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## AN INSIGHT INTO THE ROLE OF BANKS ON LOANS AND ADVANCES IN THE NATIONAL AND INTERNATIONAL SCENARIO

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### ABSTRACT

*The commercial institutions particularly the banks are a very important wing of any country. Bank being a financial institution gets its major portion of money through borrowing and lending. They take deposit from the customers and in return pay them an annual interest. The bank thus uses the majority of these deposits to lend to other customers for a variety of loans. Therefore, the banks play an important role in offering finance to businesses who wish to invest and expand. These loans and business investment are important for enabling economic growth and there are different types of bank lending which varies from unsecured personal loans to secured mortgage loans for business known as business loans. For this the banks are required to maintain liquidity and sustain a desired credit pattern. The present economic system demonstrates that banks in India are unable to sustain the desired credit pattern due to various adversities such as large over-dues, mounting non-performing assets, advances to priority sector, increasing political pressure etc.,. In this backdrop it is unfortunate to note that these problems are prevalent in the midst of plethora of legislations that govern the banking sectors in all aspects of their financial dealings. Any effort on the part of the regulatory and administrative authorities and machineries will be effective in this regard only when there is cooperation from the Government and by strictly upholding the principles of Cooperative Federalism rather than indulging in more and more external debts, adopting the unhealthy practices of waiving of loans etc. This paper is an attempt to identify the crucial role played by the banks in loans and advances, problems faced and legislative framework regulating loans and advances in India and at international level.*

**Key Words:** *Financial Institutions, Loans and Advances, Bad Debts, NPAs, Regulatory and Administrative authorities.*

### INTRODUCTION

The financial system of a country determines its economic development which is built on the four main pillars namely (i) financial services (ii) financial assets (iii) financial markets and (iv) financial intermediaries. In this regard, financial institutions like central banks, commercial banks, investment banks have always contributed their primordial roles in maintaining the economic stability. Banks which are the backbone of all financial system have always played a pivotal role in economic balance and development of the nations all over the globe. These banks by performing their primary function of accepting deposits from the customers and granting loans and advances have been balancing their own interest and that of the customers at the same time. However, recently the economy is witnessing a shift in the balance making the banks prone to numerous challenges in the name of bad debts, non-performing assets etc., which has been worsened by the increase in the farmer's suicides all over the nation opening up new controversies of writing off NPAs and waiving off loans. It is interesting to note that the banks get a percentage of around 7.5% to 8.5% of Non Performing Asset (NPA) as an allowable provision from their income which reduces their tax liability indirectly indicating that NPAs are helping the banks in reducing their taxes. Above all, loan waiver schemes are to be viewed only as propaganda by the political parties for gaining

power and to satisfy their ulterior motives.<sup>1</sup> These offers to waive the loan by political parties by ignoring the negative effects of loan waivers has adverse effect on the economy as these political parties intent to waive the loan from the government exchequer gathered by tax and not from their party funds.<sup>2</sup> Thus the present economic scenario is going through crisis and the banking system which is the major cause of current banking crisis has huge asset liability mismatch. This unpleasant situation calls for the need to analyse the primary functions of the banks and the existing legislative frame work both in the national and international scenario.

### **RESEARCH OBJECTIVES**

The study has been undertaken with an object of finding solutions to the growing NPAs and the related problems affecting the banks and thereby the economic conditions of the country. In this regard, the crucial role and functions of the banks in India in the present national and international framework and the existing legislations that assists the banks to combat the prevailing economic situations are also examined suggesting amicable solutions.

### **RESEARCH METHODOLOGY**

The research on this topic has been done by adopting both the Doctrinal and Non-doctrinal methods. Primary and secondary data has been collected through extensive study on books, law journals, case laws, committee reports, recent newspapers including e-resources. Government website and websites of concerned ministries are also accessed for finishing the study.

### **FINDINGS OF THE STUDY**

#### **Legislative Framework: National Scenario**

The banks act as intermediaries in channelizing funds from surplus to deficit and to the fullest utilization of the funds. An efficient banking system has therefore, significant positive impact in maintaining economic stability and thereby, increasing the efficiency of economic activities in general. Among the diverse functions of the banks<sup>3</sup> making of loans and advances<sup>4</sup> is considered to be one of its primary functions. For the purpose of its sustenance and its effective contribution for economic development on one hand and maintaining the special relationship between banker and customer on the other hand and thereby, balancing the interest of banker and customer there are comprehensive legislative framework in India which are listed as follows:

- Reserve Bank of India Act, 1934
- Banking Regulation Act, 1949<sup>5</sup>
- Recovery of Debts due to Banks and Financial Institutions Act, 1993.<sup>6</sup>
- Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 (hereafter referred to as SARFAESI Act)

The role played by each legislation in the making of loans and advances including the recovery of the bad debts which has become one of the major challenges to the banking system is highlighted.

- **The Reserve Bank of India Act, 1934.**

Reserve Bank of India Act, 1934 was enacted on 6 March, 1934 to constitute a Reserve Bank for India<sup>7</sup> with the object to regulate the issue of Bank notes and the keeping of reserves with a view to securing monetary stability in India and generally to operate the currency and credit system of the country to its advantage.<sup>8</sup> The Bank therefore, began its operation by taking over the management of the government accounts and public debt from the Government of India.<sup>9</sup>

- **The Banking Regulation Act, 1949**

The Banking Regulation Act, 1949 came into effect from March 16, 1949. Originally named as Banking Companies Act, 1949 it had within its preview only companies transacting the business of banking. The name was subsequently changed to the Banking Regulation Act, 1949, and the co-operative sector was also brought under the ambit of this Act. Under this Act, the Reserve Bank of India has wide powers to regulate and control the activities of banking institutions. Likewise the Reserve Bank of India has been empowered under the Banking Regulation Act to impose restriction on banking company<sup>10</sup> in making loan and advances which are

confined only to its own directors (B.S. Raman: 2010).<sup>11</sup> The Banking Company is bound to follow the policy determined by the Reserve Bank of India in relation to advances which includes the margins to be maintained in respect of secured advances, the maximum amount that could be granted to any other company, firm or individual including the rate of interest upon which advances may be made.<sup>12</sup>

- **Recovery of Debts due to Banks and Financial Institutions Act, 1993**

The Act was enacted in the year 1993 where in, it was found that, more than fifteen lakhs of cases were filed by the public sector banks and about 304 cases filed by the financial institutions were pending in various courts and the recovery of debts involved more than Rs.5622 crores was due in Public Sector Banks and about Rs.391 crores was due in the financial institutions. The locking up of such huge amount of public money in litigation prevented proper utilisation and recycling of the funds for the development of the country. Banks and financial institutions thus were experiencing considerable difficulties in recovering loans and enforcement of securities charged with them. The procedure for recovery of debts due to the banks and financial institutions has resulted in a significant portion of the funds being blocked up. Therefore, an urgent need was felt to work out a suitable mechanism through which the dues to the banks and financial institutions could be realized without delay. The Committee on the Financial System headed by Shri M. Narasimham considered the setting up of the Special Tribunals with special powers for adjudication of such matters and speedy recovery as critical to the successful implementation of the financial sector reforms. In 1981, a Committee under the Chairmanship of Shri T. Tiwari examined the legal and other difficulties faced by banks and financial institutions and suggested remedial measures including changes in law. The Tiwari Committee had also suggested setting up of Special Tribunals for recovery of dues of the banks and financial institutions by following a summary procedure.<sup>13</sup> Hence the act was enacted for the establishment of Tribunal and Appellate Tribunals<sup>14</sup> for expeditious adjudication and recovery of debts. The Tribunal is bound to deal with application as expeditiously as possible and endeavour to dispose of the application finally within one hundred and eighty days from the date of receipt of the application.<sup>15</sup> The Act enumerates for the recovery of the debt determined by the Tribunal or the Appellate Tribunal on an application by the bank and the procedure thereafter. Once the amount is determined the certificate of recovery will be issued to the Recovery Officer who is authorised to recover the debt in the following modes:

- a. Attachment and sale of the movable or immovable property of the defendant;
- b. Arrest of the defendant and his detention in prison; and
- c. Appointing a receiver for the management of the movable or immovable properties of the defendant.

- **SARFASI Act, 2002**

With the enactment of the Recovery of Debts Due To Banks and Financial Institutions Act, 1993 the Banking companies had a great hope of easy recovery of Non Performing Assets (NPAs). However, the banks under the conventional system of recovery of loans had a considerable amount of money blocked in form of unproductive assets. Act intended to provide for expeditious adjudication and recovery of debts due to banks and financial institutions. But this effort of the government was not enough. To fight the menace of the NPAs the Indian banks required more teeth. With an object to give the banks more powers the government decided to enact the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002.<sup>16</sup> The SARFASI Act, 2002 was enacted on 17<sup>th</sup> December 2002 and came into force on 21<sup>st</sup> of June 2002 to regulate securitisation and assets reconstruction and enforcement of security interest<sup>17</sup> and to provide for a Central database of security interests created on property rights.

The Act provides three alternative methods for recovery of non-performing assets i.e.

- i. Securitization<sup>18</sup>
- ii. Asset reconstruction
- iii. Enforcement of security without intervention of the court.



### Principles Governing Loans and Advances in India

Apart from the primary functions<sup>19</sup> of receiving of money on deposits for lending of funds, investment of funds on securities, modern banks perform miscellaneous, subsidiary, special and para-banking services<sup>20</sup> in addition to its main functions (M.L.Tannan: 2015). Lending of funds constitute the main business of commercial banks and they lend funds to the public by way of loans, overdraft, Cash credits, Discounting of bill of exchange etc.,

While receiving deposits involves no risk, on the other hand, lending always involves much risk as there is no certainty of repayment. Although the banks follow the principles of safety, liquidity and look into the purpose for which loan is required and security offered in granting loans and advances to the customers, the increasing Nonperforming assets (NPAs)<sup>21</sup> were always a matter of concern to the banks (R.K Gupta : 2001). It was in the midst of the increasing NPAs, The Recovery of Debts Due to Banks and Financial Institutions Act, 1993 was enacted for the expeditious adjudication and regulation of debts due to banks and financial institutions. Unfortunately, the banks could not overcome this distorting situation and as per RBI inputs, the primary reasons for the spurt in stressed assets have been observed to be aggressive lending practices, willful default/loan frauds/corruption in some cases and economic slowdown. However, recently the adoption of the Insolvency and Bankruptcy Code has brought a fundamental change in the credit-borrower relationship taking away control of the defaulting company from promoters/owners and debarring willful defaulters from the resolution process and debarring them from raising funds from the market (Economic Times:2019)

### International Organisations and Economic Stability

With the growth and proliferation of international organizations in recent years touching on divergent arenas the global economies in the hands of international organizations have become more stable. International Monetary Fund (IMF) and World Bank, the twin intergovernmental pillars born out of the Bretton Wood Conference in July 1944 support the structure of the world's economic and financial order thereby, promoting monetary co-operation.<sup>22</sup> The twin pillars owned and directed by the governments of member nations grants loans to member states (Bruno Simma : 2012). India being a member of both IMF and World Bank, these institutions have played a tremendous role in reshaping and rebuilding the economy of the State through resolving the balance of payment problems and meeting the financial crisis by availing loans on different situations (Simon Chesterman :2008). In this back drop it becomes essential to look into the organizational structure and functions of these organizations.

- IMF

IMF emerged from the United Nations Monetary and Financial Conference, Bretton Woods, New Hampshire in July 22, 1944 wherein, the Articles of Agreement was adopted. It was established with the following purposes<sup>23</sup>

- (i) Promote international monetary co-operation among member states
- (ii) Facilitate the expansion and balanced growth of international trade
- (iii) Promote exchange stability in order to maintain orderly exchange arrangements among members
- (iv) Assist in the establishment of multilateral system of payments in respect of current transaction between members thereby, eliminating foreign exchange restrictions
- (v) Provide confidence to members by making the general resources of the fund temporarily available to them thereby, creating an opportunity to correct maladjustments in the balance of payment without resorting to measures destructive of national or international prosperity

IMF will be guided by these purposes in making their policies and decisions thereby, helping the member states in lessening the degree of disequilibrium in the international balance of payment. Each member shall have a quota in the fund's capital which is expressed in special drawing rights.<sup>24</sup> The allotted quota can be increased by the members by payment of the subscription amount equal to such increase.<sup>25</sup> The members thus have "drawing rights" enabling them to purchase other currencies of which it is in need through the fund for a small service charge (Philippe Sands and Pierre Klein: 2009). The par value of each currency is fixed for most fund members and cannot be changed by a member without consultation with the fund. In 1968 amendment to IMF Articles of Agreement was adopted giving "Special Drawing Rights (SDR)" to enable members to meet balance of payment difficulties.<sup>26</sup> Thus they created a kind of reserve of foreign exchange assets comprising of leading currencies globally in the year 1969 called SDR. SDR is regarded as a 'basket of currencies' comprising of five major currencies of the world<sup>27</sup> namely, US

dollar, Euro, Japanese Yen, British Pound, and in the year 2016 Chinese currency Renminbi was also added in the basket.<sup>28</sup> These SDR are additional to the normal drawing rights to supplement official reserves of its member states.<sup>29</sup>

To achieve the purposes and objectives IMF concludes different types of agreements with member States which are

- (i) Stand by Arrangements (SBA) that aims at overcoming balance of payment difficulties
- (ii) Extended Fund Facility Arrangements (EFF) to make credit available for longer periods
- (iii) Enhanced Structural Adjustment Facility Arrangements (ESAF) provides low-income member states with loans to support macro-economic adjustment policies and structural reforms

To help members cope with specific difficulties, other special facilities have also been created for limited period of time. IMF thus works through its plenary organ Board of Governors which has the power to adopt and amend by-laws complementing the articles of agreement, Executive Board, a Managing Director and a staff and a Council.<sup>30</sup>

- **World Bank**

The World Bank group consisting of five organizations namely IBRD, IFC<sup>31</sup>, IDA<sup>32</sup> MIGA, and ICSID<sup>33</sup> and the bank itself being a partner of the IMF originating from the same Bretton Woods Conference is open only to States that are members of the IMF. The bank was established with the following purposes<sup>34</sup>:

- (i) To assist in the reconstruction and development of territories of members
- (ii) To promote private foreign investment by means of guarantees or participations in loans and other investments made by private investors
- (iii) To promote the long-range balanced growth of international trade and the maintenance of equilibrium in balances of payments by encouraging international investment for the development of the productive resources of members
- (iv) To arrange the loans made or guaranteed by it in relation to international loans through other channels so that the more useful and urgent projects, large and small alike, will be dealt with first.
- (v) To conduct its operations of international investment on business conditions in the territories of members on immediate postwar years with a view to assist the members in bringing about a smooth transition from wartime to a peacetime economy.

Thus established with the purpose to assist in the reconstruction and development of war ravaged economies of Western Europe, the development bank has turned its attention to assisting the developing countries. World Bank gives loan to developing countries at low interest and in course of time its focus shifted from reconstruction to development with heavy emphasis on infrastructure such as dams, irrigation system, roads etc. The bank thus works with State governments, private sectors, civil society organizations, Regional Development Banks, think tanks on varying issues ranging from climate change, food security, education, agriculture, finance and trade. IBRD finances its operations from its own capital borrowing or selling AAA<sup>-</sup> rated bonds in the world financial market. The authorized capital stock of IBRD consists of the money paid by the member states of the Bank. The bank may guarantee or make loans to its member countries subject to the following conditions:

- (i) When the member in whose territories the project is located is not itself the borrower, the member or the central bank or some comparable agency of the member which is acceptable to the Bank fully guarantees the repayment of the principal amount along with the interest and other charges on the loan.
- (ii) The Bank is satisfied that in the prevailing market conditions the borrower would be unable to obtain the loan under conditions which in the opinion of the Bank are reasonable for the borrower.
- (iii) A competent committee<sup>35</sup> has submitted a written report recommending the project after a careful study of the merits of the proposal.
- (iv) In the opinion of the Bank the rate of interest and other charges are reasonable and such rate, charges and the schedule for repayment of principal are appropriate to the project.
- (v) In making or guaranteeing a loan, the Bank shall pay due regard to the prospects that the borrower will be in position to meet its obligations under the loan.

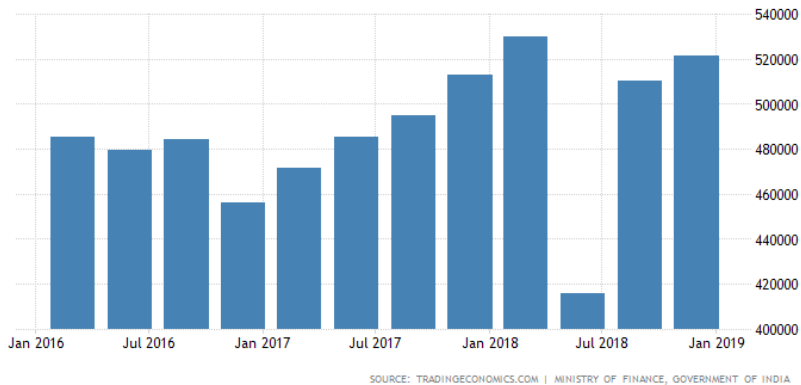
In order to perform its functions the bank work through the Board of Governors, Executive Directors, President and other officers and staff. The loan committees are also appointed by the bank to report on loans.<sup>36</sup>

### **Position of External Debt of India**

In the international scenario India joined IMF on December 27, 1945 as one of the original members and has been receiving benefits from the fund from time to time. IMF credit has been instrumental in helping India respond to the emerging balance of payment crisis

many a times. As IMF and the World Bank are inseparable twins, membership in the former is a prerequisite for membership in the latter. That is, to become a member of the bank, under the IBRD Articles of Agreement, a country must first join the IMF. As a result of which India receives various kind of help for various development projects from the World Bank. India has been a largest recipient of World Bank and has received over 100 billion dollar over times. But the World Bank group is presently a small contributor to India's development needs. India with per capita income of around 2000 dollar is having the need of huge amounts of capital to propel their development in an inclusive and sustainable manner and ensure that they are not struck in a middle income trap.

When it comes to national scenario, as per the Ministry of Finance, Government of India external debt<sup>37</sup> in India increased to 521200 USD Million in the fourth quarter of 2018 from 510400 USD Million in the third quarter of 2018. Thus it reached an all time high of 529685 USD Million in the first quarter of 2019



When it comes to bad loans Indian banks saw a rise to 8.4 % of their agriculture book but loan waivers could mean further write offs which not only shrinks the loan book but also closes all potential future interest recovery routes.

## CONCLUSION

The banks give loans and advances to their borrowers which is one of its primary functions. Based on the performance of the loan it may be characterized as (i) standard assets and (ii) non-performing assets. The issue of NPAs has become a great matter of concern affecting the economy of the state and the realization has aroused much discussion and scrutiny in this regard. The Standing Committee on Finance observed that bank's capacity to lend has been severely affected because of mounting NPAs. The Estimates Committee of Lok Sabha has been examining the burgeoning problems of NPAs and available loan recovery mechanism. Parallely, the RBI guidelines regarding the timely resolution of stressed assets has not been accepted in its true sense and has opened up a flair to the more and more political battle and at the same time have come under scrutiny with multiple cases<sup>38</sup> getting filed in courts against the same. The measures taken to resolve and prevent NPAs are:

- (i) Regulatory measures of resolving NPAs as per the existing laws like the Insolvency and Bankruptcy Code , 2016<sup>39</sup>
- (ii) Remedial measures prescribed and regulated by RBI for internal restructuring of stressed assets

However, it is to be understood that the efforts of the regulatory and administrative authorities and machineries will be effective only when there is cooperation from the Government and to strictly uphold the principles of Cooperative Federalism rather than indulging in more and more external debts, adopting the unhealthy practices of waiving of loans etc...

## End Notes

1. As per the data from Reserve Bank of India (RBI) the bad loan ratio has climbed every year since 2011-12
2. *Mrs Reena N. Singh v. Union of India and Others*
3. According to Webster's dictionary: "Bank is an institution which trades in money, establishment for the deposit, custody and issue of money, as also for making loans and discounts and facilitating the transmission of remittances from one place to another."
4. Loan means the amount lent by the bank to the borrower for a specific purpose like the construction of the building, capital requirements, purchase of machinery and so on, for a particular period of time is known as Loan which needs to be repaid back after the expiry of the stipulated period. Loan is classified in the following categories:
  - On the basis of Security:
    - Secured Loan: The loan which is backed by securities is Secured Loan.
    - Unsecured Loan: The loan on which no asset is pledged as security is Unsecured Loan.

On the basis of Repayment:

- Demand Loan: The loan which is repaid on demand of the lender is Demand Loan.
- Time Loan: Loan, which is repaid in full at a future specified date is Time Loan.
- Instalment Loan: Loans which are to be repaid in evenly distributed monthly instalments is Installment Loan.

Advances are the source of finance, which is provided by the banks to the companies to meet the short-term financial requirement. It is a credit facility which should be repaid within one year as per the terms, conditions and norms issued by Reserve Bank of India for lending and also by the schemes of the concerned bank. They are granted against securities which are as under:

- Primary Security: Hypothecation of Debtors, Stock Pro-notes, etc.
- Collateral Security: Mortgage of land and buildings, machinery, etc.
- Guarantees: Guarantees given by partners, directors or promoters, etc.

The following are the forms of bank advances:

- Short term loans: Advance in which the entire amount is provided to the borrower at one time.
- Overdraft: A facility provided by the bank in which the customer can overdraw money from his account up to a specified limit.
- Cash Credit: A facility granted by the bank in which the customer can advance money up to a certain limit against the asset pledged.
- Bills Purchased: An advance facility provided by the bank against the security of bills.

5. Banking Regulation (Amendment) Bill, 2017 was introduced in Lok Sabha on July 24, 2017 with a view to amend the Banking Regulation Act, 1949 and to insert provisions for handling cases related to stressed assets. Stressed assets are loans where the borrower has defaulted in repayment and has been restructured. As per the amendment RBI may specify authorities or committees to advise banks on resolution of stressed assets.
6. There have been amendments to the various provisions of the Act in the year 2016 and the Act has been renamed as the Recovery of Debts and Bankruptcy Act, 1993 by the Finance Act 2017.
7. RBI was established on the basis of the recommendations of Hilton Young Commission and the bank stated its operation from April 1<sup>st</sup> 1935.
8. The object of *The Reserve Bank of India Act, 1939*.
9. Initially the management was with the Controller of currency and Imperial bank of India. For more details see <https://m.rbi.org.in> Also see Sec. 3 of *The Reserve Bank of India Act, 1939*.
10. Section 5 of *The Banking Regulation Act, 1949* “banking company” means any company which transacts the business of banking in India. Explanation.—any company which is engaged in the manufacture of goods or carries on any trade and which accepts deposits of money from the public merely for the purpose of financing its business as such manufacturer or trader shall not be deemed to transact the business of banking within the meaning of this clause. This definition provided in the Banking Regulation Act is the comprehensive definition for banking company in India.
11. Sec. 20 of the Act.
12. Section 20-A of *The Banking Regulation Act, 1949*.
13. Objects and Reasons of *The Recovery of Debts Due to Banks and Financial Institutions Act, 1993*.
14. Sections 3 and 8 of *The Recovery of Debts Due to Banks and Financial Institutions Act, 1993*.
15. Section 19 of *The Recovery of Debts Due to Banks and Financial Institutions Act, 1993*
16. The Act has been amended many a times and substantive amendments were made on 14. 8. 2016 through the Enforcement of Security Interest and Recovery of Debt Laws and Miscellaneous Provisions (Amendment) Act, 2016.
17. “security interest” means right, title or interest of any kind, other than those specified in section 31, upon property created in favour of any secured creditor and includes—
  - (i) any mortgage, charge, hypothecation, assignment or any right, title or interest of any kind, on tangible asset, retained by the secured creditor as an owner of the property, given on hire or financial lease or conditional sale or under any other contract which secures the obligation to pay any unpaid portion of the purchase price of the asset or an obligation incurred or credit provided to enable the borrower to acquire the tangible asset; or
  - (ii) Such right, title or interest in any intangible asset or assignment or licence of such intangible asset which secures the obligation to pay any unpaid portion of the purchase price of the intangible asset or the obligation incurred or any credit provided to enable the borrower to acquire the intangible asset or licence of intangible asset. Section 2 (zf) and Section 2(b) of the *SARFASI Act, 2002*.
18. Securitization is the acquisition of financial assets by any asset reconstruction company from any originator, whether by raising of funds by such asset reconstruction company from qualified buyers by issue of security receipts representing undivided interest in such financial assets or otherwise.
19. The other related functions of commercial banks are set out in clause (a) of sub section (1) of Section 8 of Banking Regulation, 1949
20. The other important ancillary functions are set out in clause (a) to (i) of sub section (1) of Section 6 of BRA, 1949
21. A non-performing asset is an asset which ceases to generate income for the banks. In other words, NPA means an advance or credit facility (i.e., term loan, cash credit, and overdraft, bills purchased and discounted and other accounts) in respect of which interest or instalment and principal remains overdue for the period of more than 90 days, with effect from 31<sup>st</sup> March, 2004. See R. K. Gupta, *Banking Law & Practice*, 2<sup>nd</sup> edn., (Allahabad: Modern Law Publications, 2012)

22. IMF and World Bank collectively known as Bretton Wood Institutions are established after II World war with the purpose to make sure that the world economy remained balanced and stable.
23. Article 1 of the IMF Articles of Agreement deals with its purposes
24. The quotas of the members who represented the United Nations Monetary and Financial Conference before December 31, 1945 is set forth in Section A of the Articles of the Agreement of IMF. The quotas of other members shall be determined by the Board of Governors [Article III Sec. 1 Quotas and Subscriptions].
25. Sec. 3 (b)
26. Under Art. XV, Sec. 1 and Art. XVIII of Articles of Agreement IMF allocates SDR to member countries in proportion to their quota.
27. Initially value of SDR was defined in gold but was redefined as a basket of currencies.
28. The composition of this basket of currencies is reviewed every five years.
29. The value of SDR in terms of US dollar is determined daily and posted in the IMF website.
30. Article XII of IMF Articles of Agreement deals with its organization and management.
31. With the establishment of IFC in 1956 institution became able to lend to private companies and financial institutions in developing countries.
32. IDA established in 1960 has given greater emphasis to poorer countries.
33. The establishment of ICSD and MIGA has enabled the bank group's ability to connect global financial resources to the needs of developing countries.
34. Art. 1 of the Article of Agreement of IBRD.
35. IBRD Articles of Agreement III: General Provisions relating to Loans and Guarantees. Sec. 5 of the Articles of Agreement deals with conditions on which the bank may guarantee or make loan. As provided for in Article V, Section 7 which deals with the methods of meeting liabilities of the bank in case of default.
36. Section 7 of IBRD Article V.
37. In India external debt is a part of the total debt that is owed to creditors outside the country. For more details see <https://tradingeconomics.com/india/external-debt>
38. The circular issued by RBI on February 12 said that any company with over 2,000crore of bank dues should be declared bankrupt if it did not clear them with-in 180 days which has now opened up political battle between the ruling government and the congress leaders.
39. IBC was enacted on May 2016 to provide a time bound 180 day recovery process for insolvent accounts. Proceedings under IBC are adjudicated under the Debt Recovery Tribunal for personal insolvencies and National Company Law Tribunal (NCLT) for corporate insolvencies.

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## **A STUDY OF SKILL DEVELOPMENT ON AWARENESS AND PERCEPTION OF WOMEN FROM UNORGANISED SECTOR -WITH SPECIAL REFERENCE TO MANGALORE CITY**

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### **ABSTRACT**

*Technology has impacted the lives of majority of population of India. This advancement of technology has made our life much easier as almost everything is available at just by clicking the button by sitting where ever we want that is by making effective use of technology to provide e-services in majority of areas, the Government is moving step-by-step towards the adoption of electronic measures. The Y-generation has adopted these measures and brought-up with technology at their figure tips. But our study concentrated on the poor loyalty outside of this Generation –Y and study highlights perception and awareness level of skill development among the women micro entrepreneurs and street vendors residing in Mangaluru city. This paper explains about the digital restructuring of the economy and impacts on women in this unorganised sector. Even though in the sector , the largest employee of women in India is also being rapidly re-organised by digital technologies. And also about how the women can be safen by digital implementation in society and the role of digitalisation in this field of unorganised sector and what is the part of perception and awareness level of this, among these womens sector in this Digital World.*

**Keywords:** *restructuring awareness, re-organisation, digital technologies, e-services, street vendors, micro entrepreneurs.*

### **INTRODUCTION:**

Skills development is the process, in which one is of identifying your skill gaps, and the other is developing and honing these skills. It is important because your skills determines your ability to execute your plans with success. In goal achievement, your skills are your tools. The house of your skills is your goal. This is not only means for any organisation but it also should be recognised to our common people who are informal , like in unorganised sector. In this, special reference to be given on the women and we should develop the concept of women empowerment. So, in this paper we are highlighting on identifying the skill gaps in this women sector and developing and honing their skills and to execute our plans to this problem.

Technology has impacted the lives of majority population of India. This advancement of technology has made our life much easier as almost everything is available at just by clicking the button by sitting where ever we want that is by making effective use of technology to provide e-services in majority of areas, the Government is moving step-by-step towards the adoption of electronic measures. The Y-generation has adopted these measures and brought-up with technology at their finger tips. But our study concentrated on the poor loyalty at side of this Generation –Y and study highlights perception and awareness level of skill development among the women micro entrepreneurs and street vendors residing in Mangaluru city. This paper explains about the digital restructuring of the economy and impacts on women in this unorganised sector. Even though in the sector, the largest employee of women in India is also being rapidly re-organised by digital technologies. And also about how the women can be safen by digital implementation in society and the role of digitalisation in this field of unorganised sector and what is the part of perception and awareness level of this, among these women sector in this Digital World.

### UNORGANISED SECTOR:

Fortunate group belongs to labourers who are self employed like rickshaw-pullers, three –wheelers and taxi drivers, artisans like weavers and ironsmiths, vegetable sellers, hawkers, cobblers, book-binders etc., The number of such people is not large. But they enjoy certain facilities provided by the Government. They can have loans from nationalised banks. But this advantage is taken by only the considerable number of them. Besides this they are also provided with raw material and get a backing of Khadi Gramodyog Organisation and such other bodies. Their products are also purchased by the organised sectors., like the shoe manufacturing artisans of Agra, Chappal manufacturing people of Kanpur, Kolhapur, Baroda, Delhi and Ahmedabad too are quite well off. Likewise, you see some of the self employed people have formed their unions too.

Three wheelers rickshaw –drivers of Delhi, Gujarat, Mumbai and many other big cities have very strong unions which sometimes dictate the Government about fixing the rates of carrying the commuters. They enjoy the privilege, so economically some of these self employed people are well off. So many of them are ceased to be labourers. But a vast majority of labourers is not associated with this huge machinery, they work on the fields and farms on daily wages, on construction projects of small houses, to big official buildings and hotels etc., in forests, on projects in drought struck areas, in brick kilns, on limestone hills and many other areas of big and small activities. And some, who are educated would serve in small business concerns as clerks or salesmen and account clerks in city shops. This is the biggest labour force of the country that sustains the economy in the small sector but is not organised and has no God heads to patronize. This unorganised sector is the greatest sufferer. The worst hit category of unorganised sector labour are the landless farm labours spread through out the country through migration. Many of them belong to the so called lower castes and are exploited socially as well as economically. Their population being the highest in the country and, almost all being illiterate, they have no bargaining capacity. They cannot form and organise trade unions. Most of them are so stuck to the hearth that they can't even move to urban pockets because they will be working has the bonded labourers with whole family is the labour force. The largest number of labour force in urban pockets is of the boys, men and women working in Beedi Factories, match box, agarbatti factories and fireworks, small boys working in restaurants, clinics and dispensaries and clerks, typists and salesmen working in small offices, small workshops, small shops and even in small factories. Most of the women work as a housemaids. No records are kept to them and their wages are brackets between some range.

By this, one can conclude that more than 80% of the total labour force available in the country belongs to the unorganised sector. They are paid less compared to the organised sector. Thus the disparity between them is enormous in term of financial position and social status. Thus their income is the greatest source of parallel money in the market giving rise to steep inflation that reduces the rupee value. So the poor unorganised sector is unorganised in all aspects and faces social economic and political disparities.

But these people of unorganised sector has a hidden talent in them and that should be brought in veiw to the present world. This is possible only by the programme or the mission of skill development to them. So Government has implemented many programme on this behalf but still there is a need to push them in the light of development through enlightening their skill hidden in them.

### OBJECTIVES OF THE STUDY:

- To mobilise the women groups and provide training facilities of skill development.
- To develop the skill –up gradation among this women in unorganised sectors.
- To encourage self employment.
- Awareness about wage employment.
- To build up the modern technology techniques.

Mr. Narendra Damodardas Modi, Prime Minister of India has launched Make in India on 25th September, It aims at increasing the productivity and employability of workforce of our nation with respect to wage and self-employed both in the organized and the unorganized sectors. He launched one more very next saying skill India concept. Thus many schemes has been implemented in India. Likewise., many schemes has been implemented by the Ministry and Central Government.

**SCHEMES:**

- ❖ **ROSHNI** –within NRLM/Aajeevika skill development programme for tribals areas and critical.
- ❖ **LWE** affected districts involving training of 3,6, 9 or 12 months. 50% of the beneficiaries under the scheme would be women. In addition allocation for skill development under National Rural Livelihoods Mission. (Ministry of Rural Development ) from 15% to 25% has been enhanced.
- ❖ **SEEKHO AUR KAMAO** : Scheme of the Ministry of Minority Affairs for upgrading the skills of the minority youth in various modern /traditional vocation.
- ❖ **SWARNA JAYANTHI SHAHARI ROZGAR YOJNA** revamping of this scheme by the Ministry of Housing and Urban poverty. Alleviation into National urban livelihoods Mission with interest enhanced allocation for skill components.
- ❖ Various Central Ministries are also implementing schemes for providing wage/ self employment opportunities including MGNREGA and NRLM by the ministry of rural development, Prime minister’s Employment Generation Programme (PMEGP) of the MSME and NULM under the Ministry responsible.
- ❖ **HUNAR ROZGAR SCHEME** implemented by the Ministry of Tourism aim to bridge the gap of skilled manpower in hospitality sector with focus on youth belonging to economically weaker section of the society. The courses are conducted by the Institute of Hotel management and Food crafts Institutes sponsored by the Ministry of Tourism and the India Tourism development corporation

**STUDY DESIGN AND RESEARCH METHODOLOGY:**

The universe of the study is of skill development on women in unorganised sector like Street vendors, Housemaids, Beedi workers, sales girls etc., included from some of the places of Mangalore city. To have a fairly representatives sampling . 100 respondents were randomly selected from these areas. The study has been conducting using the primary data which was collected through the direct interviews. To gain an in-depth knowledge about the study, survey method is adopted. Along with this , the secondary data has been collected from various published sources like books, newspapers and internet.

**ANALYSES AND INTERPRETATION:****TABLE NO 1: CLASSIFICATION OF UNORGANISED SECTOR**

Particulars	Respondents	Percentage
Street vendors	16	32
Housemaids	10	20
Beedi workers	12	24
Sales girls	12	24
<b>Total</b>	<b>50</b>	<b>100</b>

N=50, Source : Survey Data

**Interpretation:** As we can show that most of the respondents are from street vendors, it was more relevant for us to analyse the skill development because most of them are illiterate. So we found that there is a need for a knowledge of skill development.

**TABLE NO 2: AGEWISE CLASSIFICATION**

Age	Respondents	Percentage
15-25 years	10	20
25-35 years	15	30
35-45 years	16	32
45 & above	9	18
<b>Total</b>	<b>50</b>	<b>100</b>

N=50, Source : Survey Data

**Interpretation:** Here most of the respondents are around the year 25 to 45 years. So there is a lot of skill development lagging behind our new generation and who are real strength and wealth of our nation.



TABLE NO :3 EDUCATIONAL QUALIFICATION:

Qualification	Respondents	Percentage
Below SSLC	25	50
SSLC	20	40
PUC	5	10
Under graduate	-	-
<b>Total</b>	<b>50</b>	<b>100</b>

N=50, Source : Survey Data

**Interpretation:** Education is very low and backward. So here we find no graduation holders are there and we found that they are having less knowledge about this new technological knowledge of skill development.

TABLE NO: OCCUPATION AREA

Occupation	Respondents	Percentage
Hotel	6	12
Shop	10	20
Beedi workshop	16	32
House	4	8
Street vendors	14	28
<b>Total</b>	<b>50</b>	<b>100</b>

N=50, Source: Survey Data

**Interpretation:** As in Dakshina Kannada district , Beedi workers plays a important role so it can be highlighted that occupation is concentrated in this sector and they must need the skill development programme and training facilities.

TABLE NO:5 PEOPLE BENEFITED BY SKILL DEVELOPMENT

Particulars	Respondents	Percentage
Shop	10	20
Beedi workers	16	32
Housemaid	4	8
Street vendors	12	24
Sales girls	8	16
<b>Total</b>	<b>50</b>	<b>100</b>

N=50, Source : Survey Data

**Interpretation:** Here we conclude that skill development is not enough for our unorganised sector as it shows very less number who have got benefited who are in really need. So they are not develop.

#### FINDINGS:

- Less awareness among the youth , so called Y- generation.
- The study shows that majority of respondents are illiterate
- Hidden talent in society and to push them in competitive world through encouragement.
- Here we find most of them are unaware of the facilities.
- Major problem in setting up their own business.

#### SUGGESTIONS:

- The awareness regarding Skill India should be increased through appropriate Programme and Training and Development.
- Building up of Intellectual Property Rights among them.
- Educate the people or women on social and economic issues with appropriate knowledge.
- To provide self employment.
- To build sustainable development.

**CONCLUSION:**

Here by, in this study we conclude at the last that there is necessary in increasing the productivity and employability of workforce of our nation with respect to wage and self-employed both in the organized and the unorganized sectors. To implement the increasing level of skill development among the women micro entrepreneurs , street vendors , Beedi workers etc., and also the digital restructuring of the economy must be made compulsory and effective task in our present Indian economy.

