the family size is 3-4 members and 53 percent of farmers have taken up loan.

Table- 2: Multi choice responses of famers regarding type of insurance purchased

Sl. No.	Types	No. of Farmers	Percentage	Rank
1	Life insurance	82	32	I
2	Vehicle insurance	46	18	III
3	Health insurance	72	27	II
4	Property insurance	16	06	V
5	Live Stock/Animal insurance	11	04	VI
6	Crop insurance	35	13	IV
Total		262	100	

Source: Field Survey- September 2019

From Table 2, it is clear that, multi choice responses of farmers indicating that majority (32 percent) have purchased life insurance, and it been given I rank. Health insurance is the second most (27 percent) purchased insurance and it has been raked II, 18 percent of multi choice responses state that farmers are having vehicle insurance, which stands III ranked. Only 13 percent of small farmers have subscribed crop insurance and it ranks IV. Followed by property insurance and livestock insurance ranking V and VI respectively.

Table -3: Multi choice responses of farmers about technique adopted by farmers for risk management

Sl. No.	Types	No. of Farmers	Percentage (%)	Rank
1	Sale of assets	40	12	IV
2	Borrowings from friends & relatives	55	17	III
3	Bank loan	70	20	II
4	Borrowings from money lenders	12	04	VII
5	Government relief	38	10	VI
6	Cooperatives	75	25	I
7	Agricultural insurance	35	12	V
Total		325		

Source: Field Survey- September 2019

Table 3 above represents multi choice responses of farmers that how they management risk in farming. Majority (25 percent) borrow loan from cooperative banks, which rank I, Sometimes, they borrow even from other commercial banks and it stand II in the ranking (20 percent). 17 percent of them borrow from friends and relatives to manage risk which rank III, 12 percent of farmer sale their assets for managing risk, which rank IV and only 10 percent subscribe to agricultural insurance to manage risk rank V, followed by government relief and borrowings from money lenders ranking VI and VII respectively.

Table -4: Awareness level among farmers of Pradhan MantriFasalBhimaYojana (PMFBY)

Sl. No	Particulars	No. of Farmers	Percentage (%)
1	Aware	78	78
2	Not aware	22	22
Total		100	100

Source: Field Survey- September 2019

The awareness among farmers about PMFBY crop insurance and risk management measures implemented by the government was very high, awareness was more among small and marginal farmers about 78 percent in study area.

Table -5: Crop insurance taken by farmers under PMFBY

Sl. No	Particulars	No. of Farmers	Percentage (%)
1	Insured	35	35
2	Not insured	65	65
Total		100	100

Source: Field Survey-September 2019

Table 5 above shows that, below 50 percent of the farmers though aware, are to take insurance under PMFBY. Out of 100 farmers, only 35 farmers have taken crop insurance schemes in the survey are.

Table No- 6: Source of Information about the PMFBY

Sl. No	Sources	No. of Farmers	Percentage (%)
1	Media	42	42
2	Govt. Departments	15	15
3	NGOs	08	08
4	Neighbors & fellow farmers	20	20
5	Other institutions	15	15
Total		100	100

Source: Field Survey-September 2019

It is clear from the above table 6 that the Majority (42 percent) of the farmers uses media like Newspaper, Radio, Television and Social media to aware about the crop insurance under PMFBY.

Table-7: Type of farm risks mostly faced by farmers

Sl. No	Type of Risks	No. of Farmers	Percentage (%)
1	Drought	25	25
2	Flood	15	15
3	Pests	29	29
4	Untimely rainfall	12	12
5	Non availability of laborers	09	09
6	Lack of usage of technology	10	10
Total		100	100

Source: Field Survey-September 2019

Natural calamities affect the farmers too much in India in general and Karkala in particular. In that case 81 percent farmers face farm risks due to natural calamities (i.e. pests – 29 percent, drought – 25 percent, flood – 15 percent and untimely rainfall – 12 percent). Farmers face risk even due to lack of usage of technology (10 percent) and non-availability of farming laborers (9 percent) in the survey area.

Table -8: Insurance details of farmers

Sl. No	Crops	No. of Farmers	Percentage (%)
1	Paddy	16	46
2	Coconut	06	16
3	Arcanut	10	29
4	Others	03	09
Total		35	100

Source: Field Survey-September 2019

Farmers insured mainly their paddy crops (46 percent) because it is more vulnerable to floods, drought, etc. In the study area farmers are even insure the arcanut and coconut, because in these are other common crops. Others mainly cover pineapple and rubber trees.

Table No-9: Responses regarding Benefits of PMFBY to farmers

S No	Benefits	Yes	No	Total
1	Provide insurance coverage to crop loss	78	22	100
2	Provide insurance coverage to live stock loss	39	61	100
3	Provide relief during disasters	35	65	100
4	Provide credit, technology, inputs, etc.	43	57	100
5	Measures to eliminate by brokers and middlemen	24	76	100
6	Measure to solve farmers depression	33	67	100

Source: Field Survey-September 2019

The table 9 shows that the majority (78 percent) of farmers believe PMFBY will provide insurance coverage to crop loss. Whereas, 61 percent say it does not provide proper insurance coverage to live stock loss, 65 percent say it does not provide enough relief during disasters, 57 percent farmers believe the scheme does not provide proper credit, technology and inputs. PMFBY fail to eliminate brokers and middlemen interference (76 percent) and even this new scheme is could not be a proper measure to solve farmers' depression.

Table No:10 - Level of Satisfaction of Farmers towards PMFBY.

S No	Perceptions towards GST	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
1	Proper communication of information	57	22	05	10	06	100
2	Easy registration	12	45	11	23	09	100
3	Optimum risk coverage	17	33	06	30	14	100
4	All products covered	05	15	17	47	16	100
5	Premium amount is minimum	44	21	15	17	03	100
6	Amount of Claim is very fair	22	21	16	30	11	100
7	Speedy settlement of claim	13	26	10	39	12	100

Source: Field Survey-September 2019

It is clear from the above table that the farmers' perceptions towards PMFBY is positive due to the fact that proper communication of information, easy registration and premium amount is minimum is positive but their perceptions towards PMFBY is negative due to the fact that optimum risk coverage, fair amount of claim and speedy settlement claim.

TESTING OF HYPOTHESES

Hypotheses: 1

H₁₀: No significant association between socio-economic profile of small farmers and their awareness level about Pradhana Mantri Fasal BhimaYojajna (PMFBY).

H₁₁: Significant association between socio-economic profile of small farmers and their awareness level about Pradhana Mantri Fasal BhimaYojajna.

Table-11: Socio-economic profile small farmers and their awareness level about PMFBY.

Variables	Farmers		
	Chi square (calculated value)	Table value*	Ho
Gender	1.028	3.841	Accepted
Marital Status	2.011	5.991	Accepted
Age	13.099	9.236	Rejected
Income	7.088	18.307	Accepted
Land holdings	5.189	7.815	Accepted
Family size	8.526	7.815	Rejected

Source: Field Survey September 2019

*Significant at 5% level

Result: With regard to the awareness of small farmers covered under PMFBY scheme, age of farmers and family size of the farmers were resulted highly significant (H_0 rejected and H_1 accepted). The gender of the respondents, marital status, income and land holdings of farmers were resulted is not significant (H_0 accepted).

Hypotheses: 2

H₂₀: No significant relationship between educational qualification and perception of farmers about risk reduction under PMFBY.

H₂₁: Significant relationship between educational qualification and perception of farmers about risk reduction

Table-11: Educational qualification and perception of farmers about risk reduction.

Perception level /Educational Qualification	Providing crop/ livestock insurance	Providing relief during disasters	Providing credit, technology, inputs, etc.	Total
Illiterate	7	2	2	11
Primary	18	10	3	31
Secondary	15	10	4	29
Graduate	10	6	3	19
Post graduate	5	3	2	10
Total	55	31	14	100

Source: Field Survey-September 2019

Significance level: 5%; - Degree of freedom: 8; - Calculated value **82.887**; - Table value: **15.507**

Result: Null hypothesis (H_0) is rejected since calculated value (82,887) is more than the table value (15.507) and alternative hypothesis (H_1) should be considered. Hence it is concluded that there is significant relationship between educational qualification and perception of farmers about risk reduction in Karkala taluk.

Hypotheses: 3

H₃₀: PMFBY is not a suitable package of removal of brokers and middlemen and prevention of depression among small farmers.

H₃₁: PMFBY is a suitable package of removal of brokers and middlemen and prevention of depression among small farmers.

Table-12:One-Sample t test that PMFBY is not suitable package of removal of brokers and middlemen and depression of small farmers.

One – Sample Statistics						
	Farmers	N	Mean	SD	T Value	P Value **
PMFBY is not suitable package of removal of brokers and middlemen and depression of small farmers.	Insured	35	11.33	1.98	2.11	0.167
	Not insured	65	7.58	2.47		

Source: Field Survey-September 2019 ** represents 1% level of significance

Result: It is noted from the above, t value is 2.11 and corresponding p value is 0.167, which is more than 0.01. Therefore, the null hypothesis is accepted at 1% level of significance. Hence it is concluded that PMFBY is not suitable package of removal of brokers and middlemen and depression of small farmers in the study area.

Other Findings of the Study:

- PMFBY is the new Crop Insurance Scheme is in line with One Nation – One Scheme theme.
- There will be a uniform premium of only 2% to be paid by farmers for all Kharif crops and 1.5% for all Rabi crops. In case of annual commercial and horticultural crops, the premium to be paid by farmers will be only 5%.
- The enrolment under PMFBY is compulsory for the farmers in the notified area who possess a Crop Loan account/KCC account (called as Loaned Farmers) to whom credit limit is sanctioned/renewed for the notified crop during the crop season. And such other farmers whom the Government may decide to include from time to time.
- Voluntary coverage may be obtained by all farmers not covered above, including Crop KCC/Crop Loan Account holders whose credit limit is not renewed.
- The study revealed that though farmers are well aware about the general information and enrolment of the scheme under PMFBY limited numbers (35 percent) of farmers have taken crop insurance in the study area.
- Study showed that educational level of farmers is having significant relationship with their perception towards risk reduction through crop insurance under the scheme. Higher level of education result in high degree of positive perception.
- Both paddy and annual commercial crops were insured by the framers against crop loss due to natural calamities and pests in the survey area.
- Crop insured farmers are dissatisfied from the existing insurance scheme under PMFBY.
- In order to bear the risk of loss the farmers are borrowing from cooperative banks and other commercial banks and selling their properties in the study area.
- It is pinpointed by the study that PMFBY scheme failed to eliminate the interference of brokers and middlemen and provide solution the farmers depression.

Suggestions based on the Study Findings

- ✓ A complete awareness in all the features is not prevailing as expected among the farmers covered under the scheme. An effective dissemination of information is essential in this regard.
- ✓ Awareness for the crop insurance under the scheme PMFBY can be created by service providers through print media and electronic media, like, SMS, hoardings, television and radios.
- ✓ National Institute of Agricultural Extension Management is clarifying doubts of the farmers in their local languages which shall also inform about PMFBY to those farmers who were calling to them.
- ✓ Each Panchayath can be made responsible by the government to create awareness among farmers about PMFBY and give information about all features of the scheme.
- ✓ Sufficient number of automatic Weather Station must be established by the State Governments.
- ✓ In addition to state compliance to compulsory coverage of loaned farmers and banks focus must be on bringing maximum number of non-loaned farmers under the scheme of PMFBY.
- ✓ A sophisticated integrated e-platform for the use by banks, insurance companies, state government and central governments must be developed for the faster registration, loss assessment and claim settlement.

CONCLUSION

Agriculture is the backbone of Indian economy. It contributes around 20 percent to GDP. However, it affected by the natural calamities, hence, which forms major risk for the farmers. It is believed that crop insurance is a hedge for farmers to mitigate loss arising due to these perils. In the mindset of the farmers the crop insurance is best suited for large scale farmers because the premium is not affording to the small and marginal farmers, further extent of coverage is very low. The National Agricultural Insurance Scheme (NAIS), Modified National Agricultural Insurance Scheme (MNAIS) and the Weather-Based Crop Insurance Scheme (WBCIS) were certain crop insurance schemes by the government of India. However, with all these scheme farmers' problems remained unattained. Thus, the PMFBY scheme has been introduced by the Government of India under the theme 'one nation one scheme', which incorporates the best features of all previous schemes and at the same time, all previous shortcomings / weaknesses have been removed.

The PMFBY will replace the existing two schemes National Agricultural Insurance Scheme as well as the Modified NAIS. The premium rates to be paid by farmers are very low and balance premium will be paid by the Government to provide full insured amount to the farmers against crop loss on account of natural calamities. Even two years after the inception of PMFBY the level of depression among the farmers does not change. Hence the study has been carried out to evaluate the scheme in the survey area. The major highlights of the study is that farmers are well aware on general information as well as premium related information. The probable reason for high awareness on these features may be compulsory proposals for loaned farmers. The low awareness on other features of PMFBY and the reasons for not taking up crop insurance under the scheme clearly indicate less active participation of implementing as well as service providing agencies. By restricting the interference of brokers and middlemen, and taking proper measures to create awareness about the benefits of PMFBY among farmers especially among small and marginal farmers and through proper survey of risk and quicker settlement of claims the scheme can be a suitable device to solve the problems of farmers in India.

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SOCIO-ECONOMIC CONDITIONS OF SELP-HELP GROUP'S BENEFICIARIES-A CASE STUDY OF BLOCK OF UDUPI-DISTRICT OF KARNATAKA

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ABSTRACT

The overall objective of the present study is to analyze the socio-economic condition of self help groups of Block of Udupi District. In India and even in some abroad Countries where economically backward especially in rural areas due to inequalities, poverty and unemployment of the downtrodden last section of the Society. The pivotal role of self-help is eliminating poverty in the rural areas. A self-help group is a voluntary association of people which consisting of 10-20 members who are belonging to economically homogeneous and collective group with an intension of save small amounts regularly and that amount generates for undertaking of economic activities and in turn economic development of members of Self-help group. The generated savings of Self-help groups includes mobilization of savings, credit facilities and forms their own groups for themselves and for the contribution of economic development of a Country. They can extend their economic activities with the help of microfinance from the financial Institution in order to multiple their income, employment; alleviate poverty and social reformation in rural areas. This paper highlights problems and draw fruitful conclusion and end with proper suggestions.

KEYWORDS: *Self-help group, microfinance, poverty alleviation, mobilization of savings, economic development.*

INTRODUCTION

The Self-help groups are the voluntary association of small group consisting of 10-20 members. They have a common goal to form a group which begins group economic activities or individual economic activity for the improvement of the socio and economic condition of their members. In India, Help-help Groups are playing a pivotal role in eliminating poverty of rural people. The self-help groups are practiced its activities especially in rural areas for sustainable development, and for economically empowerment of group members. The self-help group may be registered or non-registered. The tendencies of group members are generating the idea of savings regularly and the same amount of savings contribute to a common fund which will be extended among the members as a loan to meet their financial needs at the reasonable rate of interest. At the same, the people are voluntarily associated together to build leadership, self-help and mutual help and are able to raise voice against the unethical exploitation in the Society, thereby, overcome the barriers.

The concept of microfinance was found by Noble prize winner Mr Mohmad Yunus who was the economics professor of Chittagong University, Bangladesh. He was known for as a pioneer in the area of microfinance. Initially, microfinance was extended through the Grameena Bank of Bangladesh in 1975.

In the modern Society, self-help groups are considered as good models which are influenced the quality life of rural people and are treated as a powerful instrument for positive socio-economic changes to be taken place in the rural area. The Self-help Groups members empower themselves and able to develop self-esteem, confidence and they can understand their potential and increase the collective bargaining power of the members.

The members of SHGs are benefited in many ways like possession of assets, employment opportunities and increase the level of incomes and enhancement of societal status, good decision making and are gain the benefit in the means of the democratic, economic, social, cultural life of members.

OBJECTIVES

The following are the objectives framed for the present study:

1. To analyze the socio-economic conditions of SHG's of women in Udupi taluk
2. To examine the empowerment of social and entrepreneurial development of SHG's of women in Udupi taluk
3. To understand the problems encountered by SHG's group of women in Udupi taluk
4. To recommend the suggestions for overcome the problems faced by SHG's group of women in Udupi taluk

RESEARCH METHODOLOGY

The data collected for analyzing the present study by following simple random sampling technique and the total sample size was 50 respondents in the study area. The primary data was collected through specially designed interview scheduled and personally administered to SHG's in Udupi-taluk. The researcher was analyzed actual socio-economic problems encountered by them analyzed with the help of percentages.

Problems encountered by SHG's:

The research study was revealed that some of the SHG's did not acquainted training and orientation about entrepreneurship. The following are the problems faced by the SHG's:

- a. Among the SHG's members did not have harmonious relationship.
- b. There is a lack of co-operation and team work among the SHG members.
- c. The SHG's members are failed to pay back the loan amount that results the deformation groups.
- d. The SHG's are formed with the intention of getting benefit of subsidy from the Government.
- e. The SHG's members did not have adequate knowledge about management of their entrepreneurship and majority of them are discontinued due to poverty and illiteracy.
- f. There is a problem of marketing of their goods produced by SHG's members.

REVIEW OF LITERATURE

Achutha poojari K (2018) in his study on SHGs –Bank Linked Approach: An assessment, noted that SHGs are the registered or unregistered group of small entrepreneurs which are extended the micro credit to SHGs and also support of formal Institutions with help of Non-Government Organizations. The SHGs are the powerful instruments to meet the micro credit required by poor. The SHGs are growing rapidly in the form of small informal association which is able to access financial and other services required for their socio-economic development.

Rosary Ramona Fernando A (2015) conducted a study on Economic Empowerment of Women through Self Help Groups revealed that majority of SHGs members are fall above the age of 30 years and more of them are married. The most of the respondents have formal education and are of have self employment and in private sector at a low cadre. The Respondents are joined SHGs group with an intension of avail the loan to meet their financial needs.

Lakhawat Saroj and Charan Shalendra Singh (2015) conducted a study on women empowerment through Microfinance (SHGs): A Study of Ajmer District, Rajasthan, India revealed that 53.33 percent of SHG's members were lying in the 26-35 years are group and nearly 28 percent of members were reported to be illiterate. The 78.67 percent of members were married. The majority of SHGs were belonging to income group of Rs.45000 to Rs.55000 p.a. In nutshell, it is declared that socio-economic conditions of SHGs are considered as significant for overall development.

Table No. 1 Age of the self help group of Members

Sl. No.	Age	No. of Respondents	Percentage
1.	Below-20	Nil	--
2.	21-41	11	22
3.	41-60	38	76
4.	60 and above	01	01
		50	100

Source: primary data

The above Table No. 01 revealed that 76 (38) percent of SHG members are fall under the age group of 41-60 and 22 (11) percent of members fall under the category of 21- 41 age group.

Table No. 2 Caste of the Self Help Group Members

Sl. No.	Caste	No. of Respondents	Percentage
1.	General	03	06
2.	S.C	03	06
3.	S.T	02	04
4.	OBC	42	84

Source: primary data

The above Table No.02 indicated that 84 (42) percent of SHG members are belonging to the other backward castes and Scheduled caste members consists of 6 (06) percent and Scheduled Tribe members are only to the extent of 02 (04) percent.

Table No. 3 Literacy level of SHG of members

Sl. No.	Literacy level	No. of Respondents	Percentage
1.	Illiteracy	02	04
2.	Primary	25	50
3.	Secondary	17	34
4.	Degree	06	12
		50	100

Source: primary data

The above Table No. 03 clearly shows that majority 25 (50) percent of the SHG members were educated up to Primary level of education, the illiteracy level of SHG members were 02 (04) percent.

Table No. 4 Marital status of SHG members

Sl. No.	Marital status	No. of Respondents	Percentage
1.	Married	40	72
2.	Unmarried	03	16
3.	Divorce d	----	----
4.	Widow	07	14
		50	100

Source: primary data

The above Table No. 04 indicated that 72 (50) percent of the SHG group members were married and only 14 (07) percent of the SHG members were widows.

Table No. 5 Occupation of SHG Members

Sl. No.	Occupation	No. of Respondents	Percentage
1.	House Wife	36	72
2.	Private	08	16
3.	Government	--	--
4.	Others	06	12
		50	100

Source: primary data

The above Table No. 05 revealed that 72 (36) percent of the SHG's were serving as a House Wives none of Government servant as a member of the SHG's.

Table No. 6 Income level of SHG's members

Sl. No.	Income Levels	No. of Respondents	Percentage
1.	Up to -1000	23	46
2.	1000-2500	05	10
3.	2500-5000	04	08
4.	5000 and above	18	36
		50	100

Source: primary data

The above Table No. 06 showed that 23 (46) percent of SHG's members are fall under the category up to Rs. 1000 and 18 (36) percent of SHG's members are fall under the category of Rs.5000 and above.

Table No. 7 Reason for joining the SHG

Sl. No.	Reason	No. of Respondents	Percentage
1.	Social Security	02	04
2.	Financial	43	86
3.	Collective help	05	10
4.	Any other	-	-
		50	100

Source: primary data

The above Table No. 07 indicated that 43 (86) percent of members are joining SHG's for getting financial assistance and 02 (04) percent of members are joining SHG's for social security purposes.

Table No. 8 Problems of SHG members

Sl. No.	Problems	No. of Respondents	Percentage
1.	Domestic work	18	36
2.	Occupation pressure	01	02
3.	Constraints from family	06	12
4.	Any other Problems	25	50
		50	100

Source: primary data

The above Table No. 08 showed that 18 (36) percent of SHG members are having the performance of domestic work and 25 (50) percent of SHG's members have other problems.

Table No. 9 Sources of financial Assistance to SHG members

Sl. No.	Sources of Finance	No. of Respondents	Percentage
1.	Self Help Group	30	60
2.	Bank	18	36
3.	Friends and Relatives	02	04
4.	Money Lenders	-	-
		50	100

Source: primary data

The above Table No. 09 revealed that 30 (60) percent of SHG members are solved their financial problems through self Help Group and 18(36) percent of them solved their financial difficulties by raising loan from formal financial Institutions.

Table No. 10 Discharging of responsibilities of SHG's members

Sl. No.	Responsibilities	No. of Respondents	Percentage
1.	Children education	20	40
2.	Lack of basic facilities	09	18
3.	Domestic facilities	17	34
4.	Sharing of opinion	04	08
		50	100

Source: primary data

The above Table No.10 indicated that 20(40) percent of SHG's members are discharge of caring of their children's education and 17(34) percent of them are concerned about domestic responsibilities.

Table No. 11 Size of the SHG's family members

Sl. No.	Size of the family	No. of Respondents	Percentage
1.	0-2	-	-----
2.	2-4	30	60
3.	4-6	13	26
4.	6 and above	07	14
		50	100

Source: primary data

The above Table No. 11 revealed that 30 (60) percent of SHG's members family size is 2-4 and 14 07 (40) percent of SHG's members family size is 6 and above.

Table No. 12 Monthly savings of SHG's members

Sl. No	Monthly savings	No. of Respondents	Percentage
1.	0-4000	28	56
2.	4000-8000	07	14
3.	8000-12000	08	16
4.	12000-16000	05	10
5.	16000-20000	-	-
6.	20000-24000	2	04

Source: primary data

The above Table No. 12 Showed that 28 (56) percent of SHG's members are having habit of savings to the extent of 0-4000 and 02(04) percent of SHG's members are having the habit of savings to the extent of Rs. 20000- 24000.

Table No. 13 Monthly expenditure of SHG members

Sl. No	Monthly Savings	No. of Respondents	Percentage
1.	0-5000	22	44
2.	5000-10000	23	46
3.	12000-16000	04	08
4.	16000-20000	01	02
		50	100

Source: primary data

The above Table No. 13 indicated that 46 percent of SHG's members are have the practice of expenditure to the extent of 5000 to 10000 and 22(44) of percent of SHG's members are have the practice of expenditure to the extent of 0-5000.

Other Findings

- a. The Majority of 70 per cent SHG's fall under the age group of 41-60.
- b. The study clearly indicated that 84 per cent of the SHG's members are belonging to the other backward castes.
- c. The study found that 50 per cent of the SHG's members were educated up to a primary level of education.
- d. The 72 per cent of the SHG's group members were married.
- e. The study explored that 72 per cent of the SHG's were serving as house wives.
- f. The 46 per cent of SHG's members fall under the category of up to Rs.1000.
- g. The 86 per cent of members were joined SHG's for getting financial assistance.
- h. The 36 per cent of SHG's members are having the practice of domestic work.
- i. The 60 per cent of SHG's members have solved their financial problems through self Help Groups.
- j. The 40 per cent of SHG's members are the discharge of caring for their children's education
- k. The 60 per cent of SHG's members have solved their financial problems through Self Help Group
- l. The 40 per cent of SHG's members are a discharge of caring for their children's education
- m. The 60 per cent of SHG's members family size is 2-4
- n. The 56 per cent of SHG's members are having a habit of savings to the extent of 0-4000
- o. The 56 per cent of SHG's members are having a habit of savings to the extent of 0-4000

SUGGESTIONS

The following are the fruitful suggestions recommended:

1. The Government provides easy access of loan arrangements, infrastructure facilities like purchase of assets, marketing, training and other facilities to the SHG's members.
2. There must be good co-operation, team work among group members, good group leadership, educate the illiterate members towards maintenance of accounts.
3. There must be counsel centers necessary to redress the group complicit and mis-understanding among the group members.
4. There must be adequate and sufficient availability of raw-materials, expert management group.
5. There must be extensive unit for maintenance of machines, files, and account books etc.

