

A STUDY ON INVESTOR'S ATTITUDE TOWARDS BIRLA SUN LIFE MUTUAL FUNDS INVESTMENT WITH SPECIAL REFERENCE TO SALEM DISTRICT

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ABSTRACT

"Small drops of water make a big ocean" on this concept mutual fund works. Small investors can also invest in mutual fund and earned fair rate of return with less risk compare to shares. The researcher carry out the study are to understand the investors attitude regarding mutual funds investment and to analyze the factors influencing selection of mutual funds schemes. Descriptive research design is used for this study. By adopting convenience sampling method adopted for collection of primary data. For the purpose of analysis and interpretation the researcher used the following statistical tools namely simple percentage analysis and chi-square test.

Key Words: Investors, Attitude, Mutual Funds, Investment and Chi-Square Test.

Introduction

A mutual fund is a trust that pools the savings of number investors who share a common financial goal. The money thus collected is then invested in capital market instruments such as shares, debentures and other securities. The income earned through these investments and the capital appreciations realized are shared by its unit holders in proportion to the number of units owned by them. Thus a mutual fund is the most suitable investment for the common man as it offers an opportunity to invest in a diversified, professionally managed basket of securities at a relatively low cost. Mutual funds offer several benefits to investors such as potential return, liquidity, transparency, income growth, good post tax return and reasonable safety. There are number of options available for an investors offered by a mutual fund.

Review of Literature

Singh and Kumar (2012) studied the impact of various demographic factors on investor's attitude towards mutual funds and to find out the factors which leads for selection of mutual funds by chi- square test. He has conducted this study on 250 investors. He has

found that there was no association between sex, income, educational and attitude towards mutual funds. But there was an association between sex, income, educational qualifications and attitude towards mutual funds. As far as the benefits of the mutual funds are concerned, return potential and liquidity have been perceived to be most attractive by investors, followed by flexibility, transparency and affordability.

Subramanya and Renuka (2013) identified the investor's attitude on mutual funds and to analyze the factors affecting attitude of the small investors towards investment in mutual funds. This research study based on descriptive and analytical and by adopting random sampling technique was used, a sample size of 150 individual investors. The research work was obtained from primary and secondary sources. Mainly questionnaire has been used as a primary instrument. Simple percentage analysis, chi-square test are used for analyzing the data. The study revealed that the investors have positive approach towards investing in mutual funds investment and mainly investors are selected the income, growth and equity fund for their investment in mutual funds.

Objectives of the Study

- To understand the investors attitude regarding mutual funds investment.
- To know the various factors that may influence the selection of mutual funds schemes.
- To evaluate the prefer type of mutual funds.

Hypothesis

There is no association between demographic factors of the respondents and their attitude towards mutual funds investment.

Research Methodology

The study is based on descriptive in nature. The study is to understand the investor's attitude towards mutual funds investment in Salem district of Tamilnadu. The sample size consists of 100 investors who have invested in mutual funds. By adopting convenience sampling method was used for period of three months (January-March 2015). The study is based on both primary and secondary data. Primary data was collected through structured questionnaire is used in order to collect the primary data. The questionnaires are distributed to the investors and they are requested to fill the form. Secondary data was collected through books, magazines, journals and websites and statistical tools such as simple percentage analysis and chi-square test.

Data analysis and Interpretation

Table: 1 Gender VS Attitude Wise Classification

Gender	Attitude			Total
	High	Medium	Low	
Male	24	25	12	61
Female	10	18	11	39
Total	34	43	23	100
Calculated value			2.20	
Tabulated value			5.991	
Degrees of freedom at 5% level of significance			2	

(Source: Primary data)

As the calculated chi-square value (2.20) is less than the table value (5.991) at 5% level of significance for 2 degrees of freedom, the null hypothesis is accepted and it could be concluded that there is no association between gender of the respondents and their attitude towards mutual funds.

Table: 2 Age VS Attitude Wise Classification

Age	Attitude			Total
	High	Medium	Low	
Below 30	5	10	6	21
30 – 40	11	17	5	33
40 – 50	14	12	4	30
Above 50	4	5	7	16
Total	34	44	22	100
Calculated value			9.198	
Tabulated value			12.592	
Degrees of freedom at 5% level of significance			6	

(Source: Primary data)

As the calculated chi-square value (9.198) is less than the table value (12.592) at 5% level of significance for 6 degrees of freedom, the null hypothesis is accepted and it could be concluded that there is no association between age of the respondents and their attitude towards mutual funds.

Table: 3 Educational Qualification VS Attitude Wise Classification

Educational Qualification	Attitude			Total
	High	Medium	Low	
SSLC	9	8	6	23
Higher Secondary	6	12	6	24
Degree Level	15	13	5	33
Professional	4	10	6	20
Total	34	43	23	100
Calculated value			5.574	
Tabulated value			12.592	
Degrees of freedom at 5% level of significance			6	

(Source: Primary data)

As the calculated chi-square value (5.574) is less than the table value (12.592) at 5% level of significance for 6 degrees of freedom, the null hypothesis is accepted and it could be concluded that there is no association between educational qualification of the respondents and their attitude towards mutual funds.

Table: 4 Occupational VS Attitude Wise Classification

Occupational	Attitude			Total
	High	Medium	Low	
Agriculture	10	13	8	31
Private Employee	10	9	5	24
Government Employee	7	11	3	21
Professional/ Business	6	8	10	24
Total	33	41	26	100
Calculated value			5.723	
Tabulated value			12.592	
Degrees of freedom at 5% level of significance			6	

(Source: Primary data)

As the calculated chi-square value (5.723) is less than the table value (12.592) at 5% level of significance for 6 degrees of freedom, the null hypothesis is accepted and it could be concluded that there is no association between occupational of the respondents and their attitude towards mutual funds.

Table: 5 Income VS Attitude Wise Classification

Income	Attitude			Total
	High	Medium	Low	
Up to Rs.10000	7	18	11	36
Rs.10001 to Rs.20000	12	12	6	30
Above Rs.20000	15	14	5	34
Total	34	44	22	100
Calculated value				6.118
Tabulated value				9.488
Degrees of freedom at 5% level of significance				4

(Source: Primary data)

As the calculated chi-square value (6.118) is less than the table value (9.488) at 5% level of significance for 4 degrees of freedom, the null hypothesis is accepted and it could be concluded that there is no association between income of the respondents and their attitude towards mutual funds.

Table: 6 Savings VS Attitude Wise Classification

Savings	Attitude			Total
	High	Medium	Low	
Up to Rs.5000	9	7	18	34
Rs.5001 to Rs.10000	8	10	17	35
Above Rs.10000	18	5	8	31
Total	35	22	43	100
Calculated value				11.256
Tabulated value				9.488
Degrees of freedom at 5% level of significance				4

(Source: Primary data)

As the calculated chi-square value (11.256) is greater than the table value (9.488) at 5% level of significance for 4 degrees of freedom, the null hypothesis is rejected and it could be concluded that there is association between savings of the respondents and their attitude towards mutual funds.

Table: 7 Investment Avenues Wise Classification

Investment Avenues	Respondents	Percentage
Bank / Post Office Deposits	41	41%
Gold / Insurance	24	24%
Mutual Funds	19	19%
Shares	16	16%
Total	100	100%

(Source: Primary data)

The above table shows that out of 100 respondents, 41% of respondents are investment avenues invests their money bank / post office deposits, 24% of respondents are gold / insurance, 19% of the respondents are mutual funds and 16% of the respondents are shares. So it is clear majority 41% of the respondents are invests their money bank / post office deposits.

Table: 8 Primary Purpose of Mutual Funds Investment Wise Classification

Primary Purpose	Respondents	Percentage
Safety for principal	32	32%
Safety for life	17	17%
Safety for family	30	30%
Safety for retirement	21	21%
Total	100	100%

(Source: Primary data)

The above table clears that out of 100 respondents, 32% of the respondents are primary purpose invests their money safety for principal, 17% of the respondents are safety for life, 30% of the respondents are safety for family and 21% of the respondents are safety for retirement. So it is clear that majority 32% of the respondents are primary purpose invests their money safety for principal.

Table: 9 Secondary Purpose of Mutual Funds Investment Wise Classification

Secondary Purpose	Respondents	Percentage
Safety	45	45%
Tax savings	21	21%
Growth	16	16%
High returns	18	18%
Total	100	100%

(Source: Primary data)

The above table shows that out of 100 respondents, 45% of the respondents are secondary purpose invests their money safety, 21% of the respondents are tax savings, 16% of the respondents are growth and 18% of the respondents are high returns. So it is clear that majority 45% of the respondents are secondary purpose invests their money safety.

Table: 10 Types of Mutual Funds Investment Wise Classification

Types	Respondents	Percentage
Income fund	33	33%
Growth fund	22	22%
Equity fund	17	17%
Tax fund	15	15%
Debt fund	8	8%
Index fund	5	5%
Total	100	100%

(Source: Primary data)

The above table clears that out of 100 respondents, 33% of the respondents are invests their money income funds, 22% of the respondents are growth fund, 17% of the respondents are equity fund, 15% of the respondents are tax fund, 8% of the respondents are debt fund and 5% of the respondents are index fund. So it is clear that majority 33% of the respondents are invests their money income fund.

Major Findings

Through the chi-square analysis it is revealed that the gender of the respondents and their attitude towards mutual funds are not significantly associated, 61% of the respondents are male and 39% of the female respondents have hopeful attitude towards mutual funds and it is clear that majority of 61% of the respondents are male.

Through the chi-square analysis it is revealed that the age of the respondents and their attitude towards mutual funds are not significantly associated. 21% of the respondents are below 30 age group, 33% of the respondents are in 30 – 40 age groups, 30% of the respondents are in 40 – 50 age groups and 16% of the respondents are above 50 age group have hopeful attitude towards mutual funds and it is clear that majority of 33% of the respondents are in 30 – 40 age groups.

Through the chi-square analysis it is revealed that the educational qualification of the respondents and their attitude towards mutual funds are not significantly associated. 23% of the respondents are SSLC, 24% of the respondents are higher secondary, 33% of the respondents are degree and 20% of the respondents are professional have hopeful attitude towards mutual funds and it is clear that majority of 33% of the respondents are educational qualification degree level.

Through the chi-square analysis it is revealed that the occupational of the respondents and their attitude towards mutual funds are not significantly associated. 31% of the respondents are agriculture, 24% of the respondents are private employee, 21% of the respondents are government employee and 24% of the respondents

are professional / business have hopeful attitude towards mutual funds and it is clear that majority 31% of the respondents are occupational agriculture.

Through the chi-square analysis it is revealed that the income of the respondents and their attitude towards mutual funds are not significantly associated. 36% of the respondents are up to Rs.10000, 30% of the respondents are Rs.10001 to Rs.20000, 34% of the respondents are above Rs.20000 have hopeful attitude towards mutual funds and it is clear that majority of 36% of the respondents are income up to Rs.10000.

Through the chi-square analysis it is revealed that the savings of the respondents and their attitude towards mutual funds are significantly associated. 34% of the respondents are up to Rs.5000, 35% of the respondents are Rs.5001 to Rs.10000 and 31% of the respondents are above Rs.10000 have hopeful attitude towards mutual funds and it is clear that majority 35% of the respondents are savings between Rs.5001 to Rs.10000.

As far as investment avenues concerned, 41% of the respondents are invest their money in bank / post office deposits, 24% of the respondents are gold / insurance, 19% of the respondents are mutual funds and 16% of the respondents are shares and it is clear that majority of 41% of the respondents are investment avenues bank / post office deposits.

As far as primary purpose of mutual funds investment, 32% of the respondents are invest their money safety for principal, 17% of the respondents are safety for life, 30% of the respondents are safety for family and 21% of the respondents are safety for retirement and it is clear that majority of 32% of the respondents are primary purpose safety for principal.

As far as secondary purpose of mutual funds investment, 45% of the respondents are invest their money safety, 21% of the respondents are tax savings, 16% of the respondents are growth and 18% of the respondents are high returns and it is clear that majority of 45% of respondents are secondary purpose safety.

As far as types of mutual funds investment, 33% of the respondents are invest their money income fund, 22% of the respondents are growth fund, 17% of the respondents are equity fund, 15% of the respondents are tax fund, 8% of the respondents are debt fund and 5% of the respondents are index fund and it is clear that majority of 33% of the respondents are types of mutual funds invest income funds.

Suggestions

Mutual fund companies should introduce new schemes in financial markets to attract new investors.

Most of the investors are lack of awareness about the various schemes of mutual funds. So mutual fund companies should organize awareness programs about the benefits of investment in mutual funds.

Mutual fund companies should disclosure their annual report in time to their investors. This report will help the investors to know the status of their investment.

The investment complaint and grievances regarding the mutual fund schemes are not properly resolved. So mutual fund companies should be careful enough in resolving the grievance of the investors.

Investors are expecting commission charged for offering the service by mutual fund companies should be reduced.

Conclusion

Nowadays a lot of investment opportunities are available to the investors in the financial markets. It is very important in order to judge the investors attitude towards financial markets like India, where the competition increases day to day due to the entry of large number of companies with different financial strengths

and strategies. The study reveals that many of the investors are preferred to invest their money in bank/post office deposits in order to reasonable return, safety and liquidity. In additionally, the study found that most of the investors have positive approach towards mutual funds.

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FINANCIAL PERFORMANCE OF PUBLIC SECTOR BANKS AND PRIVATE SECTOR BANKS IN INDIA

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ABSTRACT

Banks form a fundamental component of the financial system and are also active players in financial markets. An efficient banking system capable of mobilizing the savings and channelling them to productive purposes are essential for the development of any economy. Besides providing financial resources for the growth, banks can also influence the direction in which these resources are to be utilized. Post liberalization era has spread new colours of growth and development in India. At the same time it has also created many challenges.

Key Words: Public Sector Banks, Private Sector Banks, Operating Profit, Net Profit, Return on Assets

Introduction:

Public sector banks are the banks in which the government has a major holding. Private sector banks are those banks in which the equity is held by private shareholders, i.e., there is no government shareholding. Public sector banks dominated the Indian banking industry in the initial stages. Financial sector reforms made many changes in banking industry and private sector banks with the help of advanced technology and professionalised management achieved a challenging position thereby causing a great threat to the public sector banks.

Objective of the Study:

The main objective of the study is to analyse and compare the overall financial performance of public sector banks and private sector banks.

Research Methodology:

Secondary Data:

The study is based on secondary data that has been collected from annual reports of the respective banks, Reserve Bank of India data, Indian Banks Association publications, magazines, journals, documents and other published information.

Period of the Study:

This research study covers a period of five years i.e. from financial year 2010-2011 to 2014-2015.

Sample:

A sample of six banks i.e. three from public sector and three from private sector has been selected and the criteria used for selection is the highest total income generated by banks during 2014-2015. The banks matched under this criteria are State Bank of India, Punjab National Bank and Canara Bank from public sector and ICICI bank Ltd., HDFC Bank Ltd. and Axis Bank Ltd. from private sector.

Title of the Study:

The present study is entitled as "Financial performance of public sector banks and private sector banks in India"

Tools of Analysis:

F Test, Ratios and descriptive figures are used to analyse and compare financial performance of public sector banks and private sector banks.

Analysis:

Following part deals with the analysis and comparison of the financial performance of public sector banks and private sector banks.