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## CURRENT MARKET TRENDS IN EQUITY AND MUTUAL FUNDS

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### ABSTRACT

*It Represents an overview of Stock Exchange that links capital markets Trends and Mutual Funds market. These studies relate some elements of Investors Sentiments and NIFTY movements. Five main points are highlighted. First, Risk taking ability for equity investment is improving. Second, SIPs in mutual funds can address both these problems of timing and pricing. Third, On 29<sup>th</sup> October 2019, about 25 companies of Nifty50 indices declared Q2 results. Fourth, The recent developments are very positive for Equity markets and MF. Fifth, Investment and Funds Allocations are according to Age, Risk and Return Factors.*

**Keywords:** *Investment, SIP, NIFTY, Equity, Mutual Funds.*

### Introduction:

In India, Government's intention to correct the economic situation with tax and stimulus measures is positive. And the statement to provide further fiscal stimulus in the future as per the need of the economy is lifting the sentiment of the market. Risk taking ability for equity investment is improving in the market with optimism over recovery in the economy led by stimulus, festive demand, good monsoon and lower interest rate. The start to Q2 result for the broad market has been mixed while for banking sector it has been marginally better led by base effect and reduction in provisioning. In India, stocks have out-performed other asset classes like bank deposits, gold and small savings by an impressive margin during the last 40 years, The Sensex, which was 100 in 1979, is now around 39000, multiplying 390 times in 40 years. This translates into an average annual return of 16 percent excluding dividend. This return is substantially superior to returns from other asset classes like bank fixed deposits (7 percent), small savings (slightly above 9 percent) and gold (10 percent), during this period. In spite of this impressive wealth creation through the stock market, the fact remains that only a minority of investors have benefitted from this. Large numbers of retail investors haven't benefitted mainly because of two behavioral traits associated with retail investors. These are: one, wrong timing and two, wrong pricing.

### Objectives and Relevance:

- \* To study the recent trends in Equity Market.
- \* To study the recent trends in Mutual Funds.
- \* To study the Investors market sentiments.
- \* To study the NIFTY movements at Current Market.

### Research and Methodology:

This study is based on secondary data. Data is collected from News Papers, Journals and different website relating to Stock and Capital Markets. News letters of different Mutual Fund Agencies and Stock Brokers.

**Study and Analysis:**

Usually, retail investors enter the market at its peak. They jump on to the bull bandwagon hearing news of investors having made a fortune. The FOMO (Fear Of Missing Out) factor drives their entry into the market. Also, they invest predominantly in low-priced low-grade stocks. When the bull market ends and the inevitable correction begins, they panic and exit from the market. This wrong timing is a prescription for financial disaster. Very common behavioral trait of retail investors is wrong pricing; that is, in the bull market they buy more when the price rises and in the bear market, they buy less when the price falls. This is, unfortunately, the exact opposite of sound investment strategy.

SIPs in mutual funds can address both these problems of timing and pricing. During market corrections, when price comes down, SIPs enable buying more units at the same price. This 'rupee cost averaging' together with the power of compounding in the long run facilitates steady wealth creation. SIPs in mutual funds also address the problem of retail investor bias towards low-priced inferior quality stocks.

On 29<sup>th</sup> October 2019, about 25 companies of Nifty50 indices declared Q2 results. The outcome is encouraging with a PAT growth of 20% on a YoY basis compared to expectation of ~11.3% for the same stocks. For broad indices like Nifty500, 127 stocks have declared results, a similar traction is visible with 18.4% growth in consolidated PAT which is 6% on a QoQ basis. This is led by cut in corporate tax, better performance from sectors like Banking, Cement and FMCG. However, weak performance is seen from Auto and IT sector. But we are seeing positive signs in auto sector with retail car sales having gained some traction in the ongoing festive season after six continuous months of declining sales. As per media reports, sales have risen by 5% to 7% during Navratri, Dussehra and Dhanteras from the last year's numbers for the same festive period, this will be visible in next quarter result. Two-wheeler sales haven't improved on a YoY basis but on a month on month basis.

The important points to be noted that the better numbers from the Banking sector, providing a hope that India's finance segment NPA problem is normal. Q2 result for banking sector has been better due to lower base of last year, reduction in provision and positive vibes over NPA resolution. The outlook for their future is also improving led by improvement in asset quality, increase in liquidity and cut in operational cost. The negative is that slippage is still happening in specific stocks due to exposure to some stressed NBFCs and pending resolutions. But valuation of the banking sector based on long-term trend is attractive and earnings trajectory is improving, which is giving a good chance for banking sector to do well and outperform the market in the future.

The reduction in corporate tax rates and the slew of reforms announced by the government has certainly boosted the sentiments. But the biggest drag on the market is the poor corporate earnings. Corporate earnings have been growing only at around 5 percent during the last 5 years against the average of 15 percent since liberalization

In India, stocks have out-performed other asset classes like bank deposits, gold and small savings by an impressive margin during the last 40 years, The Sensex, which was 100 in 1979, is now around 39000, multiplying 390 times in 40 years. This translates into an average annual return of 16 percent excluding dividend. This return is substantially superior to returns from other asset classes like bank fixed deposits (7 percent), small savings (slightly above 9 percent) and gold (10 percent), during this period. In spite of this impressive wealth creation through the stock market, the fact remains that only a minority of investors have benefitted from this. Large numbers of retail investors haven't benefitted mainly because of two behavioral traits associated with retail investors. These are: one, wrong timing and two, wrong pricing.

**MSCI equity performance in 2019**

Country	MSCI Index % gain / loss
US	17.3
Japan	6.7
Germany	9.9
France	16.8
UK	5.9
Italy	17.5
Sweden	14.5
Brazil	12.9
China	6
India	0.6
Russia	14.8
Taiwan	15.5
South Korea	5.2
Singapore	4.3
Malaysia	-7.8
Indonesia	-4.6
Pakistan	-2.9

Source: Times of India Data Bank

## Investment and Funds Allocation

Majority of Investors mistakenly believe that stock choices determine success. In reality, one of the most important aspects of investing, besides starting early is asset allocation. This is because when you decide to invest your hard-earned money, you naturally want to minimize your risks and maximize your potential returns. And this makes it important that your investments are allocated over a variety of asset classes such as equities, fixed income, and cash; because each asset class performs differently over time due to its unique balance of risk and reward.

The process of determining which mix of assets to hold in your portfolio can be so complicated that we often jump at thumb rules. “100-minus-age” rule is a simple way to determine asset allocation. The rule says you should take 100 and subtract your age: i.e. at 40 you would have a 60% allocation to stocks; by age 65, you would have reduced your allocation to stocks to 35%. This is referred to as a “declining equity glide path” where every few years you decrease your allocation to stocks thus reducing the volatility and risk level of your portfolio.

Salaried individuals have a regular stream of income and can opt for investment solutions that have short-term risks but give higher returns in the long term. But self-employed professionals such as lawyers, artists, architects and consultants etc. have fluctuating income as a result of the type of work that they do. This will have a significant impact on their financial situation and how much money will be available to save toward financial goals. The equity market may trade with a mixed bias in the short-term. We expect the broad market to maintain its positive bias in the long-term, and 11,200 to 11,500 to hold a strong support for Nifty 50 in the short-term.

### The recent developments are very positive for Equity markets and MF

We had three key reasons impacting the global economy and market: US-China trade talks, Brexit and geo-political issues. We are hearing positive developments regarding trade wars and deal with UK and EU. World economy was slowing down due to concerns over trade and new investment. This hangover is going to reduce as a final deal is reached between the parties. FII's view will change from negative to positive on emerging markets and inflows will grow better.

**Central Tendency** is a statistical measure that identifies a figure that represents the entire set of data. Mean, median and mode are the three such measures, with “average”, being the most widely used one, by beginners and experts alike.

### Narrow rally lifts Nifty above 11000

Nifty conquered 11000 again on 6<sup>th</sup> February, breaking a five month range. The resistance at 10800 has been broken by this rally, led by huge delivery-based buying in a few stocks. It is important to appreciate the fact that this is a very narrow rally led by a few stocks. Presently six stocks – HDFC Bank, HDFC, Reliance, TCS, Infosys and ICICI – account for around 50 percent weightage in Nifty. If we add ITC and Kotak Bank to this list, the weightage would be 60.7 percent. Nifty's impressive performance is due to the strength of these stocks

### RBI turns pro-growth and cuts rates

While the change in RBI's monetary stance from calibrated tightening to neutral was on expected lines, the rate cut took some sections of the market by surprise. The decision to cut the policy rates is a clear indication that the central bank is now giving lot of importance to growth. Though the stance is neutral, the tone of the policy is distinctly dovish. One more rate cut is possible in CY 2019; of course, it will be data dependent. This accommodative monetary stance augurs well for the markets.

Domestic economy is on a path of revival, this is after last year's trough. India's GDP is likely to touch a bottom of 7% in FY19. This slowdown was due to lower spending by government on account of tightened revenue collection after numerous reforms which led to managing its deficit situation. At the same time private spending was low due to NPA problem and slowdown in world economy. On the other hand, auto sector is continuously witnessing sluggish demand in the last 2 quarters, which is expected to continue for a few more quarters leading to production cut by major OEMs due to higher inventory and lower liquidity. However, GDP growth is likely to improve to 7% in FY20 in expectation of restart of government spending post national election and stability over fiscal deficit. The NPA problem has reduced from 11.5% in March 2018 to 10.8% in September 2018, and is expected to further decline to 10.3% in March 2019.

During the last one month India is outperforming the emerging market by 9.1%, the rally was broad based led by realty, power, banks. However, the performance of IT and Auto index were subdued due to strong rupee and insipid demand. The focus has shifted to mid & small caps, where valuation looks attractive.

It is observed that for the past few quarters midcap and small cap stocks have been struggling to generate alpha for its investors. In such scenario, what investment strategies and processes you follow to manage your portfolio?

Mid-Caps and Small Caps have undergone a meaningful correction over the last 12 months. The NIFTY Mid Cap 100 Index and NIFTY Small Cap 100 Index have declined by 7% and 18% respectively over the last 1 year whereas the NIFTY 50 Index is up 11.5% (As of 20<sup>th</sup> May 2019). Hence, both the relative and absolute valuations of mid and small caps have corrected and normalized to a significant extent.

### **The Ideal behaviours of investors in uncertainties**

Investors, more often than not, expect their investment journey to be a smooth ride and panic at times of adversity and bad news. Market timing is fraught with risk. Changes can appear suddenly owing to various factors, making the risk of misjudgement significant. Investors looking for long term wealth creation through equities could ideally opt for SIPs (Systematic Investment Plans) in Equity oriented Mutual Funds to ensure disciplined investing and benefit from rupee cost averaging. In addition, during periods of market adversity and material corrections, investors could look to increase allocation to equities even via lump sum so long as they have a tolerance for volatility and a long term outlook.

But, if all investors believed that markets were unpredictable, then it is highly likely that the stock prices will display patterns. Now we know that patterns are recognizable, and recognisability reduces the unpredictability of stock markets. Hence, if investors are consistently expecting unpredictability, then the markets are likely to become more and more predictable. In other words, inconsistency in investor expectations is the key to markets staying truly unpredictable. Now, this has become a circular argument. But, this indeterminacy is not a unique problem. In philosophy, if one sets out to understand the meaning of things, by following the trail of words, it is likely that he ends up where he began.

### **Conclusion:**

However, we are not interested in stock markets' philosophy, as much as we are interested in funds appreciations. How can we do that without attempting to understand where exactly the unpredictability resides. Is it stock market, or is it investor expectation.

Intotal Investors are very careful and cautious for their Funds and Investments. Market movement shuld be followed Trends must be understood and also Positive movement should be made Fruitful.

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## A STUDY ON PERCEPTION OF UNDER GRADUATES ON MOBILE BANKING WITH REFERENCE TO MOODUBIDIRE REGION

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### ABSTRACT

*This study analysed the undergraduate students' willingness on adopting the usage of mobile phone in banking transaction. The study has been conducted to analyse the students attitude and perception towards Mobile Banking. A total of 100 students of Moodubidire region were approached using convenient sampling modes and the findings shows that students are willing to learn and adopt Mobile Banking in their Banking transaction. Attitudes of the students towards Mobile Banking are positive which motivates them to adopt or continue using Mobile Banking. Mobile Banking is a service provided by a Bank or other financial institutions that allows its customers to conduct financial transaction by using a mobile device such as Smart phone or tablet. Transactions through Mobile Banking depend on the features of the Mobile Banking app provided and typically includes obtaining account balances and list of latest transactions, bill payment and fund transfer between a customer 's or another's.*

**KEYWORDS:** *Mobile Banking, students, financial transactions, security.*

### INTRODUCTION

Learning is a Continuous process and the focus has now completely shifted to E-Learning.as students are more driven towards using mobile phones for every purpose. The world is at fingertip and a student can get information from anywhere. Mobile-Banking is one of the way to ensure E-Learning.

Mobile Banking started in India in 2002, back then transactions were carried out through SMS. Today almost all banking transactions can be performed using a computer, laptop or a smart phone. Everything from checking account statements to paying credit card bills, utility bills and transferring funds can be done online. In2008, ICICI Bank was the first Bank to launch mobile banking in India. In 2018, almost all Banks have mobile phone applications for financial transactions. These apps remove the requirement of having a computer or laptop to transfer funds and with continue advancements, have made visits to the Bank a rarity. Once customer has downloaded the mobile Banking app on their smartphones, Banking transactions can be carried out as per their convenience.

Mobile Banking allows the student to perform financial Transactions by consuming less time and cost at their fingertip -banking provides Mobile Banking as a source to perform Financial transactions. They are a new channel for banking Industry to get developed. It also helps to understand the attitude and expectations of students towards Mobile Banking. The increased use of Mobile technology makes Mobile Banking services more engaging to explore among the students who are becoming technically knowledgeable.

Mobile Banking refers to use of smart phone or other cellular device to perform online Banking tasks while away from your home computer such as monitoring account balances, transferring funds between accounts, bill payment and locating an ATM.Mobile Banking is a service provided by the Bank or other financial institution that allows its customers to conduct financial transactions remotely using mobile devices such as smart phone or tablet.

### OBJECTIVES OF THE STUDY:

- 1.To study the Mobile Banking service awareness among the graduates of Moodabidire.
2. To know the perception of the students whether Mobile Banking is a safe mode of financial transaction.
3. To know the convenience of the students in Mobile Banking.
4. To know the reasons for opting Mobile Banking by the students.

### RESEARCH METHODOLOGY:

#### PRIMARY DATA:

For the purpose of the study both primary and secondary data have been used. The primary data were collected from the field survey through filled in questionnaire.

#### SECONDARY DATA:

Secondary data were collected from different books, relevant documents and internet.

#### SCOPE OF THE STUDY:

The scope of the study is limited to only Moodabidire region. Here 100 under graduate students of various colleges of Moodabidire region were randomly selected as sample size. They were given questionnaire.

#### LIMITATIONS OF THE STUDY:

1. The study is restricted to only Moodubidire region. It is not a comprehensive study.
2. There may be chances of bias on the response given by the respondents
3. The sample size taken for conducting research is small i.e., 100 students.

#### ADVANTAGES OF MOBILE BANKING:

##### ➤ Availability:

There are no specific hours of operation with mobile banking. Customers can check their account, transfer money, pay bills etc at their convenience, 24/7, wherever they are.

##### ➤ Paperless:

Due to mobile banking there is no use of paper for the transactions. It leads to Green Banking.

It delivers paperless statements directly into the customer email addresses, while saving the cost of printing, paper and delivery. The less wastage of paper makes this environmental friendly.

##### ➤ Control:

Mobile Banking makes it so easy to have complete control over your finances; one can monitor his balances, transfer money between accounts.

##### ➤ Safe:

It is safe and secured. All reputable Banks and Financial Institutions use encryption to safeguard and protect their privacy and identity information on mobile banking app.It provides multilevel security like OTP to registered mobile for authentication through banking application.

##### ➤ Superfast services:

With smart features of smart phones like camera, it enables the customers to simply click pictures and initiate requests like opening a new account by clicking and submitted KYC documents online, instantaneously.

##### ➤ Rewarding customers:

To give loyalty towards the customers in the form of points or discount coupons for transacting through mobile banking application.

##### ➤ Contact process:

It allows the customers to get in touch with bank staffs using banking app,give them options to chat or call at any point of time for help and feedback when they feel stuck or need personal assistance for particular financial services.



➤ **Efficient and Compliant:**

It minimises human errors, automate processes and become competitive using a good mobile banking solution.

**FINDINGS OF THE STUDY:****Table 1: factor promotes to use the new techniques in Banking.**

RESPONSE	RESPONDENTS	PERCENTAGE
a) Reduced time of transaction	24	24%
b) Cost Effectiveness	14	14%
c) Easy to use	10	10%
d) All the above	52	52%
<b>Total</b>	<b>100</b>	<b>100%</b>

Source: Primary data

**Interpretation:**The above table shows that 24% of the respondents agree that reduced time of transaction is the factor promoting use of new techniques in Banking, 14% agree with cost effectiveness, 10% agree saying easy to use, 52% agree to all the above factors.

**Table 2: Convenience of mobile banking.**

RESPONSE	RESPONDENTS	PERCENTAGE
a) Very	43	43%
b) Somewhat	39	39%
c) Not at all	11	11%
d) Not Sure	7	7%
<b>Total</b>	<b>100</b>	<b>100%</b>

Source: Primary data

**Interpretation:**The above table depicts that 43% of the respondents agree that mobile banking is very convenient, 39% are somewhat convenient, 11% are not at all convenient and 7% are not sure about it.

**Table 3: perception about safety of mobile banking.**

RESPONSE	RESPONDENTS	PERCENTAGE
a)Very	16	16%
b)Somewhat	54	54%
c)Not at all	10	10%
d)Not sure	20	20%
<b>Total</b>	<b>100</b>	<b>100%</b>

Source: Primary data

**Interpretation:**16%of the respondents are very sure about safety of mobile banking transactions, 54% somewhat agree, 10%of the respondents did not agree with the security of mobile banking.

**Table 4: Reasons for using mobile banking service offered by bank.**

RESPONSE	RESPONDENTS	PERCENTAGE
a)Services are safe	26	26%
b)Provides anywhere bill payment	38	38%
c)It provides stop payments for cheques	10	10%
d)Provides money transfer facility	26	26%
<b>Total</b>	<b>100</b>	<b>100%</b>

Source: Primary data

**Interpretation:** It is clear from the above table that the respondents have agreed and have given reasons for using mobile banking services. It is clear that nowadays there is a need of mobile banking.

**Table5: factors influenced to use mobile banking app.**

RESPONSE	RESPONDENTS	PERCENTAGE
a) Time saving	50	50%
b) Cost saving	27	27%
c) Convenient	23	23%
<b>Total</b>	<b>100</b>	<b>100%</b>

Source: Primary data

**Interpretation:** Majority of the respondents agreed to use mobile banking as it saves their time.

**Table 6: opinions about money transfer facility.**

RESPONSE	RESPONDENTS	PERCENTAGE
a) Good	52	52%
b) Average	41	41%
c) Poor	07	07%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Source: Primary data**

**Interpretation:** Majority of the respondents agreed that money transfer facility under mobile banking is good and they are satisfied with it.

**Table 7: Perception on safety of mobile banking**

RESPONSE	RESPONDENTS	PERCENTAGE
a) Yes	65	65%
b) No	35	35%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Source: Primary data**

**Interpretation:** From the above table it is clear that nearly 65% of the respondents agree that mobile banking system is safe. They feel secured to do financial transactions.

**Table 8: Convenience in mobile banking**

RESPONSE	RESPONDENTS	PERCENTAGE
a) Good	42	42%
b) Average	54	54%
c) Poor	04	04%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Source: Primary data**

**Interpretation:** 42% of the respondents agree that mobile banking is convenient to use. Only 4% are not convenient in handling mobile banking.

**Table 9: Overall satisfactions with mobile banking system**

RESPONSE	RESPONDENTS	PERCENTAGE
a) Satisfactory	42	42%
b) Average	48	48%
c) Dissatisfactory	10	10%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Source: Primary data**

**Interpretation:** 42% of the respondents find mobile banking system satisfactory, 48% are on average and remaining are dissatisfied.

#### **OTHER FINDINGS OF THE STUDY:**

1. Majority of the respondents have agreed that mobile banking is safe.
2. All the respondents have been influenced by various factors to use mobile banking, majority have agreed about time factor as basis for using mobile banking than the traditional banking system.
3. Very few respondents i.e. 4% are not convenient in using mobile banking.
4. Majority of the respondents agreed that money transfer facility is good.

#### **SUGGESTIONS OF THE STUDY:**

1. Banks should create awareness among general public about mobile banking
2. In order to make E Banking successful, the bank should make mobile banking a convenient mode of financial transaction. So it reaches the world at large.
3. There is a need of promoting mobile banking among people by educating them for its effective implementation.

**CONCLUSION:**

Mobile Banking is a newest channel in electronic banking to provide a convenient way of performing banking transactions which is called as “pocket banking”. There is a tendency for every student to acquire a mobile phone, due to its necessity concern thereby a new room of applying mobile phone as a banking channel. Mobile phones introduce a new channel of distribution for banking industry and the demand are keep on increasing hence feasibility has become a new medium of banking transaction.

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## SUSTAINABLE ECONOMIC DEVELOPMENT ENSURE EVERLASTING QUALITY OF LIFE: CHALLENGES

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### ABSTRACT

*Sensitizing the needs of people, sensitizing the environment, conscious capitalism and profitability with the human heart is a matter of great concern and an essential part of sustainability. Business activity is such that it must heal our body, soul, and planet. To ensure everlasting gross national happiness the entrepreneur must utilize the resources instead of exploiting it. Business is a beautiful mechanism to solve the problems faced by the mankind if it is used for fostering and satisfying human needs collectively. The noble entrepreneur is one who facilitates and strives for others' happiness and believes that means are more important than ends. As such education for sustainable development, a broad movement concerned with identifying and advancing the kinds of education, teaching and learning policy and practice that appear to be required if we are concerned about ensuring social, economic and ecological viability and well-being, now and into the long-term future. The tragedy is the present education system of the teaching-learning process we the teachers are imparting only knowledge and facts. But we failed to make the young minds think. As a result sustainability and quality of life became a paradox. Sustainable economic development is a need of the hour to solve the problems faced by the mankind and for fostering and satisfying human needs by utilizing the scarce resources instead of exploiting it collectively. This paper aims to highlight the importance of creation of awareness about sustainable approach towards economic development among the stakeholders as well as the target groups and to give an idea of system of education of young minds which will foster sustainable thinking rather than exploitative thinking. Further, in the process an attempt has been made to bifurcate between utilization of resources and exploitation of recourses.*

**Keywords:** Sustainable economic development, environmental sustainability, environmental degradation, economic viability, social responsibility, corruption

### Introduction:

#### The Appeal of Sustainability

Today, some industries, universities, local communities, nonprofit organizations, states have adopted the slogan of sustainability has become incredibly wide. Generally, groups who say they are working toward sustainability aim to mix values of social equity, environmental responsibility and economic viability. The typical words used to characterized sustainability are quite very positive and charismatic: sustainable programs should be democratic, equitable, environmentally benign and holistic to ensure

healthy economy. Many advocates say true sustainability will require a systemic shift in how society addresses issues ranging from resource allocation to urban planning. The sustainability appeals for immediate changes in thinking, in societal values and beliefs, even in human nature. People seem to agree on the notion of fair distribution of the earth's resources, on the vital need of environmentally-friendly practices, on the essential role of corporate responsibility and accountability for social and environmental costs and benefits beyond the monetary balance sheet, but agreements break down when we consider what "fair" and "environmentally-friendly" mean, not to mention such a controversial topic as "corporate responsibility and accountability for social and environmental costs". **Sustainable development is "development that meets the needs of the present without compromising the ability of future generations to meet their own needs"** –World Commission on Environment and Development, 1987.

#### Objective of the study:

1. To understand economic development and sustainability of human life
2. To focus on specific issues which are major deterrent for sustainable economic development and quality of life
3. To know how to protect our environment in the process of satisfying the human present and potential needs

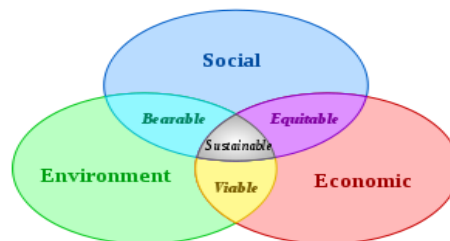
#### Methodology:

The paper attempts to review the literature based on secondary data mainly collected from different sources such as research papers, journals, newspapers, books on the subject and websites. The secondary data collection method has been used in this work. The information and data regarding sustainable economic development have also been accessed from sources such as websites, annual reports, articles, etc.

#### Findings of the Study:

##### Dimensions of Sustainable Development

A classical visualization of sustainable development dimensions is a Venn diagram in which social, economic, and environmental factors overlap to produce a system that is sustainable in that it is socially bearable, economically equitable, and environmentally viable:



**Figure1. Basic Sustainable Development Dimensions**

This diagram is conceptually reasonable at the highest level of aggregation. Social, economic, and environmental systems have a life of their own, and even more so the intersection of the three systems. However, the behavior of the total system is not independent of human behavior, either individually or collectively. Furthermore, careful examination of the sustainable development process at lower levels of analysis reveals that many other dimensions contribute to sustainable development. It is hard to find a knowledge domain that has nothing to do with sustainable development. The reason is the increasingly tight coupling between human behavior and the human habitat. The mission of the recently created International Network of Research on Coupled Human and Natural Systems is to foster collaborative interdisciplinary research according to improved understanding Complexity of Coupled Human and Natural Systems.

#### What Is Environmental Sustainability?

Sustainability is the capacity to improve the quality of human life while living within the carrying capacity of the Earth's supporting eco-systems.

#### Is Sustainable Development Possible?

Development cannot be stopped - science and technology will continue to self-propel. Sustainability sounds like a paradox: to have society and nature co-evolving in the one-directional arrow of time, simultaneously maintaining their relationships and not depleting their potential resources. To impose radical changes in human nature to resolve the paradox of sustainability is unrealistic. Communist regimes in Europe intensively tried to eradicate competition, private initiative, and individual spiritual drive, and to impose everlasting fellowship and social equity, cooperation and collective norms of life. The results were (and still are) disastrous.

## Challenges of Sustainable development and quality of life with special reference to India

### 1. Population Growth and the Environment

Population growth is a major concern in the area of human sustainability. The world population grows by around 200,000 per day. In general, Earth contains limited land space for people to live in a healthy, comfortable way. As the population grows, the amount of space and natural resources available to supply those wanes in comparison. Pushes for environmental resource preservation and responsible usage of resources are also important to meeting the needs of growing populations. But the fact that global production and consumption patterns are destroying nature at persistent and dangerously high rates. As populations have increased and we have relied on the earth's natural resources such as minerals, petroleum, coal, gas and so on, the earth's natural ecosystems and creatures (from birds to insects to mammals) have declined. We have changed the sacred balance of nature, which has resulted in a negative impact on both humans and other living systems.

### 2. Mindless Consumption Trends

The fact is global production and consumption patterns are destroying nature at persistent and dangerously high rates. Human development and urbanization lead to an accumulation of waste disposal sites and landfills. This accumulation of wastes to the landfill is the most common threat to groundwater contamination. The wastes can eventually lead its way to the groundwater and contaminating the groundwater. Human activity can lead to waste disposal threats, agriculture threats, urbanization threats, natural contamination, and surface water threats. Additionally, environmental experts advise against excessive consumption of products like plastics and aerosols, which contribute to toxic air and full landfills. Poor adherence to law cause deforestation it is quite evident in Kodagu district unauthorized home stays are mushrooming. Many resorts have come up in reserve forest owned by political background aristocrats and bureaucrats in India

### 3. Social Justice and Values

Social justice and societal values also fit into the discussion of human sustainability. Social justice is the pursuit of fairness and equality for all people, regardless of ethnicity, race, gender, age, religion, and other demographic factors. Shared values within population groups help shape communities and cultures. Social injustice and discrimination in a population contribute to cultural and environmental degradation. These problems also lead to wars, which typically cost thousands of lives and lots of money, while ultimately damaging the environment.

### 4. Deep rooted corruption:

Political and institutional or bureaucratic corruption is rampant in India. Political corruption takes place at the highest levels of political authority. It occurs when the politicians and political decision-makers, who are entitled to formulate, establish and implement the laws in the name of the people, are themselves corrupt. It also takes place when policy formulation and legislation is tailored to benefit politicians and legislators. Thus, government officials, political officials or employees seek illegitimate personal gain through actions such as bribery, extortion, cronyism, nepotism, patronage, and embezzlement. It also includes the purchase of votes with money, promises of office or special favors, coercion, intimidation, and interference with freedom of election.

### 5. Unequal distribution of wealth and income:

The gap between rich and poor in India is galloping. As a result, the people below the creamy layer are not in a position to use the resources efficiently in their attempt to reach the level of high-quality life of upper-class people. The lower class and middle-class people are downtrodden and exploited. It is quite apparent that 90% of our total wealth in the hands of 10% high profile people and rest 10% wealth shared among 90% of our total population. The Government limps in implementing strict rules to protect the environment because sometimes it affects badly the lower class people. If the government bans a 15-year-old vehicle to reduce air pollution it affects lower-class and middle-class people because they are the people actually using old secondhand vehicles.

### 6. Economic policy:

The economic policy of our government is seemingly on the sustainability of their own political, economic and financial interests. The new economic policy of our government creates a significant imbalance between the primary sector and the secondary sector which will affect eco-friendly economic activities. The new economic policy of our government with the enhanced view such as liberalization, market-oriented economy, encouraging private and foreign investment, etc., has the objective of the government to integrate India into the global market. It does mean that India's natural resources are being made available outside the market. As such conservation of resources has become a difficult task as they are grabbed by foreign corporate. But politicians and political parties rely on crucial financial support from wealthy corporations which are not always environment-friendly when making money.

### 7. Cast creed religion:

Of course, the true religious belief fosters environment sustainability. But the present practice of religion badly affects the environment air pollution water pollution, noise pollution, etc. Buddhism idealizes and emphasizes a cooperative relationship between humans and nature. In Hinduism practitioners and scholars find traditional approaches to the natural environment in such concepts as Dharmic ethics or Prakrti (material creation), the development of Ayurveda, and readings of Vedic literature. Through the tradition from the Quran and the prophets, the environment was made sacred. It is believed that God did not create the environment for a

random reason, but rather a reflection of truth. One can gain profound knowledge from nature thus, human beings are to preserve it and look after it. Many chapters in the Quran, refer to the beauties of nature as well as the headings of many chapters indicating the importance of it, such as: "The Sun", "Dawn", and "Morning Hours". Thus man is God's representative on this planet, if he is not charged with sustaining it, then at least he must not destroy it.

**8. Ethical practices and sustainability:**

Ethical practices and sustainability are the buzz-words of the day 'Ethical practices' refer to the moralistic codes of conduct and the just conventions which a human being, in his or her social, professional and personal spheres must adhere to. These practices shape the true character of an individual and enable to establish a context for an individual's worldly existence. 'Sustainability' refers to a continuous process of well-being, a process that does not compromise upon anything but takes everything in its stride, even the harshest of circumstances, to endure the test of time we would not want to kill the planet we live on. We would not want to exhaust all the natural resources. We would not want to leave a dead planet for our future generations. Therefore, the given topic assumes significance. Ethical practices and sustainability are not mutually exclusive terms but remain inherent in each other. What is ethical remains sustainable and vice versa Cutting trees and tinkering with natural resources, unethical as it is, remains an inevitable fallout of development, needed for human sustenance. But now and then, catastrophes such as the flash floods in Uttarakhand in 2016 remind humans that what is unethical is also unsustainable. As immediate dangers like climate change and global warming threaten the existence of mankind, sustainability has become an integral consideration in all human endeavor today. People are realizing that the development of the present should not compromise on the quality of lives our future generations have. From designs of new buildings to our lifestyle choices, each facet is influenced by sustainability concerns.

**9. Lack of financial resources to carry out and plan sustainable development:**

So much of the resources allocated to ensure national security both internal and external. We use nearly 30 to 40% of our resources for defense, moreover, in our democratic system; we have elections every year for which exorbitant money is being spent. Apart from these Lot of financial resources are swallowed by bureaucrats in the name of projects relating to conservation of forest, water, energy, etc. For example, Kotivruksha Abhiyan in 2016 in Karnataka.

**10. Sustainable development is often not possible in war-torn and internal conflicts countries as there are other priorities on hand:**

For example, Iraq has been spoiled several times by the ravages of war. Currently, the gravity of the civil war situation in Syria is drawing attention from across the globe. Mexico may stand out as an interesting inclusion on this list. Although the country is not currently engaged in any formal war or civil war, the Mexican Drug War remains one of the deadliest conflicts. Similarly terrorist activities in India, Communal disharmony, interstate water conflicts, language conflicts, etc are the major issues for politicians to deceive the people and such issues are election weapons for politicians in India.

**11. Natural occurrences, such as earthquakes and tsunamis, flood can pose a threat to sustainability:**

Recently in the states of Kerala, Karnataka, Tamilnadu and other areas, a lot of lives, vegetation and infrastructures were affected. So much of the resources needed for rehabilitation and for sanitation. Moreover, the affected land area rendered itself not fit for cultivation and unsafe for living beings.

**12. Food security:**

Growing crops removes nutrients from the soil. Without replacing Nitrogen, Phosphorus, and Potassium with fertilizers, and/or covering the soil with green manure in between cash crops, t depletion is a rapid process. The unscientific method of cultivation using more chemical fertilizer, pesticides, and insecticides resulted in deterioration of soil quality and its productivity. Food adulteration has become so rampant in India and the users are totally confused in their judgment about what is good or bad, what is right or wrong and what organic or inorganic. Fruits, vegetables might be contaminated, soft drinks and dairy products adulterated, etc. Unfortunately, experts say, there is very little awareness among the Indian public about righteous marketing. People are tempted to buy cheaper food and they are likely then to purchase adulterated food.

**13. Water and sanitation:**

Water problems and lack of access to water and sanitation have an adverse impact on economic growth and job creation. Even in the case of India, it is seen that water and sanitation account for a potential growth that India is not achieving because it has large issues in this sector. Many scientists estimate that the Himalayas have lost 15% of their glaciers It is said that coverage of drinking water supply in India is 93%. India nearly has 18% of the world's population Over 600 million people in India depend on agriculture for their living and nearly 2/3rd of land under cultivation has no assisted irrigation and thus relies on rain and underground water sources. Subsidized electricity has also led to excessive pumping of groundwater by drilling more annually than China and America combined.

**14. Waste management:**

More than 75 million tons of packaging waste is generated annually by the aggregate of commercial, residential and institutional users. Unfortunately, only roughly half of that amount is recycled. The result is that about 37 million tons per year end up in the landfill, accounting for at least 30% of all municipal solid waste. Leading companies, however, continue to step up efforts toward packaging waste reduction. India fails to control waste management. By Reducing Packaging Weight, Design Packaging for Ease of Recycling, Make the Best Packaging Decision at the Source, By getting the packaging right at the part producer, extra handling can be avoided.

**Conclusion:**

We can talk a lot about precautionary principles, preventative approaches, extended producer responsibilities, clean production, corporate accountability, national public hearings, community participation and many other issues related to sustainability, but the effect of all these talks will be insignificant unless we can grasp to idea of unity and work with it in our everyday life. The society needs education in this regard - at schools and Universities, in local communities besides that strict enforcement of the law is indispensable to ensure sustainable economic development. The simple message from the ancient wisdom - the message of unity can save us from self-destruction or at least make it not so painful. The governmental and citizen-based designed mechanisms are essential to ensure greater accountability of business and industry.

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**PERCEPTION TOWARDS DIGITAL PAYMENT SYSTEM:  
A STUDY WITH REFERENCE TO MEMBERS OF SELF HELP GROUPS OF  
UDUPI DISTRICT**

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**ABSTRACT**

*The availability of digital payment technologies (such as internet banking, mobile money, and credit/debit cards) has rapidly increased in the developing world, and is a cornerstone for financial inclusion initiatives in developing countries. Despite significant efforts to promote digital payments, rates of adoption remain modest in some low-income groups. In particular, the rate of adoption in members of self help groups remains low despite significant efforts to promote adoption. In this paper, we consider possible reasons for the low rates of adoption among members of Self help groups is considered. The study is conducted in Udupi District of Karnataka state. Using survey data for 100 respondents of members of various SHGs such as Navodaya Sangha, Stri Shakthi group and Dharmasthala Gramabhivridhi Swasahaya Sangha. It is found that majority of them are not yet open to digital transforming. Most of the members of SHGs are poor and from rural background. Therefore this paper is an attempt to study about the approach of the members of SHGs towards self help groups towards digital wallets. In the present cashless economy whether these women are equally aware of digital wallets is the question to be answered. In the era of digitalisation the participation and contribution of members of Self help groups is to be focused.*

**KEYWORDS:** *Digital payment, Self help groups, digital wallets*

**INTRODUCTION :**

Financial inclusion, demonetisation and digitalisation are the recent revolutionary steps taken by the Government of India contributing economic development of the country. Financial inclusion through various projects like Pradhan Manthri Jan Dhan Yojana, Pradhan Mantri Mudra Yojana, small and medium finance enterprises, formation of self help groups etc promoted & ensured bank finance to unfunded segment of the Indian economy. Among this self help groups represent a unique approach to financial intermediation. The approach combines access to low-cost financial services with a process of self-management and development for the women who are SHG members.

A self-help group is a village-based financial intermediary committee usually composed of 10–20 local women or men. Members make small regular savings contributions over a few months until there is enough capital in the group to begin lending. Funds may then be lent back to the members or to others in the village for any purpose. In India women constitute more than 50% of the total country's population and their work participation is also increasing, in turn impacting her family, neighbourhood and economy. Government initiatives such as demonetisation, Digital India etc and increased use of mobile and internet have given means to exponential growth in use of digital payment. The digital India programme is a foremost programme of the government of India with a visualization to change India into a digitally empowered culture and knowledge economy. This transformation towards digital payments benefits in more transparency in transactions which empowers the country's economy. In recent days many changes took place in the payment system like digital wallets, UPI and BHIM apps for smooth shift to digital payments.