CONCLUSION

In an economy, women and men both play a pivotal role in universal development and harmonious progress of the country. The empowerment of women is the main task of the government in a holistic manner to upgrade in multi-dimensional areas like social, political and economical. The study has been done in a group concept rather than an individual concept.

The study clearly evidenced that SHG's members are in a position to self-reliance and also mutually help each other among the group members. The SHG's members have an opportunity to save regularly and have touch with the formal financial institutions for the purpose of saving and receiving loans where they can learn a skill of management of their savings.. The women group who are joined SHG are gradually empowered in the means of economically and also socially.

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IMPACT OF ONLINE MARKETING IN THE ERA OF MODERNIZATION

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ABSTRACT

The concept of promotion has evolved over the years and the most recent change or the buzz in the world of marketing is due to the wave created by the online marketing. It sure did take its own time to shine amongst the various means of marketing but currently it has grown to a new dimension. This paper will review various approaches to online marketing, some related background, and how the concept has evolved over time. Online marketing is a whole different concept compared to that of the old traditional approach of marketing. One of the major recognizable attributes of the Social Networks is that individuals regularly make their remarks and give conclusions dependent on their encounters. The ordinary discussion will in general be focused about what one did or experienced. Problem in the Online Marketing is to understand the impact and effectiveness of internet channel and its impact on the buying pattern of the customers by the producers/ retailers. This study reveals that today's consumers are more educated about the products they buy and they are aware of the changes in the current scenario in such circumstances it becomes an essential aspect for every business to adapt the new methods in order to understand the consumer buying pattern in order to develop their product/ services to sustain in the long run.

KEYWORDS: Marketing, Online marketing, Consumer, Consumer buying pattern

INTRODUCTION

Over the past few decades there have been major changes in the field of marketing and in its approaches. The recent buzz in the field of marketing is online marketing. Online has not only impacted the general crowd but also the corporate giants. It has changed the view point of channelizing the business ideas. It has provided various ideas to the creators in order to reach out to their segmented market even in the presence of hurdles like location or language. Contemporary forms of online are found in popular websites like, Facebook, Twitter and Google. These sites are highlighting various means for online in the digital world, and continue to adapt and develop with the advances in technology and consumer preferences.

The entire concept of online marketing has been defined by a marketing professor at The University of Cincinnati, Ric Sweeny, "[Online marketing is] the ability to use nontraditional communication and connection to build a brand." Online marketing is a viable type of promoting that should be grasped, particularly on the off chance that if the segmented market is youth.

OBJECTIVE OF THE STUDY

The primary objective of this study is to understand the various approaches to the online marketing and to understand the impact of online marketing on consumers as well the producers.

RESEARCH METHODOLOGY

- Planning the outline of empirical study
- Primary Data: The research is done through observation and collection of data through questionnaires.
- Secondary data: from sources like journals, articles and internet
- Sample Size: The sample size is determined as 100 respondent's opinion from the customers who presently purchasing products with a help of digital marketing.

RESEARCH QUESTIONS

- What is online marketing?
- What are its impact on the consumer and producers?

LIMITATIONS

- One sided research- majority of the data (articles) which were analysed spoke about the consumer point of view, the highlights in these data were completely focusing on the consumer behavior and consumer purchasing patterns, there is a need of further study of other articles which deals with the retailer/ manufacturers view point and perception in order to understand the concept in a better manner
- Usage of Secondary data in which the analysis may vary in accordance with the authors selection of criteria or factors

LITERATURE REVIEW

Considering the definition given by AMA about marketing and marketing research which states, marketing is the “the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.” And defines marketing research as “the function that links the consumer, customer, and public to the marketer through information- information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process. Marketing research specifies the information required to address these issues, designs the method for collecting information, manages and implements the data collection process, analyzes the results, and communicates the findings and their implications.”

Observing the above definition it is clear that online platforms are the best place wherein one can understand the perception of the customers as they are exchanged freely and which can be used by the business entities in order to understand the view point of a customer.

Throughout time, most consumer related products have been marketed to some extent. This process gained publicity when forms of print media like the newspaper began to be available to mass in the most common form of marketing this included product advertisements. With the expansion channel of media such as radio, the use of advertising greatly expanded. The use of marketing techniques and segmentation of target audiences began to expand with the television. Even with these most common forms of influencing consumer attitudes and behaviors, the consumer reach of every business was limited and they were not in a position to understand the consumer perception. Compared to all these factors online provides never ending opportunity to connect and to gauge the consumer behavior up close which has resulted in the constant improvement in sales and product development.

Table1: Table showing the difference between the traditional marketing and online marketing:

<i>Traditional Marketing</i>	<i>Online marketing</i>
Communication is unidirectional. There is only one way communication which takes place	Communication is bidirectional. There is facility for two way communication about the business products and services.
Medium of communication is the traditional means such as television, hoardings and posters	Medium of communication is mostly through online means
Physical Campaigning method is followed which takes more time for designing, preparing, and launching.	The reach of online marketing is way faster than that of traditional marketing. With digital tools, campaigning is easier.
concentrates on a specific audience who are identified by market research	The content is available for general public. The specific audience is targeted based on their search later.
Most effective in case of local audience	It is best for reaching global audience.
Difficult to measure the impact range of a campaign.	It is easier to measure the impact factor of a campaign through analytics.

Even though traditional forms of advertising like TV, Print ads and Radio plays a major role in providing information to the consumers and they are considered to be the primary source of information to the general public, there has been drastic change in the number in the internet users which has resulted in consumers shifting from primary sources to the internet for product/service related queries.

In addition to the internet, many consumers are preferring to seek to be entertained by podcasts, recorded music and streaming audio and video. Despite of the massive expansion of “e-products”, marketing will continue to depend on the traditional methods.

DATA OBSERVATION:

Table 2: Showing the profile of respondents

	<i>Category</i>	<i>Number of Respondents</i>	<i>Percentage of Respondents</i>
gender	Male	45	45
	Female	55	55
	Total	100	100
age	Below 18 Years	8	8
	19-30 years	70	70
	31-45 years	18	18
	Above 45 years	4	4
	Total	100	100
profession	Home maker	3	3
	Employee	36	36
	Business	2	2
	Students	59	59
	Any other	0	0
	Total	100	100
income	Below 10000	14	14
	10001-20000	23	23
	20001-40000	46	46
	Above 40000	17	17
	total	100	100

Source : Primary data

Interpretation: from the above table we can state that the majority of the buyers belong to the youth category aging between 19 to 30 years and majority of them being students, it indicates that the youth is more approachable in the case of online marketing as they are the ones indulged more in the world of internet.

Table 3: table showing the awareness of online marketing/ shopping

<i>Particulars</i>	<i>Number of Respondents</i>	<i>Percentage of Respondents</i>
have knowledge	95	95%
Not having knowledge	5	5%
Total	100	100%

Source : Primary data

Interpretation: The above table is to indicate the awareness amongst the selected population in order to analyze the impact factor of an Online marketing strategy. From the above table it is clear that the major portion of the population are aware or having the basic knowledge about internet marketing

Table 4: table showcasing the overall experience of online shopping

<i>Particulars</i>	<i>Number of Respondents</i>	<i>Percentage of Respondents</i>
Excellent	63	63%
Good	25	25%
Average	7	7%
Poor	5	5%
Total	100	100%

Source : Primary data

Interpretation: Majority of the respondents are extremely happy with their online shopping experience whereas few of them had the opinion that offline shopping were better due to the various reasons, cyber security being the main one of them.

There were instances of instances such as faulty delivery, exchange of orders and difference in the real products than which were shown in the sites. Some of these issues were addressed in a effective manner and rest weren't dealt in a methodical way.

Table 5: table showing the factors for choosing online channels

<i>Particulars</i>	<i>Number of Respondents</i>	<i>Percentage of Respondents</i>
variety	31	31%
easyaccessibility	43	43%
Lower Prices	18	18%
payment options	6	6%
others	2	2%
Total	100	100%

Source : Primary data

Interpretation: The above chart indicates the various factors which contributes to the buying pattern of the of the respondents, it is clear that majority of the respondents prefer online mode due to the accessibility what comes with it and wide variety being the second major factor followed by the rest.

Findings:

The analysis of various research materials demonstrates as how various studies showcase or concentrate not only on customers/ consumers but also their buying pattern. It highlights on the aspect where in the era of online even if the individual is not a customer of the firm he can be the prospective customer in the near future. Apart from this the study highlights on the following findings which were observed during the research.

The findings can be classified in two aspects.

Consumer perception

- **Easy accessibility:**
Online marketing has provided a platform which is easily accessible to the general public. It implies that one can access the online sites from any corner and avail the products or services. This is the main reason the major population prefers online platform over offline.
- **Wide variety:**
Variety is the main concern of the customers since ages, it is a tendency of every consumers to compare the products in accordance to its pricing, quality and various other factors. Observing the above statement one can say that online platforms have managed to meet the milestone of providing the consumers with wide range of substitutes/ varieties.
- **Lack of boundary:**
The world of internet has reduced the obstacle of boundary, in the current era one can shop or get the information of a particular product/ service from any part of the world. It has opened gates for every consumer to the various markets of the world which may be trading various products which may not be available in the domestic market.
- **Detailed information:**
The concept of "Right to be informed" stated in section 9(ii) of Consumer Protection Act, 2019 is met in an efficient manner in the case of online marketing. Consumers are provided with the complete information like price, quantity, ingredient, date of manufacturing, product qualities, specifications and features. These may be absent in case of offline purchase.

Manufacturer/ Marketers perception:

- **Market share:**
Print media contributes a significant portion to the total advertising revenue, accounting for almost 41.2 per cent, whereas Tele Vision contributes 38.2 per cent, and digital avenues contributes 11 per cent of the total revenue. Outdoor, Radio and Cinema make up the balance 10 per cent (according to ibef.org)
- **Effectiveness:**
Even though print, radio, and TV marketing campaigns, will attempt to find the engaged consumer, only 22% of TV ad campaigns are effective today (PJSC independent survey), with 90% of people who skip the advertisement. This means that one of the main markets in marketing and advertising is often overlooked. Considering that in mind, it is not hard to see why

marketing efforts are eager to focus resources on new and more effective forms of advertising and marketing products to consumers.

- Exchanging of ideas:

The new concept of online marketing is growing with the time, due to the increase in the number of computer and internet users, who use internet to put forward their piece of mind. In the early days of home PC, the only way in which the product or services were marketed in internet through the help of “Banner AD” and people could exchange their thoughts only through message boards and chat rooms.

When the horizon of internet grew over the years with that even the marketing channel started growing, concepts like blogs and YouTube channels came out as another platform to market the ideas. With the help of such platforms the consumers get the quick updates about any new development in their favorite products/services

- Interaction

Online marketing has opened many gates to the producers out of which one is personal interaction or two way communication, where in the producers can have a direct interaction with the consumers. Twitter is a website that allows companies to talk to their consumers and consumers talk about and back to them. This provides opportunities for companies to interact with consumers and evaluate what their desires and buying patterns, (according to the online marketing beginners guide by Jon Rognerud)

- Usage:

Online marketing is useful for all sizes of companies. Established giants use the online medium to improve their products/ services and to increase the sales number. Small and medium companies use these tools in their beginning phase of product life cycle to establish name recognition and brand loyalty.

- Platform to discuss:

Marketers recognize that discussion among the consumers is what keeps brands alive. Consumers feel completely engaged as there is free exchange of complaints and suggestions, there is a sense of involvement in consumers in the improvement of products which could lead to better brand loyalty and better product development.

- Platform to create the buzz:

One of the most effective uses of social networking in business is building excitement and anticipation around a new product or service. The chances of companies increasing the sales when the particular product is released in the market are directly proportion to the amount of buzz it creates in the market before its release. Examples of this include new products such as white goods like cell phones. The excitement started online as the company began to release product details to the online community long before the product was released in the form of teasers. It takes fraction of time within which the public starts talking about the product or services due to which the excitement level increases which is a positive aspect for the producer.

- Scope for quick bug fixing:

Due to the quick feedback system many manufacturers are able to fix the problems of their product by evaluating the product roll out and fixing it before consumers realize it. Blogs and consumer online reviews are the main aspects to analyze the product performance and to fix any issues if there is any. Items like programming, PCs and hardware are put under serious scrutiny before something even hits the store. If any negative feedback is provided it is rectified by the producers before the release of the product.

SUGGESTIONS

- Proper implementation of feedback system needs to be adopted by the online marketers
- Pre and post service mechanism needs to be improved in order to provide better services
- Awareness need to be given in order to achieve a better coordination between the seller and customers. There is need to create awareness over the various cybercrimes which are taking place in the world of online business
- Reduction of complex mechanisms in order to reach every segments of the marketing basis of age and not only targeting the youth

CONCLUSION

With the improvisation of DVR technology, the desired practice of watching a program and skipping ads brings up a new problem of how to reach these consumers likewise this is also the case with radio and podcasts that allow consumers to listen to desired programming and entertainment and without the advertisements. In the current scenario consumers are tired of same old means of advertisements they seek something new in frequent time gaps, so marketer needs to be creative and engage the consumer with methods that they are comfortable with and are motivated to buy.

Even though online marketing may seem budding concept for the future, we as a society still have some blanks with this dependence on technology. As marketing professional concentrates on the positive sides of social network marketing, there are still limited segments of society that do not participate in these new forms of interaction. Regardless of social status, some people choose not to prefer online marketing and just have little interest in taking advantage of these public resources; until we see people using computers

and sites like Facebook and twitter within everyday interactions, traditional methods of marketing will continue to have a foothold in our society.

Certainly the next generation of social networking platforms will continue to highlight the major role of this marketing tool in business. All kinds of enterprises whether it is large scale, medium or small scale companies are beneficial by the means of online marketing as there is direct way to reach their consumers. It is a great platform for all the companies to create excitement and demand around products.

Online marketing if done right can play a large part in building a fan base, product awareness and knowledge. Along with the growth of the fan base there will be growth in the popularity of the company. In the similar manner, product credibility is measured through the regular interaction with consumers. It is an extraordinary method to assess consumer's opinions about your items worth compared to that your rivals. Customer loyalty and Credibility is something that a company needs to be determined early in a product's life and social networking is the perfect way to solicit and receive regular unbiased feedback.

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CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABLE DEVELOPMENT

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ABSTRACT

Present technological innovations and social organizations continue to impose risks and limitations on the efficient performance of the biosphere. Human activities have increasingly short-lived sustainable natural endowments, to the extent that, the multiplier effects have ripples beyond the traditional benefits of economic production and consumption. The main aim of this paper is to analyze and provide an analysis of the current trends in CSR in India and the role of corporate social responsibility in the overall scenario of sustainable development and inclusive growth

KEYWORDS: Corporate Social Responsibility, Community development, Ecology, NGO and Stakeholders.

INTRODUCTION

Corporate Social Responsibility is essentially a concept whereby companies integrate social and environmental concerns in their business operations and in the interaction with their shareholders on a voluntary basis. Through voluntary commitment to CSR, companies send a positive signal of their behaviour to their various stakeholders. In doing so, they make an investment towards future and increase their profitability. If a corporate house is expected to provide good governance to its stakeholders and society at large, it is because it enjoys so much facilities from the society in terms of developed infrastructure, trained workers, peaceful environment, law and order etc. ,that it is only appropriate that the company gives back to the society at least something in return in the form of good governance. Therefore, it is a well conceived fact that it good corporate governance itself is part and parcel of corporate responsibility towards society.

Business can no longer limit them to using resources by indulging in activities that increase their profit only. The Companies have to be socially responsible corporate citizens and also contribute to greater common social good. Ultimately, the aim of social responsibility is all about integrating the three objectives: economic, environmental and social within the framework of company operations and growth. Though the philanthropy is a fore runner to the concept of CSR, it's much more than the philanthropy. An organization can accomplish sustainable development, if the CSR becomes an integral part of its business process. CSR impacts almost every operational area of a company. The Companies Act 2013, intends to inculcate the philosophy of CSR among Indian companies

OBJECTIVES OF THE STUDY

- To make an analysis of the concept of corporate social responsibility
- To study the trends of CSR in an Indian scenario. and its rationale
- To understand the areas of CSR in which the companies are involved.
- To study the role of CSR in attaining sustainable development

RESEARCH METHODOLOGY

The study is descriptive in nature based on secondary data

FINDING OF THE STUDY

- **CSR: Definition:**

The totality of CSR can be best understood by three words: 'corporate,' 'social,' and 'responsibility.' In broad terms, CSR relates to responsibilities corporations have towards society within which they are based and operate, not denying the fact that the purview of

CSR goes much beyond this. CSR is comprehended differently by different people. Some perceive it to be a commitment of a company to manage its various roles in society, as producer, employer, customer and citizen in a responsible manner while for others it is synonymous to Corporate Responsibility (CR) or Corporate Citizenship or Social Action Programme (SAP). Of late, the term has also been started to link up with Triple Bottom Line Reporting (TBL) which essentially measures an enterprise's performance against economic, social and environmental indicators. Discourses on CSR suggest that many definitions of CSR exist within the business community, and CSR continues to be an evolving concept, with no single definition that is universally accepted. Given below are three key definitions that have garnered wide acceptance and favour amongst business circles

In other words, CSR refers to ensuring the success of the business by inclusion of social and environmental considerations into a company's operations. It means satisfying your shareholders' and customers' demands while also managing the expectation of other stakeholders such as employees, suppliers and the community at large. It also means contributing positively to society and managing organization's environmental impact. Hence, CSR is a contribution to sustainable development, implying the way a company balances its economic, environmental and social objectives while addressing stakeholder expectations and enhancing shareholder value, the relevance of CSR within an organization

Definition # 1: Philip Kotler and Nancy Lee (2005) define CSR as "a commitment to improve community wellbeing through discretionary business practices and contributions of corporate resources" whereas Mallen Baker refers to CSR as "a way companies manage the business processes to produce an overall positive impact on society."

- **CSR: Rationale**

The rationale for CSR has been articulated in a number of ways. In essence, it is about building sustainable businesses, which need healthy economies, markets and communities. The major reasons for CSR can be outlined as: Globalisation As a consequence of cross-border trade, multinational enterprises and global supply chains, there is an increased awareness on CSR concerns related to human resource management practices, environmental protection, and health and safety, among other things. Reporting on the CSR activities by corporates is therefore increasingly becoming mandatory. In an increasingly fast-paced global economy, CSR initiatives enable corporates to engage in more meaningful and regular stakeholder dialogue and thus be in a better position to anticipate and respond to regulatory, economic, social and environmental changes that may occur. There is a drive to create a sustainable global economy where markets, labour and communities are able to function well together and companies have better access to capital and new markets. Financial investors are increasingly incorporating social and environmental criteria when making decisions about where to place their money, and are looking to maximise the social impact of the investment at local or regional levels.

- **Trends in CSR:**

An insight into the history of CSR reveals that till 1990s it was solely dominated by the idea of philanthropy. Considering CSR as an act of philanthropy, businesses often restricted themselves to one time financial grant and did not commit their resources for such projects. Moreover, businesses never kept the stakeholder in mind while planning for such initiatives, thereby reducing the efficacy and efficiency of CSR initiatives. However, over the last few years, the concept of CSR has been changing. There has been an apparent transition from giving as an obligation or charity to giving as a strategy or responsibility. Review of the case studies and work done on CSR by companies in India suggests that the CSR is slowly moving away from charity and dependence and starting to build on empowerment and partnership. Conceptualisation: Nowadays corporate are treating CSR as a separate entity and devote attention to it. Most of the corporate have a vision and mission statements often at the corporate level or sometimes at the CSR level that drive their CSR initiative. Deliberations are made to choose specific issues and initiatives. It has been observed that the areas they choose somewhere relate to their core values. Companies today are increasingly sensitive about their social role. The companies not only concentrate on how they will position their product or how they will sell it but also they have a social strategy because they have started feeling that brands are built not only around good quality of the product; but also around emotions and values that people ascribe to those products.

Today, CSR has been understood in terms of accountability where corporate are feeling that they are responsible for the impact their actions have on several stakeholders. They feel that the basic motive of CSR today is to increase the company's overall impact on the society and stakeholders.

- **Key focus areas:**

The following are key focus areas being incorporated into business practices:

Partnership with NGOs and Government:

There has been an increase in the number of corporates partnering with NGOs and the Government to ensure successful execution of initiatives.

Community development:

Most large companies either have their own foundations or contribute to other initiatives that directly support the community upliftment, notably in health, education, and agriculture

Environmental management:

Environmental policies and programmes are now standard, and many companies have implemented the ISO 14 001 system throughout their businesses.

Workplace

Growing out of a long-standing commitment to training and safety is a more recent emphasis on knowledge and employee well-being.

- **Role of CSR in attaining sustainable development:**

The role that the CSR plays in achieving sustainable development can be explained as under.

Protecting and promoting interests of various stakeholders:

The employees and shareholders, the consumers, suppliers, creditors, competitors, government and general public are the stakeholders of the company. Therefore, corporate have to consider themselves as the guardians of stakeholders 'welfare and render service to various sections of the society.

Addressing social concerns and promoting public welfare programmes:

CSR is a way to address social concerns and promote welfare programmes for the benefit of common public. In this regard, companies have sponsored advertisements for the promotion of social causes or issues of public concern.

Engaging in Philanthropic activities:

Social Responsibility can be discharged by engaging in philanthropic activities. During the time of tsunami in 2004, the corporate houses donated several hundreds of crores of rupees to the Prime Minister's and Chief Minister's relief funds to help government rehabilitate the displaced fishermen of South India.

Ensuring good corporate governance in the companies:

Corporate Social Responsibility is essentially a concept whereby companies integrate social and environmental concerns in their business operations and in the interaction with their shareholders on a voluntary basis. Through voluntary commitment to CSR, companies send a positive signal of their behaviour to their various stakeholders. In doing so, they make an investment towards future and increase their profitability. If a corporate house is expected to provide good governance to its stakeholders and society at large, it is because it enjoys so much facilities from the society in terms of developed infrastructure, trained workers, peaceful environment, law and order etc., that it is only appropriate that the company gives back to the society at least something in return in the form of good governance.

Rendering Social Service:

Some corporate like ITC, Tata Steel, Sail etc., have made contributions in diverse areas such as community development, agriculture, healthcare, sports, pollution control etc.,

Social and charitable causes and social welfare activities:

Besides building industrial empires, some industrialists also contributed individually to certain social and charitable causes

Supplementing the Government efforts effectively:

Corporate can supplement several areas of welfare activities to relieve the government that does not have adequate resources to discharge activities like family planning clinics, providing quality primary education, campaign against AIDS, maintaining public health system etc.,

Ensuring Ecological Balance:

Corporate maintain ecological balance in the areas of their operation.

Focusing on human elements:

Corporate can discharge their social responsibility by focusing on human elements.

Abiding by rules and regulations as good corporate citizen:

Corporate abide by the rules and regulations framed by the respective governments, authorities to be good corporate citizens.

CONCLUSION

CSR is the continuing commitment by business firms to behave ethically and contribute to economic development while improving the quality of life of the employees and their families as well as of the local community and society at large.

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CUSTOMER LOYALTY IN BUYING APPAREL THROUGH E-COMMERCE WEBSITES: A STUDY WITH SPECIAL REFERENCE TO MANGALURU TALUK

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ABSTRACT

Purchasing the products over the internet, online shopping has accomplished enormous noticeable quality in later generally since people imagine that it's helpful and easy to shop from the comfort of their home or office and also encouraged from the burden of moving from shop to shop searching to support choice. Web shopping (or e-tail from electronic retail or e-shopping) is a sort of online business which grants buyers to clearly buy items and adventures over the web through a virtual shop. Some of the principle on the web stores by and by in India is Amazon, Flipkart, Snapdeal, Homeshop18, Myntra, etc.

Retail kind of business is as old as advancement and is the most crucial sort of business. The rapid growth of e-retailing reflects the compelling advantages that it offers over conventional brick-and-mortar stores, including greater flexibility, enhanced market outreach, lower cost structures, faster transactions, broader product lines, greater convenience, and customization. However, e-retailing also comes with its own set of challenges. This study is intended to understand the major website used by the customer to purchase apparel in Mangalore Taluk.