1. Total Income:

Total Income						
Particulars	2010-11	2011-12	2012-13	2013-14	2014-15	Mean
State Bank of India	97,219	1,20,873	1,35,692	1,54,904	1,74,973	1,36,732
Punjab National Bank	30,599	40,679	46,117	47,800	52,206	43,480
Canara Bank	25,752	33,778	37,231	43,480	48,300	37,708
Public Sector Banks	1,53,570	1,95,330	2,19,040	2,46,184	2,75,479	2,17,920
ICICI Bank Ltd.	32,622	41,045	48,421	54,606	61,267	47,592
HDFC Bank Ltd.	24,263	33,658	41,917	49,055	57,466	41,272
Axis Bank Ltd.	19,787	27,415	33,734	38,046	43,844	32,565
Private Sector Banks	76,672	1,02,118	1,24,072	1,41,708	1,62,577	1,21,430

Source: RBI Reports

Amount in Crores

2. Net Interest Income:

Net Interest Income						
Particulars	2010-11	2011-12	2012-13	2013-14	2014-15	Mean
State Bank of India	32,526	43,291	44,329	49,282	55,015	44,889
Punjab National Bank	11,807	13,414	14,857	16,146	16,556	14,556
Canara Bank	7,699	7,689	7,879	8,944	9,664	8,375
Public Sector Banks	52,033	64,395	67,065	74,373	81,234	67,820
ICICI Bank Ltd.	9,017	10,734	13,866	16,476	19,040	13,827
HDFC Bank Ltd.	10,543	12,885	15,811	18,483	22,396	16,023
Axis Bank Ltd.	6,563	8,018	9,666	11,952	14,224	10,085
Private Sector Banks	26,123	31,637	39,344	46,910	55,659	39,935

Source: RBI Reports

Amount in Crores

Net interest income which is the excess of interest earned over interest paid is high for public sector banks in all the years of study. The margin between the two sectors is also high in all the years.

3. Operating Profit:

Operating Profit						
Particulars	2010-11	2011-12	2012-13	2013-14	2014-15	Mean
State Bank of India	25,336	31,574	31,082	32,109	38,914	31,803
Punjab National Bank	9,056	10,614	10,915	11,384	11,955	10,785
Canara Bank	6,091	5,943	5,890	6,796	6,950	6,334
Public Sector Banks	40,483	48,131	47,887	50,290	57,819	48,922
ICICI Bank Ltd.	9,048	10,386	13,199	16,595	19,720	13,790
HDFC Bank Ltd.	7,725	9,391	11,428	14,360	17,404	12,062
Axis Bank Ltd.	6,416	7,431	9,303	11,456	13,385	9,598
Private Sector Banks	23,189	27,208	33,930	42,411	50,510	35,449

Source: RBI Reports

Amount in Crores

Public sector banks enjoyed an upper hand in this aspect for all the years even though fluctuations exist in public sector. Steady growth is recorded for private sector.

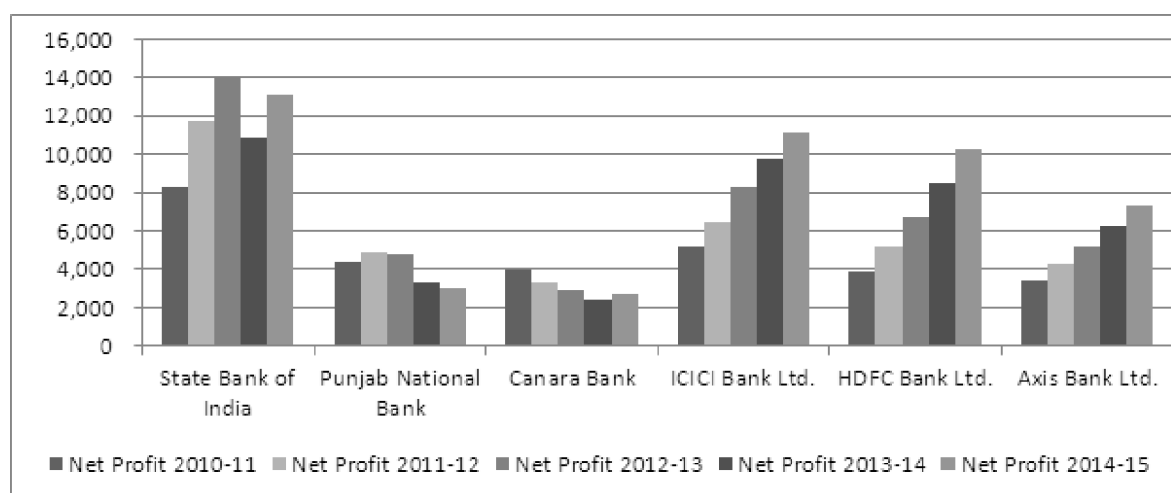
4. Net Profit:

Net Profit						
Particulars	2010-11	2011-12	2012-13	2013-14	2014-15	Mean
State Bank of India	8,265	11,707	14,105	10,891	13,102	11,614
Punjab National Bank	4,433	4,884	4,755	3,343	3,062	4,095
Canara Bank	4,026	3,283	2,872	2,438	2,703	3,064
Public Sector Banks	16,724	19,874	21,732	16,672	18,866	18,774
ICICI Bank Ltd.	5,151	6,465	8,325	9,810	11,175	8,186
HDFC Bank Ltd.	3,926	5,167	6,726	8,478	10,216	6,903
Axis Bank Ltd.	3,388	4,242	5,179	6,218	7,358	5,277
Private Sector Banks	12,466	15,875	20,231	24,507	28,749	20,366

Source: RBI Reports

Amount in Crores

Net Profit of Banks for 5 Years



Net profit has shown a shifting momentum from a favourable position to public sector banks to a favourable position to private sector banks. The growth

of private sector banks is high and they enjoy a high position than public sector banks.

5. Return on Assets:

Return on Assets						
Particulars	2010-11	2011-12	2012-13	2013-14	2014-15	Mean
State Bank of India	0.71	0.88	0.97	0.65	0.68	0.78
Punjab National Bank	1.34	1.19	1.00	0.64	0.53	0.94
Canara Bank	1.42	0.95	0.77	0.54	0.55	0.85
Public Sector Banks	1.16	1.01	0.91	0.61	0.59	0.85
ICICI Bank Ltd.	1.35	1.50	1.70	1.78	1.86	1.64
HDFC Bank Ltd.	1.58	1.77	1.90	2.00	2.00	1.85
Axis Bank Ltd.	1.68	1.68	1.70	1.78	1.83	1.73
Private Sector Banks	1.54	1.65	1.77	1.85	1.90	1.74

Source: RBI Reports

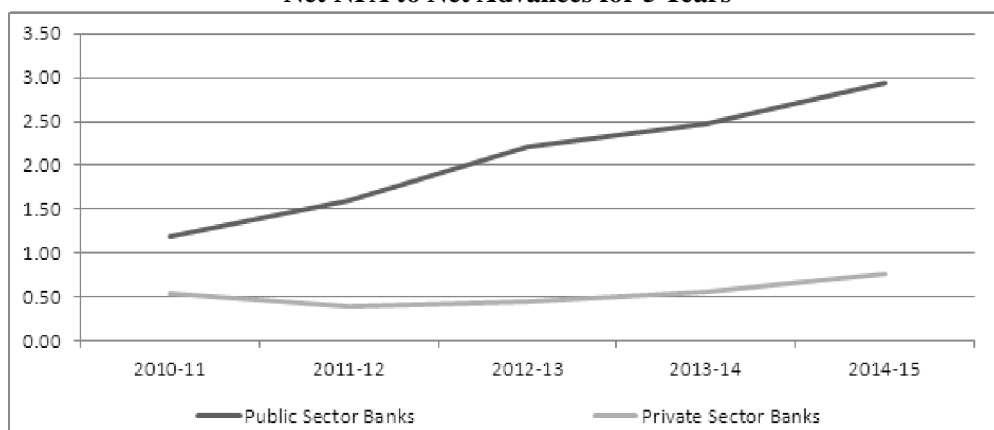
Return on Assets is higher for private sector banks throughout the period of study. A steady growth is recorded for private sector where as a declining trend is recorded for public sector.

6. Net NPA to Net Advances:

Net NPA to Net Advances						
Particulars	2010-11	2011-12	2012-13	2013-14	2014-15	Mean
State Bank of India	1.63	1.82	2.10	2.57	2.12	2.05
Punjab National Bank	0.85	1.52	2.35	2.85	4.05	2.32
Canara Bank	1.10	1.46	2.18	1.98	2.65	1.87
Public Sector Banks	1.19	1.60	2.21	2.47	2.94	2.08
ICICI Bank Ltd.	1.11	0.73	0.77	0.97	1.61	1.04
HDFC Bank Ltd.	0.19	0.18	0.20	0.27	0.20	0.21
Axis Bank Ltd.	0.29	0.27	0.36	0.44	0.46	0.36
Private Sector Banks	0.53	0.39	0.44	0.56	0.76	0.54

Source: RBI Reports

Net NPA to Net Advances for 5 Years



The position is much favourable to private sector banks even though fluctuations exist during the period of study. Mean is much high and unfavourable for the public sector.

F Test:

H_0 : There is no significant difference between the variances of net profit between public sector banks and private sector banks in India.

H_1 : There is significant difference between the variances of net profit between public sector banks and private sector banks in India.

Public Sector Banks – Net profit (Amount in Crores)		
N	X	X ²
1	16,724	27,96,88,918
2	19,874	39,49,82,856
3	21,732	47,22,91,355
4	16,672	27,79,53,467
5	18,866	35,59,17,655
	93,868	1,78,08,34,251

Private Sector Banks – Net Profit (Amount in Crores)		
N	X	X ²
1	12,466	15,54,07,830
2	15,875	25,20,01,442
3	20,231	40,93,01,065
4	24,507	60,05,69,508
5	28,749	82,65,09,664
	1,01,828	2,24,37,89,510

$$S_1^2 = \frac{\sum x^2}{N} - \frac{(\sum x)^2}{(N)} = 37,18,343$$

$$S_2^2 = \frac{\sum x^2}{N} - \frac{(\sum x)^2}{(N)} = 3,40,03,398$$

$$\frac{N_1 S_1^2}{N_1 - 1} = 46,47,928$$

$$\frac{N_2 S_2^2}{N_2 - 1} = 4,25,04,247$$

$$F = \frac{N_1 S_1^2 / (N_1 - 1)}{N_2 S_2^2 / (N_2 - 1)} = 4,25,04,247 / 46,47,928 = 9.14$$

Degree of Freedom = (N₁ - 1, N₂ - 1), (5 - 1, 5 - 1), (4, 4)

Level of Significance = 5%

Table Value of F = 6.39

Calculated Value (9.14) is higher than Table Value (6.39). Therefore reject the null hypothesis. There is significant difference between the variances of net profit between public sector banks and private sector banks in India.

Findings:

The main findings associated with this study are as follows:

1. Total income of banking sector is growing and both public and private sector banks recorded a good growth in total income during all the years of study.

2. Net interest income (Spread) is showing an increasing trend for both sectors. Net interest margin for public sector banks is quantitatively high.
3. The volume of operating profit for public sector banks is much higher than the private sector banks. Public sector banks has the highest operating profit in all the years ranging from Rs 40,483 Crores in 2010-11 to Rs 48,922 Crores in 2014-15. The operating profit of private sector ranges from Rs 23,189 Crores in 2010-11 to Rs 35,449 Crores in 2014-15.
4. A shifting momentum from public sector to private sector has been recorded in case of net profit. Public sector banks recorded for the maximum volume of net profit in the first three years of study. Thereafter

private sector enjoyed the first position. The mean comes to Rs 18,774 Crores for public sector banks and Rs 20,366 Crores for private sector banks. This showed the trend of movement in the banking industry.

5. In case of return on assets a steady growth rate is exhibited for private sector in all years whereas a declining trend is recorded by public sector throughout the period. Private sector enjoyed a privileged position in case of utilisation of assets.
6. Private sector is on top while considering Net NPA to Net Advances as it enjoyed a lesser percentage of NPA's even though an increasing trend is depicted in the last 3 years. Still it is far better than the position of public sector banks which shows an increasing trend which is unfavourable throughout the period. Public sector banks are meeting to the priority sector lending norms in a fair manner and also for providing loans to backward sectors which may have an impact here.
7. There exists a good variability of net profits between public sector banks and private sector banks.

Suggestions:

The suggestions for enhancing the performance are as follows:

- 1) Public sector banks must enhance their performance by implementing professionalised management scenario and better customer service. The rate of growth for almost all the parameters is high for private sector even though magnitude is high for public sector banks.
- 2) Net profit and its growth rate must be considered seriously reviewed by public sector banks. Operating expenses must be reduced by implementing cost control measures. Employee wise performance must also be checked for ensuring adequate performance.
- 3) Assets must be utilised effectively by public sector banks. Underutilised or unutilised assets must be considered for diversification purposes and new schemes of income generating investments must be started.
- 4) Scientific assessment must be done in case of loans and advances so as to reduce NPA's. The strategies must be revised and proper responsibility must be fixed along with adequate authority. Exemption must be given in case of priority sector lending's but not

at the cost of banks. Adequate recovery measures must be taken by public sector banks. Necessary reimbursement must be given for patching up the NPA's associated with priority sector lending's.

- 5) Rural areas and priority sectors also need to be served by private sector banks so as to ensure balanced regional growth. Concentration on merely profitable ventures must be avoided to fulfil its social aspect. Corporate social responsibility must be given due weightage.
- 6) Branch wise, product wise and employee wise targets must be fixed by public sector banks so as to ensure adequate performance. Likewise same sort of targets must be fixed by private sector banks for social performance also and Reserve Bank of India must ensure that private sector follows strict adherence to these aspects.

Conclusion:

Financial sector reforms have made favourable changes in the banking industry. The service levels have been redefined along with the extension of activities performed by banks. Although there was increase in profitability for both sector banks the rate of growth is higher for private sector banks. Public sector banks are lagging in many financial parameters and they are facing many challenges also. But their contributions to social aspects are also on the higher side which has an impact in the parameters. Public sector banks must redefine their strategies by considering their strengths and weakness and the type of market they are operating with whereas private sector banks must also consider priority sector lending in its fullest form along with meeting of societal aspects so that there exists a balanced growth for the industry and for the nation.

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ROLE OF EDUCATIONAL INSTITUTION TO CREATE CONSUMER AWARENESS AMONG SCHOOL AND COLLEGE STUDENTS OF TIRUCHIRAPPALLI.

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ABSTRACT

The consumer is the person, institution or the family, who either purchases and uses a final good or service or produces and uses it himself and does not exchange it in any way, in order to satisfy his economic, social and cultural needs. There is an urgent and increasing necessity to educate consumers so that they can be protected against the exploitation of the manufacturers and sellers. Educational Department imparting consumer education through the prescribed syllabi to students. The scheme of consumer clubs in school and colleges was launched in 2002. Through which Lectures on consumer rights and protection, seminars, debates, camps and discussions are organized by educational institution on consumer right because if the students are made aware of rights we are making the next generation aware. In this paper an attempt has been made to know the level of awareness among the students of schools and colleges located in Tiruchirappalli. For the purpose of the study primary data has been collected from school and college students of Tiruchirappalli. This paper tries to suggest some measures that should be undertaken by the educational institution to create involvement among the students.

Key Words: Consumer, Consumer Protection, Consumer Education, Consumer awareness.

Introduction

One of the most important milestones in the area of consumer protection/consumer movement in the country has been the enactment of the Consumer Protection Act, 1986. This Act has been necessitated because the well-organized sectors of manufacturers, traders and service providers with the knowledge of market and manipulative skills often attempt to exploit the consumers, in spite of the existence of various provisions of different laws for protecting their interests. Moreover, the increase in population has resulted in enormous pendency and delay in disposal of cases in the civil courts. . Hence, the Consumer Protection Act, 1986 was enacted to better protect the interests of consumers. It is one of the most progressive and comprehensive pieces of legislation and is umbrella legislation covering all goods and services. This is indeed a very unique and highly progressive piece of social welfare legislation. The provisions of this Act are intended to provide effective

and efficient safeguards to the consumers against various types of exploitations and unfair dealings. Unlike other laws, which are basically punitive or preventive in nature, the provisions of the Act are also compensatory. It is a matter of great satisfaction that we have in our country a Statute which provides more effective protection to the consumers than any corresponding legislation in force in other countries, which are considered to be much more advanced and industrialized. CPA has been in operation for about 25 years. A number of deficiencies and shortcoming in respect of its operation have come to light thereby requiring Amendments on three occasions, still leaving scope for further improvements.

Despite all this it has stood the test of time and has been an effective tool in the hands of the consumers to ensure accountability of procedures of goods and providers of services. The Act is intended to provide simple, speedy and inexpensive redressal to the consumers' grievances. It also provides relief of a specific

nature and awards compensation, wherever appropriate, to the consumer. The Consumer Protection Act, 1986 has ensured the rights of consumer for safety, information, choice, representation, redressal and consumer education.