**Meaning of digital payment system :**

Digital payments are technically defined as any payments made using digital instruments. In digital payment, the payer and the payee, both use electronic modes to send and receive money. No hard cash is used. Digital Payment System is a payment mechanism which facilitates the acceptance of electronic payment for online transactions. The transactions through digital

payment system are done with the electronic devices and internet. It is new method of payment of wages without the requirement of cash in hand. To promote the digital payment system, government started a campaign called the Digital India. "Faceless, paperless and cashless" is one of declared role of Digital India. As part of promoting cashless business and converting India into less-cash culture, various modes of digital payments are available like internet banking, mobile wallets, banking card, USSD, AEPS, UPI, banks pre-paid cards, point of sale, mobile banking, micro ATMs, etc. These all are the new modes of transactions without actual existence of the cash in hand. The promoters of the digital payment system focuses on the various advantages of it like its easy and convenient to users, the users can pay or send money from anywhere, government allows discounts on transactions made through digital payment system, it bears a low risk for users etc. but there is another class of intellectuals who do not promote to digital payment system. The reasons behind not overspending, Lack of safety etc.

### Objectives of the study:

1. To study the awareness about the digital payment system among self help groups
2. To study the perception of members of self help groups towards accepting digital payment system.
3. To analyze the factors affecting on the attitude of members of self help groups towards digital payment system.

### Methodology:

Descriptive type of research method is adopted to study the perception of members of self help groups towards digital payment system. Totally hundred respondents have been taken as a sample size for conducting the research. Interaction is done with members of Navodaya sangha, Strishakthi group and Dharmasthala Gramabhivridhi Swasahaya Sangha to collect their opinion about digital payment system.

The primary sources include the interaction done with the members of SHGs in which the responses of respondents have been distinguished for the analysis of the study. The secondary sources like research paper published in reputed journals as well as research thesis published on the subject self help groups and on digital payment system are used for collecting data. Udupi District of Karnataka state is selected for area of study. Researcher visited to the respondents and recorded their responses and analyzed them with with mathematical calculations like percentage.

### Benefits of Digital Payment system:

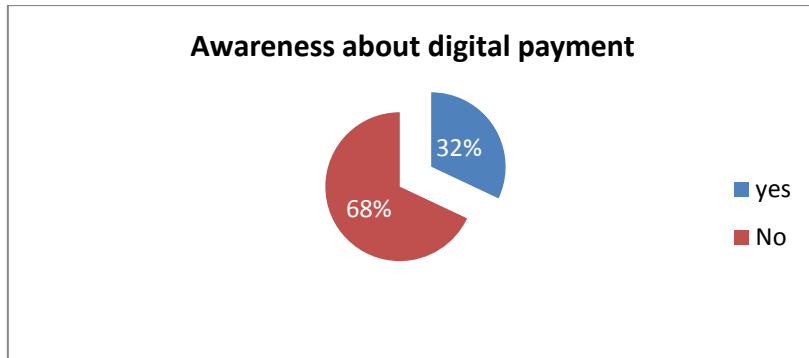
- Convenience: payment mechanism a person can pay from anywhere in the world if there is Internet access.: No need to leave our home, or whatever you are doing to make a journey to hand cash over to someone. It also means no need to stand in a queue or wait for someone to get change for you either.
- Quick : Funds transferred digitally will be credited t transferees account immediately. Therefore there will not be delay in getting the benefit f payment made
- Track your spending: Digital payment is internet based. Sp all the payments done digitally will be recorded for budgeting to get control of our spending. Otherwise It is difficult to go back over a month to track from memory where your cash has gone.
- Security: In the event of fraud one can address with his bank and make a claim.
- Reduced theft risk: It's simple to block a digital wallet that has been compromised whereas it is almost impossible to retrieve physical cash that has been stolen from us.
- Discounts, rewards, and prizes: Many digital wallets offer variety of attractive discounts, rewards, prizes etc based on points.

### Findings of the study:

It is observed from the survey that the members of SHGs remain mostly cash-based despite the existence of various types of digital payments. They mobilise their savings through cash and receive the loan amount through cheque. Despite of having ATM cards many of them will not go to ATM centres to withdraw the money. Most of them are completely unaware of digital payment mechanism and some of them hesitate to use this technology due to various reasons. While some members have observed when their family members are using digital wallets and wonder how it is possible.

From the survey through interaction the following reasons were found for not adopting digital payment system by the members of self help groups.

**1. No awareness about digital payment system :** Most of the members of self help groups are rural people. Majority of them either daily wage workers or working in factories. In the survey conducted it is found that among 100 respondents 68 (68%) members are unaware of digital payment system for various purpose. These respondents have been never become a part of any campaign of awareness about the digital payment system. 32% of the respondents are aware about digital payment mechanism. Some of them receive their salary through digital payment mode and In some cases other family members are using digital payment mechanism.



Source: Primary data

**2. High illiteracy rate:** Majority of SHGs are formed in rural area and most of its members are illiterate and for them it is difficult to adopt to digital transformation.

**3. Opinion that digital payment system is complicated and time consuming.**

The members who are aware of digital payment system have not adopted for the reason of its complex nature. The approach of the members of SHGs is not positive towards accepting the new digital payment system in their day to day practices. They hesitate to adopt the digital payment system due to lack of its knowledge and education. Due to its complicated nature and multi methods of digital payment system, they resist it. The government have not yet reached to these workers to make them aware about the digital payment system and its various methods.

**2. Lack of smart phones and internet :** Since most of the members of SHGs are poor and rural people they hardly afford to spend for costly smart phones. In the survey conducted only 12 members (12%) own android supported cell phones and among them only 5 members(5%) have downloaded digital wallets like google pay or Phone pay. But these people are also using digital wallets for making payments occasionally.

**3. Lack of Trust:** For many, there is still a lack of trust for digital payments. There are those that don't yet feel safe using this as they don't trust the Internet and the perceived security risks. The perception that someone else has access to your bank account is a deal breaker for many. People in this category may have limited experience with the online world through lack of exposure and understanding of how it works.

**4. Habit:** Their lives are centered around being paid in cash and conducting their own purchasing with cash only. It is the traditional way that business is done in many areas and domains. There is simply no need to change as far as those that always transact in cash are concerned. Dutifully they carry their cash and believe they are safe and in control at all times. Blissfully unaware of the digital payments revolution going on around them.

**5. Lack of training :** majority of the members are rural people and do not have much education . But conducting transactions through mobiles and to make online payments need training which is lacking.

**6. Lack of proper ATM services :** Few of them own ATM card. But still they will not go to ATM to draw money because of the past experience of not getting the money due to machine problem or insufficient funds. In some places to avail ATM service one has to travel for more than 15 to 20 kilometres.

**7. Friction:** It is the mindset of the rural innocent people that cash is an immediate transfer of value. Digital payments, despite recent developments, still involve more steps than exchange of cash. If they can count it in their hand then it is real.

**Conclusion :**

India is developing country and in the pace of transformation. But the rural part of the nation is still waiting for the fundamental and technological advancement. The awareness, proper training and building confidence about application of the various modes of digital payment system among the members of SHGs is not yet possible in current social scenario due to the high illiteracy rate among them as well as the their personal oppose to accept it into their day to day practices. The government has a very tough challenge to make them aware first then and convert their traditional mind set to accept it. Till that time the continuation of the traditional methods of cash payment mechanism for various purpose in labour class will be feasible for smooth and uninterrupted spending pattern. The government must take initiative to give training to SHGs on charge of Bank Mitras who can extend their help to the bank, post offices and Bank corresponding for proliferation of digital economy. In turn they can create awareness about digital payment system in rural environment.

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## STATUS OF INDIAN TOURISM: PRESENT AND FUTURE SCENARIOS- A STUDY

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### ABSTRACT

*This study examined the Status of Indian Tourism in terms of present and Future Scenarios. The study base on secondary data undertake various reports of tourism in India highlighting domestic and foreign tourist visit to India, FTAs in terms of gender, foreign exchange earnings(FEEs) from tourism, contribution of travel and tourism to employment, major tourism promotion campaigns and initiatives at a glance in India , future trend of tourism in India etc., The study simple methods of percentage such as percentage, annual growth rate methods and graphs was applied to interpret the data systematically and draw the meaningful conclusions.*

**Keywords:** FTA( Foreign Tourist Arrivals ), Foreign Exchange Earnings(FEEs), Tourism Trends, Travel& Tourism Competitive Index (TTCI) etc.,

### Introduction

Tourism is the movement of the tourists from one place to another place. It is the temporary short-term movement of people to destinations outside the place where they normally live & work includes the activities they indulge in at the destination as well as all facilities and services specially created to meet their needs. Tourism does not only mean traveling to a particular destination. India is ranked 68th among the world's 139 most attractive destinations and scores very high on natural resources (ranked 8th) and cultural resources (24th) with 30 world heritage sites and strong creative industries in the country. India's air transport network is ranked 39th, the ground transport infrastructure however remains underdeveloped (ranked 43rd). India is ranked first with regard to tourism air attendance. The promotional campaigns and marketing strategies to attract tourists remain average (ranked 53rd). The World Economic Forum study states that India also benefits from excellent price competitiveness, ranked 6th overall, with low ticket-taxes and airport charges along with low prices in the economy as a whole. These rankings are based on the Travel & Tourism Competitive Index (TTCI) 2011, which measures the different regulatory and business related issues

### Significance of the Study

Tourism has become an important economic activity since it generates considerable income to various nations. Tourism totally contributes approximately 10% of the world's Gross Domestic Product (GDP). Moreover Tourism is indeed a multi-dimensional activity. Prominent tourism branches include; cultural tourism, wellness tourism, atomic tourism, eco-tourism, geo-tourism, industrial tourism, adventure tourism, religious tourism, sex tourism, and virtual tourism.

There is an increasing demand for sustainable tourism planning and management which are appropriate to the present day context. Travel and tourism is an important economic activity in most of the countries around the world. The tourism has been considered as very dynamic tool for solving various economic, ecological, social and cultural problems internationally. It is required to undertake scientific market research to define tourist's preferences and adapt current tourist trends while preserving uniqueness and

tradition. The successful development of tourism depends on reduction of seasonality, enabling environmental balance, gaining competitive position on the tourist market and active civil society support . With the above facts the study assumed a great importance to study the Present and Future Scenarios of Indian tourism .

### **Statement of the Problems**

Tourism is the fastest growing industry in the world and like other industries has widespread environmental, social and economic consequences on its destination communities and localities. In some places, it has been found to revitalize local economies. The tourism industry is the outcome of the combined efforts of various sub industries or sectors which provide tourism-related services, large multinational companies, small business houses, and individuals working as guides at tourist spots, all constitute the tourism industry. Some of the constituents are located at the right destination itself, such as hotels, attractions, guides, shops, local transport, etc. The main components of the tourism industry consist of the transportation industry, hospitality industry, entertainment sector, travel agents and tour operators, guides, and escorts and the tourism organizations.

However Like any other service industry, tourism industry in India also has witnessed certain constraints such as poor infrastructural facilities, insufficient transportation services, lack of basic hygienic amenities at halting points, destabilized rates and tariff, lack of updated marketing and promotion tactics, frequent communal violence, pitiable conservation of heritages and natural sites, inadequate tourism laws, terrorist attacks, lack of skilled professionals, gap between demand and supply of manpower, redundant formalities, procedural delays, lack of entrepreneurship opportunities are major concerns regarding Indian tourism. Due to these problems most of the tourism business not able to perform their tourism functions up to mark and it affect to the present and future trends in tourism . With this back drop the study assumed great importance to study on Present and Future Scenarios of Indian tourism

### **.Objectives of the Study**

1. To examine the recent trends of Tourism in India
2. To Know major tourism promotion campaigns in India
3. To Know Future trend of Tourism in India

### **Research Methodology**

#### **a. Sources of Data**

The study based on secondary data. The secondary data collected through books, articles and news bulletins, annual reports, periodicals, journals. Bureau of Immigration, India, World Travel & Tourism Report, India Tourism Report etc.,

#### **b. Tools and Techniques**

The study simple methods of percentage such as percentage, Annual growth rate methods and graphs was applied to interpret the data systematically and draw the meaningful conclusions.

#### **c. Scope and Limitations of the Study**

The study confined to Present and Future Scenarios of Indian tourism . For this purpose study restricted to study the selected variables like in terms of Domestic and foreign tourist visit to India, FTAs in terms of gender, foreign exchange earnings(FEEs) from tourism, contribution of travel and tourism to employment, major tourism promotion campaigns and initiatives at a glance in India , future trend of tourism in India etc.,

### **Tourism in India**

Tourism in India has seen exponential growth in the recent years. India is one of the most preferred destinations for both overseas and domestic travellers. Tourism enables the international traveller to understand and experience India's cultural diversity first hand. According to official estimates the Indian tourism industry has outperformed the global tourism industry in terms of growth in the volume of foreign tourists as well as in terms of revenue. United Nations has classified three forms of Tourism in its Recommendations on Tourism Statistics:

- (i) Domestic tourism, which involves Residents of the given country traveling only within the country;
- (ii) Inbound Tourism, involving non-residents traveling in the given country; and
- (iii) Outbound Tourism, involving residents traveling in another country. The UN also derived different categories of Tourism by combining the three Basic forms of tourism:
  - (a) Internal tourism, which comprises domestic tourism and inbound Tourism;
  - (b) National tourism, which comprises domestic tourism and outbound Tourism; and (c)International tourism, which consists of inbound tourism and outbound Tourism .The main reason for the growth in tourism in India is the tremendous

progress made by the Indian economy. Though it must be said that infrastructure is still a constraint. To sustain the current growth the government should invest in infrastructure like transport, accommodation, better roads, health and hygiene etc. To propel growth the industry has invested in new technology like CRM tools and state of the art security systems

**Table 1 Domestic and Foreign Tourist Visit to India 1991-2016**

Year	Domestic Tourist Visits	Foreign Tourist visits	Annual growth rate of Domestic (in terms of %)	Annual growth rate of Foreign (in terms of %)
1991	66670303	3146652	-	-
1992	81455861	3095160	22.20	-1.60
1993	105811696	3541727	29.90	14.40
1994	127118655	4030216	20.10	13.80
1995	136643600	4641279	7.50	15.20
1996	140119672	5030342	2.50	8.40
1997	159877208	5500419	14.10	9.30
1998	168196000	5539704	5.20	-0.70
1999	190671034	5832015	13.40	5.30
2000	220106911	5893542	15.40	1.10
2001	236469599	5436261	7.40	-7.80
2002	269598028	5157518	14.00	-5.10
2003	309038335	6708479	14.60	30.10
2004	366267522	8360278	18.50	24.60
2005	392044495	9949671	7.00	19.00
2006	462439634	11747937	18.00	18.10
2007	526700493	13267612	13.90	12.90
2008	563034107	14380633	6.90	8.40
2009	668800482	14372300	18.80	-0.10
2010	747703380	17910178	11.80	24.60
2011	864532718	19497126	15.60	8.90
2012	1045047536	18263074	20.90	-6.30
2013	1142529465	19951026	9.30	9.20
2014	1282801629	22334031	12.92	13.12
2015	1431973794	23326163	11.60	4.40
2016	1613551505	24707732	12.68	5.92

Source: State/Union Territory Tourism Departments.

Above table 1 represents domestic and foreign tourist visits to various states and UTs during the years 1991 to 2016. There was a continuous increment in domestic tourist visits, in same duration growth rate 13.03%. The foreign tourist visits were growing over the years, though there was a decline in the years 1992, 1998, 2001, 2002, 2009 and 2012. The foreign tourist visits during 1991 to 2016 witnessed growth rate 8.25%.

**Table 2 FTAs in terms of Gender, in India 2001-2016**

Year	Arrivals	Male	Female	Not Reported
2001	2537282	41.1	24.5	34.4
2002	2384364	50.2	27.5	22.3
2003	2726214	55.7	32.1	12.2
2004	3457477	54.9	33.9	11.2
2005	3918610	52.5	33.1	14.4
2006	4447167	57.1	36.2	6.7
2007	5081504	59.9	39.6	0.5
2008	5282603	60.5	39.4	0.1
2009	5167699	59.6	40.4	0
2010	5775692	59.3	40.7	0
2011	6309222	59.4	40.6	0
2012	6577745	58.7	41.3	0
2013	6967601	58.8	41.2	0
2014	7679099	59.0	41.0	0
2015	8027133	59.3	40.7	0
2016	8804411	59.4	40.6	0

Source: Bureau of Immigration, India

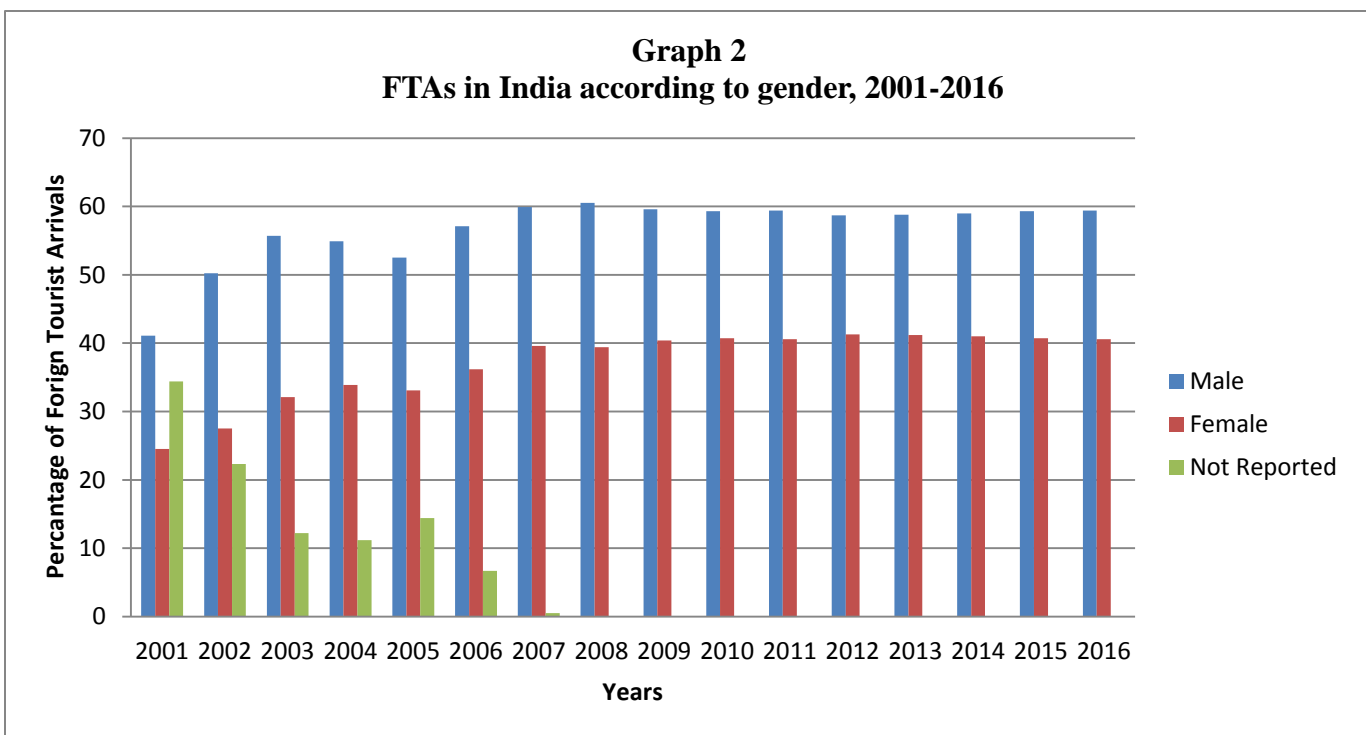
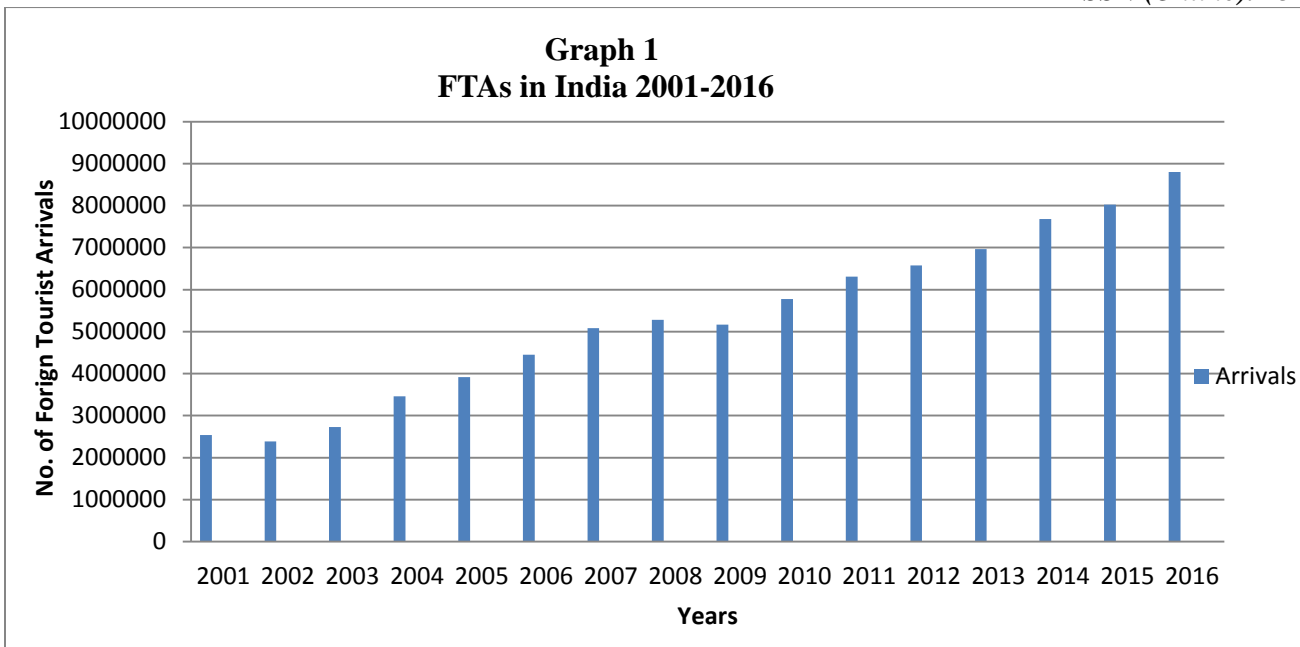


Table 2 and graphs 1 and 2 shows the gender-wise distribution of FTAs in India during 2001-2016. Percentage of Arrivals not reporting their gender was quite high in 2001 and 2002 but it gradually decreased from 2005. It was noticeably low at 0.1 in 2008 from 2009 onwards, the reporting of gender wise break-up of the FTAs has been 100 percent. Above table and graphs shows female visitors are low than male and in the year 2016, the sex-wise distribution of FTAs comprised of 59.4 percent males and 40.6 percent females. The male-female break-up of FTAs in 2015 was 59.3 percent and 40.7 percent respectively.

**Table 3 Foreign Exchange Earnings(FEEs) from Tourism in India during 1991 – 2016**

Year	FEE (in crores)	FEE % change over previous year
1991	4318	-
2001	15083	-3.5
2002	15064	-0.1
2003	20729	37.6
2004	27944	34.8
2005	33123	18.5
2006	39025	17.8
2007	44360	13.7
2008	51294	15.6
2009	53700	4.7
2010#1	64889	20.8
2011#1	77591	19.6
2012#1	94487	21.8
2013#2	107671	14.0
2014#2	123390	14.5
2015#2	135193	9.6
2016#2	154146	14.0
2017#1	180379	17.0

#1 Provisional estimates

#2 Provisionally Revised estimates (based on final FTA received from BOI)

**Source:** Bureau of Immigration, India

As per above table 3 prepared by Ministry of Tourism, FEEs from tourism in India in 2017 in terms of rupees were Rs.180379 crores as compared to Rs.154146 crores in 2016 registering a growth of 17 percent in 2017 over 14 percent in 2016.

### **Contribution of Travel and Tourism to Employment in India**

In India tourism sector has very strong linkage with socio-economic prosperity. The employment potential of tourism sector in India is higher than any other Sector. UNWTO studies shows that tourism volumes and related receipts like GDP, employment and export earnings are expected to move away from the developed countries and towards the less developed countries as a result of favorable economic, motivational, technological and policy factors. The following table shows number of employment in travel and tourism sector and share in total employment from 2000 to 2015 in India.



**Table 4 Contribution of Travel and Tourism to Employment in India**

Year	Travel and Tourism Contribution To Employment	
	Number In thousand	Share in Employment (%)
2000	48313.3	11.8
2001	40300.3	9.6
2002	45272.6	10.6
2003	48163.3	11
2004	48874.2	11
2005	42439.0	9.3
2006	43256.7	9.3
2007	47770.9	10.1
2008	39928.5	8.3
2009	38145.8	7.8
2010	33931	7.8
2011	34854	7.8
2012	35255	7.9
2013	35736	7.6
2014	36693	9.4
2015	37315	8.7

Source: World Travel & Tourism Report 2015

Table 4 shows that in the year 2000 around 48313.3 thousands of people were employed due to travel and tourism. The real growth rate was 0.5 percent and percentage share in total employment was 11.8 percent. There was an increase in the employment growth up to the year 2004. But in the year 2005 employment growth decreased to 42439 thousand with a rate of real growth of -13.1 percent and percentage share in employment being 9.3 percent. In the year 2000, 2009 and 2010 the decrease in employment rate due to travel and tourism was noticed. Steady increase in the employment growth was registered since 2011. In the year 2015, the number of people employed in travel and tourism industry was found to be 37315 thousand and real growth rate was 1.7 percent. Percentage share in total employment was 8.7 percent. The Fast growing tourism sector highly influences the employment opportunities.

**Table 5 Major Tourism Promotion Campaigns and Initiatives at a Glance**

Year	Particulars
1946	Sir John Sarjant Committee on Tourism
1947	Report of Sir John Committee
1949	Sir John Committee Suggestions, Govt. Started branches of Tourism in Delhi, Calcutta, Bombay and Madras
1951-55	First Five Year Plan, No allotment for tourism development
1956-60	Allotment for tourism with name of transportation Division
1957	Establishment of Department of Tourism
1958	Establishment of Tourism Department Council
1960	Establishment of Indian Tourism Development Corporation (ITDC)
1966	Establishment of Department of Aviation
1966	Establishment of Department of Aviation and Tourism
1967	Establishment of Ministry of Tourism and civil Aviation
1982	Declared First time Tourism Policy
1986	Establishment of National Committee on Tourism
1986	Separate Department of Tourism
1986	Tourism as a industry declared by Government
1986	Separate department with cabinet minister
1988	Establishment of Ministry of civil Aviation Tourism
1991	Tourism as a source of Foreign Investment
1992	Nation action plan for tourism
1992	Tourism Year
1995	Establishment of Tourism cell

1988-99	Tourism with export businesses
1999-2000	Visit India Year
2002	The concept of highway tourism, agricultural tourism, and rural tourism A campaign titled as Incredible India was launched
2009	Another campaign titled as Atithi Devo Bhava was introduced.

**Source:** India Tourism Report 2015

Tourism emerged as the largest global industry of the 20th century and is projected to grow even faster in the 21st century. India has immense possibilities of growth in the tourism sector with vast culture and religious heritage, varied natural attractions, but a comparatively small role in the world tourism scene. Tourism policy strengthens the tourism sector and envisages new initiatives towards making tourism the catalyst in employment generation, environmental regeneration, development of remote areas and development of women and other disadvantaged groups in the country. It would lead to larger foreign exchange earnings and create conditions for more foreign direct investment. At this juncture Table 4 shows that major tourism promotion campaigns and initiatives at a glance from 1946 to 2009.

### Future Trends of Tourism in India

- The real GDP growth for travel and tourism economy is expected to be 0.2 per cent in 2009 and is expected to grow at an average of 7.7 per cent per annum in the coming decade.
- Earning through exports from international visitors and tourism goods are expected to generate 6.0 per cent of total exports (nearly \$16.9 billion) in 2009 and expected to increase to US\$ 51.4 billion in 2019.
- According to the Ministry of Tourism, Foreign Tourist Arrivals (FTAs) for the period from January to March in 2009 was 1.461 million. For the month of March 2009 the FTAs was 472000. The reason for the decline is attributed to the ongoing economic crisis.
- In spite of the short term and medium term impediment due to the global meltdown the revenues from tourism is expected to increase by 42 per cent from 2007 to 2017.

### Conclusion

Tourism over the years has grown to be the world's largest and fastest growing industry. It holds a very imperative position in driving progress and bringing about social and economic prosperity etc. On the one hand tourism sectors which provide tourism-related services, large multinational companies, small business houses, and individuals working as guides at tourist spots, all constitute the tourism industry. On the other hand tourism industry in India also has witnessed certain constraints such as poor infrastructural facilities, insufficient transportation services, lack of basic hygienic amenities at halting points, destabilized rates and tariff, lack of updated marketing and promotion tactics etc. For all this background the researcher is able to understand how tourism sector will progress in terms of FTA, FEE and employment opportunities with the help of various reports and also forecast future trends of tourism industry in India.

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## INVENTIVE TEACHING AND LEARNING METHODOLOGIES FOR HIGHER EDUCATION INSTITUTIONS

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### ABSTRACT

Education is a very powerful instrument for social change and transformation. Inventive teaching practice is the only way to enhance the quality of education. Education is an engine for the growth and progress of any society. Nowadays information and knowledge stand out as very important and critical input for growth and survival. The role of education is to ensure that while academic staff does teach, what is taught should also be intelligible to students emanating from culturally and linguistically diverse backgrounds and that they rapidly become familiar with the expected standards. Conventional assessment methodologies in higher education are increasingly under the spotlight. Teaching and learning are dynamic compliments of knowledge sharing at a time of increasingly rapid technological advancements. Key performance indicator of any educational institution is the quality in education especially in teaching and learning areas. Faculty members are constantly looking for new and effective ways to engage the students in the learning process. Innovative teaching and learning methodologies such as short lecture, simulation, role-playing, portfolio development and problem-based learning (PBL) are very useful in addressing the rapid technological advances and developing workplaces that will be required in the foreseeable future.

**Keywords:** Inventive teaching and learning, Effective education, simulation, portfolios, problem-based learning.

### INTRODUCTION

Education plays an important role in today's world. Over the decades there had been rapid increase in the higher education system. Our education system is geared towards teaching and testing knowledge at every level as opposed to teaching skills. Teaching and learning are dynamic complements of knowledge sharing at a time of increasingly rapid technological advancements. Creativity and innovation is the essence of teaching and learning including in the social sciences discipline. Gone are the days of a Professor delivering a lecture while standing behind a rostrum in a huge lecture hall in a one-way communication mode where his or her words are words of God, and students sit quietly embracing his or her words, busy taking down notes, those days have long been over and they have been replaced with more innovative and creative ways of disseminating, sharing and facilitating knowledge development in students. The purpose of education is not just making a student literate, but adds rationale thinking, knowledgeable and self sufficiency. Currently, many institutions are moving towards problem-based learning as a solution to producing graduates who are creative and can think critically, analytically, and solve problems. Since knowledge is no longer an end but a means to

creating better problem solvers and encourage lifelong learning. Problem-based learning is becoming increasingly popular in educational institutions as a tool to address the inadequacies of traditional teaching. The teacher uses multimedia to modify the contents of the material. It helps the student to represent in a more meaningful way, using different media elements. These media elements can be converted into digital form, modified and customized for the final presentation. The focus must shift from 'talk and chalk' to how students learn and lecturers need to instill a deep approach to learning by giving students varied innovative stimulating learning environments in order to create a deeper learning.

#### **Objectives of the study:**

1. To encourage the teachers and students to explore, research and use all the tools to uncover something new.
2. To know the student learning abilities in inventive teaching and learning.
3. To know the modern teaching methodology in higher education institutions.
4. To involve different way of looking at student learning problems and solving them by higher level of thinking.

#### **METHODOLOGY:**

Information is collected purely from secondary sources of information like journals and magazines and literature survey.

#### **Literature review:**

Braskamp and Ory, (1994) include both teaching and learning in their definition: "creation of situations in which appropriate learning occurs; shaping those situations is what successful teachers have learned to do effectively". Many students fail to complete their studies at university but may still benefit from skills that are developed while at an institution, especially the confidence they obtain from new life experiences (Quinn et al., 2005). There are a number of traits required of the innovative lecturer which include humility, courage, impartiality, open-mindedness, empathy, enthusiasm, judgment and imagination (Hare, 1993). Learning should be the result of lecturer motivation and facilitation and the students' learning-focussed activities in which they are engaged and for which they assume ownership (Biggs, 1999). High-quality learning outcomes are achievable provided that students assume greater control over their own learning (Boud, 1990).

[van den Broek \(2012\)](#) along with various aspects of learning suggested that students must acquire the skill to find out the matches between an assignment in hand and former capabilities and knowledge. Research clearly demonstrates the importance to students of feeling valued and respected and the impact this has on the development of a greater sense of belonging and a positive self-concept ([Midobuche, 1999](#)).

A significant part of valuing students and facilitating their success lies in knowing them. [Stromer \(1991\)](#) argued that to know how to teach students, we must first understand them. Teachers should be capable of adapting curricula and syllabus while remaining within the main theme of subject. They should be innovative in their teaching methods and should adopt different strategies to facilitate every single individual of their classroom according to the capabilities and differences of students ([Guri-Rosenblit, Šebková, & Teichler, 2007](#)).

#### **Importance of inventive methods in teaching learning process**

Education is very powerful instrument for social change and transformation and innovative teaching practices only way to enhance the quality of our education. The use innovative methods in educational institutions has the potential not only to improve education but also to develop creativity, empower people, strengthen governance and galvanize the effort to achieve the human development goal for the country. It is clear that traditional methodologies of 'talk and chalk' which are teacher centered are not adequate for current students and that effective teaching and learning is not taking place at the desired level. Learning occurs place when insight is gained, and when the processes are understood, in short when interaction has taken place between the lecturer and the learners and between learners and their peers. It is the task of a lecturer to facilitate learning and to motivate, encourage and mentor students to achieve academically with the use of innovative methods and to generally promote interest in their subject which should go beyond the our walls of a lecturer room. Students need ample opportunity to share ideas with the lecturer as well as with their peers and this becomes difficult if nigh impossible especially with large groups of students in one class. The development of student learning in higher education in the context of teaching and learning is currently a global cause for concern. Humor strengthens the relationship between student and teacher, reduces stress, makes a course more interesting and if relevant to the subject, may even enhance recall of the material. Humor has the ability to relax people, reduce stress and tension, and thereby create an atmosphere conducive for learning and communication.

**Modern Teaching Methods – An Evaluation:**

Modern Teaching Method: The rapid growth of Information and Communication Technologies (ICT) has challenged the traditional method of teaching and changed the educational landscape globally. The teaching method is now divided into two different ways of thinking on education, one is traditional and other one is ICT Method. Across the world, information technology is dramatically altering the way students; faculty and staff learn and work. Internet-ready phones, handheld computers, digital cameras, and MP3 players are revolutionizing the college life. As the demand for technology continues to rise, colleges and universities are moving all sorts of student services, from laundry monitoring to snack delivery online. Modern Teaching Methods are: A) Multimedia Learning Process: Multimedia, is the combination of various digital media types such as text, images, audio and video, into an integrated multi-sensory interactive application or presentation to convey information to an audience. Traditional educational approaches have resulted in a mismatch between what is taught to the students and what the industry needs. As such, many institutions are moving towards problem based learning as a solution to producing graduates who are creative; think critically and analytically, to solve problems. B) Mind Map: Mind maps were developed in the late 60s by Tony Buzan as a way of helping students make notes that used only key words and images, but mind map can be used by teachers to explain concepts in an innovative way. They are much quicker to make and much easier to remember and review because of their visual quality. The nonlinear nature of mind maps makes it easy to link and cross-reference different elements of the map. The key notion behind mind mapping is that we learn and remember more effectively by using the full range of visual and sensory tools at our disposal. Pictures, music, color, even touch and smell play a part in our learning armory will help to International Journal of Current Research and Modern Education (IJCRME) ISSN (Online): 2455 - 5428 ([www.rdmodernresearch.com](http://www.rdmodernresearch.com)) Volume I, Issue I, 2016 253 recollect information for long time. The key is to build up mind maps that make the most of these things building on our own creativity, thinking and cross linking between ideas that exist in our own minds. C) Teaching with Sense of Humor – “Humor an Effective Medium of Teaching”: Everyone loves a teacher with an infectious sense of humor. When there is a willingness to change, there is hope for progress in any field. Teaching is a challenge. Learning is a challenge. Combining both effectively is a challenge. Being humorous is a challenge. However, laughing is easy. We are convinced both by experience and research that using humor in teaching is a very effective tool for both the teacher and student. Humor strengthens the relationship between student and teacher, reduces stress, makes a course more interesting and if relevant to the subject, may even enhance recall of the material. Humor has the ability to relax people, reduce tension, and thereby create an atmosphere conducive for learning and communication. D) Z to A Approach: This approach attempts to explain the application part of a particular concept first. The teacher should explain the application of a particular concept first and explain the effects of such applications. E) Mnemonics Words- Words –Words Approach: Here the teacher makes it clear to the students he can just go on saying mnemonics or its associated meaning in words. Here he goes on saying only words instead of sentence, and once they come to a basic understanding of the meaning of a particular concept then the teacher will explain in sentences. F) Role Playing and Scenario Analysis Based Teaching: Role playing and scenario analysis is mostly used in organizations that try to analyze a problem pertaining to the organization, and this is also used in management institutions. There is a delicate balance with technology use in the classroom. Teachers must use technology in a wisely managed way and with a variety of activities. Several activities that lead to student engagement are Google Docs, YouTube videos, Quizlet, Kahoot!, and the Remind app. These innovative apps and websites can help teachers engage their students, remind them about upcoming assignments and homework, provide visual learning through videos, organize student learning, provide group collaboration, and provide check-ups on learning through games and online quizzes. The methods like:

- **Innovation through Play, Role-Play and Games.**
- **Innovative Teaching and Learning Practices Using Student Partnerships**
- **Teaching and Learning Innovations Using Modern Technologies**
- **Innovation through Case-based Teaching and Learning**
- **Innovation through Authentic Learning Environments**
- **Experiences and Field Work.**
- **Innovative Teaching and Learning practices using E-learning.**

Teaching and Learning are the two interconnected processes in imparting quality education. Learning follows teaching and teaching follows learning. Stronger the teaching learning process, stronger the quality education. The objective of this teaching learning process is to strengthen student’s overall skills and to get good university results. Thus, the process enables students to be industry ready. To strengthen the student learning abilities in innovative teaching learning process, the students are divided into groups. Each group consists of 10-15 students guarded by a faculty member. The faculty member interacts with assigned student group at regular intervals and records student details like feedback, attendance, and learning problems. To improve their communication skills and confidence level, they can be provided with a platform to give presentations, participate in group discussions and debates. The training programmes are necessary to impart Logical, Interpersonal, Communication and Technical Skills. Through training, students get exposure to new technologies, thereby securing placements in the best industries. Collaboration is an essential life skill in a globalised environment, the driving force of all enterprises. In an educational institution, this skill can best be fostered in the classroom by allowing students to work in groups. Educators are planting the seed of a collaborative mind as early as primary school, where young children are motivated to create, plan, and organize group presentations of stories, skits, or poems. Throughout, teachers help students chalk out their plans, provide them key points, supervise their work, and build team

spirit. These teaching strategies encourage students to use their imagination to dig deep when engaging with the content of the lesson. The students are actively involved with the learning and can work with their peers in collaborative groups to showcase their learning.