KEYWORDS: E-commerce, Customer Loyalty, E-shopping, Apparel, Shopping

INTRODUCTION

The technological growth and the rapid growth of internet have led the consumers from traditional way of purchasing to online shopping. E-commerce has made our life simple and convenient for many individuals and various groups. There are consumers who still continue to buy from a store, but there are consumers who purchase from online which they feel very convenient to shop through online. Online shopping has given lot of advantage as it saves the energy and time of the consumer while purchasing. The e-commerce websites has become one of the most essential structures in the internet. Customers are known as loyal when they repeat their purchase and suggest the same to other people. Loyalty is the heart of any business firms or any companies. The e-retailing has become very competitive in the business environment as the internet is growing very rapidly and has become increasingly dynamic in the business environment. Customer loyalty is the key for improving sales and performance which also helps to establish the customer relationship. The major websites available for online shopping in India are Amazon, Flipkart, Snapdeal, Ebay, Myntra etc. The growth of apparel shopping has extremely increased through online in the past few years. Now days it is very convenient to purchase apparel through ecommerce websites. Increased online shopping sites have resulted in increased business also it has made it easy for people to choose from various sites as per their budget and convenience.

OBJECTIVES OF THE STUDY

- To understand the factors for measuring the customer satisfaction and loyalty with reference to online shopping
- To analyse the gender impact on customer loyalty and satisfaction in apparel purchasing through E-commerce websites
- To understand the customer satisfaction and customer loyalty in apparel purchasing through E-commerce websites

RESEARCH HYPOTHESIS

H₁: There is a close relationship between the customer trust and perceived website usability in purchase.

H₂: There is a close relationship between the customer satisfaction and customer Loyalty.

LITERATURE REVIEW

Customer satisfaction and loyalty is the psychological commitment towards the customer towards a specific brand or product category. A customer will recommend once the customer is satisfied and has trust with the product and services of the good quality products.

The customer loyalty has been defined as the relationship that continues between the consumer and a brand as long as the customers prefer other brands, the companies must provide the high level of customer satisfaction to be successful and retain their customer.

Michael (2009), conducted a study which reflects about branding and customer loyalty, service success stratagems and behavioral issues in pricing, and direction. They have chosen four classifications that they accept has the biggest effect on retailing research among that time, and the potential for the best commitment later on: Growth of the Internet and web based business; marking and consumer steadfastness; benefit achievement techniques; and conduct issues in valuing what's more, support.

Ribbink C.R, Veronica &Streukens (2004), conducted a study deals with the question of how trust, quality and satisfaction influence Customer loyalty to an e-service.

RESEARCH METHODOLOGY

The process that have been involved in this research was to identify the problem, selection of the problem from various number of alternatives formulation of objectives, the framing of questionnaire, collecting the responses, analyzing that responses and finally the interpretation of the results and the conclusion. The aim of the study is to analysis of customer satisfaction and loyalty with special reference to apparel shopping in e-commerce websites in Mangalore taluk. The population involved in this survey is the students and individual without having any age constraints. The convenient sampling technique is used and the data collected from 154 respondents to carry out the analysis of the study.

Factors influencing customer satisfaction and loyalty**A. Dependent variable:**

1. Customer Loyalty : Loyalty is the deeply held commitment to reuse the services of same company is called as loyalty or it is also the relationship between the consumer and brand that leads to sequence of many purchase of same brand.

2. Satisfaction: Customer satisfaction is related to interpersonal trust. Satisfaction is something which can be measured and tested over the years in the marketing research. It is been conducted to order fulfill service which leads to positive relationship with satisfaction.

B. Independent variable:

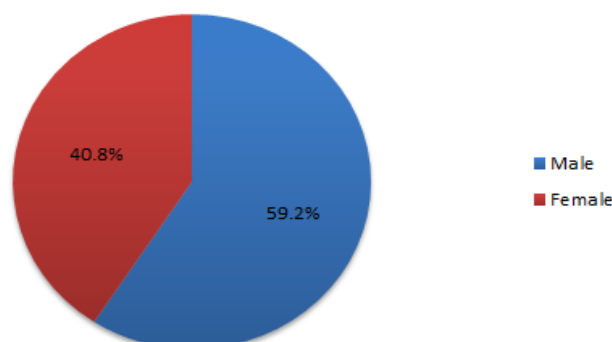
1. Trust: It has been proposed an important predecessor of loyalty. Trust is very important for building and helps in maintain in long term relationship. A trust is something that defines the willingness to rely on an exchange partner with the one whom we have confidence.

2. Cost to switch: The switching cost is not only about the economic part in nature but it can also refer the psychological and emotional part. There are many numbers of factors that vary in switching cost with the type of product, technology used, business and the customers.

3. Order fulfillment: The traditional order fulfillment focuses on the various internal measures which are required to assess the customer requirements. Perceived website usability: It has the direct and positive and direct impact influence on the customer satisfaction and loyalty in the ecommerce websites.

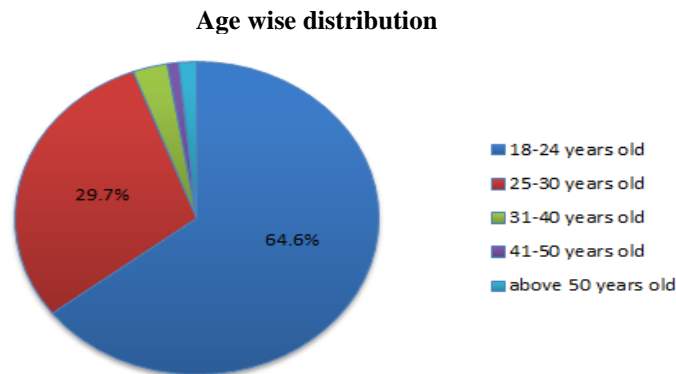
4. Perceived reputation: it is the trust and confidence that the customers have in the website of apparel shopping and what they think or believe the reputation to be. In short it is nothing but how consumers know and perceive the website.

5. Service quality: The quality is part of any service which has its characteristics of supplying customer needs in the quality of the service.

DATA ANALYSIS AND INTERPRETATION**1. Demographic Variables: Gender distribution**

Source: Field survey data

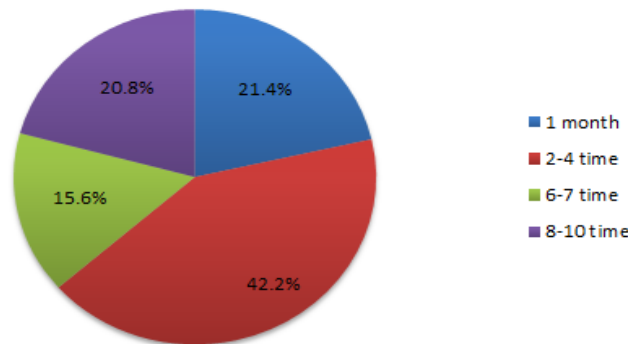
The above pie chart shows no. of respondents for the survey that have been conducted for the general public in and around Mangaluru Taluk. Here the respondents are been 60 categorized by the gender. The total respondent include 59.2% of the male population and 40.8% respondents are female. From the above chart, it can be analysed that the response made by the males were 65 whereas the responses made by the females were 89 and total number of respondents were 154..



Source: Field survey data

In the above chart, 64.6% respondents were from the age group between 18-24, 29.7% respondents are the age group between of 25-30 years, 3.1% respondents were from the age group of 31-40 years, 1% responses related to the age group of 41-50 and 1.6% responses belong to 50 years.

2. Customer loyalty in buying apparel through e-commerce website



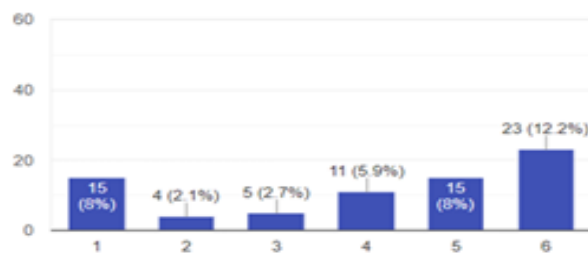
Source: Field survey data

21.4% of the respondent brought the apparel only once in 5 months. 42.2% of the respondent has brought their apparel for 2-4 times in past 1 month. 15.6% of respondents have brought the apparel for 5-7 times and 20.8% of respondents have brought their apparel for 8-10 times in the past 1 month.

3. Customer loyalty in preferred e-commerce website

The following charts shows the analysis of apparel have been brought through different e-commerce websites. Here the respondents have ranked the websites based on their preference as 10 being highest preferred and 1 being the most least preferred.

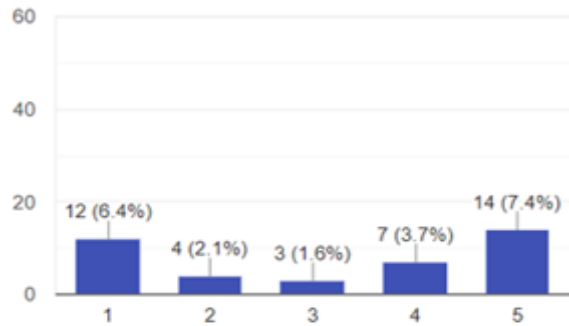
1. Flipkart:



Source: Field survey data

The above table shows the analysis of the customer preference over the flipkart website where we can see 6.4%(12) of the respondent have been preferred flipkart as most preferred in the scale and 8%(15/195) of the respondent have been given the least preferred website.

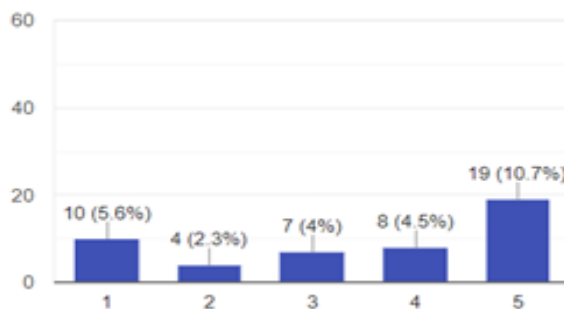
2. Amazon:



Source: Field survey data

The above table shows the analysis of the customer preference over the Amazon website where we can see 6.4% (12/195) of the respondent have been preferred Amazon as most preferred in the scale 12.8% (24/195) of the respondent have been preferred Amazon as least preferred in the scale.

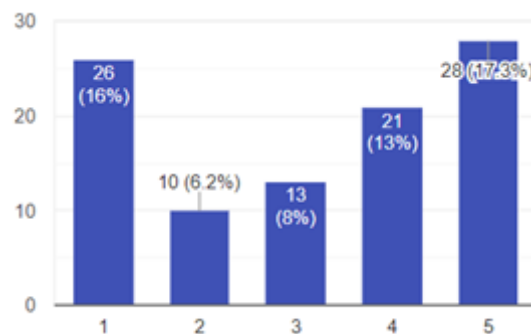
3. Myntra:



Source: Field survey data

The above table shows the analysis of the customer preference over the Myntra website where we can see 5.8% (10/195) of the respondent have been preferred Myntra as most preferred in the scale 7.3% (13/195) of the respondent have been preferred Myntra as least preferred in the scale.

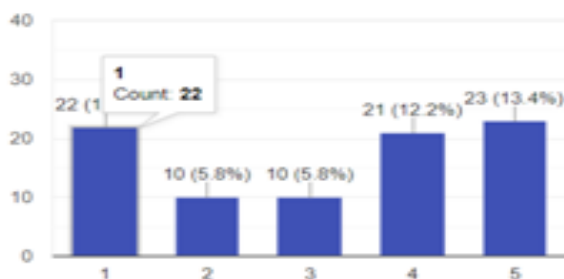
4. Ebay:



Source: Field survey data

The above table shows the analysis of the customer preference over the Ebay website where we can see 16% (10/195) of the respondent have been preferred Ebay as most preferred in the scale 0.6% (13/195) of the respondent have been preferred Ebay as least preferred in the scale.

5. Snapdeal:



Source: Field survey data

The above table shows the analysis of the customer preference over the Snapdeal website where we can see 12.8%(22/195) of the respondent have been preferred Snapdeal as most preferred in the scale 2%(10/195) of the respondent have been preferred Sanpdeal as least preferred in the scale.

Reliability Test

The responses of the respondents can be observed in the below table. This is the test that has been carried out to check the reliability to carry out the study further for data analysis.

Cronbach's Alpha	No of Items
.924	8

This table shows the Cronbach's alpha value based in standardized factors of customer satisfaction and loyalty such as value for predicting the value of individual variable in dependent variable(trust, cost of switch, perceived website usability, order fulfillment, perceived reputation, and service quality) is 0.924. The Cronbach's alpha is more than 0.9 and hence we can call it as highly reliable. The following shows the relation between the various aspects of customer loyalty and satisfaction.

- **Relationship between the customer trust and perceived expertise order fulfilment**
The above results shows the positive correlation between the cost of switch and customer trust as the correlation value is 0.517
- **Relationship between the customer trust and perceived website usability**
The above result shows the positive correlation between the cost of switch and customer trust as the correlation value is 0.453
- **Relationship between the customer trust and perceived reputation**
The above result shows the positive correlation between the cost of switch and customer trust as the correlation value is 0.599
- **Relationship between the perceived expertise in order fulfilment and perceived website fulfilment**
The above results shows the positive correlation between the cost of switch and customer trust as the correlation value is 0.692
- **Relationship between the perceived expertise in order fulfilment and perceived status**
The above results shows the positive correlation between the cost of switch and customer trust as the correlation value is 0.748
- **Relationship between the perceived expertise in order fulfilment and service quality**
The above results shows the positive correlation between the cost of switch and customer trust as the correlation value is 0.665
- **Relationship between the perceived expertise in order fulfilment and Satisfaction**
The above results shows the positive correlation between the cost of switch and customer trust as the correlation value is 0.643
- **Relationship between the perceived expertise in order fulfilment and Customer Loyalty**
The above results shows the positive correlation between the cost of switch and customer trust as the correlation value is 0.576
- **Relationship between the perceived website usability and perceived reputation**
The above results shows the positive correlation between the cost of switch and customer trust as the correlation value is 0.669
- **Relationship between the perceived website usability and service quality**
The above results shows the positive correlation between the cost of switch and customer trust as the correlation value is 0.698
- **Relationship between the perceived website usability and Satisfaction**
The above results shows the positive correlation between the cost of switch and customer trust as the correlation value is 0.645
- **Relationship between the perceived website usability and Customer loyalty**
The above outcome shows the positive correlation between the cost of switch and customer trust as the correlation value is 0.536
- **Relationship between the perceived Reputation and Service quality**
The above results shows the positive correlation between the cost of switch and customer trust as the correlation value is 0.761
- **Relationship between the perceived Reputation and Satisfaction**
The above results shows the positive correlation between the cost of switch and customer trust as the correlation value is 0.685
- **Relationship between the perceived Reputation and Customer Loyalty**
The above outcome shows the positive correlation between the cost of switch and customer trust as the correlation value is 0.666
- **Relationship between the Service quality and Satisfaction**
The above results shows the positive correlation between the cost of switch and customer trust as the correlation value is 0.718
- **Relationship between the Service quality and Customer loyalty**
The above results shows the positive correlation between the cost of switch and customer trust as the correlation value is 0.696

○ **Relationship between the customer satisfaction and customer loyalty**

The above result shows the positive correlation between the cost of switch and customer trust as the correlation value is 0.0709 .

CONCLUSION

In this study it is clear that, customer satisfaction and customer loyalty is very important for any business and the marketers need to know the consumer behavior so that they have information about their participants in the market. From the regression analysis conducted on the study based on customer satisfaction and customer loyalty based on apparel shopping in ecommerce websites. There is an impact of trust and cost to switch, perceived expertise order fulfillment and perceived reputation on customer loyalty. The study conducted shows that there is no significant impact of age on customer loyalty. 5.8% of the people have preferred Myntra. The research indicates how positive or negative relation between the satisfaction and loyalty towards the apparel shopping in ecommerce websites.

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A STUDY ON SOCIO ECONOMIC IMPACT OF MGNREGA ON BENEFICIARIES IN DAKSHINA KANNADA DISTRICT

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ABSTRACT

This research addresses the impact of social security in reducing poverty with the Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) in Dakshina Kannada district of Karnataka. The MENERGA was adopted in India in 2006 and stand out as one of the largest rights based social security schemes in the world. The Act/Scheme guarantees annual employment for 100 days to all rural households whose adult members are willing to do unskilled manual labour at a minimum wage. MGNREGA a nation-wide rural public works programme that costs India about one percent of GDP and works on the principle of self selection. The objectives of this research are to understand the effectiveness of the MGNREGA on reducing poverty by identifying the benefits and challenges of its implementation. A mixed method approach was used in collecting the data through a survey, semi-structured and unstructured interview. The MGNREGA had provided benefit in terms of durable assets employment and income. The findings of the study reveal that the MGNREGA had succeeded to fulfill its guarantee to the majority of its respondents. More over there are several challenges in the implementation of MGNREGA. Overall these findings indicate that the potential benefits of the MGNREGA in poverty reduction in study area have been fully realized.

KEY WORDS: *Social Development, Poverty Alleviation, MGNREGA.*

Introduction:

One of the important tools to strengthen the capability of poor to escape poverty and also to prevent the people from becoming impoverished is social security. Where adequate social security coverage is lacking, escaping the poverty circle becomes more difficult and the risk of falling deeper into poverty increases. Additionally, social security can also enhance economic growth and social stability within countries.

In India, 456 million people live on less than 1.25 USD a day (Bolle, 2011), and 75 percent of those reside in rural areas (World Bank 2011). In rural India, poverty has nothing else but increased (UNDP,2011) coupled with increasing unemployment (Negi, 2010).

In an attempt to combat rural poverty, The Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) was incepted in 2006. Through the MGNREGA, the Indian Government realized the right to social security by initiating one of the largest rights based social protection initiatives in the world (Hisway, 2005). The aim of the MGNREGA is to change the conditions of poverty not only by the creation of durable assets through the work conducted.

The Research problem:

The research addresses the significance of social security for poverty reduction in Dakshina Kannada District. The main purpose of the research is to explore to what extent the implementation of the MGNREGA has contributed to improve the livelihood security in Dakshina Kannada. To understand the positive impact of MGNREGA, we have stressed on challenges for implementation of the Act. The need for implementation of MGNREGA in Dakshina Kannada District is also given more importance.

Objectives of the Research:

1. To understand why there is the need for MGNREGA in Dakshina Kannada District.
2. To understand the positive effects of implementation of MGNREGA in Dakshina Kannada District.
3. To understand the challenges of implementation of MGNREGA.

Research Methodology:

This research paper is based on structured and unstructured interviews with beneficiaries of MGNREGA. An attempt has been made to collect feedback on MGNREGA from the literates. For additional information, the relevant information is taken from various secondary sources like books, magazines, journals, etc.

NREGA Objective:

The National Rural Employment Guarantee Act (NREGA) aims at enhancing the livelihood security of the people in rural areas by guaranteeing hundred days of wage employment in a financial year, to a rural household whose members volunteer to do unskilled manual work. The objective of the Act is to create durable assets and strengthen the livelihood resource base of the rural poor. The choice of works suggested in the Act address causes of chronic poverty like drought, deforestation, soil erosion, so that the process of employment generation is on a sustainable basis works suggested in the Act addresses causes of chronic poverty like drought, deforestation and soil erosion, so that the process of employment generation is maintained on a sustainable basis.

Coverage:

The act was notified in 200 districts in the first phase with effect from February 2nd 2006 and then extended to additional 130 districts in the financial year 2007-08. The remaining districts have been notified under the NREGA with effect from April 1, 2008. Thus, NREGA covers, at present, the entire country with the exception of districts that have a hundred percent urban population.

Findings of the study:

It is interesting to note that since the inception of the programme (as per MIS/Monthly Progress Reports), out of the total individual beneficiaries (on whose land work has been undertaken) almost 50 per cent have not sought employment under the Scheme, following the work on their land. This may suggest that MGNREGA is realizing its objective in making these farmers self-dependent.

Out of the 55 Panchayaths of Mangalore block, total number of households who completed 100 days is 38. The total number of workers is 100. (50males + 50 females)

Source of awareness about MGNREGA:

Source of information	Percentage of respondents
Gram sabha / gram panchayath	13.3%
NGO/CBO/Social activists	Nil
Media	33.3%
Internet	40%
Relatives/friends	13.3%
others	nil

Source: Survey

Educational qualification of the respondents:

Illiterates	37%
PUC	22.2%
Graduate	27.8%
Post graduate	13%

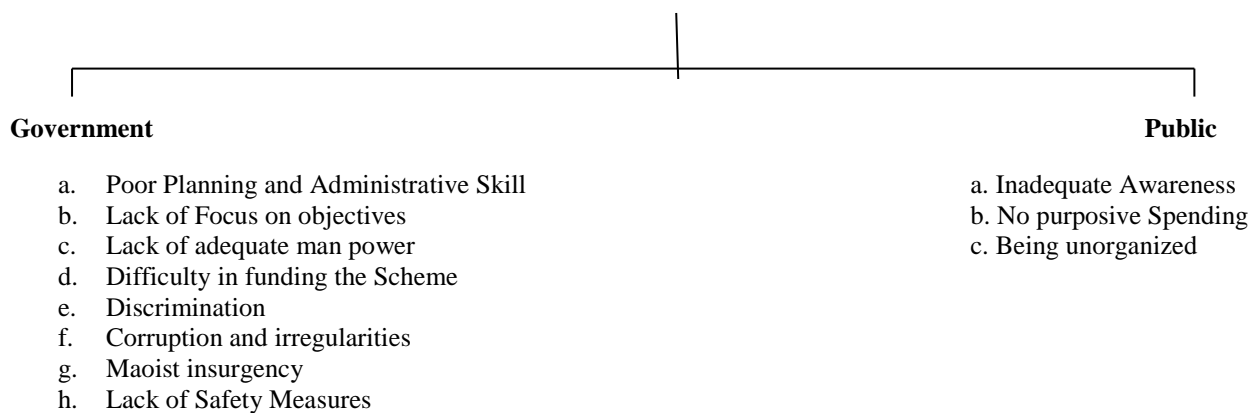
Source: Survey

- Out of the illiterate persons we contacted in the study area, only 55.6% people have awareness about MGNREGA programme and remaining 44.4% people do not have any information on it.
- The study indicates that nearly 31.94percent of the respondents got job cards within statutory span of 15days.
- The study makes it clear that nearly 28% of respondents reported time lag of 20 days between date of application and the provision of employment
- As many as 70 percent of the sample respondents rated the MGNREGA works good to very good
- As per the study nearly 40% respondents reported that there is an increase in their personal savings due to employment created by MGNREGA
- The study prove that nearly 58.6% of the sample respondents reported that the MGNREGA have positive impact on the income generation

Problems faced by the respondents in relation to MGNREGA:

In relation to updating of job cards, 11.1%strongly agreed that they are facing problems with updating. 35.3% respondents agree that there is pressure from higher authorities

Classifications of Issues and Challenges of MNGREGA with respect to the Government and the public:



Suggestions:

1. There is a low awareness among the workers of MGNREGA. To come out of this anomaly, more awareness campaigns have to be conducted to educate the people about the provisions of the programme
2. Steps are to be taken to mitigate the harassment of women workers at worksite
3. Improving the quantity of employment of MGN5REGA by implementing all entitlements of workers including payment of the legal minimum wages,
4. Providing social security like health insurance
5. Assigning the task of MGNREGA to village panchayaths

Significance of MGNREGA

MGNREGA is perhaps the most ambitious anti-poverty scheme launched anywhere in the world. However, the scheme has shown several anomalies when it comes to implementation in the right manner. An analysis of the issues and challenges of MNGREGA is presented in this article. It may be understood that the problems and challenges are from both, Government and public. The Mahatma Gandhi National Rural Employment Guarantee Act (NREGA) has been hailed as a landmark initiative to alleviate poverty and generate productive wage employment, even if for only 100 days, for unskilled rural labour.

Strengthening Grass Root Democracy:

The programme implementation has been entrusted to Panchayati Raj Institutions which are the main planning and implementation authorities, Gram Sabhas have been assigned a pivotal role in planning, monitoring and social audit of projects under MGNREGA. To Arundathi Roy, therefore MGNREGA is an evidence of democracy, delivering to its dispossessed people.

MGNREGA to Change the Face of Rural India:

The significance of MGNREGA lies in the fact that it operates at many levels. It creates a social safety net for the vulnerable by providing a fallback employment source, when other employment alternatives are scarce or inadequate. It adds a dimension of equality to the process of growth. It creates a right-based framework for wage employment programmes by conferring legal entitlement and the right to demand employment upon the workers and makes the government accountable for providing employment in a time bound manner. By prioritizing natural resource management and emphasizing the creation of durable assets,

it holds the potential of becoming a growth engine for sustainable development of an agriculture-based economy. Although the programme is not confined to BPL families, experience shows that it is mainly the poor households willing to do annual labour, who seek employment under MGNREGA. It is also evident that the nature of employment is seasonal and that the duration of employment sought varies according to prevailing opportunities of employment offered under local agricultural practices and other alternative forms of employment and Job card holding families do not necessarily request for the full 100 days of employment. Its implementation in some of the naxal-affected areas was very effective.