From all these rights, it is the right to consumer education that can be said to be of paramount importance; since this is the gateway through which all other rights can be secured. In other words, right to consumer education forms the bedrock on which the edifice of other consumer rights stand. Therefore, the durability of super structure depends on the strength of the foundation. If the foundation is weak then the super structure is bound to collapse.

Twelfth plan (2012-2017) strategy to create consumer awareness among school and college students.

Consumer Education in Schools

It is very important to educate the consumers at a young age. They are the target of many a marketers who exploit their innocence to create pressures on the parents to purchase certain goods and services. Government at Centre and States should spearhead a campaign to cover all schools in the country with a focus on children belonging to both government and private schools. The activities regarding consumer awareness must involve all the students in a school and as such presentations, lectures and demonstrations must be addressed to all the children in a school. Each school should be encouraged to take up at least one project each for the primary, middle and high school students to observe, or file complaints or identify areas where they as consumers feel a harassed lot.

Consumer Awareness in Schools and College

In the Xth plan period up to 2005-06, CWF has extended financial assistance to the tune of Rs 33 crore, including Rs. 8.69 crore in 2005-06. Consumer education has been gaining popularity in the Universities/ Colleges/ Schools and has been receiving greater attention from the print/ electronic media. The Department of Elementary Education and Department of Secondary & Higher Education in the Ministry of Human Resource Development and State Governments need to be involved to include consumer protection/ consumer education in the school curriculum since youth is the bedrock of our future.

In the 12th Plan the grant of Rs.10,000 per consumer club should be increased to Rs.20000 per consumer club and the period of support should be increased to 3 years from the present 2 years. The consumer clubs should be facilitated not only in the Government schools but also, private institutions / school

that wants to set up a consumer club should be promoted with the Consumer Welfare Funds. Involvement of Research Institutions/ Universities/ Colleges etc, in consumer protection and welfare should be promoted.

Universities and Colleges have a Critical Role in Educating The Younger Generation to Become Awakened Consumers.

Consumer Affairs is not a traditional subject, which is taught in universities. Some elements of consumer affairs are taught in Home Science Courses but by and large most universities do not have such courses on their syllabi. During the Plan period efforts should be made to introduce new papers in existing degree courses in major universities.

To educate younger generation universities also introduced formal course on consumer affairs such as BA degree, B.Com (Hons) degree, etc.

Review of Literature

After the enactment of the Consumer Protection Act, 1986, the first independent evaluation of the implementation of this Act was undertaken through a study by the IIPA (Indian Institute of Public Administration) in 1994, where it was found that a large majority of consumers belonging to various categories and income groups were still ignorant of the existence of the CPA and the redressal agencies created under it.

The study was conducted through Indian Institute of Mass Communication during August-September, 2006 and through M/s Santek Consultants in April to June, 2009 have established that a sizeable proportion of the citizens are now aware about their consumer rights. Also, a sizeable population has learnt about the campaign being run as "Jago Grahak Jago" and supports the need for it.

George Cheriyan (2013) CI member of cuts international as part of a project entitle 'India consumers in the new age' discusses the poor state of consumer awareness in India. Even after 25 years of the consumer protection act (copra) in India ,only 20 percent of consumer know about it and only 42 percent have heard about consumer rights. 53 percent of consumers are unaware of the country's redress system, the objective of which is to give consumers access to simple ,speedy and inexpensive redress of their grievances. The cuts study also shows that, of the 47 percent of consumers who do know about india's external redress mechanisms, only 28 percent believe that it is easily accessible to common people. 67% of the complaints are redressed beyond the stipulated time frame of 90 days or 150 days, whichever is applicable. 93% of consumers have never made a formal complaint. And of the seven percent who have filed a complaint, only 0.3% have achieved redress

Statement of the Problem

The right to consumer education is recognized under consumer protection act 1986. The union and state governments have accepted the introduction of consumer education in school and college curriculum and progress has been made in some states. Some of the formal educational institutions are also offering graduate post graduate courses on consumer issues, Now a days students are playing dominant role in purchasing goods for their own use and for their family because of the influences of advertisement and more knowledge about new high tech products and soon. So, in this paper an attempt has been made to know the level of consumer awareness among school and college students.

Objectives

1. To measure the level of consumer awareness among the students of schools and colleges.
2. To examine the extent of awareness about the National awareness programmes of the government of India to educate consumers.
3. To bring out the new strategy of the government of India to create consumer awareness among school and college students.

Methodology

Data required for this study was collected both from primary and secondary sources. Survey method has been used in the study. A structured interview schedules was used to collect the primary data from 50

students. Stratified random sampling method has been adopted to collect the data. Secondary data have been collected from various journals magazines, books, website, bulletins and report of the working group on consumer protection. The data collected is classified, tabulated and analyzed with the help of percentage analysis and chi-square test.

Hypothesis

1. There is no significant relationship between awareness opinion and consumerism
2. There is no significant relationship between awareness opinion and responsibilities of consumers
3. There is no significant relationship between awareness opinion and utilization of right to be heard.

Analysis and Discussion

Table -1 Demographic profile of the respondents

S.No.	Components		Number	%
1	Gender	Male	36	72
		Female	14	28
2	Age	15-18 yrs.	16	32
		18-21 yrs.	27	54
		21-24 yrs.	07	14
3	Education	HSC	13	26
		UG	15	30
		PG	05	10
		Professional course	17	34

Sources: Primary data

Table- 2 Chi-Square Test between Awareness Opinion and Consumerism

Awareness about consumerism * Response						Chi-square value
			Response		Total	
			Aware	Not aware		
Awareness about consumerism	Consumer club	Frequency	28	22	50	93.437**
		Row %	56.0%	44.0%	100.0%	
		Column %	24.8%	16.1%	20.0%	
	Membership	Frequency	5	45	50	
		Row %	10.0%	90.0%	100.0%	
		Column %	4.4%	32.8%	20.0%	
	Consumer Protection Act	Frequency	29	21	50	
		Row %	58.0%	42.0%	100.0%	
		Column %	25.7%	15.3%	20.0%	
	Consumer Rights and Responsibilities	Frequency	45	5	50	
		Row %	90.0%	10.0%	100.0%	
		Column %	39.8%	3.6%	20.0%	
	Consumer Day	Frequency	6	44	50	
		Row %	12.0%	88.0%	100.0%	
		Column %	5.3%	32.1%	20.0%	
Total		Frequency	113	137	250	
		Row %	45.2%	54.8%	100.0%	
		Column %	100.0%	100.0%	100.0%	

** significant at 1% level.

Source: Primary data

The table 1 shows that out of 50 students chosen for the study 36(72%) respondents are males and 14 (28%) respondents are females, 16(32%) respondents belonging to the age group of 15-18 years, 27(54%) respondents belonging to the age group of 18-21 years and 07(14%) respondents falling in the age group of 21-24 years. 13(26%) respondents are doing higher secondary course, 15(30%) respondents are doing UG course, 05(10%) respondents are doing PG course and 17(34%) respondents are doing Professional Course.

The table 2 reveals that, 56 percent of the respondents from schools and colleges were aware about the availability of consumer club in their institutions, remaining 44% of the respondents were not aware of

consumer clubs in their respective institutions. Regarding the membership in consumer club, only 10% of the respondents were members of the club and 90% of them were not the members. 58% of the respondents were aware of consumer protection act 1986 and the rest of 42% of them were not aware of the act.

90% of the respondents were aware on Consumer Rights and Responsibilities and only 10% of them were not aware. Also, 12% of the respondents only aware of consumer day and 88% of them were not aware of the consumer day. The table also reveals that, there is significant association with the awareness and the various dimensions of consumerism at 1% level of significance ($\chi^2=93.437$, $p<0.01$).

Table-3 Chi-Square Test Between Awareness Opinion and Responsibilities of Consumers

Awareness about responsibilities of consumers * Response						Chi-square value
			Response		Total	
			Aware	Not aware		
Awareness about responsibilities of consumers	Information before purchase	Frequency	44	6	50	1.326 (NS)
		Row %	88.0%	12.0%	100.0%	
		Column %	10.0%	10.2%	10.0%	
	Price verification	Frequency	45	5	50	
		Row %	90.0%	10.0%	100.0%	
		Column %	10.2%	8.5%	10.0%	
	Verifying the weight	Frequency	43	7	50	
		Row %	86.0%	14.0%	100.0%	
		Column %	9.8%	11.9%	10.0%	
	Demanding bill	Frequency	45	5	50	
		Row %	90.0%	10.0%	100.0%	
		Column %	10.2%	8.5%	10.0%	
	Comparison of advertisements	Frequency	43	7	50	
		Row %	86.0%	14.0%	100.0%	
		Column %	9.8%	11.9%	10.0%	
	Document preservation	Frequency	44	6	50	
		Row %	88.0%	12.0%	100.0%	
		Column %	10.0%	10.2%	10.0%	
	Product examination	Frequency	45	5	50	
		Row %	90.0%	10.0%	100.0%	
		Column %	10.2%	8.5%	10.0%	
	Checking ingredients	Frequency	45	5	50	
		Row %	90.0%	10.0%	100.0%	
		Column %	10.2%	8.5%	10.0%	
	Verifying manufacutring date	Frequency	43	7	50	
		Row %	86.0%	14.0%	100.0%	
		Column %	9.8%	11.9%	10.0%	
	Verifying expiry date	Frequency	44	6	50	
		Row %	88.0%	12.0%	100.0%	
		Column %	10.0%	10.2%	10.0%	
Total		Frequency	441	59	500	
		Row %	88.2%	11.8%	100.0%	
		Column %	100.0%	100.0%	100.0%	

NS-Not Significant

Source:Primary data

The above table projects the effectiveness of the efforts taken by the government through the educational institutions and multimedia publicity campaign. It can be observed from the above table that more than 85% of the respondents are aware of their responsibilities and

exercising their responsibilities while purchasing the goods.

The table also reveals that there is no significant association with the awareness and responsibilities of consumers ($\chi^2=1.326$).

Table – 4 Chi-Square Test between Awareness Opinion and Utilization of Right to be Heard

Utilization of Right to be Heard * Response					Chi-square value	
		Response		Total		
		Aware	Not aware			
Utilization of Right to be Heard	Pointing sellers mistake	Frequency	37	13	50	62.010**
		Row %	74.0%	26.0%	100.0%	
		Column %	20.9%	5.8%	12.5%	
	Repair and Replacement	Frequency	31	19	50	
		Row %	62.0%	38.0%	100.0%	
		Column %	17.5%	8.5%	12.5%	
	Compensation	Frequency	22	28	50	
		Row %	44.0%	56.0%	100.0%	
		Column %	12.4%	12.6%	12.5%	
	Adulteration & short weights	Frequency	28	22	50	
		Row %	56.0%	44.0%	100.0%	
		Column %	15.8%	9.9%	12.5%	
	Improper service	Frequency	24	26	50	
		Row %	48.0%	52.0%	100.0%	
		Column %	13.6%	11.7%	12.5%	
	Attending grievance day	Frequency	19	31	50	
		Row %	38.0%	62.0%	100.0%	
		Column %	10.7%	13.9%	12.5%	
	Correcting mistakes	Frequency	11	39	50	
		Row %	22.0%	78.0%	100.0%	
		Column %	6.2%	17.5%	12.5%	
	Dispute redressal agency	Frequency	5	45	50	
		Row %	10.0%	90.0%	100.0%	
		Column %	2.8%	20.2%	12.5%	
Total		Frequency	177	223	400	
		Row %	44.2%	55.8%	100.0%	
		Column %	100.0%	100.0%	100.0%	

** significant at 1% level.

Source: Primary data

The above table shows that more than 60% of the respondents are pointing out sellers mistake and asking for repair and replacement but only minimum percentage that is only 10% of the respondents are willing to take

the matter to consumer dispute redressal agency. It shows their hesitation, unawareness and unreability towards the consumer redressal agency.

The table also indicates that there is significant association with the awareness and the utilization of the rights at 1% level of significance ($\chi^2=62.010$, $p<0.01$).

Table-5 Chi-Square Test Between Awareness Opinion and National Programme

National programme awareness * Response						Chi-square value
			Response		Total	
			Aware	Not aware		
National programme awareness	Multimedia campaign	Frequency	20	30	50	39.666**
		Row %	40.0%	60.0%	100.0%	
		Column %	13.4%	8.5%	10.0%	
	Meghdoot post cards	Frequency	6	44	50	
		Row %	12.0%	88.0%	100.0%	
		Column %	4.0%	12.5%	10.0%	
	Help line	Frequency	20	30	50	
		Row %	40.0%	60.0%	100.0%	
		Column %	13.4%	8.5%	10.0%	
	Online resource and empowerment centre	Frequency	12	38	50	
		Row %	24.0%	76.0%	100.0%	
		Column %	8.1%	10.8%	10.0%	
	Trade fair 2010	Frequency	5	45	50	
		Row %	10.0%	90.0%	100.0%	
		Column %	3.4%	12.8%	10.0%	
	Internet	Frequency	14	36	50	
		Row %	28.0%	72.0%	100.0%	
		Column %	9.4%	10.3%	10.0%	
	Advertisement in Journals	Frequency	13	37	50	
		Row %	26.0%	74.0%	100.0%	
		Column %	8.7%	10.5%	10.0%	
	Upgradation of standards	Frequency	15	35	50	
		Row %	30.0%	70.0%	100.0%	
		Column %	10.1%	10.0%	10.0%	
	Consumer club	Frequency	28	22	50	
		Row %	56.0%	44.0%	100.0%	
		Column %	18.8%	6.3%	10.0%	
	Product test laboratories	Frequency	16	34	50	
		Row %	32.0%	68.0%	100.0%	
		Column %	10.7%	9.7%	10.0%	
Total	Frequency		149	351	500	
	Row %		29.8%	70.2%	100.0%	
	Column %		100.0%	100.0%	100.0%	

** significant at 1% level.

Source: Primary data

It is clear from the above table that majority of the respondents are unaware of the national awareness programmes under taken by the government for consumer education but they aware their rights and responsibilities. Without knowing about national awareness programmes they gaining the benefits of those programmes. It shows the effectiveness and success of the national awareness programmes.

It is also evident from the above table that there is significant association with the awareness and various national awareness programmes at 1% level of significance ($\chi^2=39.666$, $p<0.01$).

Suggestions and Conclusion

The present study aimed to ascertain the level of awareness among students and policies and strategies adopted by the government to create consumer awareness. The twelfth planning strategy of the government shows the importance given by the government to consumer protection. The benefits can be achieved by effective implementation of those plans. All the government policies and strategies can be brought to benefit only when consumer particularly the young students realize their supreme veto powers of refusing a sub-standard products and exercises our rights to get the best and not by compromising on sub-standard products sold by traders, manufacturers and salesman. The ways are open to the students, it is only in the hands

of the students and educational institutions to use the available opportunities effectively.

Limitations of the Study and Scope for Future Research

The major limitation of this study is that the results may not be universally applicable as it was limited only on the consumer awareness of school college students of Tiruchinappali. The accuracy of the results depends upon the accuracy of the responses provided by the respondents. The scope of the present study may be extended to other districts of Tamil Nadu and other states of India and even the study may be under taken to cover the whole of our India and all groups of people. A comparative study may also be pursued in future.

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தமிழாய்வுச் சங்கமம்

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TAMILAIVU SANGAMAM

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தமிழ் அறிஞர்கள், பேராசிரியர்கள், ஆய்வாளர்கள் மற்றும் எழுத்தாளர்களின் வேண்டுகோளையும், தேவைகளையும் பூர்த்திச் செய்யும் நோக்கத்தோடு IARA PUBLICATION- ன் மூன்றாவது இதழாக "தமிழாய்வுச் சங்கமம்" என்ற பன்னாட்டு ஆய்வு இதழின் நான்காம் தொகுதி டிசம்பர் 2015ல் வெளிவர இருக்கிறது.

இவ்விதழில் ஆய்வுக்கட்டுரை சமர்ப்பிக்க விரும்புகின்றவர்கள் தங்களது ஆய்வுக்கட்டுரைகளை மின் அஞ்சல் வாயிலாக (எழுத்துருவையும் சேர்த்து) tamilselp@yahoo.in என்ற முகவரிக்கு அனுப்பலாம்.