### **Inventive approaches in teaching and learning**

- Classroom and course management innovations, including new ways of teaching that promote student engagement, reorganization of a courses that improves students' ability to apply what they learn, course content that clarifies historical changes in theory, novel assignments that lead to increased student engagement, student publications, and/or activities that bring students from diverse backgrounds together.
- Leadership in innovation that forges new paths and inspires others within and beyond the institution, including mentoring colleagues about innovative approaches, working in administrative and service positions to promote innovation, actively participating in committees to promote or create innovation and other pathways that enhance learning.
- Championing new visions of teaching excellence through the scholarship of teaching and learning, including professional contributions to discussions, presentations, newsletters, publications, and other modes for sharing innovation.

### **Benefits**

- It makes learning interesting and engaging, especially for younger generations raised on the latest technology.
- It allows for faster and more efficient delivery of lessons, both in the classroom and at home.
- It reduces the need for textbooks and other printed material, lowering long-term costs incurred by schools and students.
- It makes collaboration easier. Students, teachers, and parents can communicate and collaborate more effectively.
- It helps to build technology-based skills, allowing students to learn, early on, to embrace and take advantage of the tools technology offers.

### **Learning outcomes:**

- Qualitative: better knowledge, more effective skills, important competencies, character development, values, dispositions, effective job placement, and job performance; and
- Quantitative: improved learning parameters such as test results, volume of information learned, amount of skills or competencies developed, college enrollment numbers, measured student performance, retention, attrition, graduation rate, number of students in class, cost, and time efficiency.

### **Findings:**

Students are independent and problem finders and they will seek guidance from themselves, motivation is intrinsic, they respect individual differences and they are able to study through observation and thereby they can acquire knowledge through the study materials. In Modern teaching methods also there are some difficulties to learn and they have to face the challenges in modern competitive world. Using humor in teaching is a very effective tool for both the teacher and student. Humor strengthens the relationship between student and teacher, reduces stress, and makes a course more interesting. Multimedia helps the student to represent in a more meaningful way, using different media elements. Traditional methodologies of 'talk and chalk' which are teacher centered are not adequate for current students and that effective teaching and learning is not taking place at the desired level. Study shows the number of traits required of the innovative lecturer which include humility, courage, impartiality, open-mindedness, empathy, enthusiasm, judgment and imagination. High-quality learning outcomes are achievable provided that students assume greater control over their own learning.

### **Suggestions:**

The researchers recommend that the teaching would be highly effective if the teacher start to use the recent multimedia technologies like usage of computers extensively or some modifications in the conventional mode of teaching. It is believed that the core objective of teaching is passing on the information or knowledge to the minds of the students. Any method using computers or modifying the existing conventional chalk-talk method are innovative if they ultimately serve the attainment of core objective of teaching. Ultimately the teaching people are satisfied when they could reach the students community with his ideas and views. So, teaching depends upon successful mode of communication and Innovation though we mean the changes that we propose to be included in our medium of communication or even inclusion of some other elements in communicating information. Take the help of tools to stimulate creativity. [Include playful games](#) or forms of visual exercises that will excite young minds and capture their interest. Encourage different ideas; give them the freedom to explore. Incorporate audio-visual materials to supplement textbooks during your sessions. Infusing real-world experiences into your instructions will make teaching moments fresh, and enrich classroom learning. Lecturer must facilitate learning and to motivate, encourage and mentor students to achieve academically with the use of innovative methods and to generally promote interest in their subject which should go beyond the our walls of a lecturer room.

**Conclusion:**

A new challenge is to look for the *teaching ways* that can address their needs. We can make out that the Information and communication technology has made many innovations in the field of teaching and also made a drastic change from the old paradigm of teaching and learning. In the new paradigm of learning, the role of student is more important than teachers. The concepts of paperless and pen less classroom are emerging as an alternative to the old teaching learning method. Nowadays there is democratization of knowledge and the role of the teacher is changing to that of facilitator. We need to have interactive teaching and this changing role of education is inevitable with the introduction of multimedia technology and the spawning of a technologically-savvy generation of youths. To respond to such diverse needs of the students at higher *educational* level innovative *teaching* and differentiated *strategies* and *methods* are being used by the *teachers* in their classes.

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## M-COMMERCE: MOST SUITABLE FOR ONLINE BUSINESS- A STUDY

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### ABSTRACT

*In this era, mobile has not remained as the means of communication, it's a greatest technology which facilitates entertainment, communication, business, banking, payment, etc. So, the activities through mobile or tablet can be termed as M-commerce. M-Commerce refers to buying and selling of goods and services through wireless devices such as smartphones and tablets. It is a part of ecommerce which enables the users to access online shopping without computers or laptops.*

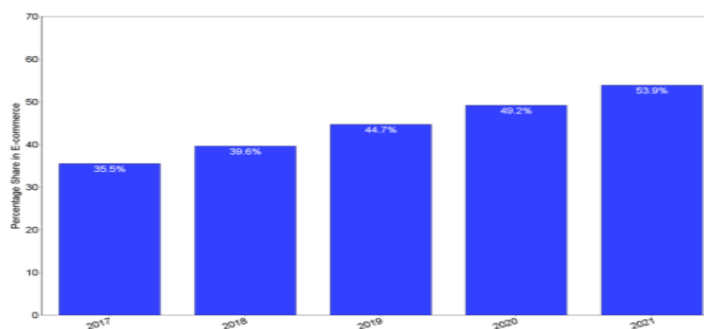
*In this paper, an attempt is made to study the relevance and impact of mobile- commerce in day today life. The development in the field of technology, makes all the impossibilities into possibilities, brings the world closer, make the life easier and better the life. M-commerce is really a wonderful invention to the field of business as it facilitates continuity of business without any time limit.*

*The effort has been made to know the importance of M-Commerce and the scope for improvement to meet the future needs. The growth of M-Commerce is directly linked to technological growth.*

**Keywords: M-Commerce, E-commerce, technology**

### Introduction

The idea behind M-commerce is to enable buying and selling of goods and services through wireless handheld devices. Even though it is considered as a subset of E-commerce but it reflects as the next generation of ecommerce. It has been changing the way of shopping by adding greatest speed and making the online- business cycle simple. The share of M-commerce in total Ecommerce is increasing year by year. The below graphical representation clearly shows the increasing share of M-commerce in Ecommerce. M-commerce sales current account for nearly half (45%) of all ecommerce sales and it continues to grow. Research by Signal-boosters.co.uk shows that by 2021 it is predicted that mobile ecommerce sale account for more than half of all ecommerce sales (54%).



Source: Pixel union



### Mind-Boggling M Commerce Statistics (Editor's Choice)

- There are 5.1 billion unique mobile users.
- 49% of website traffic comes from mobile devices.
- 49% of consumers use mobile phones for shopping.
- 30% of Americans prefer mobile banking over other banking methods.
- 61% of US consumers use their mobile devices in stores to compare prices.
- A higher screen resolution results in a \$1.18 higher order.
- In 2019, over 61 million people in the US use mobile payments.
- Smartphones made 34% of all US ecommerce sales in 2019.
- M-commerce sales will account for more than half of all ecommerce sales by 2021.

(source: statista)

### History Of M-Commerce

The Mobile commerce is at the huge popularity but still it is in the initial stage and can be expanded to all the fields of human life. At the initial stage, M-commerce began with the usage of wireless POS (point of sale) swipe terminals and then onwards it made its way into cellular phones and PDA (personal Digital Assistants). The first M-Commerce technologies were presented through Wireless Application Protocol (WAP) and i-mode mobile internet service. WAP is based on digital phone technology. It is emerged with the initial 2.5G phone technology which allowed the users to internet browsing. This technology opened the way for m-commerce. Further the introduction of 3G-phone technology strongly developed the m-commerce. The Nokia introduced Nokia version 4G for m-commerce application. There are several experiments going on to develop upgraded version for m-commerce, therefore, the m-commerce will have bright future in forthcoming days.

### Objectives of the study:

- To know the importance of M-Commerce in Business.
- To know the future and prospects for M-Commerce.
- To understand the merits of M-Commerce over the E-commerce.

### Hypothesis of the study:

- M-commerce is a better form of online business.
- M-commerce is an alternative for E-commerce.

### Research Methodology:

To prepare this paper, we used secondary data. Available data in the internet, journals, papers were studied and made use relevant data for our study. The data used are analyzed, applied and arrived at the conclusion.

### Review of Literature:

To show the relevance of M-commerce all over the world, few scholarly articles have been highlighted in this paper. Their findings, views, suggestions on M-commerce has been considered to strengthen our views.

**1. Chai-Lee Goi (2013):** He observed that development of M-Commerce in Malaysia is growing rapidly with the increasing number of mobile network operators. Maybank was the first commercial bank offering M-Commerce services in Malaysia. The implementation of M-Commerce keeps booming in Malaysia when most of the commercial banks in Malaysia also offer this service. Overall, the market size of M-Commerce in Malaysia is growing rapidly. It can be seen from the increased market size of RM101 million in 2010 to RM457 million in 2011. While the intention to use M-Commerce is increasing among consumers, there are several challenges that need to be overcome and need to be addressed, such as security issues, improving the efficiency of technology and user satisfaction.

**2. A. S. Andreou, C. Chrysostomou, C. Leonidou, S. Mavromoustakos, A. Pitsillides, G. Samaras, C. Schizas (2014):** In their study "Mobile Commerce Applications and Services: A design and Development Approach" stated that M-Commerce services and applications can be adopted through different wireless and mobile networks, with the aid of several mobile devices. Although there are many systems supporting mobility and many solutions for wireless access, there are issues influencing the performance of the various mobile systems that need to be considered in the design of m-Commerce services and applications. This applies also to mobile devices that exhibit some major drawbacks compared to desktop systems. An important factor in designing m-Commerce services and

applications is the need for proper identification of mobile users' requirements, as well as mobile devices and technologies constraints. Services and applications are designed and developed according to these requirements and constraints. M-Commerce services and applications can be classified based on the functionality they provide to the mobile users for allowing easier identification of constraints posed on the design and development process. This kind of classification results in two major classes: the directory and the transaction-oriented services and applications, with their unique properties.

**3. Harriet Koshie Lamptey:** In his study "Mobile Commerce in Developing Countries: An Evaluation of Selected Articles Published between 2009 and 2015" examined that the state of m-commerce literature in DC (Developing countries). The concept adds up to existing modes of commerce. The review disclosed that mobile payment services appear to have more patronage than retail activities. Mobile transfers have broadened modes of financial payments and the efficiency has the won trust of users. However mobile purchases are not as popular. With the availability and growing popularity of mobile technology and devices in DCs, businesses can improve variety in retail offerings through the m-commerce channel. This study recommends the support of policy makers and industry experts in the creation of an enabling environment that can stimulate interest and patronage for m-commerce to thrive. User patronage may follow and experiences, challenges and successes can stir paths for further research to improve processes.

**4. Amol Kale, Rajivkumar Mente (March 2018):** In their study "M-Commerce: Services and applications" depicts that Mobile commerce is rapidly growing in all business market in spite of its positive and negative impact. Today, with the help of new technology, users have got the freedom to do each aspect of business from browsing the new products, goods and services. Just adding it to cart and making the online payment in few clicks. Mobile commerce as situation changer in the upcoming online market is used to buy and sell goods by using the wireless devices like mobile phones and other hand held devices which have internet access. We can use advanced mobile apps and fast services using remotely, anywhere, at any time, and it also used for both telecommunications, bill payment and account evaluation process. Mobile commerce is a subset of E-commerce.

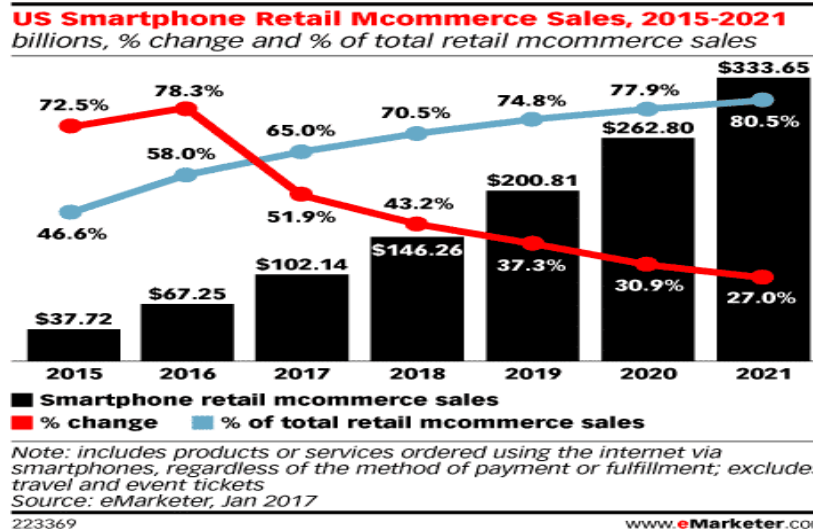
**5. Robert Williams (2018):** In his study "Study: Mobile commerce to overtake e-commerce by 2019" found that the number of m-commerce transactions will overtake e-commerce transactions globally by 2019, according to a forecast by 451 Research provided to Mobile Marketer. China will lead the way, becoming the first country whose online spending exceeds \$1 trillion with mobile devices as the primary gateway to digital commerce, 451 predicted. Mobile contactless payments also will surpass \$1 trillion worldwide this year, with services like Apple Pay and Google Pay increasing at a 30.7% compound annual growth rate (CAGR) through 2022. Despite that growth, contactless payments will account for just 1.4% of global brick-and-mortar retail sales in 2018 and reach only 3.8% by 2022, per 451. Online commerce will grow more than six-times the rate of in-store sales to reach \$5.8 trillion by 2022 as consumers turn to online and mobile channels to make purchases that they traditionally would have made in stores. Online purchase methods like click-and-collect and mobile order-ahead are helping to drive that growth, per 451.

**6. A.H.M. Saifullah Sadi and Mohamad Fauzan Noorudin:** Factors Influencing the Adoption of M-commerce: (2009): They explored the factors which influence the adoption of Mobile commerce; the study has tried to review the literature in the field, objectively. Therefore this study focuses on the factors that are influencing the adoption of M-commerce. This conceptual examination of various M-commerce adoption studies will help review future researchers to observe the trends and design studies on mobile commerce adoption appropriately and therefore significant contribution can be made to both theory and practice. The framework which is mentioned in this research can be further study by empirically testing the factors which are influencing the adoption of M-commerce in a particular environment or location.

#### Relevance of Mobile Commerce :

Mobile-Commerce is not confined to only buying and selling of goods and services but is extended to many other online activities covered under the umbrella of M-commerce. The below enlisted are few common form of M-commerce:

- **Mobile banking:** It is one kind of mobile commerce which has contributed maximum to the banking sector. It facilitates customers to access all the information of their accounts, make transactions and payments within few minutes. It provides 24x7 services without visiting the branches and standing in the big queue. It is also helpful to bankers as it saves employee concerned costs. These days it has overtaken the online banking as it is easier and handheld.
- **Mobile payments:** Mobile payment refers to payment made for the purchase of goods and services. Payment is made just by transfer. It encourages cashless transactions. In future mobile commerce would replace all other modes of payment.
- **Online Shopping:** Through Mobile-commerce online shopping is possible by making use of smartphones. People feel very comfortable to do shopping with the wireless handheld device. These days mobile shopping is galloping. The below graphical representation of US smartphone retail M-commerce sales from 2015, 2016, 2017(estimated), 2018(estimated), 2019(estimated), 2020(estimated), 2021(estimated) has been compared. It clearly indicates that day by day M-Commerce is gaining importance in commercial field.



- **Online learning:** Most of the students download educational videos and listen to them while travelling. It helps them to save time and facilitates for repetitive listening. It is more comfortable than distance or external learning. I think it is most useful to girl students as they can listen to video while assisting their mothers.
- **Online entertainment:** Smartphone's advanced features help online games, watching movie and news, listening to music, even advertisement for various goods and services etc. People feel more comfortable with the mobiles rather than laptop or computers.
- **Mobile as detective:** In world of crime, the role of mobile is amazing. Only by tracking the mobile number of the victim or the culprit or both, the criminals can be caught easily within few hours. I feel this is the greatest boon to the police department.
- **Online information:** Mobile Commerce also provides updated information on and often. It is also a media for artificial intelligence as we can avail of google search, yahoo etc. It also helps in development of intellectual property. The mobile in the hand is just like the world in the fist.
- **Mobile tracking:** Mobiles also provide safety to the users if their mobile number is connected with the care takers ( family members, friends, loved ones etc.). At the time of danger, their location can be easily located either through satellite or through Normal map and caution can be taken.

### Findings:

M-Commerce is a technological advancement in the business field. Like any other field, it is also opened to many pros and cons. They are enlisted below:

### Merits:

1. Easy accessibility leads to more customer retention.
2. Customers feel convenient as it does not require desktop for the purchase.
3. Variety of products and services can be accessed as it is done using desktop or laptop.
4. Direct selling and purchasing between the customer and the seller is possible like any other kind of online business.
5. Mobile commerce facilitates transformation of knowledge which helps to build the knowledge-hub.
6. Mobile tracking helps in the reduction of crime in the society, it helps in peace formation.

### Demerits:

1. If functioning of mobile is not proper, it discourages customers from making purchases.
2. Remote areas are not availed of internet services, it affects M-commerce.
3. Geographical locations, climatic conditions also affect M-Commerce.
4. Rules, regulations, tax systems of different countries differ, M-Commerce with cross border leads to confusion.
5. Mobile commerce encourages cashless transactions, so, customers lose control over their expenditure as they don't handle cash while making payments.

Apart from all the pros and cons, the recent growth in the Mobile commerce shows positive future. With the growth of the consumers buying habit, the most of the retailers and service providers stand ahead in the queue to provide M-commerce services to them through online especially through mobile because:

- There are more mobile users
- Mobile Browsing is Overtaking Desktop Browsing
- Mobile Ecommerce Sales are Continuously Rising
- Mobile Devices are Influencing Consumer Habits

### Conclusions and suggestions:

**Conclusions:** The rise of Mobile Commerce opened more doors for shifting E-commerce to M-Commerce. Many industries and Government bodies have launched many new services to trade on mobile. Amazon has launched Amazon pay, National Payments Corporation of India has brought simple IMPS to mobile in the form of unified payments interface, Google has launched Google Tez, Companies like Venmo and Wechat have built their business models around the M-commerce and there are still many ideas are in process.

**Suggestion:** The Mobile Commerce is a revolutionary innovation in the field of business. Everywhere in the world at a time the M-Commerce has emerged and being developed. More and more advanced features can be upgraded to enhance the mobile commerce. Inventions are going on to facilitate online connections through satellite, so the remote areas can also be connected to expand M-commerce.

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## **PERFORMANCE EVALUATION OF ENTREPRENEURSHIP TRAINING INSTITUTES WITH SPECIAL REFERENCE TO RSETI, MANIPAL**

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### **ABSTRACT**

The need for promoting self employment for the unemployed rural youth, particularly those below the poverty line, and periodic skill up gradation to keep them abreast of latest technologies is the need of the hour. After appropriate training, the youth will launch profitable micro-enterprises and enhance their own standards of living and thereby contribute to the overall national economy. Entrepreneurship has been described as the "capacity and willingness to develop, organize and manage a business venture along with any of its risks in order to make a profit". Udupi district is basically an agrarian economy. The district is supported by two entrepreneurship training institutions such as Rural Development and Self Employment Training Institute, Brahmavara and Synd Rural Self Employment Training Institute, Manipal. The present paper makes an attempt to understand the objectives, types of training offered, the outcomes of Syndicate Bank Sponsored Rural Self Employment Training Institute, Manipal. The objectives of study are to know the background of institute and its role in entrepreneurship development in the district in comparison to performance of Entrepreneurship Training Institutes in Karnataka State and India as a whole. The secondary data is used for this purpose of analysis and comparison to draw suitable conclusions. The study considers the data related to a period of five years from 2013 to 2018 based on reports published by the RSETI, Manipal. As an outcome we would be able to appraise the objectives and achievements of objectives of the RSET Institute.

**Key Terms:** *Entrepreneurship, Entrepreneurship Development, Entrepreneurship Training Institutions*

### **Introduction**

Lakhs of youth are entering the job market every year in India but are unable to find suitable employment and life building opportunities. Non-availability of adequate opportunities for employment in the organized and unorganized sectors is one of the serious challenges the country is facing. In such a situation, the need for promoting self employment and entrepreneurial landscape for the unemployed rural youth, particularly those belonging to financially and socially backward communities need to be stressed. On the other hand periodic skill up gradation to keep the youth abreast of technological advancements is required. Once trained appropriately, they will be able to start profitable may be small ventures and enhance their own standards of life. This leads to a contribution to the overall national economic growth and development.

Entrepreneurship is the process of designing, launching and running a new business, which is often initially a small business. The people who create these businesses are called entrepreneurs. Entrepreneurship has been described as the "capacity and willingness to develop, organize and manage a business venture along with any of its risks in order to make a profit". While definitions of entrepreneurship typically focus on the launching and running of businesses, due to the high risks involved in launching a start-up, a significant proportion of start-up businesses have to close due to "lack of funding, bad business decisions, an economic crisis, lack of market demand—or a combination of all of these.

An Entrepreneur is an entity which has the ability to find and act upon opportunities to translate inventions or technology into new products. "The entrepreneur is able to recognize the commercial potential of the invention and organize the capital, talent, and other resources that turn an invention into a commercially viable innovation." In this sense, the term "Entrepreneurship" also captures innovative activities on the part of established firms, in addition to similar activities on the part of new businesses.

Government of India has taken many initiatives to empower youth by felicitating training and support measures through various institutions. One of such institutions is Rural Self Employment Training Institutions who are training and supporting the youth to start their own enterprises.

## Literature Review

**Arvil (2007)** in his article *“The Role of Youth Skills Development in the Transition to Work: A Global Review”* observed reasons for unemployment and slow economic growth. He concluded that youth unemployment tends to be comparatively higher in countries where economic growth is weak.

**Okada, A. (2012)** in his article *“Skills Development for Youth in India: Challenges and Opportunities”* has observed that despite its projected “demographic dividend” and its recent expansion of formal education at all levels, India suffers from a serious shortage of skilled workers. This is due to limited access to education and skills training, high rates of school dropout, and large mismatches in the labor market.

**Vandana Saini (2015)** in her article *“Skill Development in India: Need, Challenges and Ways Forward”* observed that to make India globally competitive and to empower its economic growth the available workforce must be skilled. One of the requirements of knowledge economy is to focus on skill enhancement and suitable to the emerging market environment.

**Janardhana K. N. (2017)** in article *“Powering Women through Entrepreneurship Development -An Innovate Initiative of RSET Institutions”* concluded that the youth trained at RSETI have increased level of confidence and motivation to take up any challenge in the creation of new ventures. He studied the Women Entrepreneurship Development programmes conducted by RSETI and found that they were helpful in empowering them economically, socially and psychologically. This created economic independence and the new abilities helped them to understand themselves better and their relations to society.

**Himani Maggo Kumar (2017)** in his article *“Role of Entrepreneurial Development Programmes in Growth of Entrepreneurship in India”* stressed the need for and importance of Entrepreneurial development programmes in economic and industrial development of any country. He mentioned that a developing country like India, to be successful in its growth path requires developing more entrepreneurs. But there is no doubt regarding these programmes which are instrumental in developing entrepreneurs in recent years, but the expected success is not much. Hence, there is need for evaluation of entrepreneurship training institutions from time to time and implementation of suggestion for the enhancement of their performance.

## Need For the Study

Evaluation is a process of empirically the examining performance of any institution or programme by collecting and analyzing information about its activities, characteristics, and outcomes. The entrepreneurship training institutions in district of Udupi need to be evaluated in the light of its performance over a time period and also in relation to all institutions at state and national level. With this aim the present paper analyses the performance of RSETI, Manipal with itself over last five years and with the national / state level performance of RSETI’s.

## Objectives of the Study

The study has been undertaken with the following objectives

- To evaluate the performance of RSETI, Manipal for five consecutive years
- To compare the performance of the institute in relation to their performance at state and national level and
- To suggest measures for enhancing the performance of the selected institute

## Scope of the Study

The present study covers RSETI, Manipal and its performance in relation to entrepreneurship development.

## Sources of data

The present study is mainly based on the available secondary data collected from the RSETI, Manipal. The publications of the institute for a period of five years from 2013-14 to 2017-18 were considered for the study.

## Research Methodology

The present study is descriptive and explanatory in nature. The researchers aim to evaluate the performance data relating to five years of RSETI, Manipal and compare the same with state and national data on selected criteria’s.

## Study Period

The study covered period of five years from 2013-14 to 2017-18

## Limitations of the Study

The interpretations of researchers are limited by knowledge and time dimensions. The research here is based on the secondary data published by the relevant institute under study. The study is limited by time horizon as it restricts to 2013-18 data.

## Origin of RSETI’s

Ministry of Rural Development, Government of India, New Delhi studied the concept of RUDSETI during 2007-08 and was highly impressed by the success of the RUDSETI model. MoRD accepted the RUDSETI concept as a replicable model at the all India level and advised Banks to establish one RUDSETI type institute in each of their Lead Districts under the name ‘Rural Self-Employment Training Institute (RSETI) for training the rural unemployed youth to take up self-employment ventures during 2008-09.

While seeking to establish the RUDSETI type institutions, the MoRD was fully conscious of the uniqueness of the RUDSETIs with their distinctive set of values, ethos and culture and desired that the RSETIs that are to be established under the new scheme shall conform to the values of the RUDSETI. Govt. of India also recognized that the principal reason behind the success of the RUDSETI model was the visionary leadership provided by Dr. D. Veerendra Heggade and the unflinching commitment and continued support extended by the other two sponsors namely Syndicate Bank and Canara Bank to the cause youth empowerment and decided that the same shall continue in the RSETIs to be established under the new scheme as well.

Syndicate Rural Development Trust (SRDT) was established on 2nd October 2000 by Syndicate Bank, in commemoration of its platinum jubilee. It is a nonprofit charitable Trust and it aims at holistic rural development through various initiatives foremost being the development of micro-enterprises among the unemployed youth especially in the rural areas by suitable training and to enhance their standard of living and there by contribute to the overall all national economy.

### **Brief Profile of Synd-Rural Self Employment Training Institute (RSETI)**

Due to lack of necessary skill for undertaking particular enterprise and also their inability to access to the formal vocational training institutions due to lack of basic entry level qualification, it is difficult of the rural youth especially the BPL youth to take up any venture of self employment. Even if they are engaged in some trade, they need some hand holding in the form of periodic doses of sill up gradation and training for making their initiative viable and sustainable in an increasingly competitive environment. Synd-RSETI provides such training, besides hand holding support escort services and arrange for financial support in the form of bank credit after the training to sort out the teething troubles in setting up for the enterprise.

### **Mission of RSETI**

Empowerment of people for their socio-economic development through informal education, promotion of micro-enterprises and research.

### **Objectives of RSETI**

- Promotion of entrepreneurship through training and counseling.
- Promotion of micro-credit especially among the weaker sections of women.
- Development of facilitators of SHG's.
- Enhancing the effectiveness of poverty alleviation and self-employment schemes of the Government and the Banks.
- Research in the development process of micro entrepreneurship.

### **Types of Training Programmes offered by RSETI**

The RSETI offers about 30 to 40 Skill Development Programmes in a financial year in various avenues. All the programmes are of short duration ranging preferably from 1 to 6 weeks period. RSETI's organizes three types of Entrepreneurship Development Programmes which are shown below:

#### **1. Self Employment Promotion Programmes and Entrepreneurship development Programmes**

These programmes are designed to build up self motivation and develop entrepreneurial and technical skills to prepare the trainees to start micro- enterprises either individually or in group. These programmes range from Agricultural EDPs to technically sophisticated service oriented programmes such as Electronic gadgets repairs, Computer Hardware servicing , DTP etc. Broadly they are general EDPs or skill imparting or skill up gradation programmes depending upon the maturity level of the trainees.

#### **2. Self Help Group Programme :**

Through training, the members of Self Help Group are facilitated to manage their affairs in an efficient manner. Training is imparted in three levels depending upon the need of the group.

- Self Help Management Programme- A- SMP (A) aims at training SHG members on basic aspects of group formation, the concept and functioning.
- Self Help Management programme- B- SMP (B) focuses on training in accounting and capacity building.
- Self Help Management programme- C- SMP(C) is training programmes imparting the required skills to carry out a group activity.

All these training are provided free of cost as camp programmes at the doorsteps of the members of SHG.

#### **3. Government - Sponsored Programmes**

These training programmes aim at enhancing the effectiveness of implementation of poverty alleviation and self-employment generation schemes implemented by the Government and the Bank.

- a) Capacity Building Programmes
- b) Rural Development and Transfer of Technology Programme
- c) Human Resources Development Programme

#### **4. Awareness Programmes**

- a) *Entrepreneurship Awareness Programme* : These programmes are the regular feature of the institute and are the foundation for conducting entrepreneurship development training programmes. These are one day programmes wherein the unemployed youth are the target group. The emphasis of these programmes is to create a felt need about self sustenance and show avenues and prospects in self employment. The participants are counselled and the applications are mobilized for the activities of their choice.
- b) *Sensitization Programme* : These are the programmes aimed at sensitizing the personnel of supportive organizations like NGOs, Government Organizations, Voluntary Organisations, Institutes, Research Centers, Banks etc. about the activities of the institute and its impact in generating employment opportunities to the rural poor and needy.

### Eligibility Criteria for Training and Target Group

Unemployed youth and rural people of small means form the target group of the institute. Synd-RSETI concentrates on certain target groups taking in to account local needs and potential in the area of operation. Any unemployed youth in the age group of 18-45 years, irrespective of Caste, Creed, Religion, Gender and Economic Status, having aptitude to take up self-employment or wage employment and having some basic knowledge in the related field can undergo training which is totally free of cost.

### Post Training Follow-up

The trained candidates are provided with escort services to help them stabilize their ventures. The follow-up measures include regular correspondence, individual contacts by faculty and director of institute, branch level meets, cluster meets and door to door visits. The objectives of post training support and follow up is to help the trained candidates to sustain the motivation level gained during the training programme and fully utilize knowledge and skills they have gained through the training to take up their own enterprises successfully. Thus institute plays a role of friend, philosopher and guide to its trainees.

### Data Analysis and Interpretation

**Table: 1 Details of Training Programmes organized**

<i>Particulars</i>	<i>2013-14</i>	<i>2014-15</i>	<i>2015-16</i>	<i>2016-17</i>	<i>2017-18</i>
Total EDP's*	29	24	27	27	31
Number of Candidates Trained	690	558	656	662	751
Number of Candidates Settled	552	423	562	605	603
Settlement with Bank finance	517	259	201	212	158
Settlement with own funds	35	66	218	326	359
With Wage Employment	NA	98	143	67	86
With Self Employment	NA	325	419	538	517

\*Excludes EAP's (Source: Publications by RSETI, Manipal)

From above table we can identify that there is steady progress in the number of EDP's organized and number of candidates trained by the RSETI, Manipal over last five years. The number of candidates trained settlement rate also follows the same track, while reduction in the settlement of trained candidates with help of bank finance can be observed. It is an indication that there is a steep increase in number of trained candidates settling using own funds. Another point to be noted here is there is reduction in number of candidates opting for wage employment as against self employment. This proves that the outcome of EDP is creating self employed persons leading to set up their own enterprises.

**Table: 2 Economic background of Candidates Trained**

<i>Year</i>	<i>Total Trained</i>	<i>BPL</i>	<i>% of BPL</i>
2013-14	690	385	55.8
2014-15	558	297	53.2
2015-16	656	444	67.7
2016-17	662	428	64.7
2017-18	751	504	67.1

(Source: Publications by RSETI, Manipal)

From this table, we can make out that there is increase in number of Below Poverty Line candidates getting trained from the Institute. During all the years it is not less than 55%. The drive for success in life through self employment and entrepreneurship is increasing in BPL candidates in reflected in the table.

**Table: 3 Social Backgrounds of Candidates Trained**

<i>Year</i>	<i>SC/ST</i>	<i>Minorities</i>	<i>Total</i>	<i>% of SC/ST/Minorities</i>
2013-14	126	60	690	26.96
2014-15	91	75	558	29.75
2015-16	104	100	656	31.10
2016-17	123	75	662	29.91
2017-18	146	85	751	30.76

(Source: Publications by RSETI, Manipal)

The candidates from backward and minority's communities are increasing since 2013-14 and the reflection is that the candidates from these demography's are attracted towards entrepreneurship.



**Table: 4 Gender-wise Classifications of Candidates**

<i>Year</i>	<i>Male</i>	<i>Female</i>	<i>Total</i>	<i>% of Females</i>
2013-14	252	438	690	63.48
2014-15	282	276	558	49.46
2015-16	316	340	656	51.83
2016-17	304	358	662	54.08
2017-18	341	410	751	54.59

(Source: Publications by RSETI, Manipal)

The table above shows a reduction in number of female candidates over the last five years. A decrease in number of females is approximately 11% over a period of five years.

The performance of all Self Employment Training Institutes throughout the nation and state versus the RSETI Manipal is shown in the below table.

**Table: 5 Overall Settlement Rates of Candidates for year: 2016-17**

<i>Particulars</i>	<i>Candidates Trained</i>	<i>Candidates Settled</i>	<i>% of Settlement</i>
National Level	444,982	293,688	66.00
State Level	34,505	22,083	64.00
RSETI Udupi	662	424	72.00

(Source: Publications by RSETI, Manipal)

It can be observed that the performance of the institute is better than the nation and state average and percentage of settlement is much higher.

**Major Findings:**

From the above data analysis relating to last five years we can put forth the below major findings:

- The institute is housed at Manipal near Syndicate Bank Head Office which is easily accessible to youth of Udupi District.
- There is provision of variety of Entrepreneurship Development programmes and suitable post training support to fit the needs of aspiring candidates.
- The participation of candidates from backward and minorities communities is increasing over last five years which shows the urge for development
- The aspirants from BPL communities shows an upward trend towards training on entrepreneurship
- There is a reduction in number of female candidates aspiring to receive training
- The performance of institute is comparatively good over the study period when compared to national and state performance.

**Suggestions**

The following suggestions are offered for the enhancement of performance of the institute

- Sensitizing women through awareness programmes on available opportunities of entrepreneurship by the institute is highly needed to increase their participation
- The institute should focus on quality aspects of entrepreneurship training rather than on the quantitative aspects of training.
- There is need to focus on feedback of the training from the candidates is desired so as to maintain the effectiveness of the programmes offered.

**Conclusion**

It is worth noting that the RSETIs have emerged as vibrant institutions actively engaged in addressing the unemployment problem and in shaping the destiny of unemployed youth. The government and policy makers are looking upon RSETIs as a source of valuable experience in entrepreneurship training, skill development and employment generation, while shaping their policies. In this regard the role and importance of RSETI, Manipal is highest as its performance is comparatively good and consistent over the last five years. The only grey area is that there is a need for increase in number of female aspirants compared to male. Considering the rising unemployment levels and increasing number of students coming out of colleges and universities necessitates the urgent need for creating entrepreneurs through systematic awareness creation and training and support. There is need for a detailed research on relating various demographic factors and effectiveness of training offered by these institutions.

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## **STUDENTS' DISCERNMENT TOWARDS ETHICS AND CSR: A STUDY WITH REFERENCE TO MANGALURU CITY**

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### **ABSTRACT**

The term *ethics* is perceived differently at different circumstances and places. The purpose of education is not just to collect knowledge or enhancing skills or learning academic basics without understanding its value. It is essential to identify the essential moral elements present, especially in the behavior we reinforce and the virtues we promote in everyday life. Ignoring the moral substance evades the responsibility of educators. The students are our future generation who will have substantial role in framing the future of the country. This study aims to understand the students' perception towards ethics in college life. Our study is restricted to colleges situated in Mangalore city. The data analyzed based on seventy five respondents of undergraduate colleges reveals the ethical behavior of the college students and various innovative techniques followed by colleges in Mangalore city to inculcate ethical standards among the students. The findings indicate that there is a requirement for ethical promotion in educational institutions. If the students are encouraged to practice ethics in institutions, then they will be an asset to the society that will support and sustain national development. This study sees ethical behavior as a boon to develop healthy atmosphere.

**Key Words:** *Ethics, Perception of ethics, Ethical behavior, Student ethics*

### **INTRODUCTION**

#### **INTRODUCTION**

Ethics is being interrupted differently in different situation. It is a standard of behavior that tell us how human beings ought to act in the many situations in which they find them-selves-as friends, parents, children, citizens, businesspeople, teachers, professionals. Students being the part of the soci- ety and tomorrow's nation's builders, ethics should be in-culcated among the students through educational framework. The teachers should orient all students to analyse and under- stand what is "good" and what is "bad" or what is "wrong" and what is "right" or what to do and what not to do with reference to day-to-day commitments. Commonly ethics is perceived as judging others, family values, outcomes, legal rights, or specialists in solving

personal problems but ethics actually mean two aspect. The Most essential character to be present in a human is the ability to discern right from wrong, good from evil and propriety from impropriety and the com- mitment to do what is right, good and proper. Ethics is not just a topic to mull or debate, it entails action Ethics is being interpreted differently in different situation. The standard of behavior practiced throughout their life depicts how human beings respond to many situations when they interact with their other persons. Ethics should be inculcated among the students through educational framework as they are the part of the society and tomorrow's nation's builders. The teachers should orient all students to analyze and under-stand what is "good" and what is "bad" or what is "wrong" and what is "right" or "dos" or "don'ts" when dealing with day-to-day commitments. Commonly ethics is believed as judging others, family values, outcomes, legal rights, or specialists in solving personal problems but ethics actually mean two aspect. The Most essential character to be present in a human is the ability to discern right from wrong, good from evil and propriety from impropriety and the commitment to do what is right, good and proper. Ethics is not just a topic to mull or debate, it entails action.