MGNREGA is therefore poised to bring cheers to the lives of millions of rural poor with the inclusion of new works under its ambit and the convergence with other flagship programs. The MGNREGA works are intended to create permanent assets in the rural areas for future needs. To overcome the delay in payment of wages, the Unique Identification Authority of India (UIDAI) has piloted a project in Jharkhand. Under the project online authentication and Aadhaar Enabled Payment System (AEPS) in respect of MGNREGS was conducted in three blocks of three districts. This process will prevent corruption, by giving the choice to the beneficiary

Conclusion:

Large scale social security programmes like MGNREGA are subjected to undergo several stumbling blocks. Government and NGOs must study the impact of MGNREGA in rural areas so as to ensure that this massive anti-poverty scheme is not getting diluted from its actual path and to see that the disparity in terms of socio-economic condition among people in rural and urban areas is reduced to considerable extent.

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A STUDY ON RECENT TRENDS ON TRAINING AND DEVELOPEMENT

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ABSTRACT

Organisation and individual should develop and progress simultaneously for their survival and attainment of mutual goals. Employee training is the important sub-system of human resource development. An employee training is a specialised function and is one of the fundamental operative functions for human resources management. As a result many firms have started to invest huge capital towards training and development programs designed to coach ambiguous workers to utilise their maximum potential and boost their productivity at high level. "Training" is a short term process utilising a systematic and organised procedure by which non-managerial personnel learn technical knowledge and skills for a definite purpose. And on other hand "Development" is a long term educational process utilising a systematic and organised procedure by which managerial personnel learn conceptual and theoretical knowledge for general purpose. An attempt to increasing the knowledge of a trainee would help him know facts, policies, and procedures, towards his job. This is why organisational training is going a transformational change. This is primarily due to change in technology i.e., computers and internet. The article traces the evolution of training and development for present day. It then discusses the current trend in training and development.

KEYWORDS: Potential, Ambiguous, Employee, Conceptual, Theoretical

INTRODUCTION

Employee training is distinct from management development or executive development. The former refers to training given to employees in the areas of operations, technical and allied areas, the latter refers to developing an employee in the areas of principles and techniques of management, administration, organisation and allied areas.

After an employee is selected, placed and introduced he or she must be provided with training facilities. Training is the act of increasing the knowledge and skill of an employee for doing a particular job. The major outcome of training is learning. A trainee learns new habits, refined skills and useful knowledge during the training and helps him to improve his performance. Every organisation needs the services of trained persons for performing the activities in a systematic way. He fast changing technological development makes the knowledge of employees obsolete.

Large organisations may employ a large number of persons every year. It may not be possible to recruit already trained persons. Such enterprises require separate training departments to prepare workers for undertaking the jobs.

RESEARCH OBJECTIVES

- ❖ To highlight the key steps for better training and development programs.
- ❖ To highlight the recent trends of training and development programmes in the organisation.
- ❖ To examine the impact of recent training programme on the workers.
- ❖ To analyse which method of training is best effective for employees.

RESEARCH METHODOLOGY

This research is based on Secondary Data which is previously analyzed and filtered. Data have been collected from different sources such as Internet, Public Libraries, Magazine, Newspapers, etc.

LITERATURE REVIEW

Edwin B. Flippo, (2016) “Training is the act of increasing the knowledge and skill of an employee for doing a particular job.”

Dale S. Beach, (2016) “Training as the organised procedure by which people learn knowledge and skill for a definite purpose.”

National Industrial Conference Board, (2007) “Management development is all those activities and programmes when recognised and controlled, have substantial influence in changing the capacity of the individual to perform his assignment better and in doing so are likely to increase his potential for future assignments.”

FINDINGS OF THE STUDY

Seven Steps for Better Training and Development Programs:

a. Benchmark against the competition:

Before agreeing to support a new initiative, company leaders always want to know what the competition is doing and whether you're doing more or less. This certainly holds true for training and development; that's why it helps to network with professional colleagues and through organizations like the Society for Human Resource Management to find out what others are doing.

b. Survey your employees:

The best source of information about organizational performance and needs are your current employees. They know a lot about what's going on and what, if anything, should be changed. They'll appreciate your interest and provide valuable feedback about what could be better or eliminated.

c. Align training with management's operating goals:

Better performance, productivity, quality or customer satisfactions are one of the few goals. Additionally, look for others in your company who have needs that could be satisfied by training: Legal usually supports compliance training, marketing and sales might support training that promotes quality and consistency, and most departments will support supervisory skills training that promote employee satisfaction.

d. Run it like a business:

Every new business starts with a strategic plan. Make sure you draft a plan for your training effort that includes all the classic elements:

↳ Clearly state your purpose and proposed deliverables. Show that you understand the depth and breadth of what you're proposing.

↳ Include SWOT.

↳ Include an analysis of benefits to the organisation so that everyone can better understand and run the investment.

↳ Conduct pilot classes to run the plan works.

e. Weave it into company's culture:

Companies want happy employees, so consider “life-long training” philosophy that focuses on employees satisfaction. Celebrate achievement and success. Increase employee engagement by planning more opportunities for them to get involved.

f. Keep innovating:

Company should always supply with all required materials and new technologies into action which creates employees to be innovated throughout their carrier.

g. Measure results:

Successful companies measure outcomes to make sure they continue to get the biggest bang for their buck. The best measures are the simplest ones; incorporate them into your program so everyone knows what's expected.

These are the basic training tips used in MNC companies for their employees and employers. But at present the World is full on competitions, to which these types of training programmes are not sufficient enough for the employees and employers to grow more. To this some new concepts of training programmes are been found out.

Recent Trends of Training:

Today, training programmes offer something for everyone from pre-employment preparation for the first job to pre-retirement courses for those who are due to retire soon. The range of training methods is such that they can provide opportunity to the unskilled become skilled people for promotion at various levels of the organisation. The old methods of training are On the job and Off the job training.

But based on recent research employee training and development planning will go touch with simpler, comparing old methods. Here are the top 5 corporate training trends to look out for in 2019-20. They are as follows:

1. Experiential Learning:

Many companies are already adopting the ways of popular content plat forms like Netflix and Spotify. Just like shows or music, employees can access the “Channel” or “Play List” of content that interests them cost.

Employees are under time pressure every day, and squeezing in training can be tricky.

JIT and on the job – This approach takes a practical spin on training, as employees engage in a continuous cycle of do.

2. Learner – Centered Online Training:

Well, L & D managers and instructions designers the world over have heard their plea, which is why leaner – centered training design is becoming a hot topic in 2019.

Adaptive learning techniques are often used to create a leaner – centric design by using technology and E-learning. This involves targeting each person’s specific needs, providing content that’s engaging and relevant, adapting the pace of learning.

3. Widespread Prioritization of Training:

To develop the core competencies that employees need to do their jobs. Any additional learning opportunities were reserved for executive training. Every company must invest in learning for all staff, and staff should continuously harness the hard staff skills that keep them at the forefront of innovation.

Papangelis, CEO of Epignosis, said it best when he said “A learning culture will no longer be the privilege of Fortune 500 companies. It will be an affordable and necessary core business process for companies of all sizes who want to compete in the 21st century.”

4. Security Awareness in E-Learning:

Employees with access to the backend of the Learning Management System (LMS) should understand the important of keeping their login details secure.

Second, be sure to have up-to-date backups of all learning content and course designs. If you are hacked, you will at least still have access to learning materials.

5. Training Reinforcement:

Why does training matter? Because, it helps companies innovate better, sell more and provide improved customer service.

Year to come, training managers will look to theories of spaced repetition, the forgetting curve and design thinking to create courses that lead to better learning retention.

For example: TATA Motors Limited runs skill development called “Kaushalya”. The program will include modules in light of the aptitudes for configuration, design, engineering, manufacturing, automobile, production, sales and services as well as in various support functions with a focus on quality, productivity, dexterity, discipline and safety.

Another management training centre called TATA Management Training Centre (TAMTC) it includes organisation Psychology, Leadership Development, HR, Strategy and Innovation, Marketing, Finance and many more.

It also include V-connect is the umbrella brand for all Employee Engagement Initiatives in TATA Motors Limited.

Impact of recent training programmes on the workers:

Execution of training: To put training program into effect according to definite plan or procedure is called training implementation. Training implementation is the hardest part of the system because one wrong step can lead to the failure of whole training program. Even the best training program will fail due to one wrong action. Training implementation can be segregated into:

- Practical administrative arrangements
- Carrying out of the training

Implementing Training: Once the staff, course, content, equipments, topics are ready, the training is implemented. Completing training design does not mean that the work is done because implementation phase requires continual adjusting, redesigning, and refining. Preparation is the most important factor to taste the success.

Most effective method of training programme for employees:

There are numerous methods and materials with the most effective training techniques available to help you prepare and equip employees to better do their jobs. Indeed, with so many choices out there, it can be daunting to determine which methods to use

and when to use them. And using several methods for each training session may actually be the most effective way to help employees learn and retain information. In this article, we take a close look at each of the myriad techniques, and examine their advantages and disadvantages. We also explain how you can combine the various methods into an effective blended learning approach.

Even with the many technological advances in the training industry, traditional formats remain viable and effective such as Classroom training, Interactive Methods (Quizzes, Group discussion, Case studies, Active summaries, Q & A sessions, Questions card, Role playing, Participant control, Demonstrations), Hands on training (Cross-training, Coaching, Apprenticeships, Drills), Computer-Based Training, Online or E-Learning.

SUGGESTIONS

- Organisation must promote a culture of learning
- They have to choose quality instructors and materials.
- Organisation must find the right space for promoting training and development programmes
- They also have to determine the needs and get management on board.
- Organisation must select the best suitable training programme for the employees based on the need criteria of employees and the competing world.

CONCLUSION

Corporate training technologies are rapidly changing. The trend is away from classroom training to web base learning on the Internet and Corporate Intranets. Computers are becoming faster, smaller, smarter and invisible. Instrumental design for the web is changing from simple page of documents to highly sophisticated artificial intelligence applications. The new global trends in the corporate world is to emphasize more on applying systematic approach to training and development in order to achieve higher level of organisational effectiveness. An organisation always tries to link business strategy with training. That is the reason why organisations provide for ongoing development and educational opportunities.

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CORE BANKING TECHNOLOGY AND CONTEMPORARY BANKING PRACTICES- A MICRO STUDY

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ABSTRACT

Banking sector is continuously witnessing revolutionary changes in every sphere due to the vast development of technology over the years. Free movement of capital, technology and labour facilitated by globalisation has opened up investment opportunities to people worldwide. In tune with the contemporary requirements, innovative technologies have been introduced by the bankers, to support the process of capital formation within and across the countries. Core Banking Solutions is one of such noble technologies regarded as powerful instrument by the bankers and is receiving greater importance among customers in recent times to cater to their diversified requirements. Today customers have no patience and time to visit bank branches for transacting with the bankers. Time is money and technology is a boon for modern customers. Electronic gadgets like laptops, personal computers, mobile phones, I pods, Tablets etc enable the customers to carry out banking transactions from anywhere at any time 24X 7 hours, according to their own convenience. But this is made possible due to the adoption of computer software called Core Banking Solutions. Contributions of Core Banking Solutions to the contemporary banking practices are remarkable, praiseworthy and amazing. This paper is an attempt made to throw light on the changing scenario of banking industry after the compulsory adoption of Core Banking Solutions by the bankers. The study is mainly empirical in nature. Primary data is collected by conducting a survey among 50 customers of Mangalore city by using a questionnaire. Secondary data is collected from text books, journals and internet.

KEYWORDS: Core Banking Technology, Changing scenario of Banking, contemporary banking practices

INTRODUCTION

Banking sector is continuously witnessing revolutionary changes in every sphere due to the vast development of technology over the years. Free movement of capital, technology and labour facilitated by globalisation has opened up investment opportunities to people worldwide. In tune with the contemporary requirements, innovative technologies have been introduced by the bankers, to support the process of capital formation within and across the countries. Core Banking Solutions is one of such noble technologies regarded as powerful instrument by the bankers and is receiving greater importance among customers in recent times to cater to their diversified requirements. Today customers have no patience and time to visit bank branches for transacting with the bankers. Time is money and technology is a boon for modern customers. Electronic gadgets like laptops, personal computers, mobile phones, I pods, Tablets etc enable the customers to carry out banking transactions from anywhere at any time 24X 7 hours, according to their own convenience. But this is made possible due to the adoption of computer software called Core Banking Solutions. Contributions of Core Banking Solutions to the contemporary banking practices are remarkable, praiseworthy and amazing. Customers are updated with the transactions in their accounts through mobile alerts. People stay connected to their bankers via various core banking channels like ATMs, Internet Banking, Mobile Banking, Telephone Banking, SMS banking, UPI (Unified Payments Interface) and various mobile apps. Technology influences everybody's move.

OBJECTIVES OF STUDY

- To know the impact of Core Banking technology on Indian Banking Sector in general.
- To study contemporary banking practices of customers of Mangalore city.

Impact of Core Banking Solutions on Indian Banking Sector:

LPG model of economic reforms introduced by the Indian government in the beginning of 1990s brought significant changes in all the sectors of economy, including in the banking sector. Liberalisation, Privatisation, and Globalisation policies of the government, paved the way for the entry of several new foreign banks into the country. Indian Banks have grown in size. Several Private sector banks made their entry giving stiff competition to the public sector banks. Bankers began to work with professionalism, concentrating more on attracting new customers and retaining the existing customers. To make banking simpler and easier for customers, Banks invested a large amount capital on their Core Banking platform. Information technology serves as a pillar of banking mechanism facilitating millions of banking transactions per second across the globe.

SIGNIFICANCE OF STUDY

New generation customers of today are more exposed to electronic devices like laptops, personal computers, mobile phones, iPods, Tablets etc. And needless to state that, today the number of customers visiting the banks personally is reduced to minimum. Understanding their contemporary banking practices and their tastes and preferences will help the bankers to frame their strategies according to the requirements of customers.

REVIEW OF LITERATURE

- Anurag.B.Singh and MS.Priyanka Tandon (2012) in their article ‘A study of Financial Performance: A Comparative Analysis of SBI and ICICI Bank’ evaluated by using secondary data sources, the financial performances of the banks after the introduction of the Core Banking Solutions. They found that, in the context of financial soundness SBI is performing well, but in the context of deposits and expenditure ICICI has better managing efficiency. No reference is made by them about contemporary banking practices of customers.
 - David Imhonopo and Ugochukwu Mose Urim (2013) in their article on “ICTs and Digitisation of the Banking Industry in Nigeria: A Sociological Appraisal” found that increased competition, improved integration, and safe ICT –enabled bank instruments provide maximum benefits to customers. According to them, by focusing more on enlightening the customers regarding ICT –enabled banking services, Nigerian Banks can gain more. They urged the government for taking initiatives in the development of sectors like education, health and employment. In their opinion, illiteracy, unemployment, and ill health are the major issues preventing the participation of people in the banking industry.
 - Mohit Mehrotra (2014) in his article on “Digital Transaction Banking Opportunities & Challenges” found that though digital natives consume 40% of total spending power of banks, it will produce amazing results in future as digitalisation process will be rapid among corporate business houses and government in the coming days.
 - Richa Shukla (2014) in her article on “Banking Digitalization-Revolution- A way forward”, opined that in order to maintain competitive edge over other banks and to win the confidence of customers massive investments have to be made on digital initiatives. According to her, to get closer to customers there is an absolute necessity of adopting digital technologies.
 - Vincent Bastid ,Aubrey Hawes, andTushar Chitra (2016) in their article on “Digital transformation : The challenges and opportunities facing banks” found that digital channels bring changes in the attitude of customers and they may pose challenges in future, besides providing exciting opportunities.
- Several studies were made by eminent authorities on the concept of digitalisation and IT impact on the banking sector. No specific study is undertaken on the concept of Core banking technology and contemporary banking practices. Hence this micro study is undertaken by collecting the opinions of 50 bank customers of Mangalore city.

RESEARCH METHODOLOGY

This study, mainly being empirical, is carried out by conducting a survey among 50 customers of Mangaluru city by using a structured questionnaire. Knowledgeable and potential customers were selected by using simple Random Sampling technique for survey purpose. Secondary data is incorporated from text books, journals and internet.

HYPOTHESES**I. Core Banking Technology & Contemporary banking practices**

H0: Customers of Mangaluru city do not observe any changes in their mode of banking operations after the adoption of Core Banking technology.

H1: Customers of Mangaluru city observe changes in their mode of banking operations after the adoption of Core Banking technology .

II. Customers’ perceptions regarding Core Banking System.

H0: Customers of today do not consider Core Banking Technology inevitable

H1: Customers of today consider Core Banking Technology inevitable

DATA ANALYSIS

To get meaningful information from the data collected through a survey conducted among 50 customers of Mangaluru city by simple random sampling method, data analysis is carried out. Statistical tools like percentage analysis, comparative Analysis with Ranking and Chi square test are used for the purpose of study.

Table 1: Demographic profile of respondents:

Demographic factors	Classification	Number of Respondents	Percent
Gender	Male	26	52
	Female	24	48
Age group	20 to 30 years	20	40
	30 to 40 years	15	30
	40 to 50 years	10	20

	50 years to 60 years	05	10
Monthly Family income	Less than Rs.20,000	06	12
	Rs. 20,000 to Rs.40,000	08	16
	Rs.40,000 to Rs.60,000	10	20
	Rs.60,000 to Rs.80,000	15	30
	Rs.80,000 and above	11	22
Educational qualification	SSLC	02	04
	PUC	05	10
	Graduation	25	50
	Post Graduation	10	20
	Professional qualification	8	16

Source: Primary data

Table 1 shows that, among 50 respondents surveyed, 52 percent are male respondents and 48 percent are female respondents. Respondents belonging to different age groups are surveyed. Majority of respondents (70 percent) were below the age of 40 years. It means majority of respondents were youngsters. 30 percent of the respondents have monthly income of Rupees 60,000-80,000, 22 percent have monthly income of above Rupees 80,000, 20 percent have monthly income of Rupees 40,000-60,000, 16 percent have monthly income Rupees 20,000-40,000 and 12 percent of respondents have monthly income of less than Rs.20,000. Majority (86 percent) of respondents were highly educated (Graduation/Post Graduation/Professional qualification) and only 14 percent of respondents had education up to P.U.C. Knowledgeable and educated customers with good family income were surveyed for collecting the data.

Table 2: Distribution of Respondents on the basis of choice of sector while opening A/C

Banking Sector	Number of Respondents	Percentage
Public	40	80
Private	35	70
Both	30	60

Source: primary data

It is evident from Table 2, that majority of respondents that is 80 percent of respondents have opened their accounts in public sector banks, 70 percent of respondents have opened their accounts in private sector banks and 60 percent of respondents have opened their accounts both in public sector as well as private sector banks. It means that people open accounts in more than one bank to meet their requirements by considering a variety of factors.

Table 3: Distribution of Respondents on the basis of their opinions about changes in the mode of their banking operations after the adoption of Core banking technology

Opinions of Respondents	Number of Respondents	Percentage
Yes	50	100
No	00	00
Total	50	100

Source: Primary data

TESTING OF HYPOTHESIS 1:**III. Core Banking Technology & Contemporary banking practices**

H0: Customers of Mangaluru city do not observe any changes in their mode of banking operations after the adoption of Core Banking technology.

H1: Customers of Mangaluru city observe changes in their mode of banking operations after the adoption of Core Banking technology .

From table 3, it is very clear that all respondents, that is 100 percent of the respondents agree that the mode of their banking operations have been changed after the adoption of Core Banking technology. Hence null hypothesis is rejected and alternative hypothesis is justified. **We therefore conclude that customers of Mangaluru city observe changes in the mode of their banking operations after the adoption of Core Banking technology.**

Table 4: Distribution of respondents on the basis of their perceptions regarding factors responsible for the usage of Core Banking Channels resulting in changed scenario of banking

Factors	Number of respondents	Percentage
People are getting techie day by day.	48	96
Easy things attract people	50	100
All works are online everywhere	40	80
People have become lazy	10	20
Visiting Banks are not trendy	30	60
Speed, Convenience, Flexibility ,Anytime and Anywhere Banking, & Other benefits associated with Core Banking technology	50	100

Source: Primary data

Table 4 shows the perception of respondents regarding the factors responsible for the usage of Core Banking Channels resulting in changed scenario of banking in India. 96 percent of respondents agreed that "People are getting techie day by day", 100 percent respondents agreed that "Easy things attract people" and "Speed, Convenience, Flexibility, Anytime and Anywhere Banking, & Other benefits associated with Core Banking technology" attract customers to make use of them. 60 percent of respondents agreed that "Visiting banks are not trendy", 80 percent of respondents opined that today "All works are online everywhere" and 10 percent of respondents opined that "People have become lazy".

Table 5: Distribution of Respondents on the basis of their opinion regarding the inevitability of Core Banking System to meet their banking requirements

Responses	Perceived that Core Banking is inevitable	Perceived that Traditional banking is inevitable
Yes	36(72 Percent)	14 (28 Percent)
No	14(28 percent)	36(72 percent)
Total	50 (100 percent)	50 (100percent)

Source: Primary data

From Table 5, it is very clear that majority of respondents (72 percent) consider Core Banking system is inevitable while 28 percent of respondents still felt that Traditional banking system is inevitable. Main reason for this is security and safety issue. People worry about losing the personal information on internet. Study revealed that, majority of respondents consider Core Banking system as inevitable considering the requirements of the day, when compared to the traditional system of visiting the branch bank personally.

TESTING OF HYPOTHESIS II:

H0: Customers of today do not consider Core Banking Technology inevitable

H1: Customers of today consider Core Banking Technology inevitable

Chi square test:

Row total for the row of that cell X Column total for the
Column of that cell

Expected frequency of any cell = $\frac{\text{Row total} \times \text{Column total}}{\text{Grand total}}$

Table 5.1: Expected frequencies or Expected Values

Inevitability of banking system	Yes	No	Total
Core Banking is inevitable	50	50	100
Traditional Banking is inevitable	50	50	100
Total	100	100	200

Table 5.2: Calculation of Chi square

O	E	(O-E) ²	(O-E) ² /E
72	50	484	9.68
28	50	484	9.68
28	50	484	9.68
72	50	484	9.68
			38.72

$$X^2 = \sum \frac{(O-E)^2}{E} = 38.72$$

$$V = (r-1)(c-1) = (2-1)(2-1) = 1$$

For V = 1 : Table value of Chi square = 3.84

Since the calculated value of Chi square is greater than the Table value of Chi square, the null hypothesis is rejected. **We therefore conclude that Customers of Mangaluru city consider Core Banking Technology inevitable for them.**

Table 6: Multi choice responses regarding the customers' preferences for different Core Banking Channels

Core Banking Channels	Multi choice responses	Percentage	Rank
ATMs	50	29.41	I
Internet Banking	40	23.52	III
Mobile Banking	45	26.47	II
Telephone Banking	05	02.95	V
Unified payments Interface (UPI)	30	17.65	IV
Total	170	100	

Source: Primary data

From table 6 it is very clear that, highest multi choice responses of 29.41 percent was for ATMs, and it ranks I place in customers' choice among various Core banking channels. Mobile banking ranks II place in customers' preferences by accounting for 26.47 percent of multi choice responses, followed by Internet Banking in III place by securing 23.52 percent of total multi choice responses. Unified Payments Interface (UPI) accounted for 17.65 percent of total multi choice responses and secured IV place in customers' preferences. Telephone banking secured just 2.95 percent of multi choice responses and occupied the last Place (V place) in customers' preferences as regards the usage of Core Banking channels.

Table 7: Distribution of Respondents on the basis of frequency of usage of Core Banking channels

Usage of Core Banking System	Number of Respondents	Percentage
Daily	06	12
Weekly	40	80
Fortnightly	03	06
Monthly	01	02
Total	50	100

Source: Primary data

It is clear from table 7, that majority of respondents (80 percent) of respondents make use of core banking technology once in a week.. 12 percent of respondents use it daily, 6 percent use them fortnightly and 2 percent of respondents use it only once in a month.

Table 8: Multi choice responses for the purposes for which Core Banking System is used by the respondents

Purposes	Multi choice responses	Percentage	Rank
Cash withdrawal	50	18.93	I
Deposit into account	20	07.58	VII
Balance enquiry	49	18.57	II
Bill Payment	40	15.15	IV
Transfer of funds	35	13.26	V
Mobile recharge	41	15.53	III
Online shopping	29	10.98	VI
Total	264	100	

Source: Primary data

Table 8 shows the multi choice responses of respondents for “Cash withdrawal” is highest and it ranks I place among various other purposes by accounting for 18.93 percent of total multi choice responses. “Balance enquiry” ranks II place by securing 18.57 percent of total multi responses, followed by “Mobile recharge” securing III place by 15.53 percent of multi responses. “Bill Payment” occupied IV place by securing 15.15 percent of multi choice responses. “Transfer of funds” took V place by securing 13.26 of total multi choice responses. And “Online shopping” secured the last place (VI place) by obtaining 10.98 percent of multi choice responses of respondents. The study revealed that for a variety of purposes Core Banking channels are used by the respondents.