தமிழாய்வுச் சங்கமம் - பன்னாட்டு ஆய்விதழின் கௌரவ ஆசிரியர்கள் மற்றும் ஆசிரியர்குழு உறுப்பினர்களாக விரும்புகின்ற தமிழ் அறிஞர்கள் மற்றும் பேராசிரியர்கள், தங்களின் வேண்டுகோள் கடிதத்துடன் ஒரு பக்க சுயகுறிப்பினை எங்களுக்கு அனுப்பலாம். மேலும் விபரங்களுக்கு www.selptrust.org என்ற வலை தளத்தை பார்க்கவும்.

- நிர்வாக ஆசிரியர்.

COMPETING FOR INDIAN MARKET- A STUDY FOREIGN VS. INDIAN COMPANIES

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ABSTRACT

This study focuses on the competition in the Indian market. This study analyses the intensity of the competition, the strategies adopted by these firms to compete with the rivals. The study focuses on the competition in the automobile industry with special reference to the small car segment. Major players in the market offering small cars are selected for the study from the MNC's FORD & HYUNDAI and for the local firms MARUTI & TATA. The purpose of the study is to find out the market leader in the market. A Questionnaire was framed and distributed among 200 respondents. The major results of the study is even though Indian firm face huge competition they have a good market share and are able to reach their customers with various strategies they have adopted.

Key Words: Competition, Globalization, liberalization, Indian market, market leader

Introduction:

Automobile sector is one of the key sectors in any economy. It is one of the revenue generating sectors the economy's growth prospect lies in the automobile sector due to its connection with the other sectors in the country. When there is a growth in the automobile sector it leads to the growth of the economy as a whole.

Globalization and liberalization policy of the government in the year 1993 has led to the delicensing of the passenger car segment leading to the entry of many multinational companies. Automobile sector has grown leaps and bounds due to the increase of major player in the market. Hence there are Indian as well as Multinational's competing for market share. Competition reduces the market share of the companies but this has increased the technology for the customers. Customers have a huge variety of choice available with advanced technology but at a lower cost.

Companies devise strategies to become the number one in the market with the highest possible profit. These strategies must be efficient as well as effective and it must be good enough to withstand the competitor's strategies.

Review of Literature

The researcher presents a review of a number of studies that have gone into various issues related to competition in India.

Tata Indica V2 Xeta: Competing in the Indian Small Car Market. ICMR journal Case Code: MKTG177. Published:2006 Competing in the Indian Small Car Market this case examines the strategy used to sustain in the highly competitive environment and understand the marketing aspects of establishing in the car market. The entry of Xeta has proved to be a greatest competitive advantage to Tata motors to stay in the market and have a good edge over other competitors in the field.

Hyundai India: An Able Challenger to Maruti Suzuki? ICMR journal Case Code: MKTG313: Published:2014 This case study published in the year 2014 having a study period of 2007 to 2014 the study tries to understand the issues and challenges faced by companies operating in India, it also analyses the marketing strategies to be followed, understands the position held by Hyundai Ltd. And suggest measures to become the leading player in the market. The findings of the study suggest that Hyundai Ltd is the second major player in the market and by giving better service they can maintain their market share. With the growing Affordability of the Indian market Hyundai will have a competitive advantage over Maruti Suzuki.

India's automobile industry: Growth and export potential: Jatinder Singh. Journal of Applied Economics and Business Research JAEBR, 4(4): 246-262 (2014) The

study tries to find out that the changing policies during the past three decades in India has increased the growth and export of automobile industry. This is directly reflected in the subsectors of the automobile industry also. Passenger vehicles segment is the only segment which has considerably high growth and improvement in export too. Growing importance of passenger vehicle segment in automobile industry is visible both in domestic and external market. Export contribution of this segment in total automobile exports almost doubled during the last two decades. It is found out that as there is lot of product-heterogeneity within passenger car segment Indian passenger vehicle industry may not be equally competent in all kinds of passenger vehicles. For this, further research is required to specify the competitiveness within this segment of automobile.

Competitiveness of firms in Indian automobile industry L. G. Burange & Shruti Yamini, Working paper ude (cas) 23/ (8)/1/2008, February 2008. University of Mumbai. This study tries to build a competitive index for a sample of 14 firms for the year 2005 to 2006 including the passenger segment, commercial segment, two wheelers etc. along with an attempt has been made to find the current status of the industry. Out of the 14 firms selected for the study seven firms proved above average and Maruti Udyog Ltd. Scored the highest. This study revealed the position held by different firm selected for the study.

Significance of the Study

The significance of this study can be related with identifying the market leader in the automobile industry. Due to liberalization and globalization many companies have entered Indian market posing a challenge to Indian firms. New technology, price reduction Improved marketing strategies are used by Indian firms as well as Multinational companies to capture Indian market. Evaluation of marketing strategies will establish the worthiness in the current context. Identifying marketing problems will be helpful in suggesting measures for overcoming the marketing problems. This study certainly strengthens the existing body of knowledge by providing some empirically tested insight in the market leader of Indian market in Indian automobile industry.

Statement of the Problem

In this age of competition the researcher investigates the Indian market to find out the intensity of competition, the strategies employed by the companies to come to number one position. Though the foreign automobile companies are backed by their own marketing strategies, they face a lot of challenges from the Indian consumers namely their expectations related to price, economy, after sales service, credit facilities and

availability of spare parts. They face difficulties in identifying and communicating to the customers of their product. For the purpose of solving the above problems the foreign players follow different strategies for the consumers who are the prime source to market their products. The takeover of the domestic market by foreign players seemed to be the practice in many other industries and other consumer durable products

Companies give offers and services to survive in the market. The attitude of the customers plays a major role in deciding the nature of the product to purchase. This study analyses the strategies adopted by the automobile companies to capture the number one position in the market in terms of sales, profit, and also in terms of consumer preference. The researcher attempts to find out the market leader in the automobile sector among the various competitors namely Maruti, Tata, Ford and Hyundai

Objectives of the Study

- 1) To understand the present status of Foreign and local firms in Indian market.
- 2) To study the attitude of customers of both the firms.
- 3) To find out market leader by analyzing the role played by both local firms and Foreign

Hypotheses

- 1) Local firm are experience major market share in Indian automobile market compared to Foreign firms due to fuel efficiency, more variants, cheaper price, low maintenance cost, more number of service centre's etc.
- 2) Brand image perception differs across countries and these differences are going to nation's culture and nation's economic development.

Research Methodology

The data collected for the study was from primary and secondary sources. Primary data was collected through a well structured questionnaire circulated among a sample size of 200. . The data was collected from users of Car Company namely Ford, Hyundai, Tata and Maruti (50 each). Samples were selected through simple random sampling method. Secondary data was collected through websites, journals, publications, books. Etc.

Brand Image of the Car Used

Brand image is very important for purchase and use of a product; customers having an unlimited choice have to choose between the right brands satisfying them. The study has revealed that the brand image of the Local firm differs but the MNC's have a good brand image. Thus it can be inferred that the MNC's brand has a good competitive advantage

Opinion about the service quality during purchase.

There is not much difference between the service quality of the local firms and MNC's. The information provided at the time of purchase and the time taken to deliver the car has the same impact for both the MNC's and the local firm.

Benefits During purchase

Benefits received by the customers differ according to the type of car they use. The three major type of benefits received are Insurance, Warranty and Accessories. From the research it is inferred that the MNC,s try to provide more benefits to attract the customers.

Benefits received		Car Brand			
		Maruti	Tata	Ford	Hyundai
Insurance	Yes	28	35	38	40
	No	22	15	12	10
Warranty	Yes	39	37	29	41
	No	11	13	21	9
Accessories	Yes	36	33	36	38
	No	14	17	14	12

Attitude towards Car Companies after globalization

Globalization has changed the attitude of customers towards foreign brands hence they have a good opinion on foreign cars.

The Correlation analysis gives a value of -.391. This is less than 5% level of significance hence there is no relation between car used and attitude of customers.

Companies giving more offers

The study has revealed that the Local Firm such as Maruti and Tata give more offers to the customers to sustain and to have a good market share.

	Maruti	Tata	Hyundai	Ford
Car Used				
Maruti	31	4	9	14
Tata	6	30	5	9
Hyundai	5	14	8	24
Ford	8	2	28	3

Competitive advantage of car companies (Considering various factors)

The competitive advantage of the car companies was analyzed taking into consideration the various factors

such as price, technology, fuel efficiency, design, quality, maintenance cost, warranty, performance, service, and safety. It is inferred that the Local firms has a good competitive advantage compared to their competitors.

Findings & Conclusion

MNC's have a good brand image and a good attitude among the customers their car is not matching the needs of the locals.

- ❖ Price of the Local firm match the needs of the local customers compared to the MNC's
- ❖ Upon analyzing the various factors it if found out that the local firms has a good competitive advantage.
- ❖ The marketing strategy of the local firms is two wheeler exchanges, more varieties, lower price and more offers.
- ❖ The market leader among the four firms taken for the study is Maruti they not only have a good market strategies they also give consideration to the needs of the customers.

Local firms are losing their market share after the entry of the MNC's. By opting for the good marketing strategies like giving more offers and reducing their prices the competitive advantage of the local firms has increased. The market leader of the study is Maruti. "You don't buy a Maruti Suzuki. You invest in it" is true in today's competitive zone of passenger cars and automobiles. This study shows the relative position of the firms and also their competitive stage in the industry. Maruti Limited scored highest in the group getting top most ranking mainly because of non financial indicators such as performance, customer satisfaction, safety and efficiency. Thus showing it as the market leader in the competitive environment

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A STUDY ON CONSUMER AWARENESS TOWARDS FASTRACK WATCHES IN SALEM TOWN

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ABSTRACT

Now - a - days watches become almost a necessity for all human beings rather a luxury one. There is a rapid growth in watch companies. A number of brands of watches are available in the market with product differentiation in different product features. In the 18th and 19th century watch industry has flourished in western world only, specifically Switzerland but the second half of the 20th century has seen India emerging an important manufacturer of watches. Titan Industries a TATA group company as created history in the Indian watch industry by manufacturing and marketing different brands of watches not only in Indian market but also in the international market. Therefore, consumer has a wide choice of brands of watches. Hence an attempt is made to find out, which brand of watches preferred, what are the factors determining the choice of watches and what is the level of satisfaction in the post purchase period, etc., in Salem town.

Key Words: Watches, Post Purchase Period, Wrist Watch, Economic Class.

Introduction

Today human beings work with the time. The various activities to be performed are generally prescribed on the basis of time factor. Thus time is considered to be a fresher factor in every walk of life. Now - a - days we find no person without a wrist watch and a home without a clock. Thus the watches have become almost a necessity for human beings, to whichever economic class they belong.

In the 18th and 19th century watch industry has flourished in western world only, specifically Switzerland but the second half of the 20th century has seen India emerging an important manufacturer of watches. Titan Industries a TATA group company as created history in the Indian watch industry by manufacturing and marketing different brands of watches not only in Indian market but also in the international market.

Objectives of the Study

The overall objectives of the study are to analyse the attitude of consumers towards brand preference of watches. Consumers are creatures of unique characteristics. Each one differs from every other in the universe. Each one behaves differently from time to time and place. The specific objectives of this study are as follows:

1. To study the profile of the company and the respondents.
2. To analyze the brand awareness of customers
3. To identify the buying behaviour of the customers.
4. To ascertain the level of satisfaction of customers.
5. To suggest suitable recommendations for improving brand images of fastrack watches among the consumers.

Scope of the Study

The scope of the study is as follows:

- It covers the awareness of the consumer towards fastrack watches.
- It covers the reasons of buying the fastrack watches.
- It covers the consumer attitude towards the price, quality, etc., of the fastrack watches.
- The study covers the history of Titan watch industries.
- The study is restricted to Salem town only.

Methodology

In the study both primary and secondary data has been used for the purpose of collecting data. The primary data have been collected through the consumer survey and discussions were carried out with the consumer personally.

The secondary data has been collected from various published literature (like text books, magazines, news papers) and internet. The information regarding the organization has been collected from report and record provided by the dealers of fastrack watches.

Data Analysis And Interpretation

Consumer survey is necessary in any form of marketing research because consumer is the “king” in the market and his behavior changes day by day. Selection of products by the consumer reflects the faith in the products. Buyer’s purchasing always depends on the quality and price. The study of consumer satisfaction is necessary to know the opinion of different consumers to implement the most effective marketing policy of the firm. To conduct the consumer survey, questionnaire method was used. The data obtained from the respondent are analyzed statistically. A convenient sampling technique was made use for this survey and the number of respondents chosen was 120.

Table: 1 Distribution of consumer awareness on the basis of Demographic variables

Demographic Variables	Respondents	Percentage
Age		
Below 20 years	40	33
20- 30 years	61	51
30 – 40 years	13	11
Above 40 years	6	5
Total	120	100
Gender		
Male	53	44
Female	67	56
Total	120	100

Marital status		
Married	35	29
Unmarried	85	71
Total	120	100
Family size		
Below 4	49	40
4-6	63	53
Above 6	8	7
Total	120	100
Occupation		
School student	10	8
College	63	53
Professional	31	26
Business	16	13
Total	120	100

Source: Primary data

It is evident from the table 1 that majority of age group respondents are 20-30 years. The majority of respondents are Female gender. The majority of respondents are unmarried. The majority of respondents are graduates.

Chi-square Results: Hypothesis: H0: There is no significance difference between age and design of the product. H1: There is significance difference between age and design of the product.

Test Statistics

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.156 ^a	9	.033
Likelihood Ratio	14.175	9	.116
Linear-by-Linear Association	5.755	1	.016
No of Valid Cases	120		

a. 10 cells (62.5%) have expected count less than 5. The minimum expected count is 0.05.

Since the calculated value 0.033 is less than 0.05 the null hypothesis was rejected. So there is significance difference between age and design of the product.

Hypothesis:

H0: There is no significance difference between occupation and quality of the product.

H1: There is significance difference between occupation and quality of the product.

Test Statistics

	Value	df	Asymp.Sig. (2-sided)
Pearson Chi-Square	20.924 ^a	12	.05
Likelihood Ratio	19.187	12	.084
Linear-by-Linear Association	1.810	1	.179
No. of Valid Cases	120		

a. 13 cells (65.0%) have expected count less than 5. The minimum expected count is 0.33.

Since the calculated p value 0.05 is equal to 0.05 the null hypothesis was rejected. So there is significance difference between occupation and quality of the product.

Hypothesis: H0: There is no significance difference between age and service of the product H1: There is significance difference between age and service of the product.

Test Statistics

	Value	df	Asymp.Sig. (2-sided)
Pearson Chi-Square	19.435 ^a	12	.079
Likelihood Ratio	16.726	12	.160
Linear-by-Linear Association	4.211	1	.040
N of Valid Cases	120		

a. 13 cells (65.0%) have expected count less than 5. The minimum expected count is .15.

Since the calculated p value 0.079 is more than 0.05 the null hypothesis was accepted. So there is no significance difference between age and service of the product.

Suggestions

- The respondents feel that the price of fastrack watches is too high. They anticipate a reduction in the price which can be affordable to all common class of people.
- The service for the new watches can be improved.
- Some more attractive festival offers and gifts should be given on purchases.
- Advertisements in local media should be increased. This may cover rural areas also.
- Guarantees can be given for costly interior parts of watch.
- The dealer can improve after sales service to satisfy even the less dissatisfied customers.

Conclusion

The fastrack watches coming from the Titan industries is known for quality and performance in the

domestic and international markets. The consumer of Titan brand watches are highly satisfied customers having pride in owning and wearing the most sophisticated, highly reliable and superior performance watch. Titan brand watches are in great demand not only in India but also abroad. It is owing to a fact that they come from a Tata group company. The turnover of titan brand of watches has shown uptrend from year to year. Titan watches enjoy a lion's share in the domestic watch market. The company has to put its efforts in improving quality of its watches, introduce new varieties with changing out look to appeal and attract potential customers for its products. Again the company can also consider for a reduction in the prices which may make it market leader in the years to come. Finally it can be said that the performance of Titan watches is not only amazing but also highly satisfactory.