### Focusing on essentials of Ethics and Values

The rapid changes in the technological world have posed many challenges in the global era. In this globalized me-chanical commercial world, expecting the future generation with honesty and commitment is a night mare for the society. Today all the children have an immense power of observation and their feelings are deep-rooted. They always observe their parents at home and their teachers in school. They are highly sensitive. It is right time where parental care to the children is on the wane. Today media play a vital role in the life of children , the adverse effect on the media has made the Children to accept a unrealistic approach in all the sphere of the life . In this context, there is now a growing demand in education to inculcate, nurture and develop values and eth-ics, particularly among the youth of the nation. Ethics lies

### Essentials of Ethics and Values

The spontaneous changes in the technological world have posed many challenges in the global era. In this globalized mechanical commercial world, expecting the future generation with honesty and commitment is a night mare for the society. Today all the children have an immense power of observation and their feelings are deep-rooted. They always notice their parents at home and their teachers in school. They are highly sensitive. Nowadays due to modernization parental care to the children is declining. The adverse effect on the media has made the children to accept an unrealistic approach in all the sphere of the life. In this context, there is now a growing demand in education to inculcate, nurture and develop values and ethics, particularly among the youth of the nation. Teaching profession contributes to the Ethical practices among students. The future of the country depends upon the moral values imparted to students during their college life. Teachers are expected to be moral guides and transformers in bringing out socially responsible citizens. The role of teachers in shaping the conduct of their students has undergone substantial change in recent years. This paper aims create awareness and need of innovative ethical practices and values in education which supports to frame their inner behavior.

### OBJECTIVES OF THE STUDY

The primary objective of the study is to explore the various innovative technologies used to in educational institutions to enhance the ethical conduct of the students.

- To understand students' perception towards ethics in college life.
- To understand the impact of innovative methods on ethical behavior of the students
- To know if the innovative technologies have contributed in generating socially responsible individuals.
- To provide suggestions for improving the ethical standards among students.

### STATEMENT OF THE PROBLEM

In the current scenario, society demands socially responsible individuals to balance the healthy atmosphere. The study focuses on the importance of value based education to transform the students to a socially responsible individual.

### METHODOLOGY

Both Primary and Secondary data are used for the study. Data collection method used was questionnaire method. To obtain information needed to fulfill the objectives of the research study, questionnaire was prepared through forms. These forms where sent to students of various colleges in Mangalore city. Completely filled in 150 questionnaires were analyzed with the help of statistical tools like tables, charts and graphs to meet the objectives.

### LIMITATIONS

- Probability of biased information from the students
- Study is confined to colleges located within Mangalore city.
- Time constraint.

## LITERATURE REVIEW

'Rauni Rosonen' (2007) 2 has found that society of individuals are widely and deeply conscious of ethical questions and are studying them is the target and means of the ethical growth in teacher education.

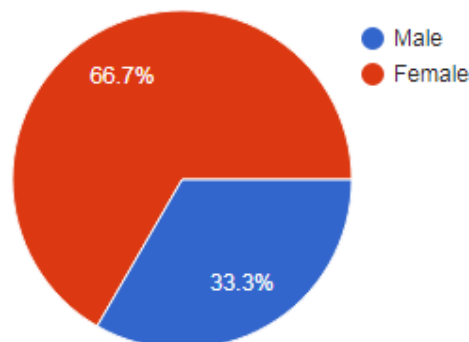
'William A.L. Anangisye, PhD (OCT 2010)3, the paper focuses on the initiatives and challenges of promoting ethics in teacher training colleges. The study has concluded that without a well-defined education policy in favour of promoting teacher ethics education, efforts to that effect are doomed to fail.

Fostering moral and social responsibilities in addition to intellectual development have long been goals of educational institutions (Pascarella et al. 1988). Furthermore, numerous journal articles support the critical role of higher education in preparing democratic citizens (Epstein 1999; Gamson 1997; Hauser 2000). In order to produce these citizen-managers, courses in social issues and business ethics are requirements for accreditation of business undergraduate and graduate programs (Gerde and Wokutch 1998). To meet these requirements, a vast array of pedagogical tools including service-learning experiences, case studies, experiential assignments, learning communities, and volunteer projects have been designed and instituted. However, little research has been conducted to assess the impact of such tools on the development of students' civic values and opinions (Weber and Glyptis 2000).

CSR refers to various ethical and socially responsible activities by a company (Carroll 1991). A detailed description frequently involves Carroll's (1979) four tenets including economic, legal, ethical, philanthropic responsibilities. That is, the foremost responsibility of business is economic, that is, to make a profit and expand; second, a business must obey the law and operate within the legal framework of society; third, businesses must respect the rights of others and meet society's expectations about what is right, just and fair; and fourth, a business should contribute to and support a broader community and improve the quality of society (Bhattacharya & Sen, 2004; Carroll, 1991; Matten & Moon, 2004; Sen, Bhattacharya & Korschun, 2006; Snider, Hill & Martin, 2003). More loosely, CSR has also been defined as a "commitment to improve community well-being through discretionary business practices and contributions of corporate resources" (Kotler & Lee, 2005, p. 3). The connection to society's needs and its clear potential for positive impact has led to CSR being hailed as one of marketing's most significant contributions to society (Varadarajan & Menon, 1988).

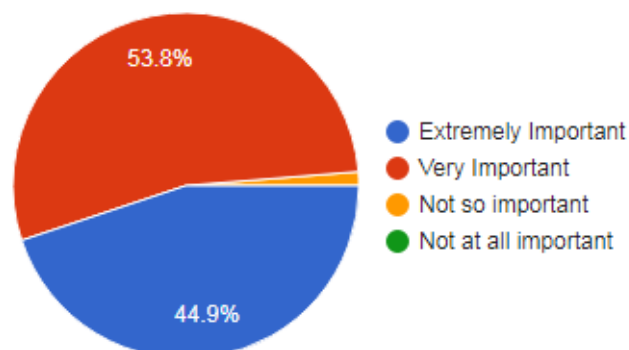
## MAJOR FINDINGS

**Chart No.1: Representing the Gender of the respondents**

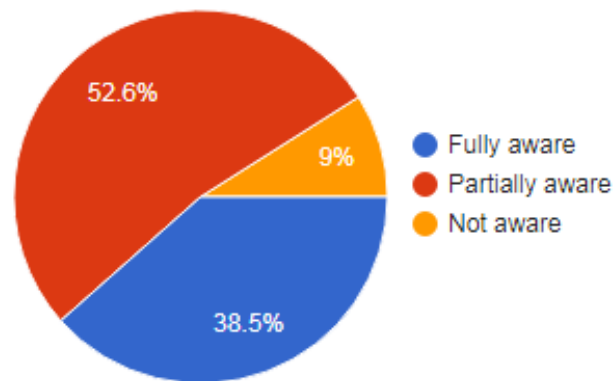


**Interpretation:** The above chart shows that 66.7 percent of the respondents are female and remaining is male.

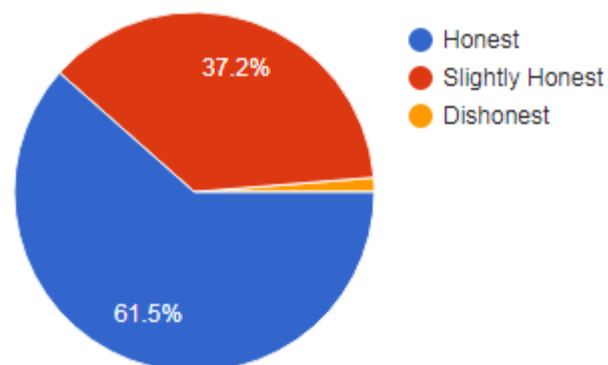
**Chart No.2: Representing the value of ethics in students' life.**



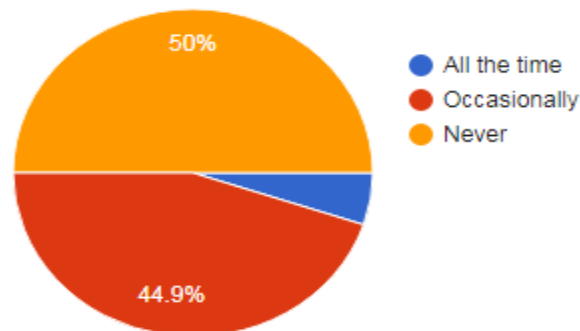
**Interpretation:** 98.7 percent of the respondents opined that value of ethics is very important and 1.3 percent found ethics as not so important.

**Chart No.3: Representing the response of respondents' awareness of the 'Code of Conduct' laid down by the institution**

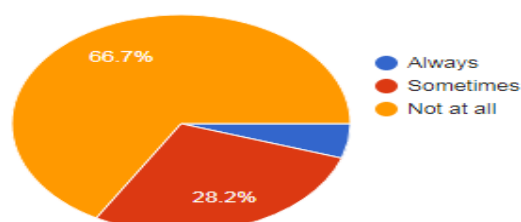
**Interpretation:** 52.6 percent of the respondents are partially aware of the code of conduct laid down by the college. 38.5 percent of the respondents are fully aware of this. While 9 percent have still said they are not aware of the 'Code of Conduct'.

**Chart No. 4: Representing the response of students towards the 'Code of Conduct' laid down by the Institution**

**Interpretation:** 61.5 percent are honest towards the 'Code of Conduct' laid down by the institution whereas 37.2 percent are slightly honest and there is a small percentage (1.3%) of respondents agreed that they are dishonest.

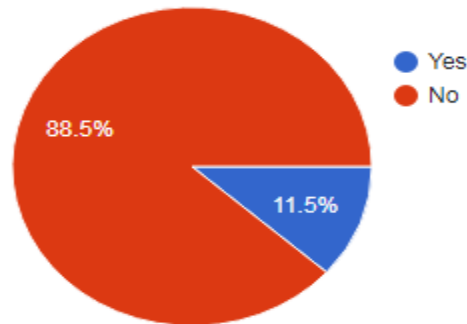
**Chart No. 5: Representing the response of students for missing a class or an exam**

**Interpretation:** 50 percent of the respondents have agreed that they have never given a false reason for missing a class. 44.9 percent have agreed that they occasionally gave false reasons. 5.1 percent of the respondents acknowledged that they give false reasons all the time.

**Chart No. 6: Representing the response of students towards copying during the examination**

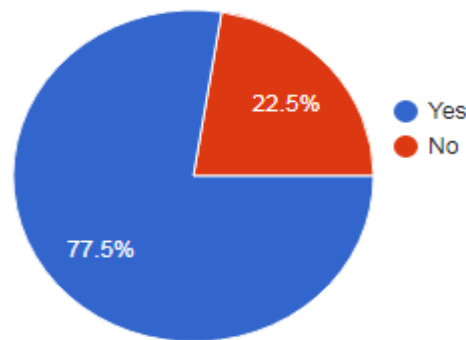
**Interpretation:** 66.7 percent of the respondents told that they have never tried to copy during examinations while 28.2 percent agreed that sometimes they try to copy.

**Chart No. 7: Representing the response of the students getting caught under malpractice during examination**



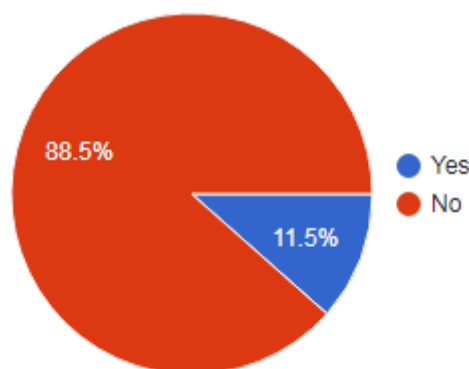
**Interpretation:** 88.5 percent of respondents opined they were never caught under malpractice. 11.5 percent of respondents were caught under malpractice.

**Chart No. 8: Representing the response of students following rules of examination after getting caught.**



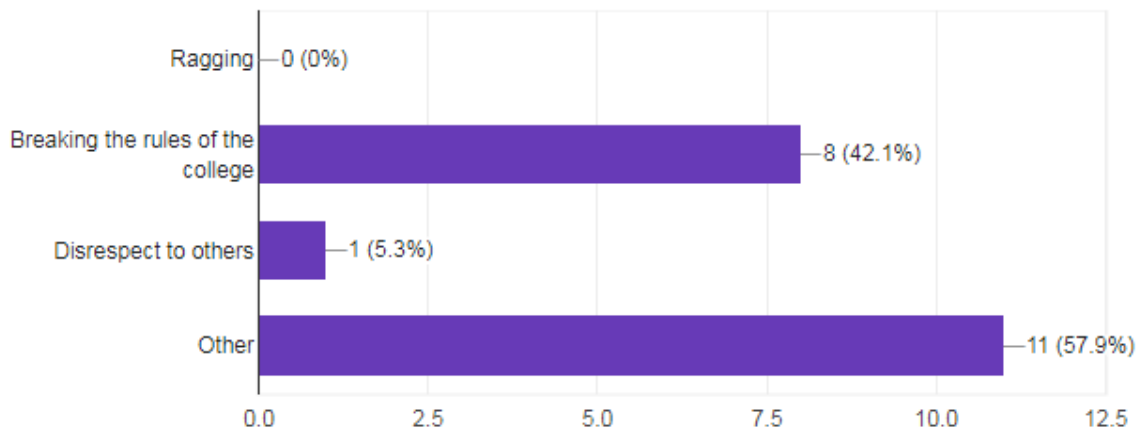
**Interpretation:** 77.5 percent of respondents who were caught under malpractice agreed that they have learnt from their mistake. 22.5 percent of respondents said that it has no impact on them.

**Chart No. 9: Representing the response of students for indulging in any in-disciplinary activities inside the college premises**



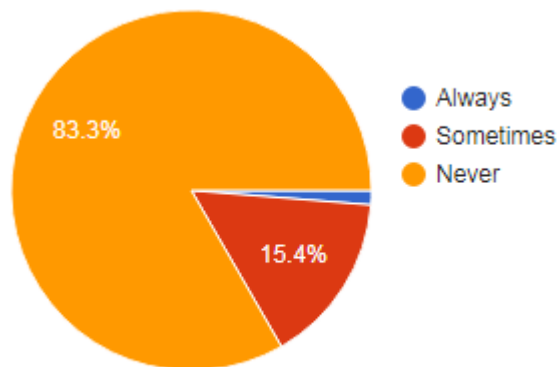
**Interpretation:** Majority of the respondents have responded that they have not indulged in of the in-disciplinary actions. 11.5 percent have responded negatively.

Chart No. 10: Representing the response of the respondents on the activities they have indulged in



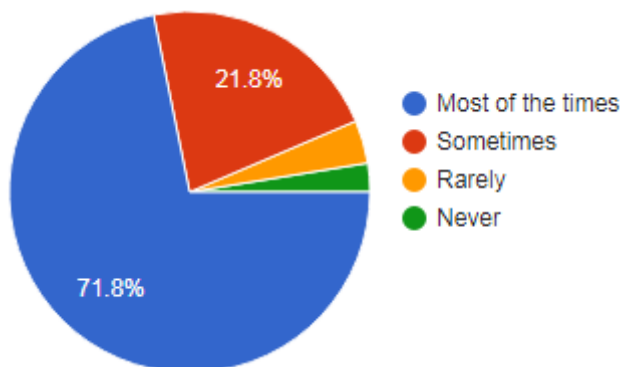
**Interpretation:** 57.9 percent of respondents indulged in in-disciplinary action other than ragging, breaking rules of the college and disrespects to others. About 42.1 percent of the respondents have agreed that they have broken the rules of the college.

Chart No. 11: Representing the response of the respondents for misusing the college properties



**Interpretation:** An overwhelming majority of respondents responded that they have never misused the college properties. 15.4 percent of the respondents have agreed that they have sometimes misused the college property.

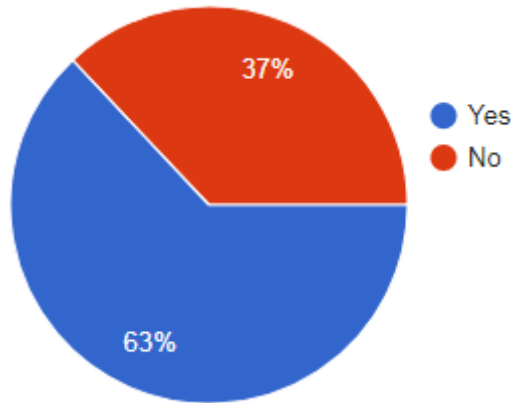
Chart No. 12: Representing the respondents’ response towards the benefits of value-based education at the college level



**Interpretation:** Most of the respondents (93.6%) think that value-based education is beneficial at the college level. 7 percent of the respondents feel value based education is not required.

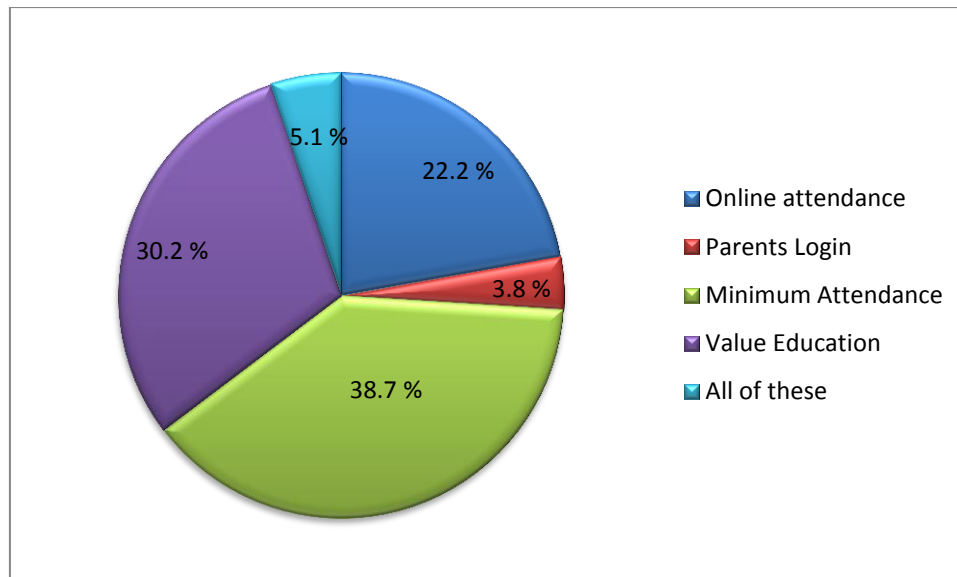


Chart No. 13: Representing the response of the respondents on the role of innovative technique to control the discipline of the students



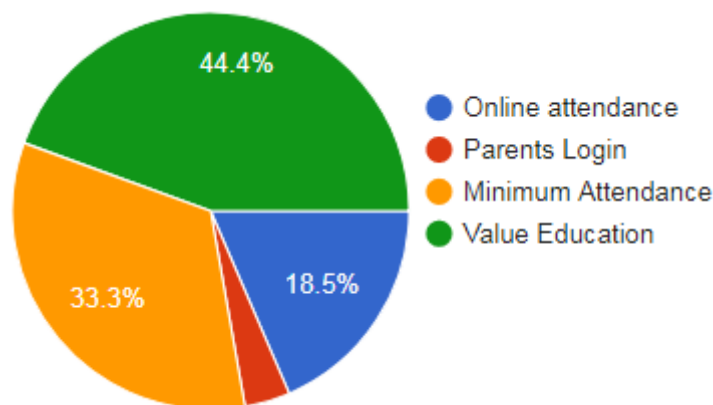
**Interpretation:** 63 percent of the respondents accepted that innovative techniques followed in their college have positive effect on their behavior. 37 percent have said there is no effect on their behavior.

Chart no.14: Representing the response of the respondents about various techniques implemented in their college



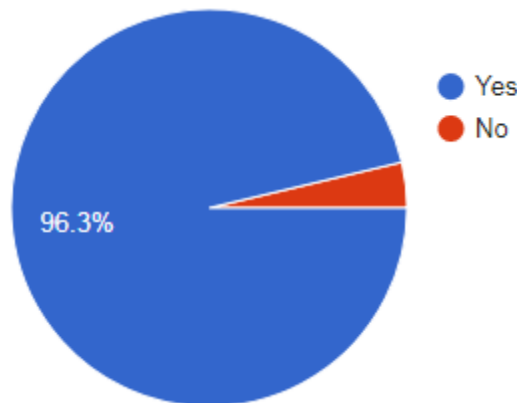
**Interpretation:** 40.7 percent of the respondent has told that their colleges have set a minimum attendance to attend the classes,

Chart No.15: Representing the response of the respondents about innovative technique that most effected their behavior



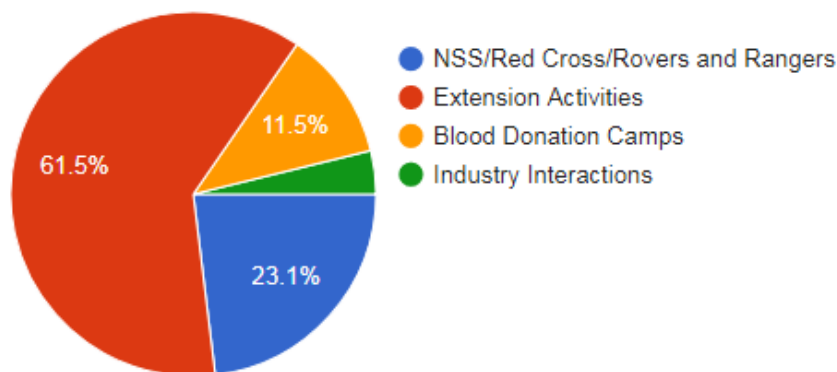
**Interpretation:** About 44.4 percent of the respondents believe that the value-based education in their college effect mostly to their behavior. 33.3 percent of the respondents opined that setting a minimum attendance by their college effected their behavior. Online attendance system and parent login have had a low impact.

**Chart No. 16: Representing the response of the respondents on social responsibility of their Institution**



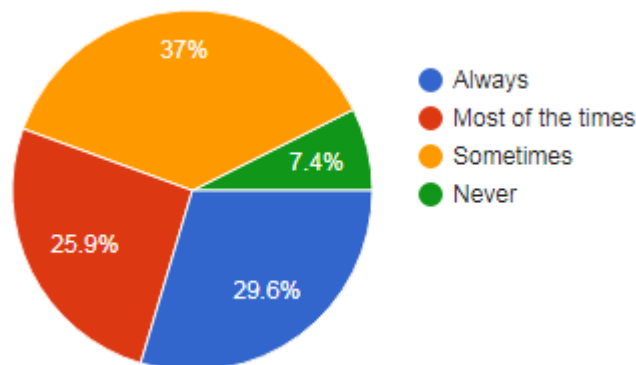
**Interpretation:** Majority of the respondents believe that their college is socially responsible. 3.7 percent of the respondents responded negatively.

**Chart No.17: Representing the response of the respondents on activities conducted by their college**



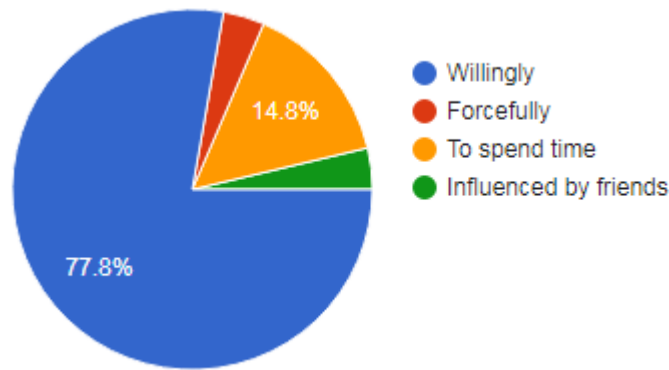
**Interpretation:** The chart shows that majority of the colleges in Mangaluru city are active in social outreach services through extension activities. 23.1 percent of the respondents said that their college is engaged in community service units like NSS, Red Cross, Rovers and Rangers,

**Chart No. 18: Representing the response of the respondents about taking part in activities organized by their college**



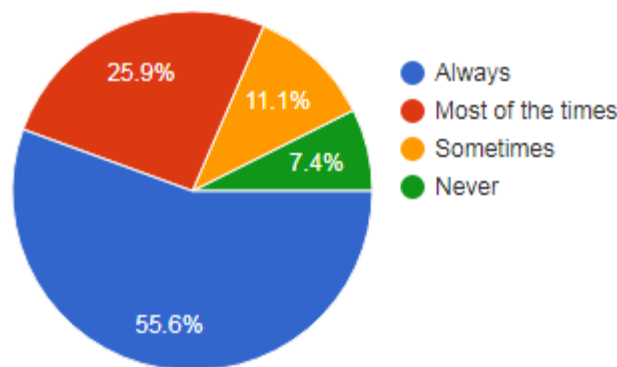
**Interpretation:** Majority of the respondents have been taking part in extension activities conducted by their college. 7.4 percent of the respondents have responded negatively.

Chart No. 19: Representing the response of the respondents to understand the reason for taking part in such activities



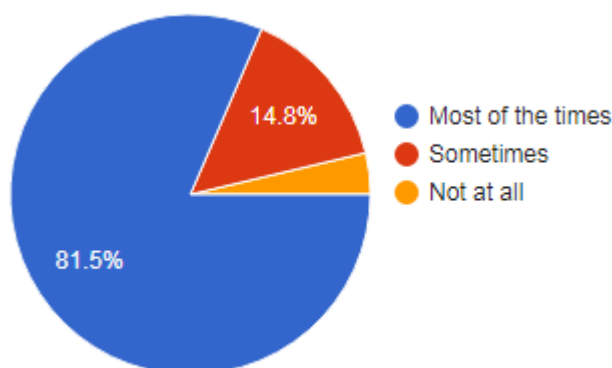
**Interpretation:** About 77.8 percent have responded that they willingly participate in extension activities organized by their college. 22.2 percent of the respondents take part either to spend time, forcefully or because of their friends.

Chart No. 20: Representing the response of the respondents on benefits of taking part in such activities to their life



**Interpretation:** More than 92 percent of the respondents have responded that activities conducted in college their added value to their life. 7.4 percent of the respondents have responded negatively.

Chart No. 21: Representing the response of the respondents to know the necessity of extension activities in their curriculum



**Interpretation:** Large percentage of respondents accepted that the inclusion of extension activities in curriculum is very necessary. 3.7 percentage of the respondents don't find such extension activities are necessary.

## SUGGESTIONS

1. Students should be made aware of 'Code of Conduct' laid down by the colleges which may be printed in prospectus, college notice board, college calendar etc.
2. Some of the innovative techniques like parent logins should be encouraged to increase the regularity and preventing students from giving false reasons for missing classes.
3. To install CC Camera within the classrooms to avoid students copying during examinations, to avoid in-disciplinary actions etc.
4. Value-based education can be provided to the students through guest lectures, value education courses.
5. Proper use of available innovative techniques by the institutions to bring about discipline among students.
6. Create awareness among the students about the code of conduct followed within the industries and inculcating discipline through various industry interactions.
7. We must encourage students to take part in such social outreach activities.

## CONCLUSIONS

The outcomes of the study deduce that value-based education integrated with innovative techniques has not just contributed in elevating the ethical standards of the students alone but been a noble cause in producing socially responsible citizens. The tremendous and rapid growth of technology posed a major challenge to both parents and the educational institutions in molding the overall development of an individual. Traditional methods of inculcating ethical conduct among the individual have rather become obsolete. Therefore modern innovative techniques contribute to directly or indirectly morphing the behavior of the students. Teaching effectiveness can be completely achieved with regular teaching methods fused with right use of digital technology.

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## CORPORATE SOCIAL RESPONSIBILITY AND INNOVATIONS AS A CONTRIBUTING FACTOR FOR DEVELOPMENT OF BUSINESS IN INDIA

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### ABSTRACT

Corporate social responsibility (CSR, also called corporate sustainability, sustainable business, corporate conscience, corporate citizenship) a type of international private business self-regulation. CSR is a movement that is gaining too much of support from companies these days. While once it was possible to describe CSR as an internal organisational policy or a corporate ethic strategy, that time has passed as various international laws have been developed and various organisations have used their authority to push it beyond individual or even industry wide initiatives. While it has been considered a form of corporate self-regulation for some time, over the last decade or so. It has moved considerably from voluntary decisions at the level of individual organisations, to mandatory schemes at regional, national and even transnational levels. Creating shared value or CSV is based on the idea that corporate success and social welfare are interdependent. A business needs a healthy, educated workforce, sustainable resources and adept government to compete effectively. For society to thrive, profitable and competitive businesses must be developed and supported to create income, wealth, tax revenues and philanthropy. Many companies employ benchmarking to assess their CSR policy, implementation and effectiveness. Benchmarking involves reviewing competitor initiatives, as well as measuring and evaluating the impact that those policies have on society and the environment, and how others perceive competitor CSR strategy. CSR is not just about preventing bad practices. More challenging question is rather how a company can think of contributing to a good society through good business practices. It's about the way in which the companies make profit, not about how they spend them. This employs a integrated perspective and founded on the basis of values and closely related to the company's core business. This paper will Pont out the significance of identifying ecological issues in exchange with the stakeholders of the company, social entrepreneurship, product innovations, new approaches to have a better and changed society and how CSR and innovations contributes to the continuous growth of the business

**Keywords:** CSR, creating shared value, benchmark, core business, social entrepreneurship, innovations.

### INTRODUCTION

Corporate Social Responsibility is not a new concept in India. It was always practiced as corporate philanthropy. The pioneers of industrialisation in the 19th century Tata, Birla, Bajaj, Lalbhai, Sarabhai, Godrej, Singhanian, and Mahindra were devoted to philanthropically motivated CSR. The underlying pattern was that the businesses donated money to schools or hospitals etc., without any long-term engagement. CSR is nothing but a self-regulatory mechanism adopted by corporates to ensure that all its business activities are according to law, follow ethical standards and international norms. CSR is a business

practice that involves participating in initiative that benefits society. CSR is not about environment conservation or about having a recycling policy. It is a procedure where corporates learn to respect legislative laws, moral values, people, communities and the natural environment. To assess and ensure that their day to day operations have a positive impact on communities, cultures, societies and the environments in which they operate.

According to CSR Asia, “CSR is a company’s commitment to operating in an economically, socially and environmentally sustainable manner whilst balancing the interest of diverse stakeholders”

World Bank Group states that “CSR is the commitment of business to contribute to sustainable economic development by working with employees, their families, the local community and society at large, to improve their lives in ways that are good for business and for development.”

The Companies Act 2013, made a provision concerning CSR. According to the Act, for the companies with net worth of more than Rs.500crore and turnover of more than Rs.1000crore and net profit of more than Rs.5 crore in any of the previous three years CSR provisions are applicable and they need to contribute at least 2% of their net profit for the purpose of CSR. Company should form a CSR committee consisting of three or more directors with at least one independent director and the company should have a separate CSR policy too.,

## OBJECTIVES

- To know the relevance of the concept of corporate social responsibility
- To know the innovations undertaken by the companies in the light of CSR
- To know whether CSR actions really contribute to the growth of companies
- To check the practical problems faced by the companies while discharging corporate social responsibility

## METHODOLOGY:

In preparing our paper we majorly concentrated on secondary data sources like periodicals, journals, books, websites with little bit of primary data

## Innovative methods adopted to discharge CSR by Indian companies:

- ❖ Eradication of poverty and hunger
- ❖ Promotion of education in rural parts of India
- ❖ Priority is given to environment protection
- ❖ Women empowerment
- ❖ Reducing child mortality and improving maternal health
- ❖ Keeping India clean

## Benefits of Corporate Social Responsibility:

### The main benefits of CSR are:

#### Stronger financial performance and profitability through efficient operations-

Businesses can use CSR and corporate sustainability to produce direct benefits. Operational efficiencies can be achieved by reducing energy usage and by reducing material inputs. Waste generation can be reduced and materials can be recycled. Such eco-friendly measures can be beneficial to environment and also provide economic benefits to companies. Operational efficiencies also help in streamlining information provided to investment community and to other stakeholders, leading to transparent operations. CSR tools help companies to manage risk and liabilities more effectively thereby reducing costs. Considering corporate responsibility and sustainability in business decision making not only reduces costs but also helps to easily tap new market opportunities. That is when new manufacturing processes are developed it can be expanded to other plants, regions or markets.

#### Improved relations with the investment community and better access to capital

There is growing evidence amongst indices like Dow Jones Group Sustainability Index (DJGSI) and the Jantzi Social Index that companies that follow CSR generally outperform those competitors who do not apply CSR practices. This has led to creation of funds such as Socially Responsible Investment, Domini Social Equity Fund etc. Large numbers of mutual funds are now considering CSR criteria when screening those businesses that do not meet environmental standards. So, a CSR approach not only improves the stature of the company, its stock market value but also its ability to access capital.

#### Improved reputation and Branding

This is a potential benefit of CSR, which helps a company to improve its reputation and branding. This helps the company to remain effective for the longer term, attract more of new customers and increase their market share. It also enables the company to position itself in the marketplace as a company that is more responsible and sustainable than its competitors.

#### Enhanced Employee Relations, Productivity and Innovation

A key benefit of CSR initiative is that it increases the commitment and motivation of employees to become more innovative and productive. There is increased loyalty and commitment amongst employees. This condition not only help to recruit and retain employees, motivate them to develop skills and also encourages them to pursue advanced learning so as to find new innovative ways of reducing costs and to also take advantage of new opportunities for maximizing benefits.

#### Stronger Relations within Communities through Stakeholder Engagement

CSR helps the companies to collaborate with their stakeholders including shareholders, employees, debt holders, suppliers, customers, communities, non-governmental organizations and governments. Open dialogue is maintained, effective partnerships

are formed and transparency is maintained in operations between stakeholders and the companies. The relationship between the business and the community becomes more credible and trustworthy. This is a very important benefit for companies because it increases their “license to operate” for a longer term as they get support from the community too.

### CSR as a form of investment

Business can also view CSR as a form of investment, which would help to differentiate the company and its goods and services. In order to develop CSR initiatives, firms can invest in areas like human resource management, environmental protection, health and safety, community development etc. CSR is intangible and less quantifiable, so firms should consider various factors and parameters and also the anticipated costs and benefits from the investment

### Problems in execution of CSR

1. **Integration of CSR into mainstream business:** While we are seeing greater awareness of CSR among leading companies in the industry, it remains on the periphery for many companies. In particular, the business processes and systems needed to manage the complexities of social and environmental performance—specifically the coordination across functions responsible for environmental impact, legal issues, procurement, HR, government relations, and community affairs—are still lagging.
2. **Collaborative approaches to cumulative sustainability impacts:** The cumulative environmental and social impacts of mining and energy projects—as well as the combined activities from other industry sectors such as agriculture and manufacturing—are leading policymakers and many companies to think differently about their contributions to sustainable development
3. **Local social license to operate:** The most successful companies will be the ones that have realistic capital project timelines and operating budgets that account for robust community-engagement strategies grounded in building trust and partnering with communities. Thus there should be systematic license policies to execute CSR implementations
4. **Changing expectations about human rights issues:** The energy and mining industries’ large-scale projects have substantial physical and economic impacts on host countries—often affecting entire national economies as well as localized individual communities.
5. **Local content and growing demands for benefit sharing:** Countries continue to seek out opportunities to capture a greater proportion of the benefits of resource extraction through legislation and regulations, hard and soft fiscal assertiveness, prohibitions on foreign takeovers, and export taxes.
6. **Accountability and responsibility for social and environmental performance in the supply chain:** Suppliers’ CSR performance can significantly impact the operational, reputational, and financial success of their customers. There is more pressure than ever for companies to implement practices that promote transparency, avoid corruption, advance environmental sustainability, protect human rights, and facilitate “local content” objectives in the supply chain. In response, more companies are grappling with how to set clear expectations, establish assurance mechanisms, and balance cost implications of managing their supply chain. While this is leading to contract amendments and new procedures for monitoring, oversight, and reporting, greater coordination between customer and supplier will be required to achieve intended outcomes and benefits.
7. **Evolving NGO agendas and relations with business:** In future, we expect the NGO landscape to continue its evolution with new issues, organizational models, and modes of operating—particularly as NGOs respond to their *own* stakeholder pressures for greater accountability in governance, impact, and transparency. With these changes and as companies push into new geographies, companies will need to reconsider their relations with NGOs and look for constructive ways to find common ground.
8. **Balancing the competition for water resources:** Climate change and population growth are putting increasing pressure on the global water supply. With limited supply and greater demand by water-intensive industries such as mining, oil sands, and natural gas developments, concerns regarding competition for water resources are likely to rise and become a source of friction for communities and industries, such as agriculture surrounding large-scale projects. We have already started to see leading companies invest in innovative solutions for sustainable water management and expect to see greater investment in this area in the near future.
9. **Labour relations and regaining worker trust:** There must be smooth relationship between labour force and firms to have an effective CSR activity but most of the time there will be confrontation of labour force with the firm’s ideologies, this may become a problem in CSR execution
10. **Revenue transparency and corporate and government accountability:** Corruption and lack of government accountability are considered the biggest obstacles to growth in many resource-rich nations.

### RECOMMENDATIONS

**Employee engagement:** unlocking human potentials: whenever an organization thinks of adopting social innovation, it should induce its employees to contribute their maximum effort to convert social innovation into reality.

**Product innovation: from social issues to business opportunity:** it is said that “Every single social and global issue of our day is a business opportunity in disguise”, but pathetic part is that nowadays most of the organizations and shareholders concentrate on short term profit ignoring the necessity of having community improving products and service innovations.

**Strategic partnership: scaling innovations through collaboration:** there are untapped source of innovations in the society. Many organizations underestimate the diversity of communities, organizations and people they impact within their ecosystem in order to build sustainable growth in business one should understand their collaborations with others.