OTHER FINDINGS OF STUDY

1. Banking practices of customers of Mangaluru city have been changed after the adoption of Core Banking Channels.
2. People of Mangaluru city opened their accounts both in Public sector as well private sector banks.
3. People of Mangalore city have changed their banking practices for various reasons.96 percent of respondents agreed that “People are getting techie day by day”, 100 percent respondents agreed that “Easy things attract people” and “Speed, Convenience, Flexibility, Anytime and Anywhere Banking, & Other benefits associated with Core Banking technology” attract customers to make use of them. 60 percent of respondents agreed that “Visiting banks are not trendy”, 80 percent of respondents opined that today “All works are online everywhere” and 10 percent of respondents opined that “People have become lazy”.
4. Customers of Mangaluru city consider Core Banking Technology inevitable for them.
5. Highest multi choice responses of 29.41 percent was for ATMs, and it ranks I place in customers’ choice among various Core banking channels.
6. 100 percent respondents agree that Core banking system provides many advantages like convenience, 7x24 hours service, reduces the waiting time etc.
7. Safety and security of account is the major issue creating fear in the minds of customers regarding the usage of Core Banking channels.
8. Majority of the customers (80 percent) use core banking channels once in a week and rarely visit the bank for conducting their banking transactions.
9. Multi choice responses of the respondents was highest for “withdrawal of cash” accounting for 18.93 percent of total multi choice responses. “Balance enquiry” ranks II place by securing 18.57 percent of total multi responses, followed by “Mobile recharge” securing III place by 15.53 percent of multi responses. “Bill Payment” occupied IV place by securing 15.15 percent of multi choice responses. “Transfer of funds” took V place by securing 13.26 of total multi choice responses. And “Online shopping” secured the last place (VI place) by obtaining 10.98 percent of multi choice responses of respondents.

SUGGESTIONS

1. Safety and security issues should be dealt with proper attention.
2. Customers must be updated about the technology aspects by conducting awareness programmes.
3. Complaints and grievances of customers must be addressed with due care.

CONCLUSION

Today Indian banking Industry has multiple opportunities and challenges before it. Banks are well regulated and sufficiently capitalised. There are multiple opportunities to grow. But it is up to the bankers to make use of the right choices by upgrading their technology infrastructure. Banks are the lifeline of an economy and they should function as the pillar for the economic prosperity of the country by providing ecstatic services.

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AN EVALUATIVE STUDY ON PERCEPTION AND AWARENESS ON INTERNET BANKING AMONG INDIAN BANK CUSTOMERS WITH REFERENCE TO UDUPI DISTRICT

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ABSTRACT

Nowadays the high-speed growth of cyberspace has turned Internet Banking into an alternative channel to approach new customers. Banks see the adoption of virtual banking among young adults as a new way to compete with their rivals and gain a greater market share. It is therefore crucial for banks to have a deep knowledge into the determinants of Internet Banking usage. This paper aims to investigate and understand customers' perception and awareness on Internet Banking in Udupi district. This paper presented an empirical research, which used a sample of 200 banking customers collected by a questionnaire survey. The results revealed that convenience, accessibility, security, ease of use, reliability and costs of Internet Banking tend to influence customers' use of Internet Banking. Convenience, accessibility, ease of use and reliability are factors, which form a positive relationship with customer's use of Internet Banking while cost and security form a negative relationship with the Internet Banking usage. The findings from this paper will assist bank executives and marketing officers to attain a better understanding of their customers' perception and preference with respect to Internet Banking. This will help managers of banking corporations to develop effective marketing campaigns which tailor to the needs of customers in order to promote Internet Banking usage in this market segment.

KEYWORDS: *Internet Banking, Mobile Banking, Internet Security, Accessibility, Convenience.*

INTRODUCTION

Internet access has become an important part of human modern life. India has third largest internet population in the world after China and United States and presents unmatched developmental prospect for the internet segment in coming years. The banking sector is one of the major beneficiaries of the Internet revolution and the growth of banking technology products have been remarkably increasing. The prevalent gain of Internet banking is that people can pay out the services sitting at home, without visiting the branch. This helps customers to complete their transactions in the fraction of time, thus saving both time and effort. Internet banking system proves to be very versatile in completing transactions like balance inquiry, withdrawal, deposits, viewing the bank statement, and record of recent transaction. Considering all the advantages, security of the financial information of customers is a very major concern of all banks.

Banks have seen the increasing number of worldwide internet users as an opportunity to develop new markets for alternatives to traditional branch banking. Internet Banking becomes widespread in the banking industry not only because it is an innovative approach to customers but also because it is a way to reduce cost and increase profits for banks.

The objective of this study is to ascertain the variables upon which customers in Udupi district decide to use Internet Banking. The study will build a comprehensive model to explain the factors which affect customers' use of Internet Banking. The outcome of this

research have managerial implications because it will enable Indian banks' marketing practitioners and management team to gain an insight into their customers' demand and preference regarding the use of Internet Banking.

In general, the research found that convenience, accessibility, ease of use, costs, security and reliability are the factors significantly affecting the use of Internet Banking among customers.

OBJECTIVES OF THE STUDY

The main objectives of the study are as follows:

1. To analyze the customers' perceptions and awareness towards Internet banking security;
2. To understand the problems faced by customers while using internet banking services; and
3. To know impact of the internet banking securities among the selected customers in Udupi district.

RESEARCH METHODOLOGY

Sampling Size:

200 of the respondents are banking customers.

Sampling method:

Simple Random Sampling method is used to collect the data from the respondents.

Data Collection:

Data collected includes Primary data. Primary data is the data collected for the first time by way of questionnaire.

Data Analysis Tools

Percentage Analysis

Presentation:

The collected data is, primarily, presented in the form of tables and graphs, to provide a better understanding of data. This provides ease in analysis of data.

ANALYSIS AND INTERPRETATION

TABLE 1: COMPOSITION OF RESPONDENTS

Sl. No.	Category	Frequency	Percentage (%)
1	Male	126	63
2	Female	74	37
	TOTAL	200	100

Source: Primary data

INTERPRETATION: Out of 200 respondents 63% were male and 37% were female.

TABLE 2: AGE OF RESPONDENTS

Category	No. of Respondents			(% of Respondents)
	Male	Female	Total	
18 to 25	34	22	56	28.0%
26 to 30	46	28	74	37.0%
31 to 40	32	18	50	25.0%
41 to 50	07	04	11	5.50%
51 to 60	06	02	08	04.0%
Above 60	01	00	01	0.50%
TOTAL	126	74	200	100%

Source: Primary data

INTERPRETATION

Out of 74 female users of Internet Banking services, 30% belongs to the age group of 18 to 25 years, 38% belongs to 26 to 30 years, 24% belongs to 31 to 40 years, 5% belongs to 41 to 50 years, 3% belongs to 51 to 60 years and 0% belongs to above 60 years.

Out of 126 male users of Internet Banking services, 27% belongs to the age group of 18 to 25 years, 36% belongs to 26 to 30 years, 25% belongs to 31 to 40 years, 6% belongs to 41 to 50 years, 5% belongs to 51 to 60 years and 1% belongs to above 60 years.

TABLE 3: REGION OF THE RESPONDENTS

Category	No. of Respondents			(% of Respondents)
	Male	Female	Total	
Rural	41	32	73	36.5%
Semi-Urban	53	24	77	38.5%
Urban	32	18	50	25.0%
TOTAL	126	74	200	100%

Source: Primary data

INTERPRETATION

Out of 74 female users of Internet Banking services, 44% belongs to rural area, 32% belongs to semi-urban area and 24% belongs to urban area.

Out of 126 male users of Internet Banking services, 33% belongs to rural area, 42% belongs to semi-urban area and 25% belongs to urban area.

TABLE 4: EDUCATION OF THE RESPONDENTS

Category	No. of Respondents			(% of Respondents)
	Male	Female	Total	
Primary	07	02	09	04.5%
High School	12	02	14	07.0%
PUC	20	06	26	13.0%
Degree	53	51	104	52.0%
Post Graduate	34	13	47	23.5%
TOTAL	126	74	200	100%

Source: Primary data

INTERPRETATION

Out of 74 female users of Internet Banking services, 3% are having only primary education, 3% have education up to high school, 8% have education up to PUC, 68% are graduates and 18% are post graduates.

Out of 126 male users of Internet Banking services, 6% are having only primary education, 10% have education up to high school, 16% have education up to PUC, 41% are graduates and 27% are post graduates.

TABLE 5: OCCUPATION OF RESPONDENTS

Category	No. of Respondents			(% of Respondents)
	Male	Female	Total	
Student	30	21	51	25.5%
Agriculturist	02	01	03	01.5%
Professional	11	08	19	09.5%
Business	27	02	29	14.5%
Private employee	24	28	52	26.0%
Govt. employee	32	14	46	23.0%
TOTAL	126	74	200	100%

Source: Primary data

INTERPRETATION

Out of 74 female users of Internet Banking services, 28% are students, 1% are agriculturists, 11% are professionals, 3% are businesswomen, 38% are private employees and 19% are government employees.

Out of 126 male users of Internet Banking services, 24% are students, 2% are agriculturists 9% are professionals, 21% are businessmen, 19% are private employees and 25% are government employees.

TABLE 6: ANNUAL INCOME OF RESPONDENTS

Category	No. of Respondents			(% of Respondents)
	Male	Female	Total	
Up to 1,00,000	32	22	54	27.0%
1,00,001 – 5,00,000	33	30	63	31.5%
5,00,001 – 10,00,000	44	21	65	32.5%
10,00,001 – 15,00,000	14	01	15	07.5%
15,00,001 – 20,00,000	02	00	02	01.0%
Above 20,00,000	01	00	01	0.50%
TOTAL	126	74	200	100%

Source: Primary data

INTERPRETATION

Out of 74 female users of Internet Banking services, 30% are having annual income of less than Rs.1,00,000; 41% are having annual income of Rs.1,00,001 to Rs.5,00,000;28% are having annual income of Rs.5,00,001 to Rs.10,00,000; 1% are having annual income of Rs.10,00,001 to Rs.15,00,000;almost 0% are having annual income of Rs.15,00,001 to Rs.20,00,000 and none of them are having annual income of above Rs.20,00,000.

Out of 126 male users of Internet Banking services, 26% are having annual income of less than Rs.1,00,000; 25% are having annual income of Rs.1,00,001 to Rs.5,00,000; 35% are having annual income of Rs.5,00,001 to Rs.10,00,000; 11% are having annual income of Rs.10,00,001 to Rs.15,00,000; 2% are having annual income of Rs.15,00,001 to Rs.20,00,000 and 1% are having annual income of above Rs.20,00,000.

TABLE 7: TYPES OF ACCOUNTS OF RESPONDENTS

Category	No. of Respondents			(% of Respondents)
	Male	Female	Total	
Savings A/c	99	72	171	85.5%
Current A/c	27	02	29	14.5%
TOTAL	126	74	200	100%

Source: Primary data

INTERPRETATION

Out of 74 female users of Internet Banking services, 97% are having Savings Bank account and only 3% are having Current account.

Out of 126 male users of Internet Banking services, 79% are having Savings Bank account and only 21% are having Current account.

TABLE 8:TENURE OF USING INTERNET BANKING SERVICES

Category	No. of Respondents			(% of Respondents)
	Male	Female	Total	
Less than 1 Year	30	21	51	25.5%
1 to 5 Years	83	46	129	64.5%
5 to 10 Years	12	07	19	09.5%
Above 10 Years	01	00	01	0.50%
TOTAL	126	74	200	100%

Source: Primary data

INTERPRETATION

Outer circle represents female respondents. Out of 74 female users of Internet Banking services, 28% are using Internet Banking services for less than 1 year, 63% are using from 1 to 5 years, 9% are using from 5 to 10 years and 0% are using above 10 years. Inner circle represents male respondents. Out of 126 male users of Internet Banking services, 24% are using Internet Banking services for less than 1 year, 65% are using from 1 to 5 years, 10% are using from 5 to 10 years and 1% are using above 10 years.

TABLE 9: FREQUENCY OF USING INTERNET BANKING SERVICES IN A MONTH

Category	No. of Respondents			(% of Respondents)
	Male	Female	Total	
1 to 5 times	87	65	152	76.0%
6 to 10 times	12	06	18	09.0%
11 to 15 times	16	03	19	09.5%
16 to 20 times	11	00	11	05.5%
TOTAL	126	74	200	100%

Source: Primary data

INTERPRETATION

Out of 74 female users of Internet Banking services, 88% are using Internet Banking services 1 to 5 times a month, 8% are using 6 to 10 times a month, 4% are using 11 to 15 times a month and 0% are using 16 to 20 times a month.

Out of 126 male users of Internet Banking services, 68% are using Internet Banking services 1 to 5 times a month, 10% are using 6 to 10 times a month, 13% are using 11 to 15 times a month and 9% are using 16 to 20 times a month.

TABLE 10: FACTORS AFFECTING INTERNET USAGE OF RESPONDENTS

Category	No. of Respondents			(% of Respondents)
	Male	Female	Total	
Time saving	47	27	74	37.0%
Cost effective	18	10	28	14.0%
Convenient	45	29	74	37.0%
Secure	16	08	24	12.0%
TOTAL	126	74	200	100%

Source: Primary data

INTERPRETATION

Out of 74 female users of Internet Banking services, 36% said Time Saving, 14% said Cost effectiveness, 39% said Convenience and 11% said Security as the factor that induced them to use Internet Banking services.

Out of 126 male users of Internet Banking services, 37% said Time Saving, 14% said Cost effectiveness, 36% said Convenience and 13% said Security as the factor that induced them to use Internet Banking services.

TABLE 11: SECURITY LEVEL OF INTERNET BANKING

Category	No. of Respondents			(% of Respondents)
	Male	Female	Total	
Not secured	12	07	19	09.5%
Little bit	50	25	75	37.5%
Very much	13	06	19	09.5%
Not sure	51	36	87	43.5%
TOTAL	126	74	200	100%

Source: Primary data

INTERPRETATION

Outer circle represents female respondents. Out of 74 female users of Internet Banking services, 9% said Internet Banking is not secured, 34% said it is little bit secured, 8% said it is very much secured and 49% are not sure about security level of Internet Banking services.

Inner circle represents male respondents. Out of 126 male users of Internet Banking services, 10% said Internet Banking is not secured, 40% said it is little bit secured, 10% said it is very much secured and 40% are not sure about security level of Internet Banking services.

TABLE 12: REASON FOR USAGE

Category	No. of Respondents			(% of Respondents)
	Male	Female	Total	
Anywhere banking	34	22	56	28.0%
Anytime banking	36	21	57	28.5%
Convenient banking	38	20	58	29.0%
Secure banking	18	11	29	14.5%
TOTAL	126	74	200	100%

Source: Primary data

INTERPRETATION

Out of 74 female users of Internet Banking services, 30% said Anywhere banking, 28% said Anytime banking, 27% said Convenience and 15% said Security as the reasons for their usage of Internet Banking services.

Out of 126 male users of Internet Banking services, 27% said Anywhere banking, 29% said Anytime banking, 30% said Convenience and 14% said Security as the reasons for their usage of Internet Banking services.

TABLE 13: SATISFACTION REGARDING FUND TRANSFER

Category	No. of Respondents			(% of Respondents)
	Male	Female	Total	
Highly satisfactory	14	08	22	11.0%
Satisfactory	55	33	88	44.0%
Average	42	24	66	33.0%
Dissatisfactory	14	08	22	11.0%
Highly dissatisfactory	01	01	02	01.0%
TOTAL	126	74	200	100%

Source: Primary data

INTERPRETATION

Out of 74 female users of Internet Banking services, 11% are highly satisfied, 45% are satisfied, 32% average, 11% are dissatisfied and 1% are highly dissatisfied about Fund transfer on Internet Banking.

Out of 126 male users of Internet Banking services, 11% are highly satisfied, 44% are satisfied, 33% average, 11% are dissatisfied and 1% are highly dissatisfied about Fund transfer on Internet Banking.

TABLE 14: OVERALL SATISFACTION REGARDING INTERNET BANKING

Category	No. of Respondents			(% of Respondents)
	Male	Female	Total	
Highly satisfactory	23	13	36	18.0%
Satisfactory	54	32	85	42.5%
Average	44	25	69	34.5%
Dissatisfactory	06	04	10	05.0%
Highly dissatisfactory	00	00	00	00.0%
TOTAL	126	74	200	100%

Source: Primary data

INTERPRETATION

Out of 74 female users of Internet Banking services, 18% are highly satisfied, 43% are satisfied, 34% average, 5% are dissatisfied and none is highly dissatisfied about Internet Banking services.

Out of 126 male users of Internet Banking services, 18% are highly satisfied, 42% are satisfied, 35% average, 5% are dissatisfied and none is highly dissatisfied about Internet Banking services.

FINDINGS AND SUGGESTIONS

Findings

1. Among young Internet Banking users, female customers are more in number and among aged users, male customers are more in number.
2. In rural area female customers are more aware of Internet Banking than male, whereas in semi-urban area male customers are more aware than female customers. In urban area there is no significant difference regarding awareness about Internet Banking services among male and female customers.
3. Female customers having education up to PUC are less aware of Internet Banking services than male customers having education up to PUC, whereas female customers having education of graduation and post-graduation are more aware than male customers in the same educational level.
4. Female customers who are students, professionals and private employees are more aware of Internet Banking services than male customers in the same category, whereas male customers who are agriculturists, businessmen and government employees are more aware of Internet Banking services than female customers in the same category.
5. Female customers with annual income up to Rs.5,00,000 are more aware of Internet Banking services than male customers in the same category, whereas male customers with annual income of above Rs.5,00,000 are more aware of Internet Banking services than female customers in the same category.
6. Female customers with Savings Bank account are more aware of Internet Banking services than male customers in the same category, whereas male customers with Current account are more aware of Internet Banking services than female customers in the same category.
7. Tenure of using Internet Banking services does not differ significantly among male and female customers.
8. In the category of using Internet Banking services up to 10 times a month, female customers are ahead of male customers, whereas male customers are ahead of female customers in the category of using Internet Banking services more than 10 times a month. In short, male customers are using Internet Banking services more frequently than female customers.
9. Both male and female customers unanimously agreed that saving in time and convenience are the factors induced them to use Internet Banking services. Both male and female customers are not so happy with cost effectiveness and security level of Internet Banking services offered by the banks.
10. Both male and female customers have no full confidence on security level of Internet Banking services offered by the banks.
11. Both male and female customers are almost having same reasons for their usage of Internet Banking services offered by the banks.
12. Both male and female customers are almost having same level of satisfaction about Fund transfer on Internet Banking offered by the banks.
13. Both male and female customers are equally satisfied about Internet Banking offered by the banks.

SUGGESTIONS

1. Young male and aged female customers are to be educated to use Internet Banking services.
2. Rural male and semi-urban female customers are to be educated to use Internet Banking services.

3. Male customers having education up to PUC and graduate female customers are to be educated to use Internet Banking services.
4. Female agriculturists, businesswomen, government employees and male students, professionals, private employees are to be concentrated to make them to use Internet Banking services.
5. Male customers with annual income up to Rs.5,00,000 and female customers with annual income above Rs.5,00,000 are to be concentrated to make them to use Internet Banking services.
6. Male customers with Savings Bank account and female customers with Current account are to be concentrated to make them to use Internet Banking services.
7. Female customers are to be encouraged to use Internet Banking services more frequently.
8. Banks need to look into Cost effectiveness and Security issues as most of the customers are not using Internet Banking services because of these issues.

CONCLUSION

Now a day we can say that there is no person without smartphone and internet facility. If the banks concentrate on Internet Banking they can reduce their operating cost and increase the market share. Customers are satisfied with Internet Banking services offered by the banks but they have suspicion about security. Therefore, the concerned authorities need to concentrate on increasing the security level of Internet Banking and they should create awareness about Internet Banking Security among the customers especially female customers.

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ROLE OF WOMEN ENTREPRENEURS IN ECONOMIC DEVELOPMENT

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ABSTRACT

Women entrepreneur is a person who accepts challenging role to meet her personal needs and become economically independent. Increasing number of women are becoming leaders of their own businesses and many are struggling to achieve success. Women entrepreneurship is considered an important tool in enabling women empowerment. A woman with a voice is by definition a strong woman. The term Entrepreneur is used to describe individuals who have ideas for products or services that they turn into a working business. In the process of empowerment women need to realise their strength, weaknesses, opportunities and threats and move forward to unleash their own potential in order to achieve their goals through self development. Women constitute the family that leads to society and nation. Social and economic development of women is important for overall economic development of any society or a country. In traditional Indian societies they were confined to four walls. In modern society they come out of the four walls to participate in all types of activities.

KEYWORDS: Women entrepreneurs, women empowerment, economic status of women, contribution and role, entrepreneurial skills.

INTRODUCTION

Women entrepreneurs may be defined as women or a group of women who start and operate a business venture. A women entrepreneur performs several functions. They should explore the prospects of beginning new enterprise; undertake risks, introduce of new inventions, coordinate, administer and manage the number of business and provide effective leadership in all aspects of business. Women entrepreneurs are increasing in the economies of almost all the countries.

Women empowerment is crucial for development as they contribute almost half of the population. They need to be empowered as in most of the patriarchal societies, the women may not get access to resources like money credit facilities and besides that they may not get opportunities for education, training etc, and develop their capacities.

OBJECTIVES

- To study challenges faced by women entrepreneurs
- To study role of women entrepreneurs in economy
- To know about the different government schemes for women entrepreneurs.
- To study the factors responsible for encouraging women to take up entrepreneurship activities
- To evaluate various problems faced by women entrepreneurs
- To suggest remedial measures to overcome the problems.

RESEARCH METHODOLOGY

Secondary data has been used in developing this paper. Secondary data has been collected from National Journals, Published reports, News papers, and publications from various websites which focused on various aspects of women entrepreneurship.

FINDINGS OF THE STUDY

Women Entrepreneurship

Women entrepreneurship has been recognised as a significant source of economic process. Women entrepreneurs produce new jobs for themselves and others and collectively offer society with all totally different solutions to management, organisation and

business problems. Women entrepreneurs usually face gender based barriers to begin and develop their business like discriminatory property, material status and inheritance laws, cultural practices, lack of access to formal finance mechanisms etc.

Importance Of Women Entrepreneurship

In the field of entrepreneurship women entrepreneurs are also taking part and playing a vital role in this society. Women are highly empowered and motivated now a days. So they also participate in all such activities to improve the economic status and economical growth of our country.

1. **ECONOMIC GROWTH:**

The influx of more women into the workforce has led to significant economic growth and productivity. Women entrepreneurs have the unique tendency to build and maintain long term business relationships.

2. **NARROWING GENDER GAP:**

Women entrepreneurs inspire other women to start businesses. This leads to more job creation for women which ultimately helps in reducing the gender gap in the workforce. When women become successful in business field the next generation of women is more likely to emulate their success.

3. **COMPANY CULTURE AND SAFETY AT WORKFORCE:**

Creating and preserving a strong and positive company culture is the pre requisite for the growth and long term success of any company. Studies show that women owned firms tend to have better company culture, high values and transparency. They tend to have better employee relationships horizontally as well as vertically.

ROLE OF WOMEN ENTREPRENEURS IN ECONOMIC DEVELOPMENT

Basically women entrepreneurs are a women who initiate, organise and operate business enterprise for their personal gain. Women entrepreneurs' role is quiet challenging. In the field of entrepreneurship women entrepreneurs are also taking part and playing a major role in this society. The women play an important role in the economic development of any country.

In India women dominate the micro enterprise sector both in rural and urban areas. They participate in productive activities such as agriculture; they are responsible for caring the family including preparation of food, health care and education. Women need to balance this different role and therefore they are multitasked, managing their businesses along side all other roles they are expected to perform.

Women's economic activities contribute directly to growth and efficiency in dealing with informal business problems.

Women kick start the role of building up a back bone of our country. Women entrepreneurs are trying to make a new environment and overcoming all the hindrances which they face in the patriarchal society.

Now a days women entrepreneurs are highly efficient in tackling the problems and use tactical solutions or way to run the business successfully.

Women entrepreneurs have increased the economic liberalisation and globalisation. These entrepreneurs have the role of change makers in both family and also in the society. Women have the responsibility of taking care of her family, belongings and surroundings. The responsibility towards the nation is very important. So they play a vital and integral aspect in both family and as an entrepreneur.

ECONOMIC CONTRIBUTION

Women's economic activities contribute directly to the growth and efficiency in dealing with normal business problems.

➤ **Capital formation:**

The savings of the public will be invested in industry which results in productive utilisation of natural resources.

➤ **Improvement in per capita income:**

Women entrepreneurs always exploit the best opportunities. They convert all the resources into national income. They help to increase the country's net national product and per capita which are important for measuring the growth of economy.

➤ **Generation of employment:**

Women entrepreneurs generate employment directly and indirectly. By setting small scale business they create jobs for others.

SOCIAL CONTRIBUTION: women entrepreneurs are also contribute to the social development in the following ways:

✓ **Balanced regional development:**

They set up industries in backward areas to avail the subsidies offered by government to remove regional imbalances.

✓ **Improvement in Standard of living:**

Women entrepreneurs in this country are producing variety of goods on a large scale and offering them at low rates. As a result the standard of living will be increased.

✓ **Innovation:**

Women entrepreneurs have contributed many innovations in developing the new products and in the existing products and services which resulted in economic development of society.