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FACTORS INFLUENCING PURCHASE BEHAVIOR OF URBAN CUSTOMERS OF SOLAR ENERGY HOME PRODUCTS WITH REFERENCE TO BANGALORE CITY

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ABSTRACT

The primary energy consumption in commercial sectors of India has increased by around 700% during the last few decades. Industrial production in India has increased considerably by 2.60 percent in the beginning of the year 2015. The energy requirement of India is expected to increase at 5.6-6.4 per cent annually in future to meet the targeted GDP growth rate of 7 to 8 per cent. There has been overall increase in energy demand and per capita energy consumption is very low when compared with other developed nations. Therefore the gap between energy demand and energy supply in India is likely to broaden if other alternative sources of energy are not appropriately inducted and be made use of. The personal life of people in Indian urban areas are also affected due to inadequate power supply. Recently, the solar energy home devices are available to reasonably manage energy shortages. The present study is an attempt to find out the factors influencing the purchase behavior of customers of solar energy home devices in Bangalore city.

Key Words: Renewable energy, Self-reliance, Sustainable Growth, Rural India, Purchase Decisions.

Introduction:

The government of India has taken several initiatives to operationalize the renewable energy projects so as to make the public acquire self-reliance and sustainable growth. The educated community is in the process of gaining the acquaintance of the availability of such sources and share the knowledge with the rural India. The usage of such renewable energy sources depends on various demographic, geographical and technical factors. Several researches in the past revealed that the personal factors influence the purchase decisions of many customers.

Statement of the Problem:

The urban life in India is largely electricity dependent. Since many decades, electrical power supply has been an inevitable necessity in everyone's life. Power cuts, intermittent power supply affects industrial productivity to a greater extent as electricity is one of the major resources being consumed. In major cities of India, the quality of human resources in their personal capacity are also equally disturbed. Therefore increased and continuous power supply from alternative, unfailing and renewable energy sources has become the basic needs

of the society. A survey among customers in metropolitan cities may yield inputs for enhancing the awareness level of rural customers and hence the study.

Research Objectives

To determine the factors influencing the purchase behavior of urban customers of solar energy home devices in Bangalore city.

Research Methodology

The present research is based on the primary data collected from the respondents using structured questionnaire and secondary data has been taken from magazines, journals and various websites. The respondents are the residents of Bangalore city and area sampling has been employed. The primary data was collected through telephonic calls, emails in the process of survey. The sample consisted of 100 respondents and they were asked their personal details to find out the factors influencing purchase of solar energy devices for domestic purposes namely solar heaters, solar air conditioners, solar rechargeable LED emergency lights, LED torch and LED night lamps.

Scope and Limitations of the Study:

This study is restricted to Bangalore city in the state of Karnataka, India. The age, income level, education qualification and ownership of the house they are residing, in have been considered as the factors for the purpose of the study. The study has been carried out during February 2015.

Hypotheses of the Study

The following hypotheses have been framed for the purpose of the study.

HN₁: Income level of urban customers has significant impact on the purchase of solar energy home devices

HN₂: Educational qualification of urban customers has significant impact on the purchase of solar energy home devices

HN₃: Type of ownership of the residing house has significant impact on the purchase of solar energy home devices.

Table 1 shows the number of respondents purchased any of the solar energy home devices.

Table 1: Personal details of purchased residents

No.	Characteristics	Total
1.	Age	
	25-35	17
	35-45	39
	45-55	32
	Above 55	12
2.	Educational Qualification	
	Schooling	14
	Under graduate	28
	Post Graduate	43
	Doctoral	15
3.	Type of ownership of residence	
	Own house	44
	Rent house	37
	House on lease	19

Hypotheses Testing:

A correlation coefficient has been used to study the association between two variables namely relationship between income level, educational qualification and type of residence individually with purchase of solar home devices.

Hypothesis 1:

Table 2: Association between income level and purchase behavior

		Income level	Purchase of solar energy home devices
Income level	Pearson correlation	1	0.342
	Sig. (1-tailed)	.	0.000
	N	100	100
Purchase of solar energy home devices	Pearson correlation	0.342	1
	Sig. (1-tailed)	0.000	.
	N	100	100

The correlation coefficient is 0.342 and p-value is 0.000 which is less than the significant level say 0.01. Therefore the null hypothesis that there is moderate,

positive relationship existing between income level and purchase of solar devices.

Hypothesis 2:

Table 3: Association between educational qualification and purchase behavior

		Educational Qualification	Purchase of solar energy home devices
Educational Qualification	Pearson correlation	1	0.672
	Sig. (1-tailed)	.	0.000
	N	100	100
Purchase of solar energy home devices	Pearson correlation	0.672	1
	Sig. (1-tailed)	0.000	.
	N	100	100

The correlation coefficient is 0.672 and p-value is 0.000. Thus the null hypothesis is accepted revealing that

educational qualification is considerably influencing the purchase decisions of the customers.

Table 4: Association between type of ownership of residence and purchase behavior

		Ownership of residence	Purchase of solar energy home devices
Ownership of Residence N	Pearson correlation	1	0.825
	Sig. (1-tailed)	.	0.000
	N	100	100
Purchase of solar energy home devices N	Pearson correlation	0.825	1
	Sig. (1-tailed)	0.000	.
	N	100	100

The correlation coefficient of 0.825 with p-value of 0.000 results in the acceptance of null hypothesis and a strong relationship exists between type of residence and purchase of solar home devices.

Summary of Results

The present study reveals that there is a moderate positive association between income level and purchase of solar devices, a considerable association between educational qualification and buying decision and type of residence strongly influencing the intended purchase.

Conclusion

The study undertaken in a metropolitan city namely Bangalore City shows that the purchase of solar energy home devices predominantly depends on the type of ownership of residence where the respondents stay in. A similar study may be undertaken considering other personal details and also demographic details like family

type, number of members in the family etc. Such studies may provide feedback for enhancing rural electrification campaigns.

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A COMPARATIVE STUDY ON FINANCIAL PERFORMANCE OF SELECTED COOPERATIVES UNIONS:-THE CASE OF AMBO AND ROBI- BERGA UNIONS, IN WEST SHEWA ZONE, OROMIA REGIONAL STATE, ETHIOPIA.

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ABSTRACT

This study was conducted on the selected cooperatives unions in West Shewa Zone Oromia Regional State, Ethiopia. A Comparative Study on Financial Performance Analysis of Ambo and Robi-berga cooperatives Unions, by using data sheet disclosed in five years (2009-2013) audited financial reports of selected cooperatives unions. For this purpose, the data requirements for the study were collected from secondary sources, like audited financial reports of the selected cooperatives unions. Those unions were selected purposely, based on availability of five years audited financial report in addition to the documents of the two selected unions, such as balance sheet, income statement, funds flow and cash flow statement of selected cooperatives unions. To achieve the objectives of the study the researcher was considered five years audited financial reports, bye-law with regard quantitative data analysis by using financial analysis tools such as, Common size Analysis, Trend Analysis, Ratio Analysis, Funds flow Analysis and Cash flow Analysis, over periods of 2009-2013 years; for showing the problem areas and for improving the financial performance analysis by taking corrective action.

Key Words: Income Statements, Balance Sheets, Ratio Analysis, Financial Performance.

Introduction:

Since the beginning of human societies, individual have found advantage's in working together and helping one another in all over the world, this is quite common in all the countries there is no exceptions in Ethiopia too. It is common for people to be inter-dependent in mutual help and self- help activities in their day-to-day socio-economic activities. The traditional cooperatives like edir, equib, debo and senbete are traditional form of association, in which the societies came together to solve their common socio-economic problems that basis to the modern form of cooperatives financing in Ethiopia (FCA, 2005).

According to **Brigham and Houston (2009)**, comparative financial statements analysis involves comparing the company financial performance to that of other company in the same activities and evaluating trends in the company financial position over time.

Financial statements analysis is a process of evaluating relationship between component parts of financial statements to obtain a better understanding of the firm's position and performance

Statement of the Problem

In Sub-Saharan countries, like Ethiopia, where the small-scale farming dominates the overall national economy, agricultural production and productivity is very poor. In agricultural cooperatives the problem of marketing system that affect the performance of finance in particulars the financial instabilities that lead members dissatisfaction of cooperatives unions in Ethiopia, as identified by **Damalash (2004)** that includes: weak bargaining power, poor marketing skill, lack of market transaction cost, poor financial management, lack of knowledge in cooperatives and poor infrastructure are the problem of agricultural cooperatives.

In view of the above stated problems the researcher wanted to measure the financial efficiency to evaluate the strength and weakness of financial performance and to analyze the growth of financial position of Ambo and Robi-berga farmers' cooperatives unions.

Objectives of the Study

General Objective of the Study

The general objective of the study is to compare the financial performance of Ambo and Robi-berga farmers' cooperatives unions.

Specific Objectives:

- To examines the financial efficiency of Ambo and Robi-berga farmers' cooperatives unions.
- To evaluates the strength and weakness of financial performance of Ambo and Robi-berga farmers' cooperatives unions.

- To analysis the growth of financial positions of Ambo and Robi-berga farmers' cooperatives unions.

Methodology

There are 124 Cooperatives unions are in Oromia National Regional State with the members of primary cooperatives 15,492, Among those nine,(9) Cooperatives unions exist in west Shewa Zone, there are, three (3) farmer's cooperatives unions, one (1) dairy union, two (2) grain marketing union, one (1) saving and credit union, one (1) mineral union and one (1) forestry union in the west shewa zone. Then those 3(three) farmers cooperatives unions in the West Shewa Zone have, 199 primary cooperatives unions consisting total members Male 91,911 Female 8,800 Total 100,711 with their capital more than 81,579,439.00 birr

Profiles of West Shewa Zone Cooperatives Unions, 2013/2014 G.C

S.No	Type of cooperatives unions	No. of unions	Members of primary cooperatives	Memberships			Capital in (birr)
				Male	Female	Total	
1	Farmers cooperatives union	3	199	91,911	8,800	100,711	81,579,439.00
2	Grain marketing union	2	45	3,012	1,915	4,927	4,994,088.00
3	Saving and credits	1	82	2,615	2,224	4,839	525,367.00
4	Minerals	1	8	201	21	222	40,000.00
5	Forestry	1	8	972	232	1,204	238,000.00
6	Dairy	1	13	435	210	645	1,426,378.00
	Total	9	355	99,146	13,402	112,548	88,803,272.00

Source: Annual Report of West Shewa Zone Cooperative promotion office,

Sources of Data

The sources of data for the study should be mainly secondary sources. The data were collected from audited financial reports of the past five years (2009-2013) of the two selected unions, basically from balance sheet, income statement, funds flow and cash flow In addition another source of data was through references to the

library and the review of different articles, papers, relevant previous studies and web-sites.

Sampling Technique

Ambo and Robi-berga farmer's cooperatives unions were selected purposively among the three (3) farmer's cooperatives unions existed in West Shewa zone based on the availability of five years audited financial report and in addition to the documents of the two selected unions.

Profile of Farmers Cooperatives Unions in West Shewa Zone

S. No	Name of the cooperatives unions	Year of Establishment	Numbers of primary cooperatives	Memberships			Capitals in Birr
				Male	Female	Total	
1	Ambo	1998 G.C	124	58,194	4,323	62,517	75,000,000.00
2	Robi-berga	2003 G.C	55	23,102	3,415	26,517	5,135,960.00
3	Bore-bako	2010 G.C	20	10,615	1,062	11,667	1,443,479.00
	Total		199	91,911	8,800	100,711	81,579,439.00

Source: Annual Report of west Shewa zone cooperative promotion office, 2013/2014 G.C

Method of Data Collection

The secondary data were collected from the 2(two) selected cooperatives unions; by using data sheet

from the audited financial statement of two unions, it consist of balance sheet, income statement, funds flow and cash flow statement, as well as cooperative by-law of Ambo and Robi-berga farmers' Cooperatives Unions, used for the past five years (2009-2013).

Method (Tools) of Data Analysis

During the study the quantitative data should be used. However, the quantitative method that involves the generation of data in quantitative form which were subject to rigorous quantitative analysis in a formal and rigid

fashion to examine comparative study on financial performance analysis of two cooperatives unions. The data from audited financial reports were analyzed by; Ratio analysis, to evaluates the strength and weakness of financial performance of Ambo and Robi-berga farmers' cooperatives unions.

Calculated Ratios:

Ratios	Ambo farmers' Cooperative Union					Robi-Berga farmers' Cooperative Union				
	2009	2010	2011	2012	2013	2009	2010	2011	2012	2013
Current Ratio	2.75:1	2.27:1	3.95:1	8.07:1	1.76:1	1.06:1	1.08:1	1.05:1	1.5:1	1.1:1
Quick Ratio	2.68:1	2:1	3.36:1	6.6:1	1.6:1	0.98:1	1.02:1	0.81:1	0.85:1	1.06:1
Absolute Liquid Ratio	0.16:1	0.21:1	0.58:1	1.9:1	0.15:1	0.06:1	0.23:1	0.23:1	0.33:1	0.09:1
Debt to Equity Ratio	8.2:1	5.8:1	3.9:1	4.8:1	7.03:1	9.99:1	6.9:1	5.8:1	7.9:1	22.9:1
Proprietary Ratio	.108:1	.145:1	.202:1	.17:1	0.12:1	0.09:1	0.13:1	0.15:1	0.1:1	0.04:1
Debt to Assets Ratio	89:1	85:1	79:1	83:1	87:1	90:1	87:1	85:1	88:1	96:1
Assets to Liabilities ratio*	1.12	1.2	1.3	1.2	1.2	1.1	1.14	1.2	1.12	1.04
Fixed asset to Net worth ratio	0.14:1	0.36:1	0.33:1	0.43:1	0.46:1	0.37:1	0.39:1	0.66:1	0.64:1	0.82:1
Current assets to Net worth ratio	9.07:1	6.5:1	4.6:1	5.4:1	7.6:1	10.5:1	7.5:1	6.2:16	8.3:1	23.14:1
Stock Turnover Ratio	80.8	22.6	13.2	12.2	22.2	16.8	17.8	10	6.3	19.6
Debtor Turnover Ratio	2.2	1.3	2.14	3.6	2.8	1.5	1.6	2.5	5.2	3.6
Average Debt collection period	165.9	280.7	170.5	101.4	130.4	243	228	146	70.2	101.4
Fixed Asset Turnover ratio	128.9	22.6	20.7	21	24.8	37.6	26.8	15.1	24.3	45.6
Total Assets to Turnover ratio	1.97	1.2	1.4	1.6	1.4	1.3	1.36	1.46	1.7	1.55
Gross Profit Ratio **	3.6	10.5	7.5	7.5	4.6	7.6	2.4	5.1	3.1	3.8
Operation Profit Ratio	2.7	1.7	5.3	6.2	1.6	2.4	(1.4)	3.2	1.6	(0.85)
Net Profit Ratio	2.9	4.3	5.1	5.6	1.2	6.9	1.3	3.1	1.5	1.9
Return on Shareholders' Fund ratio	54.2	35.2	34.8	50.3	13.7	96.9	14.2	30.8	23.2	69.5
Return on Equity Ratio	115.2	82.4	98.1	163.5	82.1	575.7	75.5	100.8	64.9	133.8
Return on Total Assets	5.9	5.1	7	8.7	1.7	8.8	1.8	4.5	2.6	2.9

Source: Audited Financial Statements of Ambo and Robi Berga Cooperative Unions (2009 - 2013)

Findings And Suggestions:

Current ratio of Ambo farmers' Cooperative Union is above the standards from the years 2009 – 2012, in the year 2013 it is below the standard, where as for Robi Berga farmers' Cooperative Union the ratio is below the standards for all the years from 2009 – 2013, it is suggested to Robi Berga farmers' Cooperative Union to maintain the optimum level of current assets to repay it short term obligation in time.

Quick ratio of Ambo farmers' Cooperative Union is above the standard of 1:1 for the study periods, but in case of Robi Berga farmers' Cooperative Union the ratio is below the standard for the years 2009, 2011 and 2012. It is recommended to the Ambo farmers' Cooperative Union to repay their very short term obligation if any, to maintain the adequate level of quick assets, but in case

of Robi Berga farmers' Cooperative Union, it is advised to maintain the quick assets to settle their very short tem obligation for the years 2009, 2011 and 2012.

Absolute ratio position of the Ambo farmers' Cooperative Union is satisfactory level only in the year 2011 and 2012; whereas for the Robi Berga farmers' Cooperative Union it is weakest position for all the study periods. It is advised to the Robi Berga farmers' Cooperative Union to maintain absolute liquid asset for the emergency to meet out it emergency situations.