**Governance and sustainability needs to come from within:** in order to have sustainable strategic growth through CSR activities, it is necessary to have whole hearted support of senior executives and shareholders. These shifts represents large investments which will increase the business growth. This can be achieved with the help of strong leadership.

**Community engagement: giving back to people you sell to:** organizations may not tackle the community problems individually as they may face the problems of finance. This can be better addressed with collaborations between businesses, NGOs and governments

#### **CONCLUSION**

The line between CSR and corporate innovations are thin. It is only the time by which one can judge whether a new socially driven corporate initiative is a strategic shift. Such innovations and initiatives will be successful only if business firms tends to be more responsible and more transparent in their approach while discharging CSR. Business should concentrate on developing new products and rendering such services which form value for customers. If CSR is used strategically and correctly, it will enable the companies to develop innovative ways to create value and new operational ways which will result into optimum utilization of resources that will benefit the company in future years and move ahead of competitors.

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## ROLE OF SOCIAL ENTREPRENEURSHIP IN ERADICATION OF POVERTY WITH SPECIAL REFERENCE TO UDUPI DISTRICT

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### ABSTRACT

*Social entrepreneurship is the use of start-up companies and other entrepreneurs to develop, fund and implement solutions to social, cultural or environmental issues.*

*Social entrepreneurship has become the buzz word in India and around the world. People have found the concept of philanthropy a bit intriguing in nature. It has the best mixture of social service and entrepreneurship. This combination makes it most attractive and so unique in nature. It helps society to get maximum gain and helps young minds to think out of the box. As the government of India has made corporate social responsibility a more realising responsibility than a mere formality. Corporates are now looking for their better roles in helping the society in a way that is both economically and socially beneficial. Some of the prominent organisations in India has accepted this form of doing business and shaped the society in a very positive manner.*

*One of the biggest social evil in India is poverty, despite being one of the fastest growing economies in the world. It had a growth rate of 7.11% in 2015 and sizable consumer economy. At present, 28.5% of Indian population lives below the poverty line. In the category of poor, falls the people whose daily income is less than Rs.33/day in cities and Rs.27/day in village. There are significant causes for poverty in India.*

*Udupi district being the educational hub in the Karnataka state, suffers from poverty in significant areas. In this paper, we have tried to evaluate the social entrepreneurship how significantly has brought about change in poverty level in the district. The study also tries to aim at the impacts of social entrepreneurship on eradication of poverty in the district and how people in the district are getting benefitted. The study tries to focus upon overall dimensions of social entrepreneurship in upliftment of district.*

**KEYWORDS:** *Social entrepreneurship, social service, corporate social responsibility, social evil, eradication of poverty, upliftment*

## INTRODUCTION

Entrepreneurship is a crucial element that encourages development, competitiveness, and growth, but there are several differences between traditional and social entrepreneurship. The latter is founded based on specific socioeconomic contexts that urge the need for addressing various issues mostly raised by inequality. In simple words we can say that the basic difference between entrepreneur and social entrepreneur is that , former solves the problem and the latter , solves problem that matter.

Social entrepreneurship is crucial when it comes to poverty alleviation, as focuses on solving the problem and not only on profit maximization. Social initiatives aim at producing the desired changes even without a commercial model. Instead of products they create and deliver values and improve social welfare. On the other hand, they can't guarantee financial viability. The lack of incomes can often force them to start various types of partnerships. In order to not lose sight of the initial purpose in exchange for the financial support, it is important to attract the right people both staff and partners.

Youth Citizen Entrepreneurship Competition has helped hundreds of thousands of young people from all over the world to learn entrepreneurial skills and strategies in order to find solutions to social problems such as poverty, lack of education, gender issues,,etc.

We see in our members a great potential for innovation and growth that can help to ameliorate the life of their communities and countries.

Most of the competition campus members are not business people. They are young people that want to make a change and during the way, they learn to use skills that they never thought about. They are driven by social commitment and tend to become protagonists of their own development. Thanks to technology, they can reach beyond geographical borders and have a greater impact, meet other people with same interests and collaborate. This big community of people that share the same purposes has a sustainable impact.

Half the world lives on less than Rs.50 a day. That's over three billion people. Over a billion have inadequate access to water, and some 2.6 billion lack basic sanitation. Every third child in the developing world does not have adequate shelter. The sheer scale of the problems of global poverty is overwhelming. Poverty is not solely the problems of poor. It has consequences and implications for all of us. We live in an increasingly open and interdependent world. Improving the prospects of disadvantaged will improve prospects for all.

In this regard , one of the most exciting developments in recent years has come in the form of a new kind of business. It goes by many names: social enterprises, inclusive businesses, market-based solutions to poverty, among others. These enterprises create sustainable social impact by providing the poor with beneficial products and services, while creating improved livelihood opportunities. These innovative models can be found today in a wide range of areas, from healthcare to education, sanitation to housing. The excitement around them is heightened by the belief that they will achieve scale by tapping investment capital—including from impact investors, which intentionally deploy capital to achieve social impact as well as financial return—just as mainstream, commercial businesses have done.

## OBJECTIVES OF THE STUDY

- To know the condition of poverty in Udupi region and economic conditions of the people
- To know how entrepreneurs are putting their efforts in changing the district economy
- To know government support for the eradication of poverty
- To know the techniques adopted to exploit the opportunities in the external environment to create this value of combating poverty
- How social entrepreneurship can be a boon to eradication of poverty

## METHODOLOGY

The study is significantly based on primary data collected by contacting various entrepreneurs and business persons in and around Udupi and also gathered information from various non-government organizations in Udupi. Apart from primary data research has secondary sources of information which are basically from news paper articles, government sources and internet.

## DATA ANALYSIS

**Udupi district** in the Karnataka state of India was created in August 1997. The three northern taluks, Udupi, Kundapur and Karkala, were separated from DakshinaKannada District to form Udupi district. Moodbidri was officially declared as new Taluk, separated from Karkalawith effect from January 11, 2018. The district headquarters are in the city of Udupi. An official Census 2011 detail of Udupi, a district of Karnataka has been released by Directorate of Census Operations in Karnataka. Enumeration of key persons was also done by census officials in Udupi District of Karnataka. In 2011, Udupi had population of 1,177,361 of which male and female were 562,131 and 615,230 respectively. In 2001 census, Udupi had a population of 1,112,243 of which males were 522,231 and remaining 590,012 were females populations

as per 2001. In the previous census of India 2001, Udupi District recorded increase of 7.14 percent to its population compared to 1991.

Average literacy rate of Udupi in 2011 were 86.24 compared to 81.25 of 2001. If things are looked out at gender wise, male and female literacy were 91.41 and 81.58 respectively. For 2001 census, same figures stood at 88.23 and 75.19 in Udupi District. Total literate in Udupi District were 926,429 of which male and female were 465,704 and 460,725 respectively. In 2001, Udupi District had 810,584 in its district.

With regards to Sex Ratio in Udupi, it stood at 1094 per 1000 male compared to 2001 census figure of 1130. The average national sex ratio in India is 940 as per latest reports of Census 2011 Directorate. In 2011 census, child sex ratio is 958 girls per 1000 boys compared to figure of 958 girls per 1000 boys of 2001 census data. The major religions in the district are Hindu (85.72%) and Muslim (8.22%) of the total population respectively. The literacy rate in the district is 86.24% (persons), 91.41% (males) and 81.58% (females). Main spoken languages are Kannada (42.36%), Tulu (31.64%) and Konkani (12.71%). Labour Force Participation Rate is 51.20%. Main source of income in the district is from the agriculture sector and per capita income is Rs. 1,85,721 . The crime rate in the district is 222.28 for the year 2015. Total cropped area is 1,11,503 in hectares and the forest area is 2179 in sq km (2015).

The head of the district administration is the Deputy Commissioner & Magistrate who is from Indian Administrative Service. Udupi District has 3 taluks namely Udupi, and Kundapur , which were headed by Tahsildars general administration of the district including industrial development at the apex is being looked after by the elected body called Zilla panchayat. The district has a Chief Officer and other officers appointed by the State Government.. Taluk level officers headed by Dy. Director, Khadi and Village industries are appointed in taluk of the district for the promotion of industries in rural areas.

The district is considerably sustainable due to the presence of agriculture and agro based products though economically district is performing good still there are significant amount of social evils like poverty, unemployment, uneven distribution of income etc

In the recent years district has seen a lot of changes in the form of social entrepreneurship. Social service is a noble job which is the need of the society. In our midst, there are many people, who are in distress, who need some kind of moral and emotional support. Social enterprises in Udupi are making sincere attempt to support these sections. There are many social NGOs in the district which has come up with plans and projects to remove poverty and unemployment problems. Our study revealed that

1. There are families suffering from core poverty situation where they can't afford their daily necessary things like food shelter and clothing
2. Significant reason behind unemployment is migrants from Various north Canara places like BijapurBadami, Ballarietc are taking away the works of resident people at cheaper rates
3. District residents are looking towards bigger cities like Banglore, Mumbai, and other foreign countries for their jobs
4. Government plans are not reaching to the root level
5. There is gap between government plans and private business people plans and their executions
6. Social entrepreneurship is a very new concept in the district and it still needs social awareness
7. Most of the NGOS like Udupi Nirmithi Kendra, Avakasha Foundation, Desi Crew, Rabita Society etc are functioning as a social entrepreneurs in the district
8. Desi crew is one such enterprise which has brought BOO jobs to rural youth in and around Kaup. It had an idea of targeting the issues of unemployment and poverty in rural areas by providing them opportunities in their own village thereby reducing migration to urban areas. According to them , there is no compromise in quality in providing training to youth of rural area.
9. These foundations are facing certain problems like
  - A. Lack of awareness among people about welfare concepts
  - B. Financial vulnerabilities
  - C. Lack of skilled human resources
  - D. Lack of support from government authorities
10. Business persons in the district are not given much exposure on this social entrepreneurship development concept.
11. District has a very good 45% of population into working density and they earn their livelihood

The study also reveals that government has numerous plans in uplifting the economic conditions of people in the district. Chief income and business source is being agriculture in the district, there are many plans and subsidies announced to these sectors by the government every year.

## Inferences

The study found out various key areas where in which district needs to concentrate more so that economic conditions of the district will be much better than previous years

1. District government can plan to join hands with private entrepreneurs to cater the facilities to rural most areas in the district like amasebalilu, kulthur, kudietc
2. District government plans should be made aware to all the people in the rural areas through campaign or meetings thus we can empower the society
3. Private entrepreneurs are supposed to be given with support and subsidies to operate in the rural areas

4. Social entrepreneurship awareness programs are supposed to be conducted by the Various NGOs and other business organisation
5. Earn and Learn concepts are supposed to be taught in the schools and colleges to make youths motivated to come into social entrepreneurship development
6. Colleges needs to inculcate social entrepreneurship concepts in their syllables so that young minds can think of creative social welfare activities
7. The social entrepreneurship development firms like BharatiyaVikas trust, NisrgaYuvaka Sangha,Manipal education and employment trust etc needs to be financially empowered to develop the distinction the better way
8. Youths are supposed to be educated to not trove out of the disco employment and to be in the place and develop by their entrepreneurship programs.
9. Government can plan Various opportunities to youths who startup the business and serve the society
10. District authorities can plan Various competitions and campaign programs for social entrepreneurship development and skill development
11. Social enterprises can make indeed a tremendous contribution in combating poverty only if those who support these enterprises see the challenges that enterprises far and play a stronger role to helping them to overcome those challenges. If we do not support them , there is a danger that social enterprises will continue to inspire and excite, but not change the world in any significant way.

### **Conclusion**

Udupi being the famous place for temples and culture can be even more famous and ideal district in the country in near future if given with proper support for the social entrepreneurship development with regard to eradication of poverty and sustainable growth in the economy through creation of more employability in the district. District would look more beautiful and elegant once society development meets up with entrepreneurs who has creative mind to develop society and business. We cannot deny the fact that social enterprises in Udupi had brought value to fight against poverty that other players like government, corporations, don't.

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## PROBLEMS AND PROSPECTS OF STREET VENDORS: A STUDY WITH REFERENCE TO KARKALA (URBAN)

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### ABSTRACT

*Street vendors play a significant role in marketing of vegetables and fancy items in urban areas. They constitute nearly 10 % of the total vendors in a town. The present study is undertaken to understand the demographic profile of the vendors and to find out the problems and to suggest possible solutions to the problems. 30 respondents are selected for the present study from the different areas of Karkala urban. Their age, type, work place amenities, family structure, working hours, travelling way etc are considered. The data is analysed in terms of tables and percentages. (Charts and diagrams are avoided to minimize the size of the paper). At the end possible solutions are suggested for the vendors' problems in Karkala.*

**KEYWORDS:** *Street, Vendor, Marketing Problems, solutions.*

#### 1. Introduction:

A street vendor is defined as a person who offers goods for sale to the public at large without having a permanent built up structure from which to sell. The Street vendors may be stationary in the sense that they occupy space on the pavements or other public/private spaces or, they may be mobile in the sense that move from place to place by carrying their wares on push carts or in baskets. Bhattacharya in his study explained that street vendors are those people who do not have a permanent place of their own and who offer goods and services without having proper trade license for sale from public places. The National classification of Occupation 1968 defines street vendors as hawkers, peddler, street vendor, Pheriwala sell articles of daily utility and general merchandise such as vegetables, sweet, cloth, utensils and toys on footpaths or by going from door to door. They normally purchase goods from wholesale market according to his needs and capital (money) available. They load them in basket on a pushcart, wheelbarrow or tricycle and moves in selected areas to effect sales. Many times they announce loudly goods or articles on sale and their prices to attract customers. Some of them may also display goods or articles of sale on footpath and effect and effect sales.

#### 2. Objectives:

1. To understand the concept of Street Vendor
2. To understand socio-economic status of street vendors.
3. To identify their problems or issues in Karkala Urban.
4. To find out or to suggest some suggestions.

#### 3. Methodology:

The study is held by using both primary and secondary data. The primary data is collected by using structured interview schedules in Karkala town. The responses are collected from 30 samples taken from different streets of Karkala town. The collected data is then evaluated valid inference is drawn. Unstructured interviews are also used for collecting information from KMC officials.

With primary data, secondary data also used. Required books and articles are referred to find the research problem and for review of literature.

#### 4. Review of Literature:

Manoj Panwar (March 2015) in his article stated that one cannot neglect Urbanization as it is directly proportional to development of a country. Effect of an increasing population growth in the era of globalization is compounded by

a rapidly accelerating migration from rural areas to the urban centers. These accelerated pace of urbanization has led to employment problems. Urban labour force expands faster than the employment generated in the urban sector of economy e.g. manufacturing and services sector. So urban centers are not able to provide employment to all workforce, in formal jobs, looking forward for opportunities for earning their livelihood, so, they are forced to find other opportunities in informal sector of urban settlement. The informal sector represents an important part of the economy and the labour market in many countries, especially in developing countries. It plays a major role in employment creation, production, and income generation. Within this informal sector of workforce, street vendors play an important role in employing migrated people. Vending in urban area is characterized by ease of entry, small scale of operation carried out in temporary structure in a variable location without a fixed place or store. Vendors sell their products in unregulated and competitive market environment without observing any fixed hours for vending. Very often, vending is on an illegal basis contrary to the government regulations; it does not depend upon formal financial institutions for its credit needs As initial investment and risk associate for vending daily needs is low, but due to this street vendors large number of problems associated with landuse, security, health and infrastructure social arise.

Shawanne S T (2017) his article “Problems and solutions of vendors-a case study” reveals that “Due to urbanization and industrialization there is a rapid acceleration of migration from rural are to Urban area. So urban centers are unable to provide employment to all workforce, so they have to find other opportunities for the settlement in informal sector. Within this informal sector, vendors sell their goods in competitive market. So present study is undertaken to find out socio-economic status of the vendors and to suggest possible solutions to the local authorities of Pimpalner Town.

**5. Karkala Profile:** Karkala is a Taluk headquarters place in Udupi district. It is a part of Tulunadu. As per census 2011, the total population is 25,824. The sex ratio is 1.11. Kannada, tulu, Konkani, hindi and English are the major regional and official languages of Karkala taluk. The major source of livelihood of Karkala urbans is business. Among the business people, the persons having their own permanent establishment is more. At a same time many street vendors also observed in the streets of Karkala who sell vegetables, food items and fancy items on footpaths of Sri Venkataramana temple road, market road and near bus stand. The researcher has tried to bring out the regular problems of these vendors and also mentioned opportunities waiting for them

## 6. Problems of street vendors

**6.1. Meager Earnings:** Street vendors earn very meager earning although they work for almost 5-10 hours a day. Therefore it would be correct to generalize that most street vendors are desperately poor relative to their counterparts in the formal segment of the economy.

**6.2. Payment of weekly bribes or hafta:** A majority of street vendors are unlicensed and therefore officially treated as illegal. A significant proportion of street vendor earnings (estimates suggest between 20% – 30%) are taken as bribes by the authorities.

**6.3. Eviction or confiscation of goods:** Eviction drives are conducted by policemen and wares and goods of the street vendors are confiscated or destroyed. Section 283 of the Indian Penal Code (IPC) permits action against vendors and such other who cause impediments in the free flow of traffic or obstruction to movements of pedestrians on footpaths.

**6.4. Brutal action by police/ hostile environment:** Street vendors operate in a very hostile environment. The police treat them very badly. A very recent example is that of policeman throwing boiling oil on the vendor when he refused to pay bribe.

**6.5. No legal recognition and improper regulation of vending:** Most of the street vendors operate their business without license. Hence they are treated as illegal. The new Act has provision for giving license to every vendor.

**6.6. Lack of awareness about their rights:** As most of them are not much educated, they are not aware about their rights. They don't understand the legal complexities and don't want to get entangled into complex legal procedures.

**6.7. Inability to access government schemes or facilities:** Street vendors mostly consist of migrant population. As they are not permanent residence of the city, they don't possess documents and proofs required for availing government facilities.

**6.8. Lack of basic facilities/ poor working conditions:** Street vendors work in very poor working conditions. They don't have access to proper lighting, toilet facilities, drinking water, working space, etc. It can be said that there is a decent work deficit in the working life of street vendors.

**6.9. Lack of social security:** Street vendors are a part of the unorganized sector. There are no social security schemes directly for the unorganized sector and specifically for the street vendors. Lack of social security forces them to borrow from market for any unforeseen situation and leads them into a debt trap situation.

**6.10. Low level of unionization:** The level of unionization is low among street vendors mainly because they feel that they can survive through paying rents rather than forming unions that will fight for their rights.

## 7. Data analysis & Interpretation:

**7.1 Gender classification of vendors:** Among total 30 respondents, 77% (23) are male and 33 % (7) are female.

**7.2 Age of Vendors:** Majority (64%) of vendors are in between 40-50 years of age group. 24% are fall under the category of 50-60 years of age. Only 3 (12%) are under the category of 30-40 years of age.

**7.3 Family Size:** 20% of the vendors are of family size in which members are 10 and above. 40% are belong to the family in which members are 7-10. The balancing figure 40% of the respondents are belong to the category of less than 5 members family.

**7.4 Mode of travel to reach workplace:** 60% of the vendors reach their workplace by walk and bicycles. 20% reach by own two/three wheelers and rest of them are (20%) depend on public transport.

**7.5 Working Hours:** 70% of the vendors work on an average per day nearly 10 hours, 20% of the sample work about 5 hours and remaining 8% work less than 5 hours.

**7.6 Nature of Business:**

Nature of business	Gender		Total Number of vendors	Percentage
	M	F		
Vegetables	5	2	7	23
Flowers	3	0	3	10
Fruits	3	0	3	10
Fish	1	2	3	10
Bike seats/Helmets etc	1	0	1	3
Food items	3	0	3	10
Cloth/Textiles	3	0	3	10
Electronic items	2	0	2	7
Fancy items	1	3	4	14
Books/Magazines etc	1	0	1	3
<b>GRAND TOTAL</b>	<b>23</b>	<b>7</b>	<b>30</b>	<b>100</b>

From the above table it is clear that 23% of the total street vendors sell vegetables, only 3% sell books and bike seats, helmets etc. Out of seven female sample two sell vegetable, two are engaged in fish vending and three are involved in fancy items vending.

**7.7 Problems of street vendors:**

Nature of the problem	Frequency
Meager Earning	24
High rate of KMC Tax	30
confiscation of goods	3
hostile environment	3
Inability to access government schemes	5
Lack of basic facilities/ poor working conditions	22
Lack of social security	23
Health issues due to air/water/noise	30
Competitions	30
Bargaining/pricing	21
Price fluctuation of input materials	16
Lack of social image	22

**8. Solutions to the street vendors problems:**

For the development of town with in terms of better road infrastructure facility and enhancing the image of the town, the street vendors act 2014, Policy guidelines for Street Vendors needs to be implemented in the town . Along with the implementation of Street Vendors Act, Right to earn livelihood should be protected. Government should frame laws to protect street from anti social elements. Vending zones to be identified in city areas and new site on the periphery of the existing municipal boundary need to be identified by the urban planners to formally include street vendors in planning process. Vendors should form association recommendation and forwarding of applications for registration of all existing vendors to district administration in fair and transparent manner. District administration should issue vending license and proof of identity to carry out vending in specific areas thereby making the vending legal. Skill training and credit facilities to be made available to street make initial investment. Schemes like pension, health care etc. should also be extended to street vendors. Each ward should have town vending committee, which in turn would be responsible to form a location centric policy, keeping the National Street Vendor Policy as a guiding tool.

District administration should identify parking site near the vending zones to make vending more natural. Unemployed youth, NGO's and trusts were encouraged to manage parking at the busy places. District administration should provide permanent sheds for vendors with proper shades with minimum facilities such as first aid, drinking water, and toilet. Garbage collection and solid waste disposal, public toilets and sanitation for vendors, electricity, gas and water supply network, on- site storage facilities should also be provided as and where possible. With these

- 1) Authorities should provide licence to the vendors so that they can be protected by harassment and eviction by local authorities.

- 2) Some street vendors are food vendors, they have not received formal training as they are less educated while selling ready food. Local authorities should have to provide training to those vendors.

- 3) Skill training and credit facilities to be made available to the vendors.

- 4) Scheme like regular health check up or health care and pension should also be extended to vendors. 5) In town there must be a vending committee they should take care of vending issues.

- 6) Authorities should provide permanent sheds for vendors and minimum facilities such as first aid, drinking water, toilet, garbage collection and solid waste disposal etc

- 7) Ladies rest rooms/ toilets to be provided by the local authorities.

- 8) Tax relaxation can be given to the vendors

- 9) Permanent shed facility is needed to protect the vendors and their goods during rainy season.

#### **9. Conclusion:**

In the era of globalization, the retail sector is growing fast. Besides this retail chain, small retailing which includes street vendors has been one of the easiest ways of employment for the urban poor. There has been a phenomenal increase in the number of street vendors in the cities due to unemployment and migration. Today street vendors have become an indispensable part of urban culture. But the local governments have failed to provide them with a decent working condition, working safety, economic sustainability and social security.

Karkala is a small, calm and decent town. The street vending in the town is almost closed by evening 6.30 except few omelet carts and flower vendings. If the roads are widened in Karkala, and separate vending areas are provided in which no vehicle entries are allowed, surely street vendors also can also lead their life happily without more uncertainties and health hazards like other vendors.

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## **PROBLEMS AND PROSPECTS OF MEDICAL TOURISM IN INDIA (A Study on World Heritage Sites and Super Specialty Hospitals in Karnataka)**

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### **ABSTRACT**

Recently the importance of the study of World Heritage Sites in India is increasing because the Tourism in Growing and Tourists started travelling towards India for good health. India is such a country which has 37 sites in India and 3 sites in Karnataka as listed by UNESCO. Medical Tourism has become a high profile issue in India today particularly in the wake of global warming biodiversity and other environmental issues. The Cost of surgeries is tremendously increasing in developed countries with the maximum waiting period. It is the great opportunity for Indian service market to offer health services at minimal cost for foreign patients who visit India to see world heritage sites especially Hampi, Pattadakallu and Western Ghats in Karnataka. This paper throws light on the modern global strategic tool to provide health overseas in an interdependent economic era.

*Key Words: 'Health Care', 'Medical Tourism India', 'Meditation-Ayurveda', 'Surgery Costs'*

### **INTRODUCTION:**

*Om sarve bhavantu sukhinah (May all be happy)  
Sarve Santu Niramaya (May all be free from illness)  
Sarve Bhadrani Pashyantu (May all see what is auspicious)  
Maa-Kashcit-dukh-bhag bhaveth (May no one suffer)  
Om Shanthi Shanthi Shanthih (May Peace Prevail everywhere)*

The above Sanskrit Shloka is more relevant to Medical Tourism in India because people travel for happiness, people travel for freeing themselves from illness people travel to see what is auspicious by which people may not suffer and so that the piece will prevail in the world. Foreigners visit India only to see the sites earlier but today they visit to see and to get health and to save money by travelling towards India. UNESCO declares 1092 world heritage sites across the globe as on 01.01.2019. In which 845 Cultural, 209 Natural and 38 Mixed sites. In India there are 37 Sites, 29 Cultural, 7 Natural and 1 Mixed and in Karnataka 3 sites Group of monuments Hampi, Group of monuments Pattadakallu and Western Ghats. Foreigners do come to see these auspicious sites to feel happy and they gets treated in Indian Hospitals to stay away from illness. For example in the year 2014, 88,020 Patients have come to the Bangalore city for treatments like Cancer Care, Organ Transplants, Cardiac Care, Nephrology, Urology, Neurosurgery and Orthopedics.

India is seeing a surge of tourists from developed countries as well as from countries in Africa and South and West Asia Cultural tourism has gained momentum in India over the past few years, a trend underpinned by India's vivid diversity, low-cost advantage, and the emergence of new high-quality travel/tourist service providers. In India, approximately 4,80,000 patients arrived in 2008 from across the globe for medical treatment. The medical tourism market in India is estimated at US\$ 333 million in 2004. It is expected to become a US\$ 2 billion-a-year business opportunity by 2012.

The emergence of low-cost, high value specialist medical care territories in India has been noteworthy, For instance, New Delhi has emerged as a prime destination for cardiac care, as has Gujarat. Similarly, Chennai has established a niche for quality eye care, while Kerala and Karnataka have emerged as hubs for state-of-the-art Ayurvedic healing. These "medical hotspots" are

beginning to witness an influx of health tourists from non-traditional geographies. Among others, foreign health travellers to India comprise a large number of Non Resident Indians (NRIs).

A complete transplant or bypass procedures can be achieved for a tiny fraction of the cost for the same procedure in U.S. This lower cost includes significantly longer post-operative care in the hospital itself.

Medical tourism is becoming a popular option for tourists across the globe. It encompasses primarily and predominantly biomedical procedures, combined with travel and tourism. The term medical tourism has been coined by travel agencies and the mass media to describe the rapidly growing practice of travelling across international borders to obtain hi-tech medical care. Various countries like Thailand, Malaysia, India, etc are promoting medical tourism aggressively. The key competitive advantages of India in medical tourism stem from the following: low cost advantage, strong reputation in the advanced healthcare segment (cardiovascular surgery, organ transplants, eye surgery etc.) and the diversity of tourist destinations available in the country. The key concerns facing the industry include: absence of government initiative, lack of a coordinated effort to promote the industry, no accreditation mechanism for hospitals and the lack of uniform pricing policies and standards across hospitals.

Medical tourism or health care tourism is fast growing multibillion-dollar industry around the world.



It is an economic activity that entails trade in services and represents the mixing of two of the largest world industries: medicine and tourism. The paper identifies the strengths of India's medical tourism service providers and points at a number of problems that may reduce the growth opportunity of this industry. This paper focuses on the key issues and opportunities possessed by Indian medical tourism sector that enable it to overcome domestic and international barriers on upgrading its medical services.

Finally, this paper analyses and concludes the main reasons why the developing country like India attracts foreign tourists for the medical treatment:

#### ORIGIN OF THE RESEARCH PROBLEM:

This Paper will explore recent research which challenges Common myths misconceptions about the market for medical tourism. Current global trends affecting the industry and trends within the industry will be explored in order to identify some of the risks and opportunities facing medical tourism destinations and providers. Cases and examples will be provided to demonstrate some of the factors which have led to successful medical tourism destinations, and to demonstrate how medical tourism providers are solving some of the current problems facing the industry today.

Overburdened health infrastructure and high costs in the West is a key driver for looking at India where low cost, good quality, and reduced waiting period are prime value propositions. Foreign patients currently account for only 5 per cent of the total foreign tourists. For most corporates, foreign clients account for less than 7 per cent of total clientele. Clients are mainly from the Middle-East and South-East Asia.

The healthcare systems in Europe and the United States are under severe pressure: particularly the National Health Service (NHS) in the UK, which has a long list of patients waiting for over a year for surgery. In the US, the healthcare crisis has

a different dimension. Around 50 million citizens are uninsured, with even the insured having to pay dearly for treatment. Further, the shortage of paramedical professionals such as nurses has aggravated the situation. Patients from the US are now regularly beating a path to India, as many of their insurance companies have entered into tie-ups with private Indian hospital chains.

India's low cost of medical care is a strong value proposition. India offers highly cost-competitive medical treatment and technological advances in areas such as cardiology, cosmetic and orthopaedic surgery, dentistry, eye care, and preventive health checks. India offers world-class cardiac bypass surgery, hip replacements, organ transplants, cosmetic, dental surgery, and vision correction. Costs of comparable treatment in India are on an average one eighth to one fifth of those in the West as depicted in the table below.

**TABLE-1.1: COST OF KEY SURGERIES**  
( US, India, Thailand, Singapore) (Appr. Figures in US\$)

Procedure	US	Thailand	India	Singapore
Heart by pass	1,30,000	10,000	11,000	18,500
Heart valve replacement	1,60,000	9,000	10,000	12,500
Angio plasty	57,000	11,000	13,000	13,000
Hip replacement	43,000	9,000	12,000	12,000
Knee replacement	40,000	8,500	10,000	13,000
Spinal fusion	62,000	5,500	7,000	9,000
Success Rate	>98%	NA	>98	

[Source: India Brand Foundation Report on Healthcare]

Source: International figures based on the records quoted in named countries.

### INTER-DISCIPLINARY RELEVANCE:

With the realization that Human Resource (HR) are the most important of all the resource in an organisation ruling the global corporate landscape since the 1970s, Human Resource Management (HRD) as a formal discipline has gained momentum and has been leading the way forward. Management in general deals with the coordination of all the activities and tasks of an organisation primary activities being production, marketing, and finance. Of late, however, the emphasis has been shifted to HRM as the fourth primary activity of the purpose of all activities i.e. the welfare of the society/community through the development of its units i.e. human beings.

### REVIEW OF RESEARCH AND DEVELOPMENT IN THE SUBJECT:

#### *International Status:*

With the promotion of WHO, the erstwhile ignored diseases overlooked as common maladies, the world has evolved into a health-conscious habitat not just in the developed but the developing nations as well. All the same, most of the literature on health and health-related aspects were published in scientific journals/publications. However, with the times going forward, the medicine-related studies are finding publication in the mainstream publications as well. Bayat and Shirazi (2010),<sup>1</sup> made this happen in their study "A Study on Personnel Commitment Factors in Shiraz Chamran Hospitals: Shiraz University of Medical Sciences, Iran."

More and more studies of this objective type are anticipated to take place in the days to come like the one by Chan, et, al.<sup>2</sup>

#### *National Status:*

As South-East Asia emerges as the newest and the cheapest hub of healthcare, the intelligentsias in the sub-continent are all-absorbed in an attempt to know so as to suggest to improvise the industry. Kandampully,<sup>3</sup> in his comprehensive and distinctive work broadens yet refines a new management focus for both hospitality researchers and students. The focus of the book is on services management as being the new paradigm in hospitality. To achieve this, the book is divided into four sections: The *first* focuses on the service paradigm, section *two* focuses on services of quality, section *three* is on service Vision, strategy, processes, systems, design, blueprinting and managing service networks, and the *final* section investigates service growth and explores service superiority through empowerment, whilst coordinating service guarantee and service recovery.

Kumar, et. al.<sup>4</sup> opine that healthcare professionals are becoming more involved in performance management as hospitals restructure to increase effectiveness. Although they are hospital employees, they are subject to performance appraisals because the hospitals are accountable to patients and the community for the quality of hospital services. The purpose for having a performance appraisal program in hospital is to monitor employees performance, motivate staff and improve hospital morale. The performance of a health care professional may be appraised by the appropriate departmental manager, by other professionals in a team or program or by peers, based on prior agreement on expectations.

## **SIGNIFICANCE OF THE STUDY:**

From the above review it is crystal clear that there are no any researchers carried in a comprehensive manner to cover the most significant aspects of medical tourism in heritage sites either at the international or at the national level. The study gains prominence particularly because no such comprehensive study has been undertaken in the study area.

The study is carried out with due intention to study the aspects like, reasons why medical tourism in India makes it clear that india has potential to attract the global tourists for health benefits and visiting to the sites listed as world heritage sites by UNESCO.

## **OBJECTIVES:**

- The objectives set for the current research investigation are:
- To review the profile of the study area and to study the organisational structure of the medical industry in the study area.
- To study the prospects and problems of medical units in the study area and to critically appraise the performance of the chosen healthcare units based on field investigation.
- To suggest remedial measures in the light of the findings of the research study.
- To study the Comparative cost of the surgeries in four countries
- To understand tourist destination with competent medical tourism industry.
- To Justify why medical tourism.
- To strengthen india for the medical tourism.

## **METHODOLOGY:**

For the systematic and scientific study of any research work, the methodology adopted plays a very momentous role. In tune with the objectives mentioned earlier both primary and secondary data shall be used for the proposed study.

The researcher intends to conduct a close study by selecting the relevant population of the tourism industry and collect the primary data needed through administering structured questionnaires and holding personal interviews with the respondents.

The secondary data, on the contrary, will be collected from diverse sources including various serious texts on the topic, journals, articles, magazines, newspapers, archives, reports, board notes, office records, annual reports of the industry, et cetera.

## **REASONS FOR MEDICAL TOURISM:**

- 1) High savings
- 2) No wait list,
- 3) High quality treatment
- 4) World class facilities
- 5) Access to latest technology
- 6) Customer care
- 7) Travel opportunities

## **WHY MEDICAL TOURISM IN INDIA?**

- 1) Low cost
- 2) Availability of medical experts
- 3) Availability of advance equipments
- 4) No waiting time

## **CHALLENGES OF MEDICAL TOURISM IN INDIA**

The country like India is facing the following issues/challenges to become a tourist destination with competent medical tourism industry. They are:

- 1) Lack of infrastructural facilities like lack of connectivity, lack of coordinating system, poor power supply and poor water supply.
- 2) Most Indian hospitals are also facing the lack of trust from the foreign patients. The hospitals have observed poor hygiene awareness in medical attendants, unhygienic food handling, and lack of proper hospitality services, heterogeneous pricing of services and no industry standards.
- 3) The government can play a vital part to upgrade the medical tourism sector. But the industry is facing the following problems which are caused by the governments. They are: (a) no regulations, (ii) taxation anomalies, (c) bureaucratic roadblocks, (d) no works on land reforms, (e) lack of long-term investor friendly policies and (f) instability with respect to terrorism and communal tensions.

- 4) On the part of insurance and allied services, the medical tourism industry in India is also facing some key bottlenecks. They are: (a) inadequate insurance cover, (b) underdeveloped insurance market in India, (c) insurance frauds and (d) overseas companies refusing reimbursement.
- 5) The following challenges, due to the infrastructural parts in medical tourism sector in India, are: (a) poor accessibility, (b) lack of capital, (c) lack of Community participation and awareness, (d) lack of involvement from rural sector, (e) lack of concern for sustainability, (f) complex visa procedures, (g) lack of good language translators, and (h) poor airport facilities.
- 6) Apart from these, there are some specific issues to promote medical tourism in India. They are: (a) quality accreditations to the Indian hospitals and service providers, (b) training and Development to the Doctors, Nurses and Para medical staffs, (c) lack of customer oriented approach

### STRENGTH OF INDIA FOR MEDICAL TOURISM

- 1) Indian doctors are recognized as the best at international levels: Skilful & Qualified
- 2) High quality treatment at less cost
- 3) Advanced medical equipment technology
- 4) Doctors and staff are good at English (which is convenient for the patients and other foreign tourists from English speaking countries)
- 5) Ayurveda and yoga are internationally popular in these days which are very ancient in India which adds more value to the model health care by way of Non-Pharmaceutical Drugs.
- 6) Which accomplish the objectives of WHO in its true sense.

### CONCLUSION

The global health care spending is expected to escalate by 5.3 % from 2014 to 2017 and account for an average of above 10% of GDP health care is second highest government spending among the developed nations the raising medical cost eventually drive the people from developed nations (e.g the US, UK and Australia ) to seek treatment overseas especially in the country like India.

Medical tourism destination are developed mainly for economic reasons different destination offers unique valued proposition (UVP) in attracting this lucrative and growing markets.

Despite limited information, this paper provides useful insides ton both the academics and practitioners on the competitiveness of medical tourism destination thus the ability of Indian destination to meet or exceed medical tourists' expectations and requirement is essential in ensuring the sustainability of medical tourism development.

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## **THE IMPACT OF MERGER ON THE EMPLOYEES' JOB SATISFACTION: A STUDY WITH SPECIAL REFERENCE TO EMPLOYEES WORKING IN VIJAYA BANK IN UDUPI DISTRICT**

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### **ABSTRACT**

*Indian economy is known for its perseverance, over the years it has faced continues fluctuation, global economic depressions, and recent reforms of the government with ease. The banking sector is considered as the lifeline an economy. The Indian banking sector has its own reputation in international level for maintaining stability, even though the global economic environment and the emerging trends in financial sector pose challenges.*

*The research aims to understand the concept of mergers and acquisitions in Indian banking sector. A large number of international and domestic banks all over the world are engaged in merger and acquisition activities. One of the main objectives behind the mergers and acquisitions in the banking sector is to reap the benefits of economies scale. Mergers and acquisitions are important corporate strategy actions that aid the firm in external growth and provide it competitive advantage. In today's globalized economy, merger and acquisitions are being increasingly used world over, for improving competitiveness of companies through gaining greater market share, broadening the portfolio to reduce business risk, for entering new markets and geographies, and capitalizing on economies of scale etc.*

*Today, the banking industry is counted among the rapidly growing industries in India. It has transformed itself from a sluggish business entity to a dynamic industry. The growth rate in this sector is remarkable and therefore, it has become the most preferred banking destinations for international investors. This study provides clear picture on the employees' job satisfaction and their performance after the merger in Vijaya bank.*

**KEYWORDS:** *Merger, employees' satisfaction, Digitalization, Indian banking industry.*

## INTRODUCTION:

The Banking sector is the lifeline of any modern economy. It is one of the important financial pillars of the financial system which plays a vital role in the success or failure of an economy. Banks are one of the oldest financial intermediaries in the financial system. They play an important role in the mobilisation of deposits and disbursement of credit to various sectors of the economy. According to Section 5(1) (b) of the Banking Regulation Act, Banking can be defined as “accepting for the purpose of lending or investment, of deposits of money from the public, repayable on demand or otherwise and withdrawable by cheque, draft, order or otherwise.” Also according to Section 5(1) (c) of the act, banking company can be defined as “any company which transacts the business of banking in India.”