OTHER CONTRIBUTIONS

Women entrepreneurs are the main actresses in charging the culture of the society. They also develop the sense of independence.

CHALLENGES FACED BY WOMEN ENTREPRENEURS**1. LACK OF PROPER EDUCATION:**

In India literacy rate among women is extremely low. Even in 21st century rural women in India are lagging far late within the field of education. Generalising largely women in rural areas are uneducated.

2. SHORT OF SELF CONFIDENCE:

In India women lack of self confidence in their strength and skill. This is the reason why family members and the society are unwilling to stand beside their organisational growth.

3. SOCIO- CULTURAL BARRIERS:

Family and personal obligations generally work as a barrier for succeeding in business carrier of women entrepreneurs. Only a few members are capable of managing both business and home by giving time to perform all their responsibilities in priority.

4. PROBLEM OF FINANCE:

Finance is regarded as life blood of any enterprise, whether it is big or small. However, women entrepreneurs suffer from shortage of finance on two counts:

- Firstly women do not generally have property in their names to use them as collateral security for obtaining funds from external sources.
- Secondly the banks also consider women less credit worthy and discourage women borrowers on the belief that they can at any time leave their business.

5. FAMILY RESTRICTION:

Women are expected to spend more time with their family members. Normally family members do not encourage women to travel extensively for exploiting business opportunities.

6. LACK OF MENTAL STRENGTH:

Business involves risk. Women entrepreneurs get upset very easily when loss arises in business. Fear of incurring loss in business prevents them from running a business in a big way.

7. WORK- LIFE BALANCE:

Women across the world are expected to play a larger part in handling a household and taking care of their family. Owning and running a business means long hours and thus for women work life balance can become a problem. In case of working mothers, taking care of their children takes up a lot of time and energy often forcing them to give less priority to their business.

8. MALE DOMINATED SOCIETY:

In rural areas women are not treated equal to men. Individuals in rural areas usually having a prejudice that women are capable just for household work. Women entry to business needs to approve by the other family members.

9. SHORTAGE OF RAW MATERIALS:

Women are not able to procure the sufficient quantity of raw materials and other required inputs that are necessary for the production in time. These days India does not have a stable economy and therefore prices of raw materials go up and most of the times, it is fluctuating. At that time women face the problems of shortage of required raw materials.

10. STIFF COMPETITION:

Generally male entrepreneurs have vast experience in business and entrepreneurship. Therefore women entrepreneurs are extremely finding it difficult to compete the stiff competition put forth by the male counterparts.

REMEDIAL MEASURES:

Various remedial measures we can take for the problems faced by women entrepreneurs:

1. PROMOTIONAL HELP:

Government and NGO's must provide assistance to entrepreneurs both in financial and non financial areas.

2. TRAINING:

Training has to be given to women who are still reluctant to take up the entrepreneurial risk.

3. SELECTION OF TECHNOLOGY:

Assistance must be provided to them in technical areas so that the business unit become successful.

4. FINANCE:

It is one of the major problems faced by women entrepreneurs. Both family and government organisations should be liberal in providing assistance to them financially.

5. FAMILY SUPPORT:

Family should provide all support women entrepreneurs and encourage them to establish and run business successfully.

CONTRIBUTION OF WOMEN ENTREPRENEURS TOWARDS THE SOCIETY

India continues to see immensely successful women entrepreneurs like Indira Nooyi, ChandaKochar, Ekta Kapoor being a few of them. Such women encourage other budding women entrepreneurs to turn their dreams into reality.

Women entrepreneur in India are playing a vital role in generating employment both directly and indirectly. By setting up small scale industries they provide jobs to many people in India.

The government of India has many schemes for women like:

- Rajiv Gandhi MahilaVikasPariyojana.
- SIDBI's MahilaUdhyamNidhi
- Annapoorna Scheme
- Udyogini scheme
- Prime Ministers RojgarYojana
- Working Women's Forum
- Training of Rural Youth for Self Employment (TRISEM)
- Women's Development Corporations (WDC's)
- Streeshakti:

SUGGETIONS FOR THE GROWTH OF WOMEN ENTREPRENEURS:

Right efforts from all the areas should be done in the progress of women entrepreneurs. They should be motivated for the entrepreneurial activities. The following measures are suggested to empower the women to overcome various opportunities and face challenges in business.

- There should be a continuous effort to motivate and inspire women entrepreneurs.
- Making provision of micro credit system and enterprise credit system to the women entrepreneurs in the local level.
- Awareness programme should be conducted.
- Organise the training programmes to develop professional competencies.
- Women in business should be offered soft loans.
- Skill development should be done in all the areas.
- Helping the women in interaction with other successful women entrepreneurs.

CONCLUSION:

Women are very important resource of the nation and every state, ought to try to utilise them as mediators of economic growth and development. Encouragement for women entrepreneurship is one among the ways for that. Today our country boasts of a number of successful women entrepreneurs who have created successful business brands across the world. However journeys have not been easy. Only when their families, investors and society at large make conscious attempts to bring down the gender walls, women Entrepreneurs would then shine in the corporate world. We always viewed that a smart woman can pick up a job any day, but if she becomes an entrepreneur she can provide a livelihood to ten more women at least. Highly educated, technically sound and professionally qualified women should be encouraged for managing their own business, rather than dependant on wage employment outlets. The unexplored talents of young women can be identified, trained and used for various types of industries to increase the productivity in the industrial sector.

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BANKING IN COLONIAL SOUTH CANARA

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ABSTRACT

South Canara District is known for enterprising people. British rule provided peace and stability with better connectivity to the region. Geographical and socio - economic environment of the district is suitable for "work hard save more" life style. The enterprising people are in need of modern banking facilities in the early 20th centuries. Within 40 years (1906-1945) twenty banks have emerged in this district.

KEYWORDS: *Bank, Hundi, Holi*

INTRODUCTION

Undivided South Canara district has long has been known for banking, education and hospital management. the enterprising nature of the people is responsible for this development. Even before Indian independence this small district contributed more than twenty banks to the nation.

OBJECTIVES AND RELEVANCE OF THE STUDY

The objective of the paper is to trace the forces behind the emergence of more than twenty banks in Colonial South Canara district within forty years. These phenomena have a great impact on the socio-economic life of the people.

RESEARCH METHODOLOGY

Since this is a historical study, District Gazateers, foreign accounts, bank reports, old news papers and information from the net is used to write this paper.

FINDING OF THE STUDY

The district lies between the Ghats on the East and Arabian sea on the west the coastline stretching 76 nautical miles from North to South is broken at numerous points by rivers, rivuluts, creeks and bays. The main rivers are Nethravathi, Gurupur, Sita, Suvarna, Kumaradhara, Gangolli etc. The main ports include Gangolli, Kundapur, Malpe, Udyavar, Kalyanpur, Gurupur and Mangalore. All these ports were functional and received trade from abroad.

A number of foreign travelers visited this part of the country in different centuries. The Portuguese traveller Barbosa visited South Canara in the 16th century. He describes the regions as one of the most progressive district if the Indian sub-continent. People of South Canara had trade with countries across the seas for centuries. In 1801 Dr. Buchanan wrote "the occupiers of land in this region were richer than those in Malabar".

In 1799 after the fall of Tippu Sulthan South Canara came under the administration of the British. Colonial government opened new roads, bridges, schools, colleges on the one side and maintained peace and stability in the region. The facilities for internal trade are considerable, nearly 900 miles of road suitable for cart traffic besides village roads and 170 miles of water carriage open to whole year round. Earlier to the coming of British, traffic was conveyed mainly by pack bullock. Cart traffic rapidly increased in the 19th century. Nearly 200 ox-loads of goods passed daily from Mysore frontiers to Kasargod, Kumbla, Mangalore, Basrur, Gangolli, Bhatkal etc. Merchandise largely consisted of rice, coconut and areca. With decades of peace trade multiplied. Mangalore become a

hub of trade and commerce. In those days the most important articles of export trade are coffee, rice and paddy, arecanuts, bricks and tiles, sandalwood, oils, cardamoms, salt-fish, hides and Tobacco. The imports are cotton piece, yarn, kerosine oil, salt, copper, ware, Sugar etc.

In those days business in South Canara was handled by money lender's who charged very heavy interest rates. In pre modern South Canara three types of native banking activities existed. They were as follows

Holi system: under this system a peasant approached a money lender and borrowed rice, which he undertook to pay after the harvest was over by giving 14 seers (1 kalasiga) more for every one mura of rice borrowed.

Kuri Fund: under this system a number of people would subscribe to the fund and the amount raised would have given to the highest bidder. The bid amount on recovery being then equally shared all members of the group. This is a type of primitive banking.

Hundi system: hundi is an unconditional order in waiting by one person on another for payment on demand. The hundi had no legal status.

Here indigenous banking was largely in the hands of a few rich private individuals.

According to H.A Stuart "of the different classes of people assessed to tax the most important are the money lenders of whom 375 paid tax in 1892-93 the amount collected being RS. 6654". Money lenders, rich landlords and rich merchant's are the source of banking in those days. Very high interest rate was an obstacle for any entrepreneurs in those days.

The first branch of a modern bank established in South Canara was the Presidency bank of Madras at Mangalore in 1868. The main purpose of it, was largely to cater the business needs of a few British firms. The agent of the Mangalore branch would visit Udupi once a fortnight. Trading communities felt the urgent need of banking facilities in Mangalore and Udupi at the beginning of 20th century. Swadeshi movement of 1905 also promoted a feeling of establishing native institutions instead of British.

N.K. Thingalaya identified three important factors for the rise of banking in South Canara they are.

Trading community: people involved in trading felt the urgent need of native Banking in South Canara they are the pioneers in the moment of establishing native bank's in South Canara.

Caste : community competitions:

In the beginning of 20th century Gaud Saraswat Brahmins, Muslims, Bunts, Roman Catholics and Brahmins entered the field of banking. Samuel Miley writes about Gaud saraswat Brahmins "almost every one of them are traders and follow no other profession. The mercantile ingenuity seems to be born with them and I can say that. This particular gift is confined only to this class". It is because of this background Gaud Saraswat Brahmins pioneered banking in South Canara.

In 1906 Canara banking limited Mangalore came in to existence, later Pangal Nayak Bank Udupi (1920), Jayalakshmi Bank limited Mangalore (1923), and Syndicate bank (1925) were all founded under the leadership of Gaud Saraswat Brahmins.

Muslims are an important trading community in South Canara. A rich business man and philanthropist Hazi Abdulla started Canara banking corporation Udupi in 1906.

Brahmins of Mangalore founded Karnataka bank in 1924. Udupi Brahmins started Tulunadu bank in 1933. Catholics are not far behind. They began Catholic bank in 1925. Bunts who are generally zamindars entered the field of banking and founded Vijaya bank in 1931 at Mangalore. This type of healthy competitions among the communities resulted in emergence of twenty banks in between 1906 to 1945 in Colonial South Canara.

Basically the people of South Canara are hard working. the geography of this region is also responsible for this. Four to five months of heavy rain in this region also thought the people "work hard and save more" culture. There was an age old custom among the higher classes that on occasions like birth of a child in the family a certain sum of money would be deposited with certain highly respectable persons called Pattana shetties on the understanding that the same would be paid back to the beneficiary when the child attained majority. The money so deposited carried no interest and it was kept in safe custody in the faith that it would be duly returned in 18 years.

This practice is risky, in order to avoid such risky business the elite section of society decided to start modern banking system.

BANKS STARTED IN COLONIAL SOUTH CANARA

Sl. No	Name	Starting date	Place
1	Canara Banking Corporation Udupi Limited	1906	Udupi
2	Canara Bank Limited	1906	Mangalore
3	Pangala Nayak Bank Limited	1920	Udupi
4	Jayalakshmi Bank Limited	1923	Mangalore
5	Karnataka Bank Limited	1924	Mangalore
6	Udupi Bank Limited	1925	Udupi
7	Catholic Bank Limited	1925	Mangalore
8	Canara Industrial and Banking Syndicate Limited	1925	Udupi
9	Mulki Bank Limited	1929	Mulki
10	Vijaya Bank Limited	1931	Mangalore
11	Bank Of Mangaluru Limited	1931	Mangalore
12	Kundapura Bank Limited	1932	Kundapura
13	Tulunadu Bank and Supply Agency Limited	1933	Udupi
14	Nagarkars Bank Limited	1933	Mangalore
15	Agricultural and Industrial Bank Limited	1934	Kundapura
16	Pai Money Bank Limited	1934	Mangalore
17	Attoor and Jawahar Bank Limited	1939	Mangalore
18	Southern India Apex Bank Limited	1942	Udupi
19	Maharashtra Apex Limited	1943	Udupi
20	Prabhakara Bank Limited	1945	Moodabidri

Among these 20 banks only 5 bank survived today they are Corporation Bank, Syndicate Bank, Vijaya Bank, Canara Bank and Karnataka Bank.

CONCLUSION

In conclusion we can say that a number of ports in coastal area facilitated internal and foreign trade the geography of the region made the people work hard and save more. The communities involved in trade like Muslims, Goud Saraswat Brahmins, Bunts and Brahmins pioneered banking in colonial South Canara. The money order economy of the district also promoted banking activities.

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CUSTOMERS PERCEPTION TOWARDS DIGITAL BANKING

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ABSTRACT

Digital is the new buzz word in all sector. With other sector, banking is also all around the globe shifting towards digitalization. Banks of all sizes and across all regions are making huge investments in digital initiatives in order to deliver the maximum to its customers. Today, people have round-the-clock access to banks due to online banking. Managing large amounts of cash has also become easier. Digitalization has also benefitted customers by facilitating cashless transactions. Customers need not store cash anymore and can make transactions at any place and time. Several commercial banks started moving towards digital customer services to remain competitive and relevant in the race. Bankstoo have benefitted in several ways by adopting newer technologies. This resulted in reducing costs drastically and has helped generate revenue through various channels. The E-Banking services are executed only upon the customer, and these e-banking services would fully integrate with the core banking solution that is already in usage. The major idea is to provide a series of services to the customer through the internet, and make the customer feel flexible in calling out simple tasks faster instead of making visit to the bank every time. The present paper focuses on net banking services provided by Banks and analyse the perception of customers towards the e-banking services comparing to traditional banking methods.

KEYWORDS – Digital banking, cashless transactions, customer perception.

Digitalization is the process of converting information into a digital format, in which the information is organized into bits. The result is the representation of an object, image, sound, document or signal by generating a series of numbers that describe a discrete set of its points or samples. The result is called digitalrepresentation or, more specifically, a digital image, for the object, and digital form, for the signal. In modern practice, the digitized data is in the form of binary numbers, which facilitate computer processing and other operations, but, strictly speaking, digitizing simply means the conversion of analog source material into a numerical format; the decimal or any other number system that can be used instead. In the world of this competitive environment and technological development, the bank has been totally computerized in the last few years, and to increase its customer base has started planning, for a concept called as digital banking. With this concept the bank wants to move very nearer to the customers and increase its basic operational strategies. Through digital-Banking the bank wants to introduce the core concept of IT based Enabled Services (ITES).The customer is privileged to use most of the system only as a viewing phase, the only online transactions the customer can do are cheque book requisition and fund transfer among his personal accounts

OBJECTIVES OF THE STUDY

1. To understand the concept of digital banking.
- 2.. To find out the preference of customers to online banking over traditional banking.
3. To know the reasons for using net banking facilities.
4. To study the popularity of the Net banking service among the customers

RESEARCH METHODOLOGY**SAMPLING DESIGN-**

It covered all the individuals who are the customers of different banks in Mangalore.

Sample Size: A sample of minimum respondents was selected. An effort was made to select respondents evenly. The survey was carried out on respondents.

Sampling Technique: For the purpose of the study convenient sampling technique was used.

DATA COLLECTION AND ANALYSIS**DATA COLLECTION**

There were two types of data sources used in this study.

Secondary data

In this study, secondary source used were various journals, and website of various online journals.

Primary data

In this study, an appropriate questionnaire was designed which was filled by the customers of different Bank to know their opinions regarding the Net Banking service.

TABLE 1. Use internet banking over traditional banking methods

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
YES	100	62.67
NO	50	33.3
TOTAL	150	100

ANALYSIS AND INTERPRETATION- It is found that 62.67% of respondents prefer internet banking over traditional banking methods. Thus it can be concluded that more than 50% of people like to use net banking services.

TABLE 2. Customer Usage of digital banking

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Less than 1 year	30	30
1-5 years	40	40
5-10 years	15	15
10-15 years	8	8
Above 15 years	7	7
TOTAL	100	100

ANALYSIS AND INTERPRETATION-

From the data collected, it is found that about 40% of people are using digital banking from 1-5 years followed by people who are using net banking from less than one year.

TABLE 3. Category of the banks which is most technologically advanced

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Public sector banks	40	40
Private sector banks	60	60
TOTAL	100	100

ANALYSIS AND INTERPRETATION-

According to the data collected, it is found that 60% of respondents consider private sector banks as most technologically advanced as compare to public sector banks.

TABLE 4. Factors promoting the use of the new techniques in banking

OPTIONS	PERCENTAGE OF RESPONDENTS
Reduced time of transactions	36
Cost Effectiveness	24
Door Step Banking	15
Technology savvy	25

ANALYSIS AND INTERPRETATION-

According to the data collected, it is found that 36% of customers believe that reduced time transaction is one of the most crucial factor which promotes the customers to use the new techniques of banking followed by technology savvy cost effectiveness and door step banking.

TABLE 5. Type of internet banking services used

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS WHO USE
Connected to the Internet at home or work to do their financial transactions	8	8
Uses E – mail	15	15
ATM / Debit card service	18	18
Credit card service	11	11
Online banking services	12	12
E – payments	17	17
Electronic Fund Transfer (EFTs)/NEFT/RTGS	19	19

ANALYSIS AND INTERPRETATION-

From the data collected, it is found that 19% of the respondents use electronic Fund Transfer followed by ATM Credit card service and so on.

TABLE 6 Customer Satisfaction on technology usage.

OPTIONS	EXTREMELY DISSATISFIED	DISSATISFIED	NEUTRAL	SATISFIED	EXTREMELY SATISFIED
ATMs are conveniently located.	0%	0.5%	4.5%	62.5%	32.5%
Accounts information and balance enquiry.	0.5%	2%	4%	66.5%	27%
Account to account transfer.	0.5%	6.5%	4.5%	46.5%	42%
Transaction status	0.5%	5.5%	5.5%	39%	49.5%
Statement Request	2.5%	6%	7.5%	50%	36%
SMS alerts about new products.	2.5%	4.5%	5%	56%	32%
The charges that the bank collects from you are reasonable when compared to other banks.	2.5%	5.5%	7.5%	50.5%	34%

ANALYSIS AND INTERPRETATION-

According to data collected, it is found that 62.5% of respondents are satisfied that ATMs are conveniently located. 66.5% are satisfied after knowing their accounts information and balance enquiry. 46.5% are satisfied on account to account transfer. 49.5% people are extremely satisfied for their transaction status. 50% people are satisfied on statement request. 56% are satisfied for SMS alerts about specific information to the bank services / new products. 50.5% people are satisfied for the charges that the bank collects from you are reasonable when compared to other banks.

FINDINGS OF THE STUDY

The findings of the study were as follows-

1. Majority of the respondents have availed the net banking service.
2. The respondents consider private sector banks as most technologically advanced as compare to public sector banks.
3. The customers believe that reduced time transaction is one of the most crucial factor which promotes the customers to use the new techniques of banking
4. Electronic Fund Transfer is one of the most preferred service.

CONCLUSION

The introduction of new technology has been changing the attire of banking.. Technology is aiding globalization and integration of financial markets across the globe. Customer's expectations for new products and alternatives delivery channels have been rising. Banks are under pressure to offer today, what customers would be expecting tomorrow. Thanks to innovations and spread of new technology, banks today offer the customer a choice to conduct his business across the counter, over phone or via a computer. The introduction of new instruments such as retail Electronic Funds Transfer (EFT)and Electronic Clearing Services (ECS) have all helped in developing an effective, efficient and speedy payment and settlement systems.

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A SURVEY ON IMPACT OF PLASTIC BAN IN SULLIA CITY

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ABSTRACT

Plastic bags have been introduced in 1970's decade and it gained a huge popularity amongst consumers and retailers. India's population is increasing along with plastic users also increasing drastically day by day. Many plastic factories are producing the tons of plastic bags. Which are very popularly used by people for shopping purposes, because of cheapness and convenience to use. But it creates a negative impact. Many countries have been banned plastic bags due to public concern over the negative impact on environment and agriculture especially in agricultural countries such as India, Bangladesh, Pakistan South Africa, etc. We have conducted the survey to know the usage of plastic bags in Sullia city before and after the plastic ban by Indian Government. We are recorded the respondents response regarding the impact of plastic ban in Sullia city. It revealed that, still people are continuing the use of plastic bags for their daily purposes. So, Government should take strict action to control and dispose of plastic bags to create a healthy environment.

Keywords: *Plastic bags, cheapness, respondents, population*

INTRODUCTION

Plastic bags have been introduced in 1970's (Williamson, 2003) and gained an increasing popularity amongst consumers are varieties across the world. It is estimated that around 500 billion plastic bags are used every year worldwide. This widespread utilization is attributed to their cheapness and convenience to use. The vast majority of these bags are discarded as wastes usually after a single use. The reason, these plastic bags are very thin and non recyclable materials.

Different reports showed that plastic bags are still causing severe environmental pollutions and also human and animal health damages in urban and rural areas of the country and especially for agriculture countries. Because these plastics are decompose with soil. It will reduce the fertility of the soil. Some of the basic reasons could be poor waste management and perhaps lack of awareness about the negative impacts of plastic bags. This is the main reason to increasing of plastic bags usage in India.

OBJECTIVES

The objectives of the study

- To know the impact of plastic bag ban regulation on consumers and retailers before and after
- To know the consumer opinion regarding plastic ban and alternatives can adopt instead of plastic bags

RELEVANCE OF THE STUDY

'A Survey on Plastic ban in Sullia city' is relevant to study because; consumer and retailers are using more plastic bags for their convenience purpose. It creates negative impact on environment. But, after the plastic ban how they are changed their life style without plastic is the question arising in mind. To find the answer this study is relevant.

IMPACT OF PLASTIC BAGS

Impact of plastic bag usage on environment and cattle health indicated that plastic bag wastes were dumped near roadsides, open plots, riversides, in drains and public places. Consequently, over flowing of water was reported to be a common problem during rainy seasons as a result of blockage of drains. If plastic bags get access to agricultural fields, they reduce percolation of water and proper aeration in soil. This results in reduction of productivities of such fields. If we burn the plastic, it infuse the air with toxic fumes. And sometimes cows eat plastic bags, which become indigestive food to animal and cause the health issues.

PRECAUTIONS

Several precautions are being employed to reduce the negative impacts of plastic bags.

- A tote bag can be used. It makes a good substitute for holding the shopping.
- We can keep the bag with the cahier, and then put our purchases into it instead of the usual plastic bag.
- Reduce plastic usage in our schools and colleges.
- Avoid buying items which is packaged in plastics.
- We can use cloth shopping bags.
- Pack lunches in unbleached wax paper and reusable container made of stainless steel or glass.

PLASTIC BAG REGULATION IN INDIA

The plastic manufacture, **Sale and Usage Rules, 1999**, as amended in 2003 under the **Environment Protection Act of 1986**, regulates plastic bag use in India. The Rules prohibit the manufacture, stocking, distribution or sale of carry bags made of virgin or recycled plastic less than 20×30 centimeters in size and 20 microns in thickness.

The Rules also disallow the use of recycled plastic bags and containers for storing, carrying, dispensing or packaging of food items. Further the Rules require units manufacturing plastic bags to register with the respective **State Pollution Control Board (SPCB) or Pollution Control Committee (PCC)** prior to the commencement of production.

The **Plastic Waste (Management and Handling) Rules, 2011**, which would replace the earlier **Recycled plastic manufacturer and usage rules, 2003**, is the latest drives both by the government of India to limit plastic waste in the country. The new rules raised the minimum thickness of plastic bags to 40 microns and require recycled carry bags made from compostable plastics to conform to specific BIS (Bureau of Indian standards).

PLASTIC BAN IN SULLIA

Sullia is a small city of Dakshina Kannada District. In this city plastic usage was more before the plastic ban. People are using below 40 micron plastic for carrying each item. But some reputed shops were using above 40 micron plastic. It causes for the environmental effect on human health and animals.

After the plastic ban, many of the residents and shop keepers stop their usage. But some of them, did not stop the usage of plastic bag below 40micron. Some shop keepers providing cloth bag instead of plastic bag.

According to survey, people opinion is manufacturer has to stop the production of plastic bags to decrease the usage of plastic bags. And people should use the paper bags and cloth bags for their conveniences. It will definitely reduce the usage of plastic bag and it will save the environment also.

LITERATURE REVIEW

1. A study on 'The Impact of Plastic Bags on the Environment: A field Survey of the City Of Sana'a And The Surrounding Areas, Yemen' by Riyadh. Moharam and Maher Ali. Al. Maqtari.(October-December,2014)

Plastic bags were there in the streets, roads, the trees, the power cords, most markets and vegetables, where the prevalence of the plastic bags and waste plastic materials cause serious environment problems, so the waste materials removed by using the microorganism that associated with plastic bags. This method was cheap and effective, so that it can be used widely for the treatment of Plastic bags.