Debt equity ratio of Ambo farmers Cooperative Union and Robi Berga farmers' Cooperative Union is above the standard for the study period from 2009 - 2013. It is highly recommended for the selected unions to avoid borrowing money from the outside sources,

Current assets to net worth ratio of the unions were greater than the standard for all the years, the ratio is ranges between 4.6:1 to 9.07:1 for Ambo farmers'

Cooperative Union where as for Robi Berga farmers' Cooperative Union the ranges between 6.2:1 and 23.14:1 during the periods from 2009 to 2013.

Stock turnover ratio of Ambo farmers, Cooperative Union ranges from 12.2 times to 80.8 times, but in case of Robi Berga farmers' Cooperative Union it ranges from 10 to 19.6 times from the years 2009 to 2013, it is appreciated for the both the unions for the proper usage of the stock during the study periods. Because both the unions ratios are above the standard level of 8 times.

Debtor turnover ratios of selected unions were very low and it is also below the level of standard during the study periods, it is recommended for the selected cooperative unions to collect the debts from the debtors as soon as possible to meet out the current obligations in time.

Fixed assets to turnover ratio of the selected unions indicate that the Ambo farmers' Cooperative Union has well usages of fixed assets for the study periods but in case of Robi Berga farmers' Cooperative Union it was not using the fixed asset as such as Ambo farmers' Cooperative Union from the periods between 2009 and 2013. Hence it is suggested for the Robi Berga farmers' Cooperative Union to use the maximum level of fixed assets on their production purposes,

Gross profit ratios, operating profit ratios and net profit ratios of the selected cooperative unions were below the standard of the profitability ratios during the study periods, it is suggested for both the farmers' cooperative unions to control the fixed and operation cost to maintain the optimum level of profit in future ,

Conclusion:

From this study the Ambo farmers' Cooperative Union has efficient performance of finance in almost all the years , it has also a sound and wealth financial positions where as Robi Barga farmers' cooperative union does not have as so, hence it is concluded that the Robi Barga farmers' cooperative union has to take necessary steps to maintain the health and wealth of it is financial position to run in a successful way for long run, if the Robi Barga farmers' cooperative union to be followed the above suggestions, it is also march on the road towards success in future **References:**

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ROLE OF INSURANCE REGULATORY AND DEVELOPMENT AUTHORITY IN INDIAN INSURANCE SECTOR

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ABSTRACT

The Insurance Regulatory and Development Authority Act of 1999 brought about several crucial policy changes in the insurance sector of India. It led to the formation of the Insurance Regulatory and Development Authority (IRDA) in 2000. The goals of the IRDA are to safeguard the interests of insurance policyholders, as well as to initiate different policy measures to help sustain growth in the Indian insurance sector. The Authority has notified 27 Regulations on various issues which include Registration of Insurers, Regulation on insurance agents, Solvency Margin, Re-insurance, Obligation of Insurers to Rural and Social sector, Investment and Accounting Procedure, Protection of policy holders' interest etc. IRDA has the responsibility of protecting the interests of insurance policyholders.

Key Words: Policyholders, Investment, Solvency, Regulation

Introduction

The IRDA Act, 1999 was passed as per the major recommendation of the Malhotra Committee report (1994) which recommended the establishment of an independent regulatory authority for insurance sector in India. Later, it was incorporated as a statutory body in April, 2000. The IRDA Act, 1999 also allows private persons to enter the insurance sector in India besides a maximum foreign equity of 26 per cent in a private insurance company having operations in India. Considering some of the emerging requirements of the Indian insurance industry, IRDA was amended in 2002. As stated in the act mission of IRDA is "to protect the interests of the policyholders, to regulate, promote and ensure orderly growth of the insurance industry and for matters connected therewith or incidental thereto." Indian insurance industry is regulated by the terms and conditions of the IRDA. Indian law has certain expectations from

the IRDA to perform in the Indian insurance industry. IRDA should protect the interest of policyholders by ensuring fair treatment by the insurance companies. The growth of insurance companies in a speedy and orderly manner should be taken care by the IRDA. It should monitor and implement quality competence and fair dealing of the insurance companies in the industry. IRDA should make sure that the insurers are providing precise and correct information about the products offered by them for the insurance customers. IRDA should also ensure speedy settlement of genuine claims of the policyholders and prevent malpractices in the process of claims settlement. IRDA controls all the Insurance business in India.

Objectives of the Study

To examine the impact of IRDA on insurance penetration, density, policies issued and claims settlements.

Methodology

The present work entitled “Role of IRDA in Indian Insurance sector” is based on secondary data. The sources of data were collected from annual reports of the IRDA, LIC, RBI Bulletins, Economic surveys and other annual reports of the non-banking financial institutions. The study covers the period from 2001-02 to 2013-14. A registered insurer in India is furnished in the following table.

**Table 1: Registered Insurers in India
(as on 30th September 2014)**

Types of business	Public sector	Private sector	Total
Life insurance	1	23	24
Non-life Insurance	6	22	28
Re-Insurance	1	0	1
Total	8	45	53

Source: IRDA Annual reports, various issues

At the end of March 2014, there are 53 insurance companies operating in India; of which 24 are in the life insurance business and 28 are in non-life insurance business. In addition, GIC is the sole national reinsurer. Of the 53 companies presently in operation, eight are in the public sector - two are specialized insurers, namely ECGC and AIC, one in life insurance namely LIC, four in non-life insurance and one in reinsurance. The remaining forty five companies are in the private sector. Growth Trends of Life Insurance Offices presented in table 2.

The decreasing trend of number of life offices (which had continued until 2012-13) had reverted in 2013-14. The number of life offices as at 31.3.2014 had increased to 11032 from 10285 of the previous year. The private insurers had closed 732 offices and opened 166 in 2013-14; therefore there was a net reduction of 566 offices during the financial year for private sector.

Table: 2 Growth Trends of Life Insurance Offices (As on 31st March)

Insurer	2007	2008	2009	2010	2011	2012	2013	2014
Private	3072 (57.17)	6391 (71.00)	8785 (74.36)	8768 (72.96)	8175 (70.80)	7712 (69.07)	6759 (65.71)	6193 (56.00)
LIC	2301 (42.83)	2522 (29.00)	3030 (25.64)	3250 (27.04)	3371 (29.20)	3455 (30.93)	3526 (34.29)	4939 (44.00)
Industry	5373 (100.00)	8913 (100.00)	11815 (100.00)	12018 (100.00)	11546 (100.00)	11167 (100.00)	10285 (100.00)	11032 (100.00)

Source: IRDA Annual reports, various.

On the other hand, the public sector LIC had established 1313 new offices and closed none; this resulted in a net increase of 1413 offices in the public sector.

It is observed that majority of offices of life insurers are located in towns which are not listed in HRA

classifications of the Ministry of Finance. Around 67 per cent of life insurance offices are located in these small towns. This fact remains similar for both private sector (57.9 per cent of the offices in small towns) and public sector life insurers (79.6 per cent of the offices in small towns). Insurance penetration and Density in India is presented in table 3.

Table: 3 Insurance Penetration and Density in India

Year	Life		Non-life		Industry	
	Density (US D)	Penetration (percentage)	Density (US D)	Penetration (percentage)	Density (US D)	Penetration (percentage)
2001	9.1	2.15	2.4	0.56	11.5	2.71
2002	11.7	2.59	3.0	0.67	14.7	3.26
2003	12.9	2.26	3.5	0.62	16.4	2.88
2004	15.7	2.53	4.0	0.64	19.7	3.17
2005	18.3	2.53	4.4	0.61	22.7	3.14
2006	33.2	4.10	5.2	0.60	38.4	4.80
2007	40.4	4.00	6.2	0.60	46.6	4.70
2008	41.2	4.00	6.2	0.60	47.4	4.60
2009	47.7	4.60	6.7	0.60	54.3	5.20
2010	55.7	4.40	8.7	0.71	64.4	5.10
2011	49.0	3.40	10.0	0.70	59.0	4.10
2012	42.7	3.17	10.5	0.78	53.2	3.96
2013	41.0	3.10	11.0	0.80	52.0	3.90

Source; IRDA Annual reports, various issues

IRDA is playing a significant role while insurance penetration and density of insurance which reflects the level of development of insurance sector in a country. While insurance penetration is measured as the percentage of insurance premium to GDP, insurance density is calculated as the ratio of premium to population (per capita premium). During the first decade of insurance sector liberalization, the sector has reported consistent increase in insurance penetration from 2.71 per cent in 2001 to 5.20 per cent in 2009. However, since then, the level of penetration has been declining reaching 3.9 per cent in 2013. A similar trend was observed in the level of insurance density which reached the maximum of USD 64.4 in the year 2010 from the level of USD 11.5 in

2001. During the year under review 2013, the insurance density was USD 52.0.

The insurance density of life insurance business had gone up from USD 9.1 in 2001 to reach the peak at USD 55.7 in 2010. During 2013, the level of life insurance density was only USD 41. Similarly, the life insurance penetration surged from 2.15 per cent in 2001 to 4.60 per cent in 2009. Since then, it has exhibited a declining trend reaching 3.1 per cent in 2013. Over the last 10 years, the penetration of non-life insurance sector in the country remained steady in the range of 0.5-0.8 per cent. However, its density has gone up from USD 2.4 in 2001 to USD 11.0 in 2013. This much of growth happened in insurance sector due to the establishment of IRDA. Life Insurers, Number of New Policies issued furnished in table 4.

Table: 4 Life Insurers: Number of New Policies issued (in lakhs)

Insurers	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14
LIC	305.91 (31.75)	382.29 (21.01)	376.13 (-1.61)	359.13 (-4.52)	388.63 (8.21)	370.38 (-4070)	357.51 (-3.47)	689.68 (30.59)	600.06 (-12.99)
Private sector	38.71 (73.37)	79.22 (104.64)	132.62 (67.40)	150.11 (13.19)	143.62 (-4.32)	111.14 (22.61)	84.42 (-24.04)	380.56 (15.54)	424.47 (11.54)
Total	354.62 (35.29)	461.52 (30.14)	508.74 (10.23)	509.23 (10.10)	532.25 (4.52)	481.52 (-9.53)	441.93 (-8.22)	1070.24 (24.82)	1024.52 (-4.27)

Note: Figure in bracket indicates the growth over the previous year in per cent.

Source: IRDA Annual reports, various issues.

The IRDA in insurance industry in India has taken impressive measures in recent years and has recorded phenomenal growth complemented by country's improving economic growth. It is evident from the table 4. The non-life insurers underwrote 1,024.52 lakh policies in financial year 2013-14 against 1,070.24 lakh policies underwritten in financial year 2012-13, reporting a

decrease of 4.27 per cent over financial year 2012-13. The public sector insurers witnessed considerable decline in the number of policies issued. They reported a 12.99 per cent decrease in number of policies issued during financial year 2013-14 as compared to a 30.59 per cent increase in financial year 2012-13. The private sector insurers reported a growth of 11.54 per cent in the number of policies issued in the financial year 2013-14 (15.54 per cent in the financial year 2012-13). Life Insurer Claims Settlement: Death Claims Individual Policies is presented in table 5.

Table 5: Life Insurer Claims Settlement: Death Claims Individual Policies (Number of Policies)

Year	Total claims intimated	Claims paid	Claims repudiated	Claims written back	Claims pending At the end of the year
2006-07	627032	604178	10869	00	11985
2007-08	577322	553408	9027	339	14548
2008-09	640620	605128	12781	5796	16915
2009-10	762435	726109	14693	5741	15892
2010-11	851534	813932	17350	3837	16415
2011-12	854200	822266	19133	485	12316
2012-13	878482	846929	18485	801	12267
2013-14	885361	856622	18423	1819	8497

Source; IRDA Annual reports, various issues

In the business of insurance, the timely settlement of claims is a vital function that needs no special emphasis. The claims settlement record of an insurer is, therefore, the touchstone of its performance. In order to

ensure that the insurer is in the position to promptly settle all its claims, it needs to do a careful evaluation of the risks that would arise out of the underwritten contracts and price their premiums accordingly. Excessive time-lags in settlement of claims or higher percentage of

repudiations speak badly of the insurer's approach to its business and to its policyholders. The primary laws as well as subordinate legislations have included a number of provisions intended to protect the interests of policyholders/claimants, these provisions ensuring prompt settlement of all genuine claims. Provision 8 of the IRDA (Protection of Policyholders Interests) Regulations, 2002 lays down the guidelines on claims procedure in respect of a life insurance policy. Protection of policy holders is an important objective and responsibility of the IRDA; this can be achieved on the performance of the claims settlement of insurer.

The table 5 shows that, death individual policies, total claims intimated increased from 627032 to 885361 in the year 2006-07 to 2013-14, the life insurance companies claims on individual policies settled has gone up to 8.56 lakh during the financial year 2013-14 when compared to 6.04 lakh during the year 2006-07, The number of claims repudiated was raised from 10869 in the year 2006-07 to 18,423 in the year 2013-14. The number of claims pending at the year-end was 8, 497. Of these, 1861 claims were pending for more than one year and 6,636 claims were pending for less than and up to one year. Life insurer claims settlement: Death Claims - Group policies are furnished in table 6.

Table 6: life insurer claims settlement: Death claims - Group policies (Number of lives)

Year	Total claims intimated	Claims paid	Claims repudiated	Claims written back	Claims pending At the end of the year
2006-07	147764	144119	1299	00	2346
2007-08	162837	159333	1241	34	2229
2008-09	264138	260507	1412	71	2148
2009-10	309151	305739	1520	20	1872
2010-11	436201	4211930	2404	266	11601
2011-12	402407	385754	2989	24	13640
2012-13	365427	349669	1430	07	14331
2013-14	425978	409897	1922	01	14158

Source: IRDA Annual reports, various issues.

From the table 6, it is observed that, life insurer claims settlement death claims - group policies total claims intimated increased from 147764 in the year 2006-07 to 425978 in the year 2013-14, the life insurance companies claims are group policies settled has gone up to 409897 during the financial year 2013-14 when compared to 144119 during the year 2006-07, The number of claims repudiated was raised from 1299 in the year 2006-07 to 1922 in the year 2013-14. The number of claims pending at the year-end was 14158 during the year 2013-14, when compared to 2346 in the year 2006-07¹.

Conclusion

IRDA is playing a significant role while insurance penetration and density of insurance which reflects the level of development of insurance sector in a country. The growth Performance of the insurance industry has been increased tremendously since the establishment of IRDA in India, which supervise and control the entire insurance industry. The increase in no. of insurer both in life and non-life, growth in insurance penetration and density, increase in number of policies issued and increase in the speed of claims settlement and in many more aspects the IRDA is playing a prominent role in the Indian insurance sector.

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EMPLOYMENT IN MICRO, SMALL AND MEDIUM ENTERPRISES IN INDIA

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ABSTRACT

Micro, Small and Medium Enterprises (MSME) sector has emerged as a highly vibrant and dynamic sector of the Indian economy over the last five decades. MSMEs not only play crucial role in providing large employment opportunities at comparatively lower capital cost than large industries but also help in industrialization of rural & backward areas, thereby, reducing regional imbalances, assuring more equitable distribution of national income and wealth. MSMEs are complementary to large industries as ancillary units and this sector contributes enormously to the socioeconomic development of the country. The primary responsibility of promotion and development of MSMEs is of the State Governments. However, the Government of India, supplements the efforts of the State Governments through various initiatives. The role of the M/o MSME and its organisations is to assist the States in their efforts to encourage entrepreneurship, employment and livelihood opportunities and enhance the competitiveness of MSMEs in the changed economic scenario. To analyse the growth and performance of micro, small and medium enterprises two different methodologies are adopted registered and unregistered sectors. While complete enumeration of enterprises was adopted in Registered Sector, sample survey was resorted to in Unregistered Sector. However, activities under wholesale/retail trade, legal, educational & social services, hotel & restaurants, transports and storage & warehousing (except cold storage) were excluded from the coverage of sample survey. For these activities, data was extracted from Economic Census, 2005 (EC, 2005) conducted by Central Statistics Office of Ministry of Statistics and Programme Implementation (MOSPI) for estimation of MSME relevant enterprises. Today over 6,000 products ranging from traditional to high-tech items, which are being manufactured by the MSME sector in addition to provide wide range of services. The leading industries with their respective shares are as depicted below: in 2001-02 there are only 105.21 lakh enterprises produced output worth Rs.2, 82,270 crores and employment for 249.33 lakhs persons. By 2012-13 the number of enterprises have increased by four fold output by six fold but enterprises has increased for 249.33 lakh to 1061.52 lakh persons i.e. more than fivefold. Thus the enterprises generated more employment with all these unemployment shared be aggravated.