Vijaya Bank is one of India’s leading Public Sector Banks. It was founded on 23<sup>rd</sup> October, 1931 by late Shri Attavar Balakrishna Shetty and other farmers at Bunts Hostel in Mangalore, the coastal city of Karnataka. It was named as Vijaya Bank because it was established on the day of Vijayadashmi. The main rationale behind the origin of Vijaya Bank was to promote banking, thrift and entrepreneurship among the farming community of Dakshina Karnataka, which is now the twin districts – Udupi and Mangalore. The headquarters of the bank is located at M.G. Road in Bangalore, Karnataka. It became a scheduled bank in 1958.

Later Shri. Mulki Sunder Ram Shetty joined the bank as the Chief Executive Officer (CEO) and under his able guidance the bank emerged as one of the leading banks in the country. Nine smaller banks merged into it between 1963 to 1968. Vijaya Bank did not escape the nationalisation wave of the 1980s. The bank was finally nationalized on 15<sup>th</sup> of April, 1980.

Currently Vijaya Bank employs around 12500 people. Also, the bank has recently taken keen interest in recruiting the young workforce to cope up with the changing banking scenario and environment in the country and at a global level. This move has also helped the bank in emerging as a great competitor to Private sector and foreign banks functioning in the country.

## OBJECTIVES OF THE STUDY:

The specific Objectives of this study are:

- To know about the concept of merger in banking industry.
- To analyse the changes in procedural aspects of Vijaya Bank after merger.
- To understand the effect of merger on the functions of the employees
- To find out the satisfaction level of employees due to merger.

## RESEARCH METHODOLOGY:

This paper is based on conceptual study. For this purpose the primary data is collected from the respondents. A total of 40 respondents who are working in vijaya bank were taken for primary data collection. The data used in the paper are both the primary data as well as secondary data. With regard to the sampling plan, the simple random sampling is used for the purpose of collecting the data. The primary data collection was done with the help of structured questionnaire. The secondary data were collected from the journals and surfing on the Net.

## SCOPE OF THE STUDY:

The merger of Vijaya Bank with Bank of Baroda and Dena Bank has been huge news in the banking industry. When three different banks are merged together to function as one unit changes occur in both the organizational and functional level of the banks. A process like merger has a huge impact on all those who are involved. Of all the people involved with Vijaya bank the functioning of the employees has been affected the most. This study helps to understand the changes in the functioning of the employees of Vijaya Bank after merger. The study gives an insight about the changes in the procedures followed by the bank. It also helps to assess the implementation and success of the merger.

## LIMITATIONS OF THE STUDY:

- As the study was restricted to a limited area i.e. Udupi district, data from other areas could not be collected.
- The sample size is limited to 40; therefore, the findings cannot be generalized.
- In order to understand the impact of the merger clearly, the customers of the bank must also be involved in the study.
- Some of the employees had answered the questions reluctantly (because of confidentiality). So we cannot rely completely on their answers.
- Because of their busy work schedule, some of the employees answered the questions without paying much attention.
- Because of the time constraints Lack of advanced statistical tools used in this paper

## THEORETICAL FRAMEWORK:

Vijaya Bank was a public sector bank with its corporate office in Bengaluru. It was one of the nationalized banks in India. The bank offered a wide range of financial products and services to customers through its various delivery channels. The bank had a network of 2031 branches (as of March 2017) throughout the country and over 4000 customer touch points including 2001 ATMs.

Vijaya Bank was founded on 23<sup>rd</sup> October 1931 by late A.B.Shetty and other enterprising farmers in Mangalore. Since it was established on Vijayadashmi Day, it was named 'Vijaya Bank'. It was essentially started to promote banking habit, thrift and

entrepreneurship among the farmer community of Dakshina Kannada. The main objective of Vijaya bank in the eyes of late A.B.Shetty was to start a bank to extend the credit facilities at a lower rate of interest to enable the farmers to cultivate their land and prevent them from falling under money lenders who were charging interest at higher rates. The bank became a scheduled bank in the year 1958. Vijaya Bank steadily grew into a large All India bank, with nine smaller banks merging with it during the year 1963-68. This merger was made possible by Shri Mulki Sunder Ram Shetty, then the chief executive of the Bank. The bank registered its own logo in the year 1965 and its head-office was shifted to Bengaluru. The bank was nationalized on 15<sup>th</sup> April 1980. During the time of nationalization it had 571 branches having a turnover of Rs.605 crores.

The bank's total business is over Rs.2,29,000crores comprising deposits of Rs.1,33,012crores and advances of Rs.96,821 crores as at 31 March 2017. Basically being a retail bank, its topline growth owes quite a lot to the retail segments. Retail advances of the bank constitute 30% of the gross credit.

Vijaya Bank has various initiatives such as FreeBuzz i.e., missed call services to customers, to know their account balance easily, V-GyanSagar i.e., to impart financial literacy to public.

### Merger with Bank of Baroda and Dena Bank

On 17 September 2018, the Government of India proposed the merger of Vijaya Bank and Dena Bank with the Bank of Baroda, pending approval from the boards of the three banks. The merger was approved by the Union Cabinet and the boards of the banks on 2 January 2019. Under the terms of the merger, Dena Bank and Vijaya Bank shareholders received 110 and 402 equity shares of the Bank of Baroda, respectively, of face value Rs.2 for every 1,000 shares they held. The merger is effective from 1 April 2019. According to the proposal of Government of India, Vijaya Bank, Dena Bank and Bank of Baroda would merge together to become the third largest lender and second largest Public Sector Indian bank. The motive behind this merger is to make a strong globally competitive bank.

Vijaya Bank shall continue its operations under the name and management of Bank of Baroda. After the merger Vijaya Bank's business, deposits, advances, employees count and branches have been increased whereas the NPAs of the merged Vijaya Bank have been reduced to 5.71% and the return on asset is negative.

### Mission of Vijaya Bank:

“The mission of the Bank is to emerge as a prime nationalized Bank backed by modern technology, meeting customers' aspirations with professional Banking services and sustained growth contributing to national development.”

Their mission statement stresses on the importance to adopt modern technology in the field of banking and thus ensuring efficient and effective services to their customers, such that all their banking needs can be satisfied.

### Objectives of Vijaya Bank:

The basic objectives that have kept Vijaya Bank functioning ever since its inception are:

1. **Promote Banking Habits:** The bank's main objective remains to inculcate the habit of savings and banking in the country. The founders started the bank with the aim of promoting banking and thrift among the farming community of Dakshina Karnataka. This objective is achieved by the bank through attractive interest rates on deposits by the customers.
2. **Promote Entrepreneurship:** Another important business objective of the bank is to promote entrepreneurship among the people of the country. This again has been an objective ever since the bank was founded by the farming community. This objective is met by the bank through offering loans and advances to the young enterprising entrepreneurs.
3. **Join hands with the Government in Promoting Socio-Economic Policies:** Vijaya Bank being a public sector bank, whose 51% of shares are held by the Government of India, one of its objectives is to help the government in ensuring socio-economic development. The Bank in collaboration with the central and state government provides subsidized loans to the downtrodden under various schemes funded by various agencies. The major governmental schemes being implemented by the bank are:
  - a. Prime Minister's Employment Generation Programme (PMEGP)
  - b. Swarnajayanti Gram Swarozgar Yojana (SGSY)
  - c. Swarna Jayanti Shahari Rozgar Yojana (SJSRY)
  - d. Self Employment scheme for Rehabilitation of Manual Scavengers (SRMS)
  - e. Differential Rate of Interest (DRI)
4. **Extending banking Services to the Rural and Backward Areas:** One of the objectives of nationalizing the bank in 1980 was to extend banking services to the rural and backward regions of the country. Currently the bank has around 264 rural branches of the total 1151 branches. Through this the bank also can promote the balanced development of the country. Also Vijaya Bank offers the farmers the loans at a subsidized rate of interest, thus promoting agriculture in the rural areas of the country.



- 5. Promote Global Banking:** After the new economic policy of 1991, the bank aims at creating a customer friendly global banking environment. Vijaya Bank is one of the few banks to take up principal membership of VISA international and Master Card International. It also undertakes foreign exchange services through its 44 designated forex branches.
- 6. Emphasis on Technology in the Banking Sector:** The Bank's mission statement explicitly states the emphasis of technology in the banking sector. The Bank has chosen Finacle from Infosys as its Centralized Banking Solution (CBS) with the IT Department being handled by Wipro. In line with prevailing trends, the bank has been focussing on technological upgrades to operations. It now offers services such as credit cards, merchant banking, hire purchase and leasing, and electronic remittance services.
- 7. Ensure good customer relationship:** The tagline of the banks says "A Friend you can bank upon". This shows the importance given for customer-banker relationship in the working of the bank. Customers' convenience stands as the top priority of the bank. The various policies of the bank work towards satisfying the customers' banking needs.
- 8. Sustained growth to compete in the dynamic banking environment:** The banking environment in the country has seen a lot of change ever since the economy was opened up, due to the increase in the number of foreign and private banks in the country. Thus, today another important objective of Vijaya Bank as is explicitly stated in their mission, is to ensure sustained growth to compete effectively in the dynamic banking scenario.
- 9. Contribute to the national development:** As a public sector the ultimate objective of Vijaya Bank is to effectively contribute to the overall socio-economic development of the country. Banks play a very important economic role by mobilizing savings and funding investment. Thus, even Vijaya Bank does encourage a policy through divisions like Priority Sector Banking, Rural Banking and Agricultural Banking, which can promote balanced regional economic development.

#### ANALYSIS OF DATA AND FINDINGS:

**Table 1: 1.) Opinion of the respondents towards merger**

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
FAIR	25	62.5
MODERATE	12	30
UNFAIR	03	7.5
<b>TOTAL</b>	<b>40</b>	<b>100</b>

Source: Primary Data

As per the view of the staff seen in the above data regarding the merger of Vijaya Bank, it is noticed that 62.50% of the employees thought that the merger was fair, 30% thought that the merger was moderately fair and only 7.5% of the participants thought that the merger was unfair. It is presumed that most of them were positive regarding to the subject of the merger.

**Table 2: Job Satisfaction level of the employees after the merger**

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
HIGHLY SATISFIED	04	10.00
SATISFIED	34	85.00
DISSATISFIED	02	05.00
HIGHLY DISSATISFIED	0	0.00
<b>TOTAL</b>	<b>40</b>	<b>100.00</b>

Source: Primary Data

As per the view with regard to the satisfaction among the bank employees with their job position after the merger 10% and 85% of the respondents were highly satisfied and satisfied respectively. Only 5% of the respondents were dissatisfied with their present job position. None of the respondents were highly dissatisfied.

**Table 3: Affect of the merger on the pay scale**

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
HIGHLY AFFECTED	2	05
MODERATELY AFFECTED	12	30
NOT AFFECTED	26	65
<b>TOTAL</b>	<b>40</b>	<b>100</b>

Source: Primary Data

If we notice the opinion of employees with regard to that if there were any changes in their pay scale, 65% of the participants responded that they were not affected till date. 30% of the participants said their pay scale was moderately affected and only 5% said that their pay was highly affected.

**Table 4: Customers' clarification about new procedures followed in the bank after the merger**

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
VERY OFTEN	15	37.5
QUITE OFTEN	20	50
RARELY	5	12.5
<b>TOTAL</b>	<b>40</b>	<b>100.00</b>

Source: Primary Data

As per the opinion of the employees of bank, 37.5% and 50% of the employees observed that customers came very often and quite often respectively to clarify their doubts regarding the new procedures of the bank. Only 12.5% of the employees observed that customers rarely came to clarify their doubts. It is concluded that after the merger customers are confused about the changes which may affect their transactions and are clarifying their doubts with the bankers. As employees are more indulged with the customers, their opinion can be relied upon.

**Table 5: Effect of the merger updation on the customers**

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	3	7.5
AGREE	28	70
DISAGREE	9	22.5
STRONGLY DISAGREE	0	0
<b>TOTAL</b>	<b>40</b>	<b>100</b>

Source: Primary Data

The bank has gone through system updation after the merger. 7.5% and 70% of the participants strongly agreed and agreed respectively that the process of updation was tiring. 22.50% the participants disagreed that the process of was tiring and none of them strongly disagreed to this point.

**Table 6: Consequences of merger on the promotion, demotion and transfer of the employees**

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
COMPLETELY TRUE	4	10
TRUE TO SOME EXTENT	11	27.5
NEITHER TRUE NOR FALSE	9	22.5
FALSE	16	40
<b>TOTAL</b>	<b>40</b>	<b>100</b>

Source: Primary Data

We can come to a conclusion by the fact that some of them are with the opinion that changes in their in their designated position were affected because of management level decisions. 10% and 27.5% of the respondents said that this

statement was completely true and true to some extent respectively. 22.50% of them said that this statement was neither true nor false. And 40% of them said that the statement was completely false.

**Table 7: Opinion of the respondents among this statement “Main objective of merger was to reduce NPA’s” as quoted by the Finance minister**

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	6	15
AGREE	22	55
DISAGREE	10	25
COMPLETELY DISAGREE	2	05
<b>TOTAL</b>	<b>40</b>	<b>100</b>

Source: Primary Data

The main objective of merger of these three banks was to reduce the Non-performing assets which were huge in number as confirmed by our government and honourable finance minister. Most of them as seen above agreed with this point. 15% and 55% of the employees strongly agreed and agreed to this point. While 25% and 05% of them disagreed and completely disagreed respectively with this point.

**Table 8: Level of satisfaction among the customers after the merger**

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
HIGHLY SATISFIED	3	7.5
QUITE SATISFIED	27	67.5
QUITE DISSATISFIED	7	17.5
HIGHLY DISSATISFIED	3	7.5
<b>TOTAL</b>	<b>40</b>	<b>100.00</b>

Source: Primary Data

With relation to the previous question another question was framed regarding the satisfaction among the same customers of Vijaya bank after the merger. Though this question was related to customers the main intention was to know the understanding level among employees of their customers. 7.5% and 67.50% of the employees felt that the customers were highly satisfied and quite satisfied respectively after the merger. Only 17.50% and 7.5% of the employees felt that the customers were quite dissatisfied and highly dissatisfied after the merger

**Table 9: Changes in the process of loans disbursement and calculation of interest rates after the merger**

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
YES, COMPLETELY CHANGED	14	35
CHANGED TO SOME EXTENT	26	65
NO, REMAINS THE SAME	0	0
<b>TOTAL</b>	<b>40</b>	<b>100</b>

Source: Primary Data

35.00% and 65.00% of the respondents felt that the process of issue of loan to customers, interest rates, calculations etc. had completely changed and changed to some extent respectively after the merger. In their opinion the process of issue of loan to customers, interest rates, calculations etc. Had undergone some or the other change and did not remain the same.

**Table 10: Difficulties involved in the process of updating the accounts and its related activities after the merger**

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
EXTREMELY DIFFICULT	4	10
QUITE DIFFICULT	23	57.5
QUITE EASY	11	27.5
VERY EASY	2	05
<b>TOTAL</b>	<b>40</b>	<b>100</b>

Source: Primary Data

The merger might cause the bank to update the accounts of the customers as per new scenario and would surely create a pressure over the employees. While considering the same point in this question it can be analysed that the process was extremely difficult and quite difficult for 10% and 57.50% of the employees respectively. On the other hand it was quite easy and very easy for 27.5. % and 05% of the employees respectively.

**Table 11: The customers facing any problems after the merger**

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	5	12.5
AGREE	23	57.5
DISAGREE	12	30
STRONGLY DISAGREE	0	0
<b>TOTAL</b>	<b>40</b>	<b>100</b>

Source: Primary Data

The merger of these banks would result in a bank which would be the third largest in the country and the scale of operation will also increase with the increase in the customers approaching to the bank when compared to the capacity which the Vijaya bank had before the merger. 12.50% and 57.50% of the participants strongly agreed and agreed this point respectively. While 30% of them disagreed to this point

**Table 12: Level of confusion with customers due to merger**

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	5	12.5
AGREE	31	77.5
DISAGREE	2	5
STRONGLY DISAGREE	2	5
<b>TOTAL</b>	<b>40</b>	<b>100</b>

Source: Primary Data

As asked in the question that when customers would hear the news of merger they would be confused if any changes would occur in their accounts and this would make them to be cautious due to which they would appear before the bankers and solve their queries. This point was strongly agreed and agreed by 12.5% and 77.50% of the respondents respectively. 5% and 5% of the employees disagreed and strongly disagreed with this point.

**Table 13: Level of pride on being a part of third largest bank of India**

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
VERY PROUD	28	70
QUITE PROUD	7	17.5
NEUTRAL	5	12.5
NOT AT ALL PROUD	0	0.00
<b>TOTAL</b>	<b>40</b>	<b>100</b>

Source: Primary data

By asking plenty of questions we also asked them about their pride of being the part of the third largest bank after the merger. 70% and 17.50% of the employees were very proud and quite proud respectively of being a banker of the third largest bank in India (when we take the scale of operation of these three merged banks that is Bank of Baroda, Vijaya bank and Dena bank). Only 12.50% of the respondents and a neutral opinion on this point.

#### OTHER MAJOR FINDINGS:

- Many of the employees think that the merger was fair and moderately fair while there is a small group of employees who think that the merger was unfair.
- The satisfaction level of most of the employees also remained high after the merger.
- In some cases their pay scale was affected while in other cases it was not.

- Some respondents found the changes in the procedural aspects of the bank to be very tiring while others think that it's quite easy to implement.
- Even though changes had occurred in the procedural aspects, the employees observed that customers kept up the strong bond that they had with Vijaya Bank and were still satisfied though there were some exceptions.
- Overall, it was found out that the employees were quite proud of being a part of the newly merged bank.

#### **SUGGESTIONS OF THE STUDY:**

- This merger could have also been done without affecting their own management.
- The help desk or grievance cell could have been setup in order to solve the issues.
- Further benefits and promotional methods could have been applied by the banks to satisfy the employees with the merger.
- Government can also adopt different methods to solve the NPAs without affecting the bonds existed among the bankers and customers.

#### **CONCLUSION:**

From the study it can be concluded that the merger was quite successful from the employee's point of view. There have been many changes in the procedural aspects of the bank and in the functioning of the employees. In spite of this, they feel that the decision of merger was a good idea. With great satisfaction in their hearts they are quite proud to say that they are the employees of the newly merged Vijaya Bank.

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## FINANCIAL AWARENESS AMONG EARNING FEMALE MEMBERS WITH REFERENCE TO EARNING WOMEN OF SOUTH CANARA DISTRICT

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### ABSTRACT

*In the new era, we observe women leading at every possible front. Today's women are more informed and educated, and are confident enough to make their own decisions. They are masters of multitasking with juggling their careers and households at the same time. While they make their continuous progress, women should also pay a special attention to financial planning.*

*Major reason behind economic crisis is being the complexities of financial instruments and lack of understanding among the common investors. This shows the inadequacy of financial awareness among population. Financial planning is not a rocket science. It is more down to habit. However, it is observed that women often play a passive role in case of financial decision making. This paper attempts to explore the level of financial awareness and understanding among working women and contributing factors for their financial decision in and around Udupi and Dakshina Kannada.*

**Keywords:** *Financial planning, financial instruments, financial awareness, financial decision makings.*

### INTRODUCTION

Financial education is one of the significant factors in achieving financial inclusion in the economy. It is observed that majority of women in India does not possess the requisite skills to make successful investment and financial decisions, which generates the need for financial literacy. Financial literacy I defined as the ability of an individual to take efficient decisions relating to money. Having access to information and the skill sets required for effective use of this information in making decisions is part of the concept of financial literacy. It shows the capacity of an individual to gain financial freedom.

Today's finance world provides wide range of financial products with complex features. Because of existence of many investment companies and varieties of products offered, rules and regulations governing them, applicable terms and conditions etc., has contributed to intricacy of investment decision. This has led to poor investment in turn contributing for economic crisis. This has compelled to focus on financial awareness, thus providing financial literacy, that too especially among women. Women need to be

financially literate for transformation of savings into investments. It may be noted that the RBI has mandated that banks take the initiative to enhance financial inclusion and financial literacy in the country.

### **OBJECTIVES:**

- To identify the level of financial awareness among earning female members.
- To know the extent of their knowledge about various investment avenues.
- To study the influence of various socio-economic factors, demographic factors on financial literacy among sample respondents.

### **METHODOLOGY:**

This paper is prepared by using both primary data and secondary data. A survey of 100 respondents in and around South Canara are conducted through questionnaires to know the level awareness about the financial avenues, their investment pattern etc. Secondary data from few journals, publications and websites are also obtained to prepare this paper. Earning women representing all walks of society were selected for the study.

### **Data Analysis:**

**Table 1.1 : Age**

Age	No. of respondents %
20-30	28
30-40	46
40-50	18
50 and above	08

Source: Primary data

The above table reveals that, out of 100 respondents major percentage of them belong to the age category of 30 to 40 years and least percentage of 8% belongs to the age category of 50 years and above.

**Table 1.2: Type of family**

Type of family	No. of respondents %
Nuclear	41
Joint family	59

Source: Primary data

The above table states that 59% of the respondents were from joint family and 41% of them were from nuclear family.

**Table 1.3: Type of work**

Type of work	No. of respondents %
Professionals	35
Non-professionals	51
Self employed	14

Source: Primary data

As per the survey, major percentage of respondents contacted were non professional's, 35% of them are professionals and 14% of them are self employed.

**Table 1.4: Annual Income**

Annual Income	No of respondents %
Upto 1 lakh	23
1 lakh - 3 lakh	42
3 lakh - 5lakh	25
5 lakh and above	10

Source: Primary data

The above table states that 23% of the respondents are having the minimum income below Rs.1 lakh. While 42% of them are having an income varying between 1-3lakh. 25% of them are having an income more than 3 lakh and less than 5 lakh and only 10% of them are having income more than 5 lakh.

**Table1.5: Educational qualification**

Qualification	No of respondents %
Illiterate	06
Below 12 <sup>th</sup>	34
Graduation	25
Post-graduation	35

Source: Primary data

As per the above data, 60% of the respondents are well educated and 34% of them are having education below 12<sup>th</sup> and only 6% of them lack education who are mainly vegetable vendors, fish sellers and beedi workers.

**Table1.6: Awareness about financial products**

SB	FD	RD	Post scheme	PPF	MF	Shares & Debentures
100	100	98	100	32	42	38

Source: Primary data

It can be clearly observed from the above figures that, 100% of the respondents are fully aware about safest investment avenues like savings accounts, fixed deposits, recurring deposits, and post office schemes. But with regard to modern investment avenues like shares, mutual funds, PPF etc., their knowledge is less than average.

**Table1.7: Holding of investment products**

SB	FD	RD	POS	PPF	MF	Shares & Debentures
100	47	26	16	09	10	07

Source: Primary data

Based on above table, it is clear that 100% of the respondents have savings account, 47% of them have kept fixed deposit in various financial institutions only negligible percentage of them have invested in new investment avenues.

**Table1.8: Awareness about credit loans**

Housing loan	Vehicle loan	Education loan	Personal loan	Credit card
100	100	98	100	32

Source: Primary data

**Table1.9: Awareness about insurance product**

Life insurance	Health insurance	General insurance	Crop insurance
100	100	98	100

Source: Primary data

It is observed from the above figure that all respondents are having knowledge of loans and insurance products. Most of them have poor knowledge about credit card facilities.

**Table1.10: Holding of insurance**

Life insurance	Health insurance	General insurance	Crop insurance
54	33	32	-

Source: Primary data

Though 60% of the respondents are well educated, ratio of investment in insurance is very less. Poor knowledge about health insurance is very much evident from the above data.

**Table 1.11: Awareness about digital banking**

Awareness	Yes	No
	79	21
Usage	45	-

Source: Primary data

Above data reveals that, even after the deliberate effort of the government to create awareness about technology based banking only 79% of them are aware of digital banking and only 45% of them use E-Banking only for basic transactions



Apart from the above, study revealed that most of the learned earning female workers are having very poor knowledge about time value of money.

As most of them are from joint family, they rely more on Male members for their investment decision. They find it very difficult to diversify their investment.

**OTHER FINDINGS:**

1. Efforts must be made to create awareness about various investment avenues.
2. Cost Benefit Analysis of each investment avenues should be done.
3. Education about riskiest, moderate risk and low risk prone investment must be given.
4. Women lack confidence when it comes to financial markets. Programmes should be organised to boost their confidence and to trust the financial service providers.
5. Banks and financial institutions should put their heart and soul to design women oriented beneficial investment products, so that these working women's involvement in financial market decisions can be enhanced.
6. Seminars and workshops on financial decision making should be conducted by financial institutions, especially for women, so as to improve their financial decision making skills.
7. Though many of them are having insurance, efforts should be made to select the best insurance products for women.
8. They need to be updated with new technology based operations like E-banking, digital banking.

**CONCLUSION:**

Multiplying money is not an easy task. Everyone should have the clearcut idea about where their money is being invested. Well informed financial decision making can lead to more returns. The present study reveals that, lack of knowledge towards financial avenues, their pros and cons still dominates the women community even today. Secured investment avenues like savings deposits, fixed deposits in banks, insurance etc. are more popular among women investors compared to risky avenues like shares, securities, mutual funds etc. Though women investors are aware of digital banking facilities, they are still hesitant to use them. In conclusion, growing participation of women in the working population of India, there needs more efforts to create financial awareness and instill confidence among women investors to take proper advantage of financial products by considering risk and return trade off.

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## **A STUDY ON BUYING BEHAVIOR OF COSMETIC PRODUCTS AMONG UNDERGRADUATE LEVEL FEMALE STUDENTS - WITH REFERENCE TO BELTHANGADY TALUK OF DAKSHINA KANNADA DISTRICT**

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### **ABSTRACT**

*From the Ancient literature to present all poets, writers have been symbolizing beauty to women. Beauty has been a matter of concern and is the main subject to market any product for the marketer. Cosmetic advertisement Companies highlight beauty as the motive to induce female consumers. Majority of the women are beauty conscious. All females tend to purchase and use cosmetics either to safeguard their sensitive skin or to look beautiful. Urban areas are much smarter with all infrastructure facilities but rural areas are lagging behind so the people are. Buying behavior changes from one person to another because of differences in personal stimuli, perception and other factors. In cities people can get goods of their choice with ease but this is not so in the case of rural areas, especially when they are lacking in transportation facility and network connectivity. Majority of the rural females are daily wage workers who work in either in the paddy fields or Areca estates. In this paper an attempt has been made to study the Buying Behavior of the Undergraduate Level Female Students of rural area i.e. Belthangady Taluk towards Cosmetic Products. Paper also highlights opportunities for marketers to serve better and scope for entrepreneurship.*

**Keywords:** - Rural Female Students, Buying Behavior, Cosmetic Products, Beauty, Entrepreneurship.

### **INTRODUCTION**

Cosmetics are used popularly known as makeup used for improving the appearance especially by females. Producers and marketers use different strategies and promotional tools to attract consumers. In recent years, because of women empowerment and access to technologies, females are involved in impulse buying than men. Every individual is having urge or desire or stimuli, when a certain offering matches with his desire or urge or stimuli it creates demand. And certain set of activities shown by him in satisfying his stimuli or urge collectively called as buying behavior.

A buying behavior is the behavior shown by the consumer or customer while prioritizing the product or shop. There are two types of buying behavior.

- Buying behavior shown on purchasing the particular product with reference to other products.
- Buying behavior shown in preferring one particular shop with reference to other shops.

Both above types of buying behaviors are influenced by various factors such as

- Price

- Product packaging and way of display in shops
- Impact of salesmen
- Offers and discounts
- Quality of the product and goodwill of the shops
- Buyers personal beliefs
- Distance of shops
- Availability of products etc.

The cost of living in rural area is much less than the cities and rural people will have a different consumption pattern, priorities because of connectivity and other socio-economic factors. Easy accessibility to social media, growing peer group circle through whatsapp and other “friendly apps” the youth of rural areas have been modernizing themselves. Nowadays they quickly adapt to modern trends. This paper focuses on the buying behavior depicted in purchasing cosmetics by undergraduate level students, who belong to rural areas of Belthangady taluk of Dakshina Kannada District.

#### OBJECTIVES:

- To study the buying behavior of undergraduate level female students towards cosmetic products
- To analyze the consumption pattern of cosmetic products
- To study the brand preferences for cosmetic products among female students with reference to Belthangady Taluk
- To find out the factors influencing their buying decision .

#### STATEMENT OF THE STUDY

Majority of the respondents are from the rural and from economically weaker sections, where the male and female senior members of the families are involved are working as coolie either in paddy fields or in areca estates. Since they are from rural areas from economically weaker sections, authors have made an attempt to know about their buying behavior and expenditure pattern towards cosmetic products.

#### LITERATURE REVIEW

**Dr. M.Shajahanan And Dr. S. Mohammed Safi (2019)** in their study on consumer behavior with respect to cosmetic products in tiruchirappalli district held that consumers will buy products by observing products through TV and they buy from fancy stores for every 15 days.

**Mrs. J. Vidhya Jawahar And Dr. K. Tamzhjyothi (2013)** held in their study “consumer attitude towards cosmetic products” that middle aged people have positive attitude towards cosmetic products compared to young aged people to keep themselves young or to give young appearance. And family income won’t affect upon the attitudes towards beauty cosmetic products.

**Schifman and Kanuk (2009)** Consumers who had no experience with a product will trust well known brand name. Consumers think that well known brands are better and are worth buying for implied assurance of quality dependability, performance and service.

**Kotler (2004)** had mentioned that because of difference in human psychology, demographical difference and age and sex every consumer exhibits different approaches while buying and in some situations consumer’s selection and choice is influenced by the family.

#### GEOGRAPHIC AND DEMOGRAPHIC VIEW OF BELTHANGADY TALUK

Belthangady taluk of Dakshina Kannada District is mostly covered by forests and hills of Western Ghats. This taluk has an average elevation of 685meters (2247feet) it covers an area of 1375 square Kilometres. As per 2011 census, Belthangady taluk had a population of 2,66,589 with 1,31,967 males (49.50%) and 1,34,622 females (50.50%) the taluk is covered with 5.5% urban area and 94.5% rural area.

#### RESEARCH METHODOLOGY

Based on the requirements of the study, data is collected from secondary sources such as published books, online PDF files reports of various authors and at the same time by structured questionnaire method. 63 samples were collected through Google form with structured set of questions. Convenient method of non-random sampling is followed to meet the objectives of the study in Belthangady Region

## DATA ANALYSIS AND INTERPRETATION:

## PART –A

Table.1: Profile of the respondents

Graduation stream	No. of respondents	Percentage
B.A	20	31.74
B.COM	25	40.00
B.C.A	13	20.63
BNSY	03	04.76
BPED	02	03.17
<b>Total</b>	<b>63</b>	<b>100</b>

Source: survey

The PART –A consist of basic information of the respondents. Data is collected from a total of 63 female respondents who are studying in undergraduate colleges of Belthangady taluk. It is also evident that majority of the respondents are from traditional courses.

## PART –B

Table 1: frequency of purchasing cosmetic products

Frequency	No. of respondents	Percentage
Rarely	34	53.96
Frequently	14	22.22
Very rarely	15	23.81
<b>TOTAL</b>	<b>63</b>	<b>100</b>

Source: survey

From the above data it is clear that more than 50% of the respondents are purchasing the product rarely and very rarely (total together 77.67%). As respondents are young and they falling from rural background further their economic condition also have influence over purchase frequency.

Table 2: type of cosmetic product used

Product	No. of respondents	Percentage
Powder+ eyeliner+ lipstick	38	60.31
Only eyeliner	04	6.34
Only lipstick	03	4.76
Only powder	11	17.47
Any other	07	11.11
<b>TOTAL</b>	<b>63</b>	<b>100</b>

Source: survey

From the above table it is clear that respondents prefer to buy combo packs. 60.31% of the respondents purchase three products together. Marketers will have a better market if they market in combos. It is evident that there is less demand for single product.

Table 3: Purpose of using cosmetics

Purpose	No. of respondents	Percentage
Facial care	28	44.44
Young looks	08	12.69
Improving self image	22	34.92
To look attractive to others	05	7.94
<b>TOTAL</b>	<b>63</b>	<b>100</b>

Source: survey

Majority of the respondents use cosmetics for facial care (44.44%), as they are young they won't use to look young only minute percentage use cosmetics to look young. And 34.92% of the respondents use to improve self image and 7.94% uses to look attractive to others. There is much scope for facial care products such as face washes etc.,

Table 4: Brand preference of the respondents

Brand	No. of respondents	Percentage
Lakme	23	36.50
Ponds	13	20.63
Dazzler	18	28.57
Any other	09	14.29
<b>TOTAL</b>	<b>63</b>	<b>100</b>

Source: survey

Majority of the respondents prefer lakme products over other products and 28.57% of people prefer dazzler product. And 20.63% of people use ponds .This is because these are the very popular brands in the locality because of their quality.

Table 5: Factor influencing selection of cosmetic brand

Factors	No. of respondents	Percentage
Peer group influence	04	6.34
Quality	47	74.60
Advertisements	05	7.94
Ingredients	07	11.11
<b>TOTAL</b>	<b>63</b>	<b>100</b>

Source: survey

From the above table it is clear that more than 50% (74.60%) of the respondents seek quality while selecting the cosmetic brand, there is less influence of peer groups and advertisements.

Table 6: Factor influencing selection of product

Factors	No. of respondents	Percentage
Features and quality	37	58.73
Brand	12	19.05
Price	10	15.87
Discounts	04	6.35
<b>TOTAL</b>	<b>63</b>	<b>100</b>

Source: survey

From the above table it is clear that more than 50% of the respondents seek quality in products over other characteristics such as brand price and discounts.

Table 7: Purchase of cosmetics from

Preference	No. of respondents	Percentage
General stores	32	50.79
Medical shops	26	41.27
Fancy shops	01	1.59
Online shopping	04	6.35
<b>TOTAL</b>	<b>63</b>	<b>100</b>

Source: survey

As the respondents are falling from rural background, they don't have Access to sophisticated specialized shops and majority of the respondents purchase cosmetics from local general stores (50.79%) and medical shops (41.27%). And there is very less number for fancy shops and online shopping.

Table 8: Influence of sales men or beautician over purchase

Response	No. of respondents	Percentage
Yes	23	36.50
No	35	55.55
May be	05	7.94
<b>TOTAL</b>	<b>63</b>	<b>100</b>

Source: survey

It is observed that along with quality consideration near about 36% of respondents also influenced by salesmen and beautician over their purchase and 55% of respondents responded negatively. And 7% of respondents are not in a position to decide whether they are influenced or not.

Table 9: Patronizing beauty parlor

Response	No. of respondents	Percentage
Yes	21	33.33
No	42	66.66
<b>TOTAL</b>	<b>63</b>	<b>100</b>

Source: survey

From the above data it is clear that majority of the respondents are not frequent to beautify parlors this so because there is difficulty in accessing parlors. Parlors are situated in urban areas of rural areas so there is no easy access. People have to come to urban areas for the beauty parlors and there are no timely transportation facilities and this fact creates opportunities for self employment in this field.

Table 10: Easy Availability of Cosmetics

Response	No. of respondents	Percentage
Yes	33	52.38
No	30	47.61
<b>TOTAL</b>	<b>63</b>	<b>100</b>

Source: survey

As the respondents are residing in rural areas the availability of cosmetic products is less. The local shopkeepers more concentrate on daily and essential needs of the customers and they keep products accordingly, near about 47.61% of the respondents responded negatively.

Table 11: Monthly expenditure on cosmetics

Amount	No. of respondents	Percentage
100 -200	35	55.55
500-1000	13	20.63
1000 and above	05	07.94
Depends on the product	10	15.87
<b>TOTAL</b>	<b>63</b>	<b>100</b>

Source: survey

From the table above it is clear that near about 55.55% of respondents spend below Rs 200 on cosmetics and there are smaller number of respondents who like to spend on high priced products.

## OTHER FINDINGS

- ❖ From the study we found out that the majority of the female students rarely purchase cosmetics. May be because of non availability products or may be because of economic background the study has limitation in these areas.
- ❖ It was found that majority of the respondents are having concern towards facial skin and about to improve self image marketer can consider these factors to market better.
- ❖ It was found that respondents prefer only popular products and they consider quality while purchasing product and in selection of brand.
- ❖ It is observed that respondents have purchased from general stores and medical shops than fancy and online shopping.
- ❖ Majority of the respondents are not frequent to beauty parlors may be because of less number of parlors or improper transport services in rural areas this study has limitations in these aspects.
- ❖ There is improper supply of cosmetics and are not easily available in the rural areas and the majority of the respondents used to spend below Rs.200.

## CONCLUSION:

Human behavior is not programmed like any computer. Human beings are of all senses and they show different behavior in different situations. Social media, technological growth made everybody smart even today's kid knows better than older generation with respect to technology. But growth in technology, social Medias made less impact on the buying behavior of cosmetics in rural areas. Only qualitative products and those products which are easily available in the locality at a low price are preferred, further there are ample opportunities for the female individuals for the self employment in the rural areas as they can start a business as a beautician.