2. A study on ' Ban on Plastic Bags And The Emergence Of New Varieties: A Study Of Awareness on Shopping Bags And The Possibility Of Behavior Change Towards Eco-Friendly Consumption ' by Ishrat Jahan Synthia and Shafquat Kabir(2014)

The level of consumer awareness regarding the harmful effects of the new varieties of shopping bags were determined through in-depth interview of consumers, wholesalers and industry experts, followed by a home audit among consumers. This study found that level of awareness did not vary with demographic characteristics like age, income or occupation, suggesting that this is a common phenomenon across all segments of the society.

3. A study on 'Usage of plastic carry bags and impact on Environment, in Mumbai' by Dr. Tanusree chaudhuri(2016)

This study says, people know the adverse impact of plastic on environment. While talking to them it is understood that many of them in favor of banning plastic carry bags. Respondent they want plastic free city and that's why many respondents carry their own bag during the time of shopping. Therefore, the Government in collaboration with NGO's, educational institution and the city youth should encourage people to use environmental friendly alternative material such as paper bag, cloth bag etc to protect the city from environmental damages.

HYPOTHESIS

Null hypothesis: People are completely stopped plastic bag usage in Sullia city.

Alternative hypothesis: People are still be continuing plastic bag usage in Sullia city.

This study proved that, people are still be using plastic bags for their day to activities even after banning of plastic bag in sullia city. So, null hypothesis rejected and alternative hypothesis is accepted.

RESEARCH METHODOLOGY

Here we adopted exploratory research method. For the data collection, we used primary data and secondary data. Under primary data, sources are collected through questionnaires and personal opinion. Under secondary data, sources are collected through internet, library, newspapers, and neighbors.

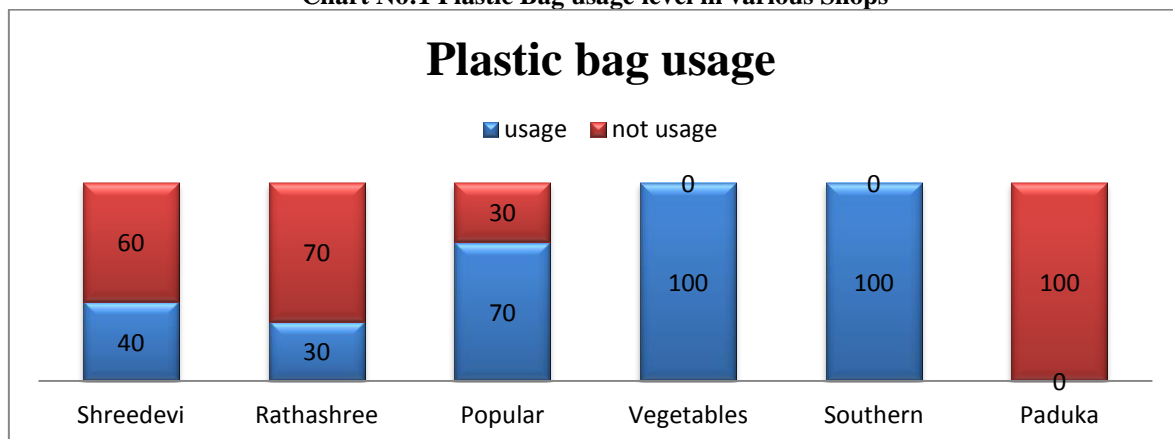
RESULTS AND DISCUSSION

The survey results indicated that, majority of the city residents widely used plastic bags in their daily life activities. Some of the main reasons attributed to the widespread usage were low price, easy availability, easy to carry and light weight. Among 16 respondents, 6 respondents are shop keepers and 10 are residents. We found two respondents (shopkeepers) are using plastic bags in high frequency (i.e. 100% in vegetable shop and hotel). These results also indicated that usage of plastic bags is high in Sullia city.

Table no:1 Survey of plastic ban in shops

Shop Name	Usage	Not Usage
Shreedevi book stall	40%	60%
Rathashree fancy	30%	70%
Popular bakery	70%	30%
Vegetable shop	100%	0
Southern restaurant	100%	0
Paduka collection	0	100%

Chart No:1 Plastic Bag usage level in various Shops



Source: Primary data

Table no:2 Respondent profile

Variables	Categories	RESIDENTS		SHOPS	
		Numbers	%	Number	%
Sex	Male	3	30	6	100
	Female	7	70	0	0
Age	<20 years	2	20	0	0
	20-29	2	20	1	17
	30-39	4	40	3	50
	>40	2	20	2	33
Education	Illiterate	0	0	1	17
	High School	2	20	1	17
	PUC	4	40	2	33
	Higher Education	4	40	2	33
Occupation	Students	2	20	0	0
	Govt.employees	1	10	0	0
	Pvt.business	3	30	6	100
	Home-maker	4	40	0	0

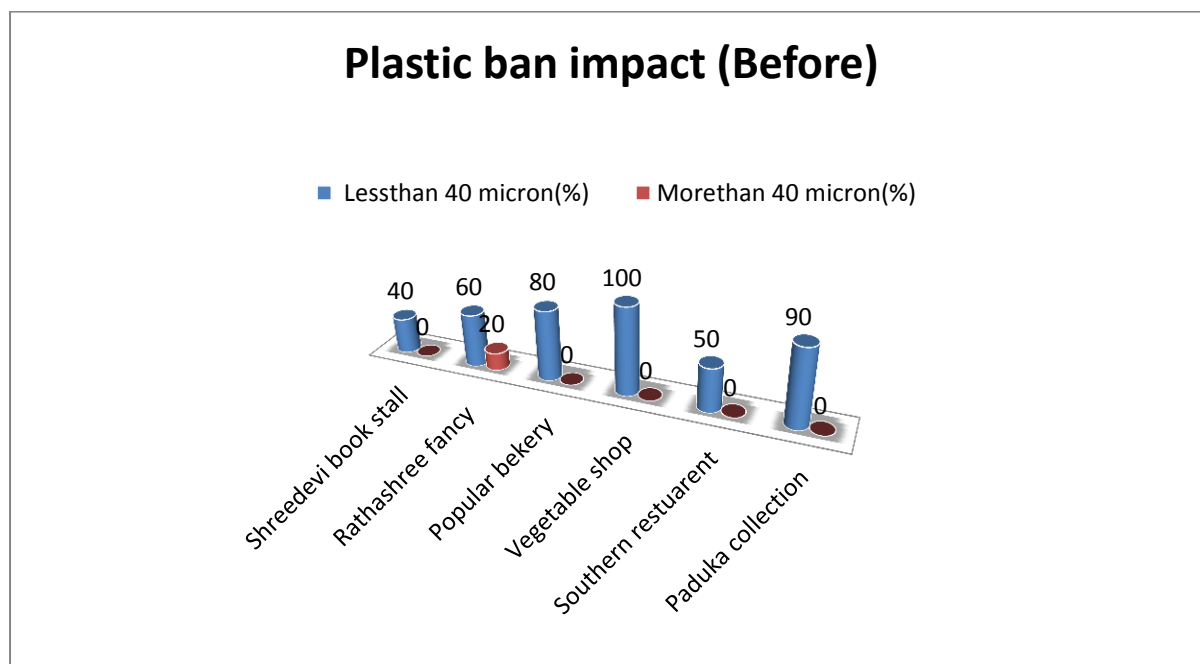
Source: Primary data

The survey results indicated that regardless of sex, educational level, age group and occupation, majority of the city residents widely use plastic bags in their daily life activities. Some of the main reasons attributed to the widespread usage were low price, light weight and easy availability. During the course of our survey, we also observed that most of the shopkeepers distributing plastic bags free of charge to their customers for carrying sold items and also to keep the customer relationship for a longer period. But this is the main reason for increasing the plastic usage by residents.

Table no:3 Plastic ban impact on shop keepers in Sullia (Before)

Shops names	Less than 40 micron (%)	More than 40 micron (%)
Shreedevi book stall	40	0
Rathashree fancy	60	20
Popular bakery	80	0
Vegetable shop	100	0
Southern restaurant	50	0
Paduka collection	90	0

Chart No:2 Plastic ban impact on shop keepers in Sullia (Before)



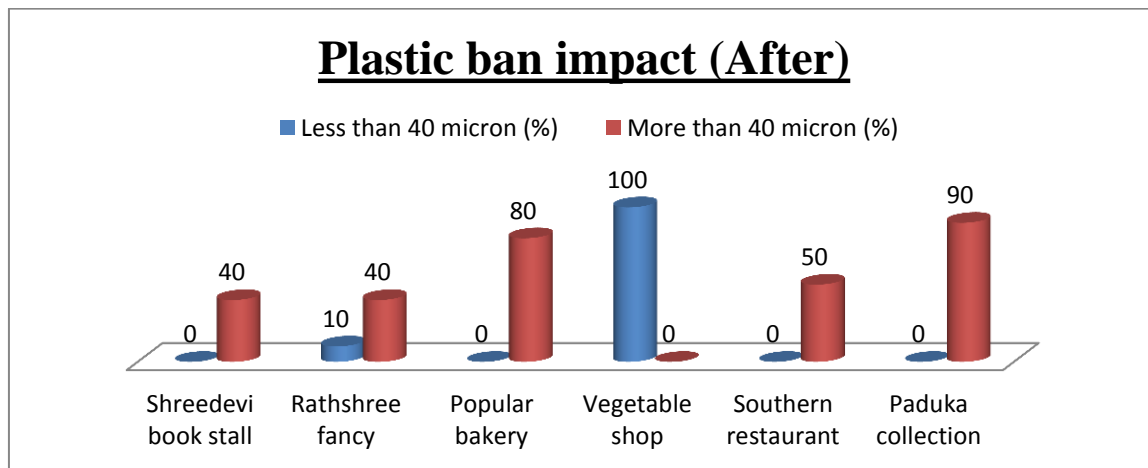
Source: Primary data

Interpretation: The above chart shows that, before the plastic ban in Sullia all shops were using plastic bags below 40 microns. And Rathashree fancy using 20%, above 40 microns plastic bags also.

Table no:4 Plastic ban impact on shop keepers in Sullia(After)

Shops names	Less than 40 micron (%)	More than 40 micron (%)
Shreedevi book stall	0	40
Rathshree fancy	10	40
Popular bakery	0	80
Vegetable shop	100	0
Southern restaurant	0	50
Paduka collection	0	90

Chart no:3 Plastic ban impact on shop keepers in Sullia(After)



Source: Primary data

Interpretation: The above chart shows that, after the plastic ban except Rathashree fancy and vegetable shop, others were stopped below 40 micron plastic bag usage. Vegetable shop still be providing plastic bags to the customer below 40 micron. And Rathashree fancy reduced their plastic providing percentage but did not stopped completely. Other shops started using above 40micron plastics in their shops.

CONCLUSION

The results of our survey indicated that, most of respondents are in favor of banning of plastic bags. They know very well about plastic bag usage is very harmful to environment and it creates thousands of negative impacts also. But, still it was widely used by the community. Stopping of plastic bags are highly necessary for the community. So, plastic bag waste materials can remove by using the paper and cloth bags. This method will effective and healthy. So people have to create awareness about the negative impact of plastic bag usage and realize the alternatives in people mind. It will create a good environment in Sullia.

Table no:5 Respondent's responses

SHOPE NAMES	Using cloth bags	Burning of plastic	Affect to Environment	Need plastic	Plastic not necessary	Stop production	Above 40 micron plastic usage
Shreedevi book stall	NO	YES	YES	YES	NO	YES	YES
Rathashree fancy	NO	NO	YES	YES	NO	NO	YES
Popular bakery	NO	NO	YES	YES	NO	NO	YES
Vegetable shop	NO	YES	YES	YES	NO	NO	NO
Southern restaurant	NO	YES	YES	YES	NO	NO	YES
Paduka footwears	YES	NO	YES	NO	YES	YES	NO
Residences	YES	YES	YES	YES	NO	NO	YES

Source: Primary data

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IMPACT OF HRM PRACTICES ON TEACHER'S PERFORMANCE

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ABSTRACT

Studies on HRM practices at different levels have been an area of interest for researchers for several decades because of the expansion of the industries & innovative practices which enable an organisation to retain & utilize the HR effectively.

Impact of HRM practices on teacher's performance has been an under-researched area. For the human resource development of any society the major share of responsibility lies in the hands of teachers of that society, so in this study, researcher have investigated how HR practices affect the teacher's performance. Therefore teachers' performance is an issue that if addressed adequately, can speed up the process of eliminating illiteracy from the nation. In the competitive environment of today's world, any competitive advantage achieved by the institution copied or imitated by its competitors in the minimum time but there is a very rare case to copy the talent & abilities associated with motivated staff, hence institutions need to invest more and more in HR to improve qualities & skills of their teachers for achieving institutions strategic goals & objectives.

Undoubtedly, there has been an increased pressure on universities & colleges to enhance the quality of educational system during the last few years. In the constantly changing environment educational institutions have to find ways to maintain their competitive advantage. It is important to note that close attention is paid to education in order to develop HR in the country.

Key words:

Employee motivation, employee participation, employee compensation, performance appraisal, training & development.

Introduction:

HRM practices are organisational tools that can be used to attract & retain the best brain in order to achieve organisations objectives. Education plays a vital role in building ones character. For socio-economic development of a county education is a vital investment. Almost all areas of the education sector requires improvement through training & development of teachers, professional development of teachers, teacher compensation system, career development & performance management of the teaching work force. To effectively achieve the goals & objectives on higher quality educational standards, teachers' performance management plays a vital role as it is a continuous process for identifying, evaluating & developing the work performance of teachers.

Teacher's motivation becomes more important in the current environment when more & more higher education imparting institutions are coming up in the country with attractive salary packages & technologically improved infrastructure. Since teacher is pivotal in an educational system, public sectors are struggling hard for teachers motivation through various systematic approaches such as maximum possible compensation, career development programs, teachers empowerment, contemporary performance appraisal systems & maximum training sessions through conferences & workshops etc. for maintain motivated teaching staff, management people of the colleges have to attract the right people to their colleges by offering several benefits. This research has elaborated some few factors that can motivate teachers, which includes:

1. Compensation:

No one goes into teaching to get rich. Like anything teaching is a great job if you really enjoy communicating to students & feel a call to teach them. If u enjoy teaching , long hours preparation , generally lower pay but respect from the community is always there, if this is what all you want teaching is a good choice.

Compensation is a valuable total package that includes salary, extra pay, benefits & pension. The concept of compensating an employee extends far beyond the payment of wages, to include - any form of insurance, paying for their holidays etc., however intangible benefits such as job satisfaction, job security etc., which are the important elements which have to be considered by the college. States & districts should re-examine compensation structure to better support the teaching fraternity importantly the guest faculties and management staffs & drive effective teaching. Teachers pay has been in headlines across the country recently. In 2008, there were a half dozen state wide protests over educator's salaries & pensions & some of that momentum has continued in 2019. Teaching is viewed as a low paid job, but much more goes into teacher's compensation than just the take –home pay cheques. Although teaching is a profession, the way that teachers are paid looks a lot more like the way we pay blue collar workers.

Benefits of employee compensation is –

1. Greater employee motivation
2. Reduced absenteeism & turnover
3. Increased productivity

2. Teachers participation in decision making:

It is the process whereby faculties are involved in decision making process, rather than simply acting on orders. EP is a part of the process of empowerment in the workplace. Thus, participation of teachers is essential to increase productivity. Increased commitment, individual's involvement & opportunity to express him, are an important prerequisite for the development of any faculty member.

Works committee, suggestion schemes, representative of a teacher in college must be allowed to participate in governing councils; management must call for a meeting with teachers whenever they have to take some important decisions related to college.

Importance:

1. It has positive impact on the behaviour of the faculties.
2. It instils sense of belonging to the institute, in the minds of the teachers.
3. It gives them self-respect.
4. They feel dignified & they behave in a responsible manner because they are the partners in decision making process.

3. Performance appraisal:

The teachers PA system provides teachers with meaningful appraisals that encourage professional learning and growth. The process is designed to foster teachers development & identify opportunities for additional support where required. It helps them to make their students interested in what they are studying & they can even push themselves in continuing their education. It enhances their performance in all aspects of their college work & helps them become goal-oriented, motivated individuals in life. If we throw light on the performance appraisal system of faculty members in colleges, it is normally been assessed by management, students, HOD's & parents of your students. But point is that on what criteria the performance is been appraised, which makes the difference. Appraisal is a thorough yet supportive & developmental process designed to ensure that all teachers have the skills & support they need to carry out their role effectively.

4. Training and development:

Training is a program that helps employees learn specific knowledge or skills to improve performance in their current roles. Development is more expansive & focuses on employee growth & future performance rather than an immediate job role. The T&D program brings all employees to a higher level so that they have similar skills & knowledge, this helps reduce any weak links within the educational institution that rely heavily on others to complete basic work task. According to me the mission of any T&D program introduced on teaching staff must be to promote & support their development & institutional effectiveness by providing high-quality educational training programs it must be designed to meet individual, group, or departmental & institutional needs & objectives. College should strive to enhance individual learning & development as the means for creating a better workplace environment & for building a stronger institution. It is where they can learn new information , re-learn & reinforce existing knowledge & skills & most importantly have time to think & consider what new options can help them improve their effectiveness at work.

Benefits of employee T&D:

1. Increased job satisfaction & morale among employees.
2. Increased capacity to adopt new technologies & methods (smart boards, ppt, management games, run to the board, seminars, GD's etc.)
3. Reduced employee turnover.

Research objectives:

1. The main purpose of the study is to identify the impact of HR practices on teacher's performance.
2. It is an attempt to know how teachers are able to continue to improve their professional practices & develop as teachers.

3. To find out that how does compensation packages, working environment, performance management system, T&D affect teachers motivation in public sector & private sector.
4. To discuss the issues & problems regarding compensation, performance appraisal, T&D, employee participation being faced by teachers in public and private institutions.

Research methodology:

The data is collected through survey questionnaire. As this study is about the HRM & performance – to understand the impact, quantitative approach was adopted. The data used for the study were obtained from both primary and secondary data sources.

Primary data include direct information collected through administration of questionnaire in order to gain insight into the research topic, the options were been provided for respondents to show the rate at which they agree or disagree with the questions. The options were ‘strongly agree’ followed by ‘agree’ next is ‘neutral’ followed by ‘disagree’ ends with ‘strongly disagree’ & an informal face to face interview was also done during the semester paper evaluation. Secondary data sources include journals, text books, related publications, websites etc.

This study adopted a convenient sampling method to select sample from the total population to conduct the research because it is manually impossible to do the survey on all teaching fraternity of some of the colleges of ‘Dakshina Kannada district’. The sample size for the study is 46 based on the questionnaire & personal interview which was done to the teachers. The respondents were chosen based upon their willingness & convenience to respond to the survey.

Limitations:

There are some limitations in this study which includes HRM practices discussed here are very few (employee participation, performance appraisal, compensation, training & development), when HRM is a vast area, so throwing light on every area was quite difficult. The respondents also were few in number; time was also the limitation because I did not get enough time to carry out my survey more effectively.

Literature review:

Teachers are the core employees of the education institution who plays an important role in the institutions success & in creating & promoting its goodwill among students & academia (Doyle & forsyth,1973) therefore teachers motivation is an imperative & inevitable objective of any educational institution. Teachers motivation is an important player in the success & performance of an educational system & it is the biggest contributor in maximising teachers performance (Filak,2003). A strong relationship has been found between teacher’s motivation & student’s achievement (goodman1980, riddell1998, stanton1974) the researchers have shown that teacher’s motivation affects students achievement positively, it increases overall productivity of the institution. On the other hand (Davidson, 2005) found lack of teachers motivation as one of the major hurdle in achieving teaching quality. (Litt & turk,1985)found that low salary is the major issue that compels an employee to leave his job , therefore the compensation package of teachers in educational institutions should be properly designed & managed. (wright,1985) also investigated the same & concluded that salary becomes a more serious issue when internal motivation of a teacher is low. (Martin,2003) argued that if an organization wants to be successful & aims to maintain its success for a longer period of time it is important for it to have a motivated work force consisting of employees who are ready to learn.

Findings of the study:

This chapter deals with analysis & interpretation of data collected from faculty’s perception towards Impact of HRM practices on teachers’ performance.

Table 1: showing the gender of the respondents.

Gender	No of respondents	%
Male	6	14%
Female	40	86%
total	46	

Source: primary data

From the above table we can say that 86% of the respondents are female & 14% of the respondents are male, so it clearly shows that majority of the respondents are female.

Table 2: showing the age of the respondents.

Age	No of Respondents	%
23-30	21	45.5%
31-40	21	45.5%
40-60	4	9%
Total	46	

Source: primary data

From the above table it is clear that 45.5% of the respondents are in the age group of 23-30 & 31-40 & 9% of the respondents fall in the group of 40-60.

Table 3: showing the marital status of the respondents.

Marital status	No of Respondents	%
Married	25	54.5%
Single	21	45.5%
Total	46	

Source: primary data

The above table makes it clear that 54.5% of the respondents are married and 45.5% of the respondents are unmarried.

Table 4: showing designation of the respondents:

Designation	No of respondents	%
Lecturer	29	63.6%
Assistant professor	11	22.7%
Associate professor	2	4.3%
Professor	0	0%
Guest faculty	4	9.1%
total	46	

Source: primary data

The above table suggests that 63.6% of the respondents are lecturers, 22.7% of the respondents are assistant professors, 4.3% of respondents are associate professors & 9.1% of the respondents are guest faculties. And researcher has not got the opinion from any of the professors.

Table 5: showing the seniority of the respondents.

Seniority	No of respondents	%
Under 1 year	2	4.3%
2-10 years	36	77.3%
11-20 years	4	9.1%
Over 20 years	4	9.1%
Total	46	

Source: primary data

From the above table we can say that majority of the respondents (77.3%) have a work experience of 2- 10 years, 9.1% of the respondents have 11-20 years & over 20 years of experience, 4.3% of the respondents have less than 1 year experience.

Table 6: showing faculties are satisfied with salary & other perks.

Response	No of respondents	%
Strongly disagree	-	-
Disagree	17	36.4%
Neutral	17	36.4%
Agree	10	22.7%
Strongly agree	2	4.3%
Total	46	

Source: primary data

From the above table it is clear that 36.4% of the respondents are not satisfied with their salary & other benefits, the other 36% of respondents are neutral, and the remaining 22.7% of respondents are happy with the salary and 4.3% of the respondents are completely happy regarding their salary. So most of the respondents are happy with the salary what they are getting.

Table 7: showing the top management in the institution welcomes the suggestions of the employees regarding wages and salary administration.

Response	No of respondents	%
Strongly disagree	3	6.5%
Disagree	17	37%
Neutral	17	37%
Agree	9	19.5%
Strongly agree	-	-
Total	46	

Source: primary data

The above table makes it clear that most of the respondents feel that the top management of the educational institutions do not welcome the suggestions of their employees' regarding wages and salary administration.

Table 8: showing the compensation package of our institution is competitive to similar institutions.

Response	No of respondents	%
Strongly disagree	4	9.1%
Disagree	15	31.8%
Neutral	8	18.2%
Agree	19	40.9%
Strongly agree	-	-
Total	46	

Source: primary data

Here the table suggest that most of the institution offers the competitive salary to their employees, but many of the respondents don't agree on it and some are neutral.

Table 9: showing the recreational activities arranged by the institution satisfactory.

Response	No of respondents	%
Strongly disagree	-	-
Disagree	15	33%
Neutral	13	28%
Agree	17	37%
Strongly agree	1	2%
Total	46	

Source: primary data

From the above table we can say that respondents are very much happy with the recreational facilities arranged by the institutions. But around 33% of the employees do not agree with the same.

Table 10: showing that, are u satisfied with the performance appraisal system adopted in the institutions.

Response	No of respondents	%
Strongly disagree	6	13.6%
Disagree	10	22.7%
Neutral	13	27.3%
Agree	17	36.4%
Strongly agree	-	-
Total	46	

Source: primary data

From the above table it is clear that most of the respondents are satisfied with the performance appraisal system adopted in the institution, and other 13.6% of the respondents are not happy with the performance appraisal system. The employers have to take certain initiative to develop the performance appraisal system in the institution.

Table 11: showing how the performance is assessed in the institutions.

Response	No of respondents	%
Management	20	42.9%
HOD'S	13	28.6%
Students	13	28.6%
Parents of your students	-	-
Total	46	

Source: primary data

From the above table we can say that in most of the institutions performance is appraised by management. And in some of the colleges it is also being assessed by head of the departments and students.

Table 12: showing whether performance is done periodically in the institution.

Response	No of respondents	%
Strongly disagree	4	9.1%
Disagree	11	22.7%
Neutral	6	13.6%
Agree	25	54.5%
Strongly agree	-	-
Total	46	

Source: primary data

From the above table it is made clear that majority of the respondents do agree with the performance appraisal done periodically in the institutions.