Key Words: MSME, Employment, KVI, National Income.

Introduction

Micro, Small and Medium Enterprises (MSME) sector has emerged as a highly vibrant and dynamic sector of the Indian economy over the last five decades. MSMEs not only play crucial role in providing large employment opportunities at comparatively lower capital cost than large industries but also help in industrialization of rural & backward areas, thereby, reducing regional imbalances, assuring more equitable distribution of national income

and wealth. MSMEs are complementary to large industries as ancillary units and this sector contributes enormously to the socioeconomic development of the country.

Khadi and Village Industries (KVI) are two national heritages of India. One of the most significant aspects of KVI in Indian economy is that it creates employment at a very low per capita investment. The KVI Sector not only serves the basic needs of processed goods of the vast rural sector of the country, but also

provides sustainable employment to rural artisans. Coir Industry is an agro-based traditional industry, it is an export oriented industry and having greater potential to enhance exports by value addition through technological interventions and diversified products like Coir textiles etc.

Ministry of Micro, Small & Medium Enterprises (M/o MSME) envision a vibrant MSME sector by promoting growth and development of the MSME Sector,

including Khadi, Village and Coir Industries, in cooperation with concerned ministries/Departments, State Governments and other Stakeholders, through providing support to existing enterprises and encouraging creation of new enterprises.

Concept of Micro, Small & Medium Enterprises

The Micro, Small & Medium Enterprises Development (MSMED) Act, 2006 classified MSME in two Classes i.e. manufacturing and service enterprises.

MANUFACTURING SECTOR

Enterprises	Investment in plant & machinery
Micro Enterprises	Does not exceed twenty five lakh rupees
Small Enterprises	More than twenty five lakh rupees but does not exceed five crore rupees
Medium Enterprises	More than five crore rupees but does not exceed ten crore rupees

SERVICE SECTOR

Enterprises	Investment in equipments
Micro Enterprises	Does not exceed ten lakh rupees:
Small Enterprises	More than ten lakh rupees but does not exceed two crore rupees
Medium Enterprises	More than two crore rupees but does not exceed five crore rupees

Development of Micro, Small and Medium Enterprises in India

The Micro, Small and Medium Enterprises Development (MSMED) Act was notified in 2006 to address policy issues affecting MSMEs as well as the coverage and investment ceiling of the sector. The Act seeks to facilitate the development of these enterprises as also enhance their competitiveness. It provides the first-ever legal framework for recognition of the concept of "enterprise" which comprises both manufacturing and service entities. It defines medium enterprises for the first time and seeks to integrate the three tiers of these enterprises, namely, micro, small and medium. The Act also provides for a statutory consultative mechanism at the national level with balanced representation of all sections of stakeholders, particularly the three classes of enterprises; and with a wide range of advisory functions¹.

Establishment of specific funds for the promotion, development and enhancing competitiveness of these enterprises, notification of schemes/programmes for this purpose, progressive credit policies and practices, preference in Government procurements to products and services of the micro and small enterprises, more effective mechanisms for mitigating the problems of delayed payments to micro and small enterprises and assurance of a scheme for easing the closure of business by these enterprises are some of the other features of the Act. On 9 May 2007, subsequent to an amendment of the Government of India (Allocation of Business) Rules, 1961, erstwhile Ministry of Small

Scale Industries and the Ministry of Agro and Rural Industries were merged to form the Ministry of Micro, Small and Medium Enterprises (M/o MSME). This Ministry now designs policies and promotes/facilitates programmes, projects and schemes and monitors their implementation with a view to assisting MSMEs and helps them to scale up².

The primary responsibility of promotion and development of MSMEs is of the State Governments. However, the Government of India, supplements the efforts of the State Governments through various initiatives. The role of the M/o MSME and its organisations is to assist the States in their efforts to encourage entrepreneurship, employment and livelihood opportunities and enhance the competitiveness of MSMEs in the changed economic scenario. The schemes/programmes undertaken by the Ministry and its organisations seek to facilitate/provide:

- i) adequate flow of credit from financial institutions/banks;
- ii) support for technology up gradation and modernization;
- iii) integrated infrastructural facilities;
- iv) modern testing facilities and quality certification;
- v) access to modern management practices;
- vi) entrepreneurship development and skill up gradation through appropriate training facilities;
- vii) support for product development, design intervention and packaging;

- viii) welfare of artisans and workers;
- ix) assistance for better access to domestic and export markets and
- x) Cluster-wise measures to promote capacity building and empowerment of the units and their collectives.

The Micro, Small and Medium Enterprises – Development Organisation (MSME-DO) [earlier known as SIDO], is headed by the Additional Secretary & Development Commissioner (MSME), being an apex body for formulating and overseeing the implementation of the policies for the development of MSME in the country, is playing a very positive and constructive role for strengthening this vital sector. It functions through a network of MSMEDI's, Regional Testing Centers, Footwear Training Institutes, Production Centers, Field Testing Stations and specialized institutes. It renders services such as: - Advising the Government in policy formulation for the promotion and development of MSME.

The range of development work in MSME's involves several Departments/ Ministries and several organisations of Central/ State Governments. To facilitate coordination and inter-institutional linkages and in pursuance of the MSME Development Act, 2006, a National Board for Micro, Small & Medium Enterprises consisting of a total of 47 members has been constituted consisting of 20 non-official members. It is an apex advisory body constituted to render advice to the Government on all issues pertaining to the MSME sector. The Minister In charge of MSME of the Government of India is the Chairman and the Board comprises among others State Industry Ministers, some Members of Parliament, Secretaries of various Departments of Government of India, financial institutions, public sector

undertakings, industry associations and eminent experts in the field. The board meets periodically to take stock of the issues pertain to policy matters³.

Growth and Performance of Micro, Small and Medium Enterprises in India

To analyse the growth and performance of micro, small and medium enterprises two different methodologies are adopted registered and unregistered sectors. While complete enumeration of enterprises was adopted in Registered Sector, sample survey was resorted to in Unregistered Sector. However, activities under wholesale/retail trade, legal, educational & social services, hotel & restaurants, transports and storage & warehousing (except cold storage) were excluded from the coverage of sample survey. For these activities, data was extracted from Economic Census, 2005 (EC, 2005) conducted by Central Statistics Office of Ministry of Statistics and Programme Implementation (MOSPI) for estimation of MSME relevant enterprises.

As per the results of Fourth All India Census of Micro, Small & Medium Enterprises (MSME), the sector contributes significantly to the number of enterprises, employment and output of the country. Based on the data sets of Third and Fourth All India Census of SSI/ MSME, augmented with data sets of EC, 2005 and growth rate observed during Fourth (1998) and Fifth (2005) Economic Census, the performance of SSI/ MSME Sector is summarized as below: Today are over 6000 products ranging from traditional to high-tech items, which are being manufactured by the MSME sector in addition to provide wide range of services⁴. The leading industries with their respective shares are as depicted below:

Table.1 Performance of SSI / MSME Units, Employment, Investments and Gross Output

Sl. No.	Year	Total Working Enterprise (In Lakh)	Employment (In Lakh)	Market Value of Fixed Assets (In Crore)	Gross Output (In Crore)
1	2001-02	105.21	249.33	154349.00	282270.00
2	2002-03	109.49	260.21	16231.00	314850.00
3	2003-04	113.95	271.42	170219.00	364547.00
4	2004-05	118.59	282.57	178699.00	429796.00
5	2005-06	123.42	294.91	188113.00	497842.00
6	2006-07	361.76	805.23	868543.79	1351383.45
7	2007-08#	377.37	842.23	917437.46	1435179.26
8	2008-09#	393.70	881.14	971407.49	1524234.83
9	2009-10#	410.82	922.19	1029331.46	1619355.53
10	2010-11#	428.77	965.69	1094893.42	1721553.42
11	2011-12#	447.73	1012.59	1176939.36	1834332.05
12	2012-13#	467.56	1061.52	1269338.02	1982583.62

Source: Census of Micro, Small and Medium Enterprises, 2010-11, Ministry of Micro, Small and Medium Enterprises, New Delhi.

In 2001-02 there are only 105.21 lakh enterprises produced output worth Rs.282270 crores and employment for 249.33 lakhs persons. By 2012-13 the number of enterprises have increased by four fold output by six fold but enterprises has increased for 249.33 lakh to 1061.52 lakh persons i.e. more than fivefold. Thus

the enterprises generated more employment with all these unemployment shared be aggravated.

Estimates of Msme Sector:

Total number of enterprises in MSME Sector was estimated to be 361.76 lakh with total employment of 805.24 lakh. Summary results are as given below.

Table 2 Summary Results: Fourth All India Census of MSMEs.

Sl. No	Characteristics	Registered Sector	Unregistered Sector	Economic Census-2005*	Total
1	Size of Sector (lakh)	15.64	198.74	147.38	361.76
2	No. of rural units	7.07 (45.20)	119.68 (60.22)	73.43 (49.82)	200.18 (55.34)
3	No. of Women Enterprises (lakh)	2.15 (13.72)	18.06 (9.09)	6.4 (4.34)	26.61 (7.36)
4	Total Employment (lakh)	93.09	408.84	303.31	805.24
5	Per Unit Employment	5.95	2.06	2.06	2.23
6	Total original value of Plant & Machinery (Rs in lakh)	10502461	9463960	-	2.23
7	Per unit original value of Plant & Machinery (Rs in lakh)	6.72	0.48	-	-
8	Total fixed investment (Rs in lakh)	44913840	24081646	-3	68995486
9	9 Per Unit fixed investment (Rs in lakh)	28.72	1.21	-	-
10	Total Gross Output (Rs in lakh)	70751027	36970256	-	107721286

Source: 1. *Economic Census 2005*,

2. *Census of Micro, Small and Medium Enterprises, 2010-11*, Ministry of Micro, Small and Medium Enterprises, New Delhi.

Note: parentheses denotes percentages

The table portrays that the size of the MSMEs sector is 361.76 lakhs with 200.18 rural units. Moreover, 26.61 lakh women enterprises in MSMEs with the total employment of 805.24 lakhs. But the employment per unit is mere 2.23. The total original value as plant and machinery is 2.23 lakhs. The total fixed investment of both registered and unregistered units is Rs.68995486 lakhs. Above all the total gross output out of 200.18 rural units is Rs. 107721286 lakhs in choosing registered (Rs.70751027) and unregistered (Rs. 36970256 lakhs). State/UT wise Distribution of Estimated Number of Enterprises and Employment is shows table 3.

It is quite obvious from the table that Uttar Pradesh, West Bengal, Rajasthan, Punjab Maharashtra Tamil Nadu Andhra Pradesh under have more number of enterprises registered and unregistered sectors. Moreover of both registered and unregistered sector majority of the sectors are unregistered. In case of proving employment Uttar Pradesh West Bengal Tamil Nadu, Maharashtra, Andhra Pradesh, Kerala and Karnataka are

proving more employment through MSMEs. It is concluded that majority of the units are unregistered and also proving more employment. State/UT wise Distribution of Principal Characteristics of MSME Sector is shown table 4.

The table 4 presents that Uttar Pradesh, West Bengal, Tamil Nadu, Odisha, Andhra Pradesh, Gujarat, and Madhya Pradesh have more MSME units and accordingly proving employment. But the market value of fixed assets is highest in Uttar Pradesh and lowest in Lakshadweep.

Conclusion

Micro, Small and Medium Enterprises (MSME) sector has emerged as a highly vibrant and dynamic sector of the Indian economy over the last five decades. MSMEs not only play crucial role in providing large employment opportunities at comparatively lower capital cost than large industries but also help in industrialization of rural & backward areas, thereby, reducing regional imbalances, assuring more equitable distribution of national income and wealth. MSMEs are complementary to large industries as ancillary units and this sector contributes enormously to the socioeconomic development of the country. The primary responsibility of promotion and development of MSMEs is of the State Governments. However, the

Table 3 State/UT wise Distribution of Estimated Number of Enterprises and Employment

Sl No.	State	Number of Enterprises (Lakh)				Employment (Lakh)			
		Registered Sector	Unregistered Sector		Total	Registered Sector	Unregistered Sector		Total
			Sample	EC Total 2005*			Sample	EC Total 2005*	
1	Jammu & Kashmir	0.15	1.18	1.68	3.01	0.90	2.17	2.68	5.75
2	Himachal Pradesh	0.12	1.60	1.16	2.87	0.65	2.27	1.76	4.68
3	Punjab	0.48	9.66	4.32	14.46	4.16	14.16	8.48	26.29
4	Chandigarh	0.01	0.28	0.20	0.49	0.12	0.58	0.53	1.23
5	Uttarakhand	0.24	2.00	1.51	3.79	0.80	3.62	2.54	6.96
6	Haryana	0.33	4.87	3.46	8.66	3.82	8.41	6.61	18.84
7	Delhi	0.04	1.75	3.74	5.52	0.58	5.94	13.29	19.81
8	Rajasthan	0.55	9.14	6.96	16.64	3.42	15.00	12.37	30.79
9	Uttar Pradesh	1.88	22.34	19.82	44.03	7.55	51.76	33.06	92.36
10	Bihar	0.50	7.48	6.72	14.70	1.48	15.97	10.81	28.26
11	Sikkim	0.00	0.06	0.10	0.17	0.01	0.56	0.22	0.79
12	Arunachal Pradesh	0.00	0.25	0.15	0.41	0.05	0.82	0.31	1.19
13	Nagaland	0.01	0.16	0.21	0.39	0.16	1.00	0.54	1.71
14	Manipur	0.04	0.44	0.43	0.91	0.20	1.38	0.78	2.36
15	Mizoram	0.04	0.10	0.16	0.29	0.26	0.30	0.25	0.81
16	Tripura	0.01	0.26	0.70	0.98	0.23	0.53	0.99	1.75
17	Meghalaya	0.03	0.47	0.38	0.88	0.13	1.04	0.75	1.92
18	Assam	0.20	2.14	4.28	6.62	2.11	4.48	7.66	14.25
19	West Bengal	0.43	20.80	13.41	34.64	3.60	54.93	27.24	85.78
20	Jharkhand	0.18	4.25	2.32	6.75	0.75	8.24	3.92	12.91
21	Odisha	0.20	9.77	5.76	15.73	1.73	21.94	9.57	33.24
22	Chhattisgarh	0.23	2.78	2.19	5.20	0.75	4.68	4.09	9.52
23	Madhya Pradesh	1.07	11.50	6.76	19.33	2.98	17.32	13.36	33.66
24	Gujarat	2.30	13.03	6.46	21.78	12.45	21.97	13.31	47.73
25	Daman & Diu	0.01	0.01	0.04	0.06	0.26	0.03	0.09	0.37
26	Dadra & Nagar Haveli	0.02	0.04	0.03	0.09	0.26	0.07	0.07	0.41
27	Maharashtra	0.87	14.45	15.31	30.63	10.89	24.72	34.43	70.04
28	Andhra Pradesh	0.46	14.90	10.60	25.96	3.83	35.15	31.71	70.69
29	Karnataka	1.36	11.12	7.70	20.19	7.89	22.58	16.24	46.72
30	Goa	0.03	0.56	0.27	0.86	0.33	0.87	0.68	1.88
31	Lakshadweep	0.00	0.01	0.01	0.02	0.00	0.05	0.02	0.06
32	Kerala	1.50	12.94	7.69	22.13	6.21	26.98	16.42	49.62
33	Tamil Nadu	2.34	18.21	12.58	33.13	14.26	38.89	27.82	80.98
34	Puducherry	0.01	0.13	0.21	0.35	0.21	0.25	0.55	1.01
35	Andaman & Nicobar Islands	0.01	0.07	0.07	0.14	0.06	0.18	0.15	0.38
	Total	15.64	198.74	147.38	361.76	93.09	408.84	303.31	805.24

Source: Census MSMES, 2010-11, Ministry of Micro, Small and Medium Enterprises, New Delhi.