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## A STUDY ON ONLINE BUYING CONSUMER BEHAVIOUR AT BELLARI CITY

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### ABSTRACT

*Online shopping is the easy solution for busy life in today's world. In the past decade, there had been a huge change within the way of customer's shopping. Despite consumers' continuation to shop for from a physical store, the users or buyers feel very convenient to online shopping. Online shopping saves crucial time for modern people because they get so busy that they cannot or unwilling to spend much time shopping. The internet has propelled in no small extent of changes in the attitude and behavior of people all over the world. Due to this blessing, online shopping has emerged which influenced the lives of ordinary citizens. Online shopping has also been started in Bellari, but consumers are not much habituated yet to go online shopping frequently. This study is undertaken to understand the behavior of online shoppers through a self-constructed questionnaire of 160 respondents from Bellari city. The survey reveals that buyers shop online to save lots of time, and for available sorts of products and services. Both male and feminine both have an equivalent sort of behavior towards liking and disliking factors; they like home delivery facility and dislike inability to the touch and feel the merchandise most. They acquire online shopping information from websites especially from the social network and buy apparels, accessories mostly through cash on delivery method of payment. The most of the consumers are concern about the safety of the payment system, and their overall online shopping satisfaction is mixed.*

**Keywords:** *Consumer, Buying, Behaviour, Online, Shopping*

### INTRODUCTION:

At global economic level, India is one country among the BRIC nations which has established itself as an economy with emerging markets. Since liberalization, the country has witnessed growth at rate which is very remarkable. With changes in



most of the sectors, capital markets, infrastructure, banking, insurance, etc. are the sectors where India has witnessed a high pace of growth. With reforms in business sectors and the revolutionary changes in Information Technology sector, the choices of consumers' with reference to shopping situation and payment mechanisms have also broadened. Buyers now have the alternative option of buying a product or availing of a service from offline as well as from online shops. With the increasing penetration of internet, these methods of purchasing have become popular. Today people have many choices with regard to buying venues, but the foremost recent one is buying through internet i.e. online shopping mode. Nowadays, the Internet is being widely used for various purposes and has become part of daily life. At its inception internet was used as a medium for communication only but with time it has become a source to learn, entertain and most recently a medium for the exchange of products and services between buyer and seller. The internet now has resulted in a new mode of exchange between buyer and sellers and has created an alternative for the traditional marketplace

### **Literature review**

Online shopping has unique characteristics. Huseynov and Yıldırım (2014) emphasized that the lack of physical interaction tends to be the critical impediment in online retail sales followed by the privacy of individual information and security of financial transactions over the Internet. Demangeot and Broderick (2010) also revealed that perceived ease of use does not affect the behavioral pattern in this case rather influenced by security and privacy issues. No relationship is built between the customer and the online shop in the presence of perceived online risk even if a customer spent hours on the Internet (Zuroni & Goh, 2012).

Jarvenpaa, Todd, Jarvenpaa, and Todd (1997a) proposed a model of attitude, behavior, and shopping intention towards Internet shopping in general. The design includes several indicators classified into four broad categories like product value, quality services offered through the website, the shopping experience, and the risk perception of the online shopping. Chang, Cheung, and Lai (2005) studied categories of variables, which drive online shopping activity. In their study, they divided the features into three broad categories. Perceived characteristics of the web sale channel are the first one which includes risk, online shopping experiences, advantage, service quality, trust. The second category is a website and product features which are risk reduction measures, site features, and product characteristics; and the last group is consumer characteristics. Various types of features, demographic variables, consumer shopping orientations, consumer innovativeness and psychological variables, computer, Internet knowledge, and usages drives consumer characteristics.

Also, demographic variables such as age, gender, and level of income play a facilitating role because they influence consumer perception and consumer behavior that drives them towards online shopping (Kim, Zhao, & Yang, 2008; Laforet & Li, 2005; Sabbir Rahman, 2012). In China, online shopping intention depends on consumers' age, income, and education as well as marital status most importantly their perceived usefulness (Gong, Stump, & Maddox, 2013). For more succinct understanding,

Gurvider Shergill and Zhaobin chan (2005) discussed that E-marketing researches concerning the factors which cause consumer satisfaction in online purchasing experiences according to them this paper found that website security, privacy, web design, website reliability fulfillment and website customer service are the four dominant factors which influence consumer perception of their online purchasing experiences. Saad Akbar and Paul T.J. James they have discussed along with high growth of online shopping this rapid growth is impressed to many retailers for selling production (or) service online which is the important channel to expand their market. The marketing manager should understand the customer behavior in order to make decision to purchase the online products or services than can create better marketing strategies.

### **Methodology**

To understand the consumer behavior of newly launched online shopping in Bellari, we have undertaken a descriptive study through a survey by forming a self-constructed questionnaire considering the research objective. A Likert five-point scale ranging from strongly agree to strongly disagree been used to collect a quick response from the respondents. The study is analytical in nature based on survey method. Primary data for this study has been collected with the help of a well structured interview schedule. Secondary data has been collected from various books, journals, magazines and internet

### **Objectives of the Study:**

The following are the objectives of the study

- To study the buying behavior of customer towards online shopping

- To examine the problems of consumer while dealing with online shopping.
- To analysis the level of satisfaction of consumers towards online shopping.

### **Sampling Size:**

The size of the sampling is determined by the researcher is 160 respondents on the basis of random sampling method. The data collected have been analyzed with the help of percentage analysis

### **Result and Discussion:**

Demographic classification is based upon the Characteristics such as sex, age, occupation and income level. The attitude of the customer may be influenced by the demographic variable which influenced the researcher to classify the respondents based upon demography which is presented in following analysis.

#### **Analysis on the basis of Demographics of the respondents**

The respondents were categorized into several factors, such as gender, age, occupation, income.

#### **Gender:**

Among the respondents, we found 62.5% were male, and 37.5% were female.

#### **Age:**

we can interpret that majority of the respondents were below 36 years old. 19% male respondents were below 20 years old, 25% between 20–25 years, 30% between 26–30 years, 17% of 31–35 years and 9% of male respondents were 36 or more years old. Whereas 18.33% female respondents were below 20 years aged , 35% between 20–25 years, 28.33% between 26–30 years, 13.34% of 31–35 years and only 5% female were 36 or above years old.

#### **Occupation:**

In case of occupation, 46.88% of them were students, 28.13% of them were service holders, 13.12% was homemakers, and the rest of them were doing business.

#### **Income:**

In case of income that nearly 54% interviewees' average monthly income fall into . 0–10,000 categories, 15.62% respondents' monthly income was into . 10,001–20,000, 14.38% earn. 20,001–30,000, and 16.88% of the interviewees have more than . 30,000 income per month.

#### **Experiences of online shopping versus online shopping frequencies:**

About 41.88% of the respondents have less than 0–1 years' experience of online shopping, 36.25% of them have 1–2 years' experiences, 14.37% of them have 2–3 years' experiences and 7.5% of the respondents have experiences in online shopping for more than 3 years experienced. Among those respondents, 57.5% of them occasionally shop online, 28.75% do shop once every month, 10% of the respondents shop online fortnightly, and only 3.75% of them buy online weekly. it is observed that 70.16% of the 0–1 years' experienced online shopper do shopping occasionally, and 20.89% do shopping monthly. 55.17% of 1–2 years' experienced buyer do shopping occasionally, and 37.93% are a monthly online shopper. 39.13% of 2–3 years' experienced online shopper are occasional customers, and 30.43% of the respondents are monthly and fortnightly online shopper. Among more than 3 years' experienced respondents, 16.67% do weekly online shopping, 33.33% do occasionally, and 25% of them are monthly and fortnightly online shopper. It is evident that the frequency of shopping is increasing once they became experienced in online shopping. This confirms the study of Heijden et al. (2003), Chen and Barnes (2007), Zuroni and Goh (2012), Jarvenpaa et al. (1997) and Hoque et al. (2015), where they found perceived simple use which comes from experience helps to adopt the online shopping.

***Sources of online shopping information:***

For selling and promoting products through online, it is essential to inform the consumer about online shopping, the advantages, disadvantages and website address which are related to it. About 56.25% of the respondents know about online shopping from websites especially from different social media like Facebook, Twitter, LinkedIn, Instagram, etc. About 24.37% of them get information from friends and family members. 13.13% of them from TV advertisements and 6.25% of them from other sources like a billboard, signboard, newspaper, magazine, etc

***Reasons for choosing online shopping:***

Both male and feminine respondents assured that there are specific reasons for selecting online shopping. 38.75% respondents (26.25% male, 12.5% female) mentioned saving time is their primary reason for selecting online shopping and about 29.38% of the interviewees prefer online shopping because of availability of the varieties of products. Nearly, 19% of the respondents prefer online shopping because product comparison is very easier for online shopping and 13.13% choose for a comfortable reason

***Preference for product/service:***

While respondents were asked to know about the offered goods and services, 33.75% of the respondents preferred Apparels (21.88% male and 11.87% female) and accessories 32.49% (19.37% male and 13.12% female). 20% (16% male and 7% female) respondent preferred online ticketing. About 11.88% of the interviewees preferred healthcare and fitness products and just 1.88% respondents prefer books.

***Factors for liking online shopping:***

Among the male respondents, 42% like online shopping due to the house delivery facility, while about 29% male respondents said that it is easier to order for which they would like to shop online. 12% of the male respondents like discount offer most for online shopping and 17% of the male respondents like available options for buying and payments gateways. On the other hand, 38.34% of the feminine respondents also do online buying a home delivery facility, 25% do for the easiness of ordering, remainder of the 23.33% (13.33% female respondents) like for discount offer and available options respectively. Both male and female respondents have the same attitude towards liking factor of online shopping. Both like home delivery facility factor most. However, female likes discount offers quite the male does. These findings confirm the study of Rastogi (2010) and Katawetawaraks and Wang (2011), where the web shoppers also preferred the web buying simple use and products' variety.

***Factor for disliking online shopping:***

Among the feminine respondents, 45% dislike online buying lack of inability to the touch and feel factor. 23.33% dislike the high price of the products and services. 16.67% and 15% female respondents hate poor return policy and lack of after sale service factor most respectively. Inability to the touch and feel the merchandise or trust remains the first disliking factor about online shopping, or we can say the primary barrier to online shopping which confirms the study of Chen and Barnes (2007), Heijden et al. (2003) and Huseynov and Yildirim (2014). The high price of goods and services is another big issue for the consumers. Marketers got to develop better return policies, improve the products quality and after sale services and charge an inexpensive price to encourage online shopping.

***Modes of payment preference:***

The different payment options for patrons which may be a very crucial segment for purchasing decision. 76.25% of the respondents are doing transaction by cash on delivery facility whereas 15.62% of the interviewees is paying through a debit card. 3.13% respondent pay by credit card and 5% through mobile banking. Most of the consumers prefer cash on delivery as a mode of payment for online shopping. This finding confirms the study of Rastogi (2010) but contrasts the findings of Liao et al. (2012), where the online shoppers mostly prefer to pay through credit or debit cards.

**Online shopping satisfaction:**

50% of regular online shoppers are satisfied whereas 17.5% are dissatisfied. 28.12% of them are neither satisfied nor dissatisfied. Only 3.75% of regular online shoppers are highly satisfied while 0.63% is highly dissatisfied

Satisfaction level plays a significant role in online shopping. Satisfied consumers tend to shop more frequently online. After analyzing data, we found that half of the respondents are satisfied with their overall online shopping experience. A note should be taken that only 3.75% of the online shopper is highly satisfied which shows that there are still concerns, which hinder the consumer from using online shopping frequently. Companies should undertake measures so that dissatisfied and neutral category of online shoppers can move towards satisfied or highly satisfied category and shop online more often and it has to be done through better information quality, quality service in during purchase and post-purchase.

**Implications of the study:**

This study provides a foundation for the future researchers in studying the consumer behavior of Bellari online shoppers. Further research can be possible by increasing sample size including a rural population that may reflect the entire scenario of consumer behavior of online shopping in Bellari . Furthermore, the variables that have been identified in this study may not be sufficient rather more variables are to be considered in future research. Researchers can also search for factors that influence the web shopping behavior, customer satisfaction, and loyalty.

**Conclusion:**

Online shopping is more and more driven by the ICT infrastructure development, online payment systems and the Internet penetration rate. Earlier studies showed that unlike brick and mortar shopping behavior, online shopping behavior is influenced by net connectivity, website esthetics (Constantinides, 2004), security, customers' experience, age and learning curve, etc. Studying these unique characteristics of online shopping and consumer behavior of online shoppers would benefit the tech-entrepreneurs and policymakers to craft their strategies properly for the market. This study empirically reveals the buyer behavior of internet buyers . Almost all online shoppers are young (mostly below 40 years) similar to other parts of the world. They do online shopping because it saves time, offers home delivery, provides ease in shopping and offers more variety of products for apparels, accessories, and ticketing than that of brick and mortar stores. They mostly rely on price and their experience as the basis of the quality judgment of items in online shopping and for payment system they prefer cash on delivery option. Most of the patrons get the knowledge primarily from Facebook advertisements which are pursued by friends and family by following their "word of mouth" communication. However, privacy and inability to the touch and feel are the foremost disliking factors for internet buyers.

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## WOMEN EMPOWERMENT AND THEIR STATUS IN THE SOCITEY

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### ABSTRACT

*This paper attempts to analyze the status of women empowerment. Today empowerment of women has become one of the most important concerns of 21<sup>st</sup> century. But practically women empowerment is still s an illusion of reality. women empowerment is the vital instrument to expand women's ability to have resources and make strategic life choices. Empowerment of women is essentially the process of upliftment of economic, & political status of women in the society. The primary objective of this study is to identify what the women feel about their status in family, society & initiatives taken by government to sort out their problems. The study is conducted among married women through questionnaire method. The major factors and interpretations are then discussed, providing a clear picture of the findings, after which the conclusion of study is drawn.*

**Keywords:** Women empowerment, social and economic status, government initiatives, married women, family decision

### INTRODUCTION

'A busy, vibrant, goal-oriented woman is so much more attractive than a woman who waits around for a man to validate her existence' - Mandy Hale

Women are the back bone of the society. Women empowerment refers to increasing the spiritual, political, social, educational, gender or economic strength of individuals and communities of women. Women empowerment plays vital role in bringing any social change, in society or nation can be regarded as advanced without empowered women. The women empowerment occurs when women are involved in decision making which leads to their better access to resources and therefore improved socio-economic status. Women empowerment is necessary because it has been widely recognized. Increased participation of women in social, political and professional fields will lead to overall development of the nation. Educated women can have greater control over their resources, they can make their own decisions that would be beneficial for their own self as well as their families, they can earn money and improve their families. This empowerment will enhance women's image in the society.

### OBJECTIVES OF THE STUDY

- To identify what the women feel about their status in family, society and initiatives by the government to sort out their problems.
- To analyze the decision-making power and freedom to movement.

### RESEARCH METHODOLOGY

The present study is based on primary and secondary data. The data has been collected through google forms with the help of a well-structured questionnaire. The study has been conducted among forty-one married women. The secondary data is collected from journals, articles and websites.

## REVIEW OF LITERATURE

Lots of literature is available regarding women empowerment.

According to Mr. Purushotham Nayak and BidishaMahanta (February 2009) the study concludes by observation that access to education and employment are only the enabling factors to empowerment and achievement towards their goal. Having access to the employment does not mean that women have free control over their earnings. In India women are disempowered and enjoy lower status than that of men. In spite of so many efforts under taken by government and NGO's the picture at present is not satisfactory. Access to education and employment can only help in the process of empowerment.

Dr. Abhamittal, Ritika Agarwal and Shagun Agarwal(2014) their study says that women empowerment has become the need of the hour as it has been considered as a tool to bring about changes in the socio-economic environment of our society. The researcher pointed out that the status of women is still not that to which it is meant, there is still a lot to do for their improvement.

Dr.S.AKudachi(2014) In this study researcher confirms that the society as a whole has to understand women's capabilities & their contributions to the development process. Empowering women and improving their status are essential ingredients for analyzing the full potential for economic and potential development of the entire society.

Dr.RitaKhatry (2016) In his study, The impact of literacy and education on empowerment of women to be considered. The effective management and development of women's resources, their capabilities, interest, skills and potentialities are of paramount importance for the mobilization of human resources and economic development of a nation.

Mr.PoonamJoshi&Dr.ShashiSanchiher(2018)In their study researcher noticed that In our country to improve the status of women there is a need to increase education level of girls & women because women must be educated & trained constantly to acquire the skills & knowledge in all the functional areas .

## WOMEN EMPOWERMENT

Women empowerment and women equality with men is a universal issue. It is a term that is used to encourage inspire and celebrate women. Women empowerment is all about giving the power and control of their lives to become anything they want and to do what they want in situations where they were not allowed once upon a time. It refers to creation of environment where they can make a decision of their own for their personal benefits as well as for the society.

Women make them confident enough to claim their rights such as :

- Freely live their life with a sense of self-worth, respect and dignity.
- Have complete control of their life both within and outside of their home and work place.
- To make their choices and decisions (Right to choose to say Yes or No)
- Have equal rights to participate in social, religious and public activities.
- Have equal social status in society.
- Have equal rights for social and economic justice.
- Get equal opportunities for education.
- Get equal employment opportunity without any gender bias.
- Get safe and comfortable working environment.

## IMPORTANCE OF WOMEN EMPOWERMENT

1. Under employed and unemployed:

Women population constitutes around 50% of the world population. A large of women around the world are un employed. The world economy suffers a lot because of the unequal opportunity for women at work place.

2. Inspiration for others:

There are a lot of women in India who have done exceptionally well in various fields of life. Women like P.T.Usha, Hima Das, P.V.Sindhu, SainaNehwaletc have won various trophies and medals in their respective fields and showed the girl power to Indian people. After looking at them, a lot of girls come out of their houses and showed that actual talent they carry inside them.

3. Talented:

Women are as talented as men. Previously women were not allowed for higher education like men and hence their talents were wasted. But now a days they are also allowed to go for higher studies and it encourages women to show their talents which will not only benefits her individually but to the whole world at large.

4. Overall development of the society:

The money that women earn does not only help them or their family, but it also to develop the society.

## 5. Economic benefits:

Women empowerment also leads to more economic benefits not to the individuals, but to the society as well. Women empowerment leads to more financial independence of women and girls.

**CHARACTERISTICS OF WOMEN EMPOWERMENT**

- Women empowerment is giving power to women, it is making women better off.
- Women empowerment enables a greater degree of self-confidence & sense of independence among women.
- Women empowerment gives the capacity or power to resist discrimination imposed by the male dominated society.
- Women empowerment provides greater economy to women.
- Women empowerment is a process of creating awareness and capacity building.
- Empowerment also means equal status to women.
- Women empowerment means participation of decision-making process at domestic and public levels.

**DATA ANALYSIS AND INTERPRETATION****Age wise respondents**

AGE	Response in Numbers	Percentage
20-30	16	39%
30-40	17	41.5%
40-50	1	2.4%
50-60	7	17.1%
<b>Total</b>	<b>41</b>	<b>100%</b>

The study involved 39% of respondents belongs to age group of 20-30, 41.5% of the respondents age group 30-40, 2.4% of the respondent of age group between 40-50 and 17.1% of respondents belongs to age group between 50-60.

**Financial status of respondents**

	Response in Numbers	Percentage
Employed	29	70.7%
House wife	12	29.3%
<b>Total</b>	<b>41</b>	<b>100%</b>

The study involved 71% of respondents are employed and 29% of respondents are house wives.

**Decision making respondents**

	Response in Numbers	Percentage
Strongly agree	14	34.1%
Agree	18	43.9%
Neutral	9	22%
Disagree	-	-
Strongly disagree	-	-
<b>Total</b>	<b>41</b>	<b>100%</b>

The study involved 43.9% of respondents have agreed that women can give her opinion regarding house hold decision making, 34.10% respondents strongly agreed and 22% of the respondents were neutral in household decision making.

**Men's role in household work**

	Response in Numbers	Percentage
Strongly agree	15	37%
Agree	20	49%
Neutral	5	12%
Disagree	-	-
Strongly disagree	1	2%
<b>Total</b>	<b>41</b>	<b>100%</b>

The study shows that 49% of the respondents have agreed that men should participate in house hold works, 37% of the respondents strongly agreed, 12% of the respondents neutral and 2% of the respondents strongly disagreed for men's role in house hold work.



**Freedom of movement**

	Response in Numbers	Percentage
Strongly agree	10	24%
Agree	17	42%
Neutral	5	12%
Disagree	4	10%
Strongly disagree	5	12%
<b>Total</b>	<b>41</b>	<b>100%</b>

The study involved 42% of respondents agreed that women should take permission from her husband/family to go out to some place, 24% of the respondents strongly agreed to take permission from husband/family, 12% of the respondents neutral, 12% strongly disagreed and 10% of the respondents disagreed.

**Shaping career of children respondents**

	Response in Numbers	Percentage
Strongly agree	23	56%
Agree	13	32%
Neutral	4	10%
Disagree	1	2%
Strongly disagree	-	-
<b>Total</b>	<b>41</b>	<b>100%</b>

The study shows that 56% of respondents agreed that women plays vital role in shaping career of her children, 32% of the respondents agreed, 10% of the respondents neutral and 2% of the respondents disagreed for shaping career of children.

**Education matters in family respondents**

	Response in Numbers	Percentage
Strongly agree	24	58.5%
Agree	14	34.2%
Neutral	3	7.3%
Disagree	-	-
Strongly disagree	-	-
<b>Total</b>	<b>41</b>	<b>100%</b>

The study involved 58.5% of respondents have strongly women education matters in family, 34.2% of respondents agreed and 7.30% of respondents were neutral in women education matters.

**Women can manage money respondents**

	Response in Numbers	Percentage
Strongly agree	21	51.2%
Agree	14	34.2%
Neutral	5	12.2%
Disagree	-	-
Strongly disagree	1	2.4%
<b>Total</b>	<b>41</b>	<b>100%</b>

The study shows that 51.2% of the respondents strongly agreed that women is capable of managing money, 34.2% of respondents agreed, 12.2% of respondents were neutral and 2.4% strongly disagreed.

**Women survival without a man in the society**

	Response in Numbers	Percentage
Strongly agree	11	26.8%
Agree	15	36.5%
Neutral	7	17.07%
Disagree	7	17.07%
Strongly disagree	1	2.4%
<b>Total</b>	<b>41</b>	<b>100%</b>

The study involved 36.5% of the respondents have agreed that women can survive without a man in the society, 26.8% of the respondents strongly agreed, 17.07% of the respondents disagreed, 17.07% of the respondents neutral and 2.4% of the respondents strongly disagreed.

**Respect and dignity respondents**

	Response in Numbers	Percentage
Strongly agree	22	53.7
Agree	14	34.1
Neutral	4	9.8
Disagree	1	2.4
Strongly disagree	-	-
<b>Total</b>	<b>41</b>	<b>100%</b>

The study shows that 53.7% of the respondents have strongly agreed that there should be respect and dignity towards women, 34.1% of the respondents agreed, 9.8% of the respondents neutral and 2.4% of the respondents disagreed for respect for dignity and respect.

**Government initiative**

	Response in Numbers	Percentage
Strongly agree	17	41.5%
Agree	17	41.5%
Neutral	4	9.8%
Disagree	3	7.2%
Strongly disagree	-	-
<b>Total</b>	<b>41</b>	<b>100%</b>

The study shows that 41.5% of the respondents strongly agreed that government initiatives must be taken to see that the privileges should reach women, 41.5% of the respondents agreed, 9.8% of the respondents were neutral and 7.2% respondents disagreed.

**Employment to women**

	Response in numbers	Percentage
Yes	28	70%
No	11	27.5%
May be	1	2.5%
<b>Total</b>	<b>41</b>	<b>100%</b>

From the study it is noticed that 70% of the respondents says more NGO's should come forward for providing better employment to women, 27.5% of the respondents opinion was may be and 2.5% respondents opinion was No.

**Funds for the welfare of women respondents**

	Response in Numbers	Percentage
Strongly agree	19	46.3%
Agree	17	41.5%
Neutral	2	4.9%
Disagree	1	2.4%
Strongly disagree	2	4.9%
<b>Total</b>	<b>41</b>	<b>100%</b>

From the study 46.3% of the respondents strongly agreed that funds for the welfare of women should be increased, 41.5% of the respondents agreed, 4.9% of the respondents were neutral, 4.9% of the respondents strongly disagreed and 2.4% of the respondents disagreed.

**Government encouragement**

	Response in Numbers	Percentage
Strongly agree	11	26.8%
Agree	14	34%
Neutral	5	12.2%
Disagree	2	5%
Strongly disagree	9	22%
<b>Total</b>	<b>41</b>	<b>100%</b>

Form the study 34.1% of the respondents agreed that government should encourage women for their work through different rewards which motivates them, 26.8% respondents strongly agreed, 12.2% respondents were neutral, 5% of the respondents disagreed and 22% of the respondents strongly disagreed government encouragement for women.

**OTHER MAJOR FINDINGS**

- The study involved 41.5% of the respondents belongs to the age group of 30-40 years.
- The study involved that the majority of the married women are employed.

- The study involved 44% of the respondents have agreed that women can give her opinion regarding the house hold decision.
- The study shows that 49% of women have agreed that men should participate in house hold works.
- The study reveals that 41.5% of the women respondents have agreed that women should have the permission from her husband or family to go out.
- The study involved 56% of the respondents strongly agreed that women plays very important role for shaping career of her children.
- The study involved 59% of the respondents agreed that women education is important in the family.
- The study reveals that 51% of the respondents strongly agreed that women is as capable as men managing money.
- The study shows that 37.5% of the respondents agreed women can survive without a man in the society.
- The study involved that 53.7% of the respondents strongly agree that there should be respect and dignity towards women.
- The study shows that 41.5% of the respondents says that government initiative must be taken to see that the privileges should reach women.
- The study reveals that 70% of the respondents said yes for more NGO's should come forward for providing better employment to women.
- The study involved 46.3% of the respondents strongly agreed that funds meant for the welfare of the women should be increased.
- The study shows that 34.1% of the respondents agreed that government should encourage the women for their work through different rewards which motivates them.

### SUGGESTIONS

- Funds provided by the government should be increased through various women welfare schemes.
- Initiatives to be taken by government to see that the fund meant for women should be utilized for the same.
- To boost decision making power and make the women self-employed more NGOs should come forward for providing better employment to women. It can be helpful to make the women feel that they are also valued in the family and society.
- Women should be given more independence to go out to some place from her family and to play vital role in shaping the career of her children.
- Women education gains respect and dignity to women; so, women should be encouraged to get educated even after marriage and the family should give full support for the same. This makes her capable of looking after herself outside the home.

### CONCLUSION

Women were denied a lot of opportunities they missed out on a lot of things that would have changed their lives. however, they deserve equal opportunities in education and their careers in the society. The empowerment of women is a very important task that every one of us should undertake. This is because empowering women is equal to empowering the whole community and generations to come. we can conclude this paper in the words of Amartya Sen-...empowerment can accelerate development, from in any direction or dimension, the problem is looked into, it enables justification for giving economic empowerment to women.

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## **A STUDY ON CONSUMER AWARENESS TOWARDS AYURVEDIC PRODUCTS WITH REFERENCE TO KARKALA TALUK**

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### **ABSTRACT**

*Indian ayurvedic product is flooded with numerous well known and recognized ayurvedic brands. Consumers were become more concerned about their health and maintaining quality of life. So consumers are started to prefer ayurvedic products. Ayurveda is oldest healing science. In Sanskrit, Ayurveda means "A science of life". From the ancient Vedic culture and knowledge, some of knowledge was set to print a few thousand year ago. India has attained global prominence for its vast ayurvedic product range and is emerging as preferred destination for medical tourism. The countries southern region attracts a large number of people for ayurvedic products. The choice and usage of a particular brand by the consumers over the time is affected by the quality benefit offered by the brand. Ayurvedic industries using technology as an enabler, to meet the increasing demand. It emphasises the need for standardisation and quality control to launch Ayurveda on a global scale. Consumers preferring ayurvedic products because chemical free, no side effect, quality products, and most of the consumers are satisfied of the ayurvedic products. This study is proposed to make an attempt to find out the consumers awareness, satisfaction and preference towards the ayurvedic products in Karkala Tq, udupi dist.*

**KEYWORDS:** *Ayurvedic products, Consumer awareness, satisfaction.*

### **INTRODUCTION:**

'Ayurveda' is one of the world's oldest and traditional health care system. Natural scientist and ancient seers developed this system based on centuries of experiments, studies. Word Ayurveda is formed by 'Ayus' meaning 'Life' and 'Veda' meaning 'Knowledge'. "Ayurveda" is knowing more about life. It tells about happy and sad life, what good for health and happy life.

The main source of knowledge in this field therefore remains the vedas, the divine book of knowledge propounded, and more specifically the fourth of the series, namely Atharvaveda that dates back to around 1000 B.C. of the few of the treatises on Ayurveda that have survived from around the same time, the most famous Ayurveda is charaka samhita and the sushruta samhita. It gives emphasis to the triune nature of each person: body care, mental regulation.

"Ayurveda" is science of life. Since life is synonymous with health. Ayurveda is deemed to be the science of human health. Ayurveda approach towards healing is holistic. It doesn't deal with the individual organs in isolation but treats the body as a whole. More important, it doesn't give temporary relief but cure the disease. The educated middle class that turns to health foods, herbal remedies all over the world today.

Ayurvedic medicines continuous practiced in India. Where nearly eighty percent of the population uses it exclusively or combined with conventional medicines. It is also practiced in Bangladesh, srilanka, Nepal and Pakistan. Most major cities in India have an ayurvedic college and hospitals. The Indian government began systematic research on ayurvedic practices and that work continuous.

Increased emphasis on lifestyle and wellness driven by a rise non communicable and chronic diseases is driving the demand of Ayurveda in India. The global market for ayurvedic products is also growing. Introduction of nutraceuticals and dietary supplements as well as ayurvedic cosmetics and skin care products is like to boost the market over the next few years. Moreover rising health concerns and awareness of side effect of allopathy are few of the major factors driving consumers preference for ayurvedic products in India. Rising number of exclusive showrooms and increasing availability of ayurvedic products at multi-branded stores is also boosting sale of ayurvedic products in country.

In India, ayurvedic product market forecast and opportunities 2011-2021 has evaluated further growth potential of India ayurvedic products market and provide statistics and information on market size, consumer behaviour and trends

Ayurvedic products are gaining popularity in India and across the globe due to the natural medicinal benefits they offer without any side effect. Various manufacturing companies are focusing on developing innovative ayurvedic products and investing in marketing strategies in order to generate awareness and increase their brand value as well as sales. All these factors are anticipated to drive ayurvedic products market in the country over the next few year.

The modern day consumer are aware of ayurvedic products and numerous brand in ayurvedic products are in the market, selecting the best product as challenging one to the consumer that interest made us to studying purchasing \buying behaviour and consumer awareness about the ayurvedic products in karkala tq. The present investigation has been carried out at karkala tq of udupi dist.

### **Relevance of the study:**

Customers are the masters of their money and they have an enormous influence on the economic market change because they possess the ability to implement and coordinate their choice of spending or saving in the purchase decision. Customers are influenced by their attitude towards the product and therefore marketers need to implement their strategies and tactics frequently inorder to achieve more customers. Satisfaction and accurate target in finding out what customers are aware and their buying preferences and accelerate growth of market.

### **Objectives:**

The purpose of the paper is to understand the awareness, attitude and preference of consumer towards ayurvedic products.

1. To study the awareness of consumers with respect to ayurvedic products
2. To study about factor influencing the consumers to use ayurvedic products
3. To study about buying preference towards ayurvedic products
4. To study about consumer satisfaction on ayurvedic products

### **Literature Review:**

1. According to Yuvaraj.V and G Uma (2019) in their study on "A study on consumer awareness towards ayurvedic products in Coimbatore city", analysed the fact that people are well aware and prefers more ayurvedic products because Consumers were become more concerned about their health and maintaining quality of life. So consumers are started to prefer ayurvedic products.

2. According to Khannarupali (2015) in their study "Consumers perception towards Brand: A study on Patanjali" explained as the factor influencing the Patanjali brand. Consumer perception towards a brand depend on the satisfaction of the after using the product by the customers.

3. The rural area consumers knew and preferred Ayurvedic products at large (Sawant et al, 2013)

4. Chandiraleka E and Dr. Hamsalakshmi R." A study on consumer awareness and satisfaction on selected ayurvedic and herbal products" explained that ayurvedic products are cost effective and well accepted by customers.

### **Research Methodology :**

The study is confine to the karkala tq - only and collected information from 100 consumers. Out of 100 consumers 70 were male respondent and 30 were female respondent.

#### **1.Primary data:**

This includes questionnaire survey of people from karkala tq.

#### **2. Secondary data:**

Various published articles from journals, books and internet website.

**3. Sampling size:**

The sample size consists of 100 respondents.

**4. Data collection method:**

Questionnaires were prepared with intension to collect the information from the consumers in Karkala taluk

**5. Statistical analysis:**

The primary data which has been collected by the survey using standards questionnaire has been systematically originated, tabulated so as to draw a meaningful conclusion to achieve the desired objectives.

**DATA ANAYSIS****Table No.1:** Respondents prefers ayurvedic products

SL No.	Particulars	Percentage (%)
1.	Rarely	20
2.	Frequently	76
3.	Very frequently	4

Source: Primary data

**Interpretation:** From the above table, clears that out of 100 respondents, 20% consumers rarely purchases the ayurvedic products, 76% consumers are frequently purchase and 4% consumers are purchases the ayurvedic products very frequently because it can't be used in emergencies.

**Table No.2:**The factor which influences the respondents in choosing ayurvedic products

Sl. No.	Particulars	Percentage (%)
1.	Family	50
2.	Friends	10
3.	Advertisement	24
4.	Any other	16

Source: Primary data

**Interpretation:** The above table state that, Family influences to the 50% consumers and friends were influences to the 10% consumers to choose ayurvedic products. 24% consumers are influenced by advertisement and rest 16% consumers influenced by other factor.

**Table No.3:** Aspects are considered while purchasing ayurvedic products

Sl. No.	Particulars	Percentage (%)
1.	Price	8
2.	Feature / Quality	73
3.	Brand	12
4.	Packaging	7

Source: Primary data

**Interpretation:** The above table states that, 73% consumers are purchases the ayurvedic product by looking its features/quality, 12% consumers are purchases by looking its brand, 8% consumers are purchases because of its price and rest 7% consumers are purchases ayurvedic products by looking its package.

**Table No.4:** The varieties of ayurvedic product that respondents purchases regularly

Sl.No.	Particulars	Percentage (%)
1.	Medicines	36
2.	Cosmetics	24
3.	Daily consumption	40

Source: Primary data

**Interpretation:** Above table clear that, 40% consumers purchasing ayurvedic products for daily consumption. 24% consumer's purchases cosmetic because of chemical free products and 36% consumers prefer ayurvedic products for medicines.

**Table No.5:** Preferred places of purchase of ayurvedic products

Sl.No.	Particulars	Percentage (%)
1.	Permanent store	92
2.	Internet	5
3.	Shopping Mall	3

Sources: Primary data

**Interpretation:** The above table states that, 92% consumers purchases the ayurvedic products from permanent stores. 5% consumers from internet and 3% consumers from shopping mall.

**Table No.6:** Collection of information by the respondents before making purchase decision

Sl.No.	Particulars	Percentage (%)
1.	Always	59
2.	Sometimes	31
3.	Rarely	8
4.	Not at all	2

Source: Primary data

**Interpretation:** From the above table show that, 59% consumers always collects the information before they purchasing ayurvedic products, 31% consumers sometimes collect the information. 8% consumers rarely collects the information before purchase and 2% consumers not at all collects the information before purchasing the ayurvedic products.

**Table No.7:** Duration of ayurvedic product usage

Sl.No.	Particulars	Percentage (%)
1.	Less than 1 year	44
2.	1-3 years	34
3.	Above 3 years	22

Source: Primary data

**Interpretation:** Above tables shows that 44% consumers purchasing ayurvedic products less than a year.34% consumers started to use ayurvedic product from last 3 years. 22% consumers prefer ayurvedic product to use more than 3 years.

**Table No.8:** Ayurvedic products are expensive

Sl.No.	Particulars	Percentage (%)
1.	Yes	54
2.	No	46

Sources: Primary data

**Interpretation:** In the survey conducted clears that, to the 54% consumers, ayurvedic products are expensive and 46% consumers felt that ayurvedic products are not expensive they are concentrate over the quality of products.

**Table No.9:** The reason for shift towards the ayurvedic products

Sl.No.	Particulars	Percentage (%)
1.	Price	3
2.	Quality	30
3.	Chemical Free Products	57
4.	Other Reasons	10

Source: Primary data

**Interpretation:** From the above table states that, 57% consumer shift to the ayurvedic product because it is chemical free product and 30% consumers shift because of quality of ayurvedic product. 3% consumers shift because of price of the ayurvedic product and rest 10% shift to ayurvedic products because of other reason.

**Table No.10:** Respondents brand preferences

Sl. No.	Particulars	Percentage (%)
1.	Patanjali	36
2.	Himalaya	29
3.	Dabur	7
4.	Other	28

Source: Primary data

**Interpretation:** From the above table states that, 36% consumers prefers patanjali ayurvedic products, 29% consumers prefers Himalaya herbal products and 7% consumers prefers dabur ayurvedic products. 28% of consumers are purchases the other local ayurvedic products which are available in karkala tq.

**Table No.11:** Respondents satisfaction towards the ayurvedic products

Sl.No.	Particulars	Percentage (%)
1.	Yes	92
2.	No	8

Source: Primary data

**Interpretation:** In the survey conducted clears that, 92% consumers are satisfy with ayurvedic products and 8% consumers are not satisfy with ayurvedic products because of its high price.

#### **OTHER FINDINGS:**

1. Most of the consumers are having awareness about ayurvedic products
2. Most of the consumers are feels that ayurvedic products are expensive
3. Even though ayurvedic products is costlier, people prefer it because of chemical free product and no side effect
4. Consumers are highly prefer ayurvedic products for daily consumption
5. Quality of ayurvedic product is strongly influences buying behaviour of consumers
6. Now a days consumer become more concerned about their health and started to prefer ayurvedic products.
7. Most of the consumers are satisfy with ayurvedic products.
8. If the price of ayurvedic product may reduce, there will chance of increasing number of consumers to the ayurvedic products.

#### **CONCLUSION:**

After an analysis of response received, it has been conclude that the people of karkala Taluk are well aware of ayurvedic products. Ayurvedic products are reasonably cost effective and well accepted by customer because of no side effect of products and satisfy with quality. If the price of ayurvedic products will reduces, there will chances of increasing number of consumers to the ayurvedic products.

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