Table 13: showing that management is making sincere effort to develop the teachers' skill in all respects.

Response	No of respondents	%
Strongly disagree	4	9.1%
Disagree	4	9.1%
Neutral	17	36.4%
Agree	17	36.4%
Strongly agree	4	9%
total	46	

Source: primary data

From the above table is clear that around 36% of the respondents do believe that their institution is making a sincere effort to develop their skills.

Table 14: showing that training programs help us to know our hidden talents & thus let us know of our capabilities & potentials.

Response	No of respondents	%
Strongly disagree	3	6%
Disagree	4	9%
Neutral	6	13%
Agree	23	50%
Strongly agree	10	22.7%
Total	46	

Source: primary data

Table suggest that most of the respondents feel that having training programs in the institutions enable them to recognise their capabilities and hidden talents.

Table 15: showing, training programs formulated by our institutions are in tune with the needs & requirements of teachers here.

Response	No of respondents	%
Strongly disagree	6	13%
Disagree	4	8.6%
Neutral	15	32.6%
Agree	21	45.6%
Strongly agree	-	-
Total	46	

Source: primary data

From the above table it is clear that majority of the employees agree on the training programs formulated in their institutions are in tune with the needs & requirements of teachers.

Findings:

1. What the researcher could find through this study is institutions are trying to cater to the needs of their staffs by providing adequate salary & certain other benefits also, but because of the increased standard of living, it will be difficult for any individual to combat with the increasing price, so employees feel that they are paid less. So the institutions must think about providing salary & other benefits more adequately and acceptably to their staffs to which they are qualified for.
2. Most of the institutions are making efforts to develop the skills of their teachers & many teachers do believe that educative training programs can enhance their effectiveness of teaching.
3. Instead of management assessing the performance of the teachers it is better that the students who are good in studies and regular to the class must assess the performance of the teachers.
4. Performance appraisals have to be done periodically & effectively in the organisation, because it is a tool where you can recognise the best performers.

Suggestions and conclusions:

Suggestions:

1. Teachers can be given with extra pay when their students do well academically.
2. Management of the college must acknowledge employees achievement, show appreciation for their effort which can be done mainly in 2 ways- one by giving monetary rewards another is by giving non-monetary rewards.
3. College must welcome and consider all ideas given by teachers but always do implement the best ones.
4. Must provide regular reassurance of teacher's worth.

Conclusion:

One of the most common reasons to become a teacher is to make a difference in the lives of as many students as you can. When teachers are not given with a freedom & authority to control the students there arises the possibility of teacher getting demotivated, so the best way to manage your employees (teachers) and to inspire them best is to respect them, pay them what they deserve , give them space, nurture greatness, give them the tools to succeed.

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A STUDY ON MICRO FINANCE AND ITS IMPACT ON THE LIFE OF WOMEN WITH SPECIAL REFERENCE TO MANGALURU CITY

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ABSTRACT

Microfinance is defined as any activity that includes the provision of financial services such as credit, savings, and insurance to low income individuals which fall just above the nationally defined poverty line, and poor individuals which fall below that poverty line, with the goal of creating social value. In India, Microfinance has been defined by “The National Microfinance Taskforce, 1999” as “provision of thrift, credit and other financial services and products of very small amounts to the poor in rural, semi-urban or urban areas for enabling them to raise their income levels and improve living standards”. “The poor stay poor, not because they are lazy but because they have no access to capital”. India is said to be the home of one third of the world’s poor. About 87 percent of the poorest households do not have access to credit. Poor people need not just loans but also savings, insurance and money transfer services. Microfinance must be useful to poor households, helping them raise income, build up assets and cushion themselves against external shocks. It integrates the financial needs of the poor people into a country’s mainstream financial system

The paper highlights the need and importance of micro-credit for economically disadvantage population of Mangaluru. Also, the paper focuses on the role of Government and Banks in promotion of microfinance institutions.

Key words: *Microfinance, Savings, Financial services, Capital*

INTRODUCTION

Microfinance is defined as any activity that includes the provision of financial services such as credit, savings, and insurance to low income individuals which fall just above the nationally defined poverty line, and poor individuals which fall below that poverty line, with the goal of creating social value. The creation of social value includes poverty alleviation and the broader impact of improving livelihood opportunities through the provision of capital for micro enterprise, and insurance and savings for risk mitigation and consumption smoothing. A large variety of sectors provide microfinance in India, using a range of microfinance delivery methods.

Since the ICICI Bank in India, various such Banks have endeavoured to provide access to financial services to the poor in creative ways. Governments also have launched national programs, NGOs have undertaken the activity of raising donor funds for on-lending, and some banks have partnered with public organizations or made small inroads themselves in providing such services. This has resulted in a rather broad definition of microfinance as any activity that targets poor and low-income individuals for the provision of financial services.

The range of activities undertaken in microfinance include group lending, individual lending, the provision of savings and insurance, capacity building, and agricultural business development services. Whatever the form of activity, the overarching goal in the provision of microfinance is the creation of social value.

NEED FOR MICROFINANCE IN INDIA

- India is said to be the home of one third of the world’s poor
- About 87 percent of the poorest households do not have access to credit
- Poor people need not just loans but also savings, insurance and money transfer services

- Microfinance must be useful to poor households, helping them raise income, build up assets and cushion themselves against external shocks
- It integrates the financial needs of the poor people into a country's mainstream financial system

NEED

Poverty is a social phenomenon in which a section of society is unable to fulfil even its basic needs of life. Though rapid industrial development has taken place since independence, mass poverty persists all over the country.

- A critical study of microfinance will help to know the role of SHGs in the rural areas of Mangaluru.
- It also helps in locating the strengths, weaknesses, opportunities and threats of Microfinance Institutions.
- To give suggestions for improvement and remedial measures wherever necessary.
- Though there are a large number of studies related to SHGs, Empowerment of women through microfinance is not studied so far. Hence, this study assures great importance.

OBJECTIVES

- To understand the role and importance of microfinance institutions in offering microfinance to economically weaker sections of the society
- To study the role of Government in promotion of microfinance institutions
- To study the role of Banks in offering micro-credit
- To study the working of microfinance institutions
- To know the awareness level of microfinance in Mangaluru

RESEARCH METHODOLOGY

The study is a cross sectional study which explores the governance of microfinance institutions from both points of view: the providers as well as the beneficiaries. This section presents the research methods that are used in order to attain the goal of the research study. Both Primary and Secondary data is used for the study.

PRIMARY DATA

The population for the current study is the beneficiaries of microfinance. These Microfinance beneficiaries are the Self-help Groups located in the rural areas of Mangaluru. Hundred Members of SHGs are taken as respondents of the current study.

SECONDARY DATA

Secondary data with regard to the working of Microfinance Institutions and the role of Banks in the microfinance sector is collected from various journals, periodicals, microfinance books and relevant websites.

DATA ANALYSIS AND INTERPRETATION

A survey has been conducted on hundred randomly selected members in selected Self-help Groups in Mangaluru. The details of the respondent are presented below.

1) LITERACY LEVEL

Table No. 1: Table showing the level of literacy

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
Primary	18	18
Secondary	34	34
Intermediate	32	32
Degree & above	16	16
Total	100	100

Source: Primary Data

Interpretation:

The graph shows that the level of literacy among the self-help group members is the highest in the secondary and intermediary level with the percentage of 32 and 34 respectively. The percentage of respondents at the primary and degree level is 18 and 16 respectively.

2) TYPE OF BANK ACCOUNT

TABLE NO.2: Table showing the type of bank account of respondents

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
Saving bank account	88	88
Fixed deposit account	0	0
Recurring deposit account	12	12
Current account	0	0
Total	100	100

Source: Primary Data

Interpretation:

The graph shows that 88% of the respondents are saving bank account holders. 12% of the respondents have a recurring deposit account. None of the respondents have a fixed deposit or a current account.

3) LOAN AMOUNT

TABLE NO.3: Table showing the amount of loan taken by respondents

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
Below 20000	17	17
20000-40000	29	29
40000-60000	27	27
Above 60000	27	27
Total	100	100

Source: Primary Data

Interpretation:

The graph shows that 17% of the respondents have taken loan less than ₹ 20000. Almost 29% of the respondents have taken loan between 20000 & 40000. 27% of the respondents have taken loan between 40000 & 60000, the same percentage being in the category of 60000 & more.

4) SOURCES OF LOAN

TABLE NO.4: Table showing the sources of loan available for the respondents

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
Bank	50	50
Microfinance Institution	26	26
Self-help group	24	24
Total	100	100

Source: Primary Data

Interpretation:

The graph shows that 50% of the respondents have secured loan from banks. 26% of the respondents have taken loan from microfinance institution. The rest of the respondents that is 24% have secured loan from their own group.

5) PURPOSE OF LOAN

TABLE NO.5: Table showing the purpose of taking the loan

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
Improve business	52	52
Children's tuition fee	20	20
Ceremony/festival	12	12
Others 16	16	16
Total	100	100

Source: Primary Data**Interpretation:**

The graph shows that the respondents have taken loan primarily for the purpose of improving their small business. This amounts to 52%. 20% of them have borrowed loan for the purpose of paying their children's tuition fee. 12% of them have secured loan to do a ceremony or festival. The remaining 16% have taken loan for other purposes such as repair of own house, etc.

6) DURATION OF LOAN

TABLE NO.6: Table showing the duration of loan taken

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
0-1 year	8	8
2-3 years	48	48
3-5 years	28	28
More than 5 years	16	16
Total	100	100

Source: Primary Data**Interpretation:**

The graph shows that 8% of the respondents have taken loan for a year, 48% of the respondents have got a loan for the period of 2-3 years, 28% of them needed the loan for a period of 3-5 years and 16% of the respondents have also taken loan for a period of more than 5 years.

7) RATINGS ON THE RATE OF INTEREST

TABLE NO.7: Table showing the perspective of respondents on the rate of interest charged

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
Very high	6	6
High	14	14
Low	60	60
Very low	20	20
No interest charged	0	0
Total	100	100

Source: Primary Data**Interpretation:**

The graph shows that most of the respondents feel that the rate of interest charged on their loan is low which account to 60%. 6% of the respondents rated the rate of interest as very high, 14% have rated as high, and 20% as very low. On the other hand, the graph also shows that they are not provided loans without an interest charged.

8) REPAYMENT OF LOAN

TABLE NO.8: Table showing the repayment of loan

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
Starting	26	26
Partly paid	34	34
Fully paid	40	40
Total	100	100

Source: Primary Data

Interpretation:

The graph shows that almost all the respondents have repaid the loan which account to 40%. 34% of the respondents have partly paid the loan amount and the remaining 26% have not yet repaid the loan.

9) NON-REPAYMENT CONSEQUENCES

TABLE NO.9: Table showing the consequences of non-repayment of loan

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
Legal action will be taken	46	46
Extra fee is charged	54	54
No action is taken	0	0
Total	100	100

Source: Primary Data

Interpretation:

The graph shows that in case of non-repayment of loan an extra fee is charged. 54% of the respondents are charged an extra fee for non-repayment. The graph also shows that 46% of the respondents in their respective groups have faced legal action in case of non-repayment of the loan.

10) AWARENESS LEVEL OF MICROFINANCE

TABLE NO.4.19: Table showing the awareness level of various schemes of microfinance by respondents

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
Micro-credit	30	30
Micro-insurance	14	14
Saving schemes	42	42
Employment schemes	14	14
Total	100	100

Source: Primary Data

Interpretation:

The graph shows that 30% of the respondents are aware of micro-credit, 14% have been knowing micro-insurance, 14% are aware of the employment schemes of microfinance. With a percentage of 42, we understand that most of the respondents are aware of the saving schemes.

FINDINGS

- The most important finding of the study is that majority of the respondents were female. This shows that the microfinance sector is improving the status of women in society.
- The inclusion of microcredit as a service of microfinance to society has eradicated poverty to a great extent as most of the self-help group members were able to provide for the needs of their family.
- With the help of loan facilities from banks and microfinance institutions, the self-help group members were empowered to start small businesses of their interest.
- Though the Microfinance Institutions differ in various factors, they have shown great progress in all the years.

- When the respondents were asked a question regarding the distance they have to travel to receive a loan from bank or make deposits, it was found that majority of the respondents travel less than 10 km. As a result, they have easy access to banking facilities.
- All the respondents were aware of the schemes of microfinance offered by banks. However, the level of awareness with regard to the particular type of service is different.
- It was found that the beneficiaries were mostly interested in starting up their own business which requires capital. For this, their opinion was investment training and more workshops.

SUGGESTIONS

Finally, suggestions are made both to the bankers and the customers (SHGs) to make microfinance more effective and efficient tool of poverty alleviation.

- The foremost need of the hour is to spread financial literacy among the rural poor because mere availability of services cannot serve the purpose. The banks should establish direct communication with the rural people by organizing awareness campaigns, by sending bank representatives to the members to let them know and understand the benefits of the services available to them.
- Bankers need to provide entrepreneurial and business skills to the beneficiaries of microfinance.
- The procedure to give loans must be made easier so that the poor is able to approach banks in time of need.
- With the help of information technology, bankers should mark their presence in the unbanked areas to spread awareness about microfinance services.
- The beneficiaries should make only productive use of the micro credit instead of indulging in unnecessary expenditures which bear adverse effect on their socio-economic status.
- There should be mutual trust between the members of the group which will make the provision of loan easier for them.
- The beneficiaries should develop good banking habits. They should actively operate their accounts and to save regularly as much as they can.
- Women should come forward to take up small economic activities to be economically independent and contribute to their family income. They should learn to balance their work and family.

CONCLUSION

Microfinance as an instrument of poverty reduction has been making commendable efforts and giving a hope to the poor who have the ability as well as willingness to save but are deprived of the adequate finance at reasonable terms. The good thing about bankers' involvement in microfinance business is that they perceive it in a positive way while earlier they believed financing the poor is a risky venture. People do value microfinance services and recognize their positive impacts on their lives.

The SHGs made an enduring impact on the lives of the participants in Mangaluru. Due to lack of many factors, members were engaged more in agriculture and livestock related activities. However, microfinance programmes in Mangaluru helped members in income generation but there is also a need for some strategies to generate self-employment and for the betterment of SHGs.

Women empowerment is the major goal of development in India. Empowering poor rural women through micro credit has been well organised and micro finance schemes for empowering poor women were launched by the government and the non-government organisations in Mangaluru. Women's group formation increased the knowledge, consciousness, savings and income of women.

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CONSUMER BUYING BEHAVIOUR ON NANDINI MILK AND MILK PRODUCTS IN DAKSHINA KANNADA COOPERATIVE MILK PRODUCER'S UNION LTD.

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ABSTRACT

Consumer buying behaviour is the sum total of a consumer's attitudes, preferences, intentions and decisions regarding the consumer's behaviour in the marketplace when purchasing a product or service.

Consumer behaviour is the study of individuals, groups or organizations and the processes they use select, secure, use and dispose of products, services, experiences, or ideas to satisfy their needs and wants. It is also concerned with the social and economic impacts that purchasing and consumption behaviour has on both the consumer and wider society. It examines how emotions, attitudes and preferences affect buying behaviour. The study of consumer behaviour is concerned with all aspects of purchasing and consumption behaviour as well as all persons involved in purchasing decisions and consumption activities.

Consumer behaviour focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items that includes what they buy, why they buy, when they buy it, where they buy it, how often they buy it, how often they use it, how they evaluate it after the purchase and the impact of such evaluations on future purchases, and how they dispose of it.

This paper attempts to study the consumer satisfaction after using Nandini products. Also, analyses impact of promotional activities on creating consumer awareness and search for the new areas on which the company can focus to create awareness.

Key Words: Consumer Satisfaction, Consumer Awareness, Consumer Buying Behaviour

INTRODUCTION

The 1990s have borne witness to dramatic shifts in the marketplace triggered by sharp changes in the lifestyle patterns of the past and present and the radical revolution in the telecommunication technology. Time tested concepts on brand loyalty and mass marketing are being turned on their heads as they fail to gauge the behaviour of new generation customers. The behaviour is characterized by the uniqueness of individual expectations, the preference for multiple options, propensity to abandon brand loyalty and switch to competition brands that give higher value.

Companies offering product or services will need to understand this face of the customers. The changing demographic profile of the population in terms of education, income, size of family and so on, are important by what will be more substantive in days to come will be the psychographics of customers that is how they feel, think or behave.

The job of a marketer is to meet and satisfy target customers needs and wants but "Knowing Customer" is not a simple task. Understanding the buying behaviour of the target market for its company products is the essential task for the marketing department. The job of the marketers is to "Think Customer" and to guide the company into developing offers, which are meaningful and attractive to target customers and creating solutions that deliver satisfaction to the customers, profits to customer and benefits to the stakeholders.

Marketers must study the customer taste, preferences, wants, shopping and buying behaviour because such study provides the clues for developing the new products, price, product changes, messages and other marketing mix elements. Marketers will have to constantly monitor and understand the underlying psychographics to map their respective industries are moving and decide

what needs to be done, by way of adding value that motivates customers to buy the company's products and influence the future industry structure.

OBJECTIVES

- To study the consumer satisfaction after using Nandini products.
- To suggest way to the milk union to grab a sufficient market share.
- To analyse impact of promotional activities on creating consumer awareness.
- To search for the new areas on which the company can focus to create awareness.

RESEARCH METHODOLOGY

Primary Data: The primary data was collected through the structured questionnaires.

1. The respondents were selected on the basis of random sampling.
2. Hundred respondents were interviewed personally with the help of questionnaires.
3. The respondent's queries were answered by the person who conducted this survey.

Secondary Data: This has been collected through company reports, manuals, and information from the internet sources.

LIMITATIONS

- Random sampling (unrestricted) could not be carried out due to the limited resources and due to very large population.
- This study is restricted to in and around Mangalore city only.
- The respondents were selected on the availability in different areas as per the convenience.
- Time available for the completion of the study is very short, hence much information could not be taken.

DATA ANALYSIS AND INTERPRETATION

Survey has been conducted on hundred randomly selected consumers of Nandini products in Mangaluru. The details of the respondent are presented below.

1) MONTHLY INCOME

Table no 1: Table showing monthly income

MONTHLY INCOME	NO OF RESPONDENTS	PERCENTAGE
Below 5000	10	10
Below 10000	8	8
10000-15000	23	23
Above 15000	59	59
Total	100	100

Source: Primary Data

Interpretation:-

The above analysis shows that 10% of the respondents belong to the monthly income of below 5000, 8% of the respondents belong to the monthly income of below 10000, 23% of the respondents belong to the monthly income of 10000-15000 and 59% of the respondents belong to the monthly income of 15000 and above.

2) NAME OF THE MILK THE CONSUMER BUY

Table no 2: Table showing name of the milk the consumer buy

MILK BRAND	NO OF RESPONDENTS	PERCENTAGE
Nandini	100	100
Sri Krishna	-	-
Other specify	-	-
Total	100	100

Source: Primary Data

Interpretation:-

The above analysis shows that the 100% of the respondents buy Nandini milk brand.

3) AWARENESS OF NANDINI BRAND

Table no 3: Table showing awareness of Nandini brand

AWARENESS	NO OF RESPONDENTS	PERCENTAGE
YES	100	100
NO	-	-
TOTAL	100	100

Source: Primary Data

Interpretation:-

The above analysis shows that the 100% of the respondents are aware of Nandini milk brand.

4) FREQUENCY OF PURCHASE

Table no 4: Table showing frequency of purchase

FREQUENCY	NO OF RESPONDENTS	PERCENTAGE
MORNING	35	35
EVENING	20	20
BOTH THE TIMES	33	33
OCCASIONALLY	12	12
TOTAL	100	100

Source: Primary Data

Interpretation:-

The above analysis shows that 35% of the respondents purchase in the morning, 20% of the respondents purchase milk in the evening, 33% of the respondents purchase at both the times and 12% of the respondents purchase occasionally.

5) PRODUCT SELECTED MEETS REQUIREMENT

Table no 4.12: Table showing product selected meets requirement

REQUIREMENT	NO OF RESPONDENTS	PERCENTAGE
YES	100	100
NO	-	-
TOTAL	100	100

Source: Primary Data

Interpretation:-

The above analysis shows that 100% of the respondents are satisfied with the product.

6) DECISION TAKEN FOR THE SELECTION OF BRAND

Table no 5: Table showing decision taken for the selection of brand

DECISION	NO OF RESPONDENTS	PERCENTAGE
MOTHER	60	60
FATHER	31	31
CHILDREN	4	4
OTHERS	5	5
TOTAL	100	100

Source: Primary Data

Interpretation:-

The above analysis shows that 60% of decisions are taken by mother, 31% of the decisions are taken by father, 4% of the decisions are taken by children and 5% of the decisions are taken by others for selection of brand.

7) RATING OF NANDINI MILK

Table no 6: Table showing rating of Nandini milk (one being best)

RATING	NO OF RESPONDENTS	PERCENTAGE
1	37	37
2	32	32
3	13	13
4	3	3
5	5	5
TOTAL	100	100

Source: Primary Data

Interpretation:-

The above analysis shows that 37% of the respondents rated Nandini at 1, 32% of the respondents rated Nandini at 2, 13% of the respondents rated Nandini at 3, 3% of the respondents rated Nandini at 4 and 5% of the respondents rated Nandini at 5.

8) RANKING OF NANDINI PRODUCTS

Table no 7: Table showing Rating of Nandini Products On The Basis Of Taste

TASTE	NO OF RESPONDENTS	PERCENTAGE
HIGH QUALITY	49	49
VERY HIGH QUALITY	32	32
LOW QUALITY	2	2
NEITHER HIGH OR LOW QUALITY	17	17
TOTAL	100	100

Source: Primary Data

Interpretation:-

The above analysis shows that 49 % of the respondents rate taste as high quality, 32% of the respondents rate taste as very high quality, 2 % of the respondents rate taste as low quality and 17% of the respondents rate taste as neither high or low quality.

9) FACTOR INFLUENCING TO PREFER NANDINI BRAND

Table no 8: Table showing factor influencing to prefer Nandini brand

FACTORS	NO OF RESPONDENTS	PERCENTAGE
PRICE	16	16
PRODUCT CATEGORY	11	11
QUALITY	56	56
SERVICE	11	11
PACKAGE	6	6
TOTAL	100	100

Source: Primary Data

Interpretation:-

The above analysis shows that 16% of the respondents prefer nandini brand because of price, 11% of the respondents prefer nandini brand because of product category, 56% of the respondents prefer nandini brand because of quality, 11% of the respondents prefer nandini brand because of service, 6% of the respondents prefer nandini brand because of package and 5% of the respondents prefer nandini brand because of all factors.

10) AWARENESS ABOUT DIFFERENT TYPES OF MILK PRODUCTS

Table no 4.16: Table showing awareness about different types of milk products

MILK PRODUCTS	NO OF RESPONDENTS	PERCENTAGE
MILK PEDA	29	29
DHARWAD PEDA	18	18
NANDINI GHEE	27	27
NANDINI BITE	26	26
TOTAL	100	100

Source: Primary Data

Interpretation:-

The above analysis shows that 29% of the respondents are aware of availability of milk peda, 18% of the respondents are aware of availability of dharwad peda, 27% of the respondents are aware of availability of nandini ghee, 26% of the respondents are aware of availability of nandini bite and 56% of the respondents are aware of availability of all types of milk products.

FINDINGS

- The consumer awareness level towards Nandini milk is excellent because all the 100 respondents are aware of it.
- Factors like quality and taste influences the customer while choosing a particular brand.
- Majority of the respondents feel that Nandini milk is easily available in their areas.
- Respondents are not fully aware of the availability of different types of milk.
- Majority of the respondents have been the customers of Nandini products for more than a year.
- Selection of brand is mostly decided by the women of the house.
- Respondents are not satisfied with the package of Nandini milk.

SUGGESTIONS

- The Nandini brand is having a trustworthy name in the market where it operates and hence the market is open for acquiring other companies as it may take advantage of it.
- The company may keep one employee as customer relationship executive, who will co-ordinate between the customers and the company and also with the retailers who may promote Nandini milk on regular basis.
- There should be more marketing efforts so that people at large come to know about the availability of different types of milk and milk products.
- There should be a continuous monitoring system of the marketing activities by which the customers are not neglected.
- The opinions and feedbacks collected should be justified with proper action-however might be the issue.

CONCLUSION

DKMUL has been excelling in its performance in all the sphere of its business activities. The annual sale and the consistent profits are the major indicators of this excellence. It can still be made better with the efforts of the involvement of employees and directors.

DKMUL has obtained its ISO 9001:2000 certifications in the year 2003-04, which shows its concern for maintaining International Quality Standards to enable it compete with its competitors. It has obtained Best performance Award from the Government of Karnataka for the year 2001-02, which is another outstanding achievement.

DKMUL has shown enormous improvement and has achieved the top position in the state of Karnataka among all the milk unions. DKMUL has been successful in meeting its objectives of not only supplying dairy products at reasonable prices to the consumers, but also providing self-employment to the poor, rural people, thereby achieving balanced and overall healthy development of the country.

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