Government of India, supplements the efforts of the State Governments through various initiatives. The role of the M/o MSME and its organisations is to assist the States in their efforts to encourage entrepreneurship, employment and livelihood opportunities and enhance the competitiveness of MSMEs in the changed economic scenario. To analyse the growth and performance of micro, small and medium enterprises two different

methodologies are adopted registered and unregistered sectors. While complete enumeration of enterprises was adopted in Registered Sector, sample survey was resorted to in Unregistered Sector. However, activities under wholesale/retail trade, legal, educational & social services, hotel & restaurants, transports and storage & warehousing (except cold storage) were excluded from the coverage of sample survey. For these activities, data

Table 4 State/UT wise Distribution of Principal Characteristics of MSME Sector

Sl No.	State/UT	Enterprises	Employment	Market Value of Fixed Assets
		(in Lakh)	(in Lakh)	(Rs. in Crore)
1	Jammu & Kashmir	1.33	3.07	8475.28
2	Himachal Pradesh	1.72	2.92	5599.25
3	Punjab	10.14	18.31	37126.69
4	Chandigarh	0.29	0.70	607.05
5	Uttarakhand	2.23	4.42	6014.98
6	Haryana	5.20	12.23	25998.80
7	Delhi	1.78	6.52	10164.54
8	Rajasthan	9.68	18.42	25452.90
9	Uttar Pradesh	24.21	59.30	56161.03
10	Bihar	7.98	17.45	8405.45
11	Sikkim	0.07	0.57	72.16
12	Arunachal Pradesh	0.25	0.88	937.48
13	Nagaland	0.18	1.17	1273.67
14	Manipur	0.49	1.58	646.03
15	Mizoram	0.13	0.56	403.14
16	Tripura	0.28	0.76	661.73
17	Meghalaya	0.50	1.17	468.55
18	Assam	2.34	6.58	6941.15
19	West Bengal	21.23	58.53	39433.22
20	Jharkhand	4.43	8.99	5020.72
21	Odisha	9.97	23.67	12284.89
22	Chhattisgarh	3.01	5.43	3303.41
23	Madhya Pradesh	12.57	20.30	10530.40
24	Gujarat	15.32	34.42	166753.68
25	Daman & Diu	0.02	0.28	1881.53
26	Dadra & Nagar Haveli	0.06	0.34	229.58
27	Maharashtra	15.32	35.61	67941.24
28	Andhra Pradesh	15.36	38.98	32757.63
29	Karnataka	12.49	30.48	27161.11
30	Goa	0.59	1.20	3820.19
31	Lakshadweep	0.01	0.05	17.30
32	Kerala	14.44	33.20	44353.53
33	Tamil Nadu	20.55	53.16	77824.34
34	Puducherry	0.14	0.46	1135.29
35	Andaman & Nicobar Islands	0.07	0.23	96.95
	Total	214.38	501.93	689954.86

was extracted from Economic Census, 2005 (EC, 2005) conducted by Central Statistics Office of Ministry of Statistics and Programme Implementation (MOSPI) for estimation of MSME relevant enterprises. Today over 6000 products ranging from traditional to high-tech items, which are being manufactured by the MSME sector in addition to provide wide range of services. The leading industries with their respective shares are as depicted below. In 2001-02 there are only 105.21 lakh enterprises produced output worth Rs.282270 crores and employment for 249.33 lakhs persons. By 2012-13 the number of enterprises have increased by four fold output by six fold but enterprises has increased for 249.33 lakh

to 1061.52 lakh persons i.e. more than fivefold. Thus the enterprises generated more employment with all these unemployment shared be aggravated.

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FACTORS INFLUENCING BUYING BEHAVIOUR OF TELEVISION BUYERS IN AP: A CASE STUDY OF CHITTOOR DISTRICT

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ABSTRACT

Television is one of the major triumphs of applied science. Television has come to stay and has become a necessary. In India there are more than 300 TV brands. At present there is unpleasant competition among the producers of TV sets. Each producer is trying to capture higher share in the total market. To maintain at least the present share and also increase the share in future, TV producers should be in a position to know the buying behaviour of TV buyers. This paper highlights the factors influencing the buying behavior of TV buyers in Chittoor District

Key Words: TV, Factors, Consumer Behaviour, Marketing Commission, Market Place, Consumer Market.

Introduction

Consumer behaviour include persons what they buy, why they buy it, when they buy it, where they buy it, how often they buy it and how often they use it. Consumer behaviour is included in the marketing function. Marketing means how our products and services are designed for, and sold to consumers in the market place. And it is about the consumer market place itself in which billions of individual purchases occur each year in millions

of marketing outlets. Consumer behaviour is the study of how individuals make decisions to spend their available resources (time, money, efforts) on consumption related items. Consumer behaviour is more complicated and not easily definable and measurable. The following are some of the important definitions of consumer behaviour.

Major Factors Influencing Consumer Behaviour

The major factors influencing buyer behavior are cultural, social, personal and psychological

Culture	Social	Personal	Psychological	
Culture	Reference	Age and Lifecycle stage	Motivation	Buyer
Sub-culture	Groups	Occupation Economic Circumstance Lifestyle	Perception	
Social class	Family Roles and Status	Personal and Self-Concept	Learning Believes and Attitudes	

Objective of the Study:

The study is undertaken to know influencing factors of buyer behaviour towards TV buyers in Chittoor District.

Hypotheses

- There is no significant impact of advertisement on the purchase of TV sets in Chittoor district in Andhra Pradesh”.

- b. There is no significant association between the occupation and type of TV sets purchased’.
- c. There is no significant association between the occupation and type of TV sets purchased’

Scope of the Study

The scope the study is restricted to Chittoor district of Andhra Pradesh primarily because of couple of reasons. Firstly, it offers a great deal of convenience to the researcher being a native Chittoor in making the study successfully. Secondly, it is restricted to this Chittoor District alone because financial and time constraint.

Source of Data

Primary data relating to total number of houses related to each area and the number of houses having different types of TV sets were collected through preliminary investigation. Primary data relating to background of owners of TV sets and their buying behaviour were collected with the help of a structured schedule.

Sample Size

Simple random sampling technique is employed in the election of households having TV sets. For this purpose households having TV sets are classified into two categories. They are Samples taken from urban areas are 270 households and rural areas 156 households

in Chittoor District based on the simple random sampling technique and total households are 426.

$$n = (Z)^2 \cdot p \cdot q + (ME)^2 / (ME)^2$$

$$n = (1.96)^2 \cdot .77 \cdot .23 + (.4)^2 / (.4)^2$$

$$= 426$$

Tools of Analysis

Data collected from primary and secondary sources are processed systematically applying methods of classification, tabulation and analysis, “t” test and are also employed at appropriate places.

Education Wise Distribution of TV Sets in Chittoor District

The table 1 shows , 182households out of 426 have been educated up to (43 per cent) High school level, followed by 127 (30 per cent) Graduate, 59 (14 per cent), Primary education, 35 (8 per cent) Post Graduate level while 25 (5 per cent) are illiterate in Chittoor District. The Education influences the purchasing of TV sets in Chittoor District. Compared to the urban areas rural areas have larger concentration of illiterates. Out of 426 sample households under this study 95 per cent are literates and 5 per cent are illiterates. There are no illiterate sample households in urban areas in three divisions. But 25 sample households are illiterate in rural areas in three divisions.

Table 1 Education Wise Distribution of TV Sets in Chittoor District

Area		Education level					Total
		Illiterate	Primary	High School	Graduate	Post-graduate	
1	Tirupati division						
	Urban	0	8	30	40	12	90
	Rural	7	5	34	3	3	52
2	Chittoor division						
	Urban	0	10	35	35	10	90
	Rural	6	11	31	4	0	52
3	Madanapalli division						
	Urban	0	11	32	37	10	90
	Rural	12	14	18	8	0	52
	Chittoor district						
	Urban	0	29	97	112	32	270
	Rural	25	30	83	15	03	156
	Total	25	59	180	127	35	426
		(5)	(14)	(43)	(30)	(8)	(100)

Source: Primary data

Note: Figures in the parentheses represents percentage to total

Income Wise Distribution of TV Sets in Chittoor District

Table 2 shows, out of 426 sample households, 184(43%) households belong to income level ranging between Rs.50000-10000, 115(27%) to income level of

Rs.100000-150000, 77(18%) households to income level of Rs. 0-50000, 30 (7%) sample households to income level of Rs. 150000-200000 and 20 (5%) sample households to income level of Rs. 200000- above respectively. In urban areas sample households have income between Rs .50,000-1,00,000 which is high. But in rural areas sample households income is below Rs.50,000 .

Table 2 Income Wise Distribution of TV Sets in Chittoor District

Area		Income level					Total
		0-50000	50000-100000	100000-150000	150000-200000	200000-above	
1	Tirupati division						
	Urban	01	40	31	08	10	90
	Rural	28	17	03	02	02	52
2	Chittoor division						
	Urban	02	38	40	09	01	90
	Rural	24	24	02	01	01	52
3	Madanapalli division						
	Urban	03	42	31	09	05	90
	Rural	19	23	08	01	01	52
	Chittoor district						
	Urban	06	120	102	26	16	270
	Rural	71	64	13	04	04	156
	Total	77	184	115	30	20	426
		(18)	(43)	(27)	(7)	(5)	(100)

Source: Primary data

Note: Figures in the parentheses represents percentage to total

Reasons for Preferring the Dealer

The main reasons for dealer preference are good will of dealer, known to friend, neighbor known to family

members and relationship. Goodwill of the dealer is the leading reason for dealer preference (98 per cent) followed by known to neighbours 1.5 per cent, friendship .5 per cent sample households. There is no family members of dealers of sample households in three revenue divisions.

Table.3 Reasons for Dealer Preference for Purchase of TV Sets in Chittoor District

Area		Dealer Preference				Total
		Friend	Neighbour	Family member	Goodwill of dealer	
1	Tirupati division					
	Urban	1	2	0	87	90
	Rural	0	0	0	52	52
2	Chittoor division					
	Urban	1	2	0	87	90
	Rural	0	0	0	52	52
3	Madanapalli division					
	Urban	0	1	0	89	90
	Rural	0	0	0	52	52
	Chittoor district					
	Urban	2	5	0	263	270
	Rural	0	0	0	156	156
	Total	2	5	0	419	426
		(.5)	(1.5)	(0)	(98)	(100)

Source: Primary data

Note: Figures in the parentheses represents percentage to total

Reason for Purchase of TV Sets

Table 4 shows out of 426 sample households, 226 (53 per cent) bought TVs for Entertainment followed by

85 (20 per cent) for Knowledge, 82 (19 per cent) for pass time and 33 (8 per cent) purchased TV sets for other reasons in Chittoor District. Entertainment is big activity in three divisions in Chittoor District. Second alternative given by the sample households is Knowledge, especially in urban areas.

Table 4 Reason for Purchase of TV Sets Purchased by Respondents

Area		Purpose				
		Entertainment	Knowledge	Time pass	Others	Total
1	Tirupati division					
	Urban	51	20	15	4	90
	Rural	23	10	15	04	52
2	Chittoor division					
	Urban	58	15	9	08	90
	Rural	23	10	17	02	52
3	Madanapalli division					
	Urban	50	18	11	11	90
	Rural	21	12	15	04	52
	Chittoor district					
	Urban	159	53	35	23	270
	Rural	67	32	47	10	156
	Total	226	85	82	33	426
		(53)	(20)	(19)	(8)	(100)

Source: Primary data

Note: Figures in the parentheses represents percentage to total

Family Members Involved in the Purchase Decision

Several factors are responsible for the formation of an idea of purchasing TV sets by the respondents in Chittoor District. Influence of mother is the leading factor. 35 per cent out of 426 respondents have expressed the

view that the influence of mother is the important factor behind the formation of an idea to buy a TV set. This factor is followed by the influence of father and mother (31 per cent), influence factor father (17 per cent), children (6 per cent) mother and children (6 percent), father and children (5 per cent). Persons who influenced the decision making in the family in the purchase of TV sets in Chittoor district is shown in the table 5.

Table 5 Family Members Involved in the Purchase Decision

Area		No. of Family Members involved in the Purchase Decision					
		Father	Mother	Father & mother	Children	Mother & children	Father & children
1	Tirupati division						
	Urban	8	35	27	08	07	05
	Rural	20	15	11	02	03	01
2	Chittoor division						
	Urban	10	36	28	07	05	04
	Rural	14	10	23	02	02	01
3	Madanapalli division						
	Urban	5	36	28	05	08	08
	Rural	16	16	16	02	02	0
4	Chittoor district						
	Urban	23	107	83	20	20	17
	Rural	50	41	50	06	07	02
	Total	73	148	133	26	27	19
		(17)	(35)	(31)	(6)	(6)	(5)

Source: Primary data

Note: Figures in the parentheses represents percentage to total

Persons Who Influenced the Purchasing of TV Sets in Chittoor District

Several factors are responsible for the formation of an idea of purchasing TV sets by the respondents in Chittoor District. Influence of family members is the leading factor. 78.8 per cent out of 426 respondents have expressed the view that the influence of family members

is the important factor behind the formation of an idea to buy a TV set. This factor is followed by the influence of friends (8.9 per cent), relatives (5.16 per cent), neighbours (5.39 per cent), colleagues (1.17 per cent) and others (0.5 percent) table 6 shows the details in this regard.

Impact of Advertisement

Communication is a key element in marketing strategy. It is an effective tool which helps the marketers in influencing the prospective buyers to buy their products and services. Fundamentally, the communication process

Table 6 Persons Who Influenced the Purchasing of TV Sets in Chittoor District

Area		Influencer						Total
		Family members	Friends	Relatives	Neighbours	Colleagues	Others	
1	Tirupati division							
	Urban	75	5	5	05	0	0	90
	Rural	38	05	03	03	01	02	52
2	Chittoor division							
	Urban	73	7	5	03	02	0	90
	Rural	41	6	02	02	01	0	52
3	Madanapalli division							
	Urban	70	08	06	05	01	0	90
	Rural	39	07	01	05	0	0	52
	Chittoor district							
	Urban	218	20	16	13	03	0	270
	Rural	118	18	06	10	02	02	156
	Total	336	38	22	23	05	02	426
		(78.8)	(8.9)	(5.16)	(5.39)	(1.17)	(0.5)	(100)

Source: Primary data

Note: Figures in the parentheses represents percentage to total

consists of the following elements: Sender, message, media and receiver. Among all the elements, media plays a Key role in carrying the message to the audience through advertisements etc.,

Table 7 Respondents' Opinion about the Impact of Advertisement on TV Sets in Chittoor District

Res- ponse	Tirupati Division	Chittoor Division	Madanapalli Division	Total
Notice	78	77	76	231
Did Not Notice	64	65	66	195
Total	142	142	142	426

Source: Primary data

The value of 't' test is worked out to 0.22. The calculated value of 't' is less than the table value. It indicates that there is no significant difference between the number of respondents who have noticed advertisement and number of respondents who have not noticed advertisement relating to different types of TV sets. The number of TV buyers who noticed the advertisement is significantly smaller than the number of TV buyers who did not notice the advertisement. Therefore, the hypothesis is accepted. "There is no significant impact of advertisement on the purchase of TV set in Chittoor District".

Distribution of Respondents by Advertising Media in Chittoor District

The below table 8 shows that out of 231 sample households noticed advertisement highly effected by news paper 185 (80 per cent). Second rank goes to magazine 20 (9 per cent) next wall posters 12 (5 per cent), show room displays 10 (4 per cent), television 4 (2 per cent). Television

is less effective. So the conclusion that news papers are powerful advertisement media for TVs in Chittoor district especially

Table 8 Distribution of Respondents by Advertising Media in Chittoor District

Media		Number of Respondents	
		Number of respondents	Per cent
1	Newspaper	185	80
2	Magazine	20	09
3	Wall posters	12	05
4	Show room displays	10	04
5	Televisions	04	02
	Total	231	100

Source: Primary data

Conclusion

In the overall observation, consumers influence effect the purchasing of the TV sets based on socio and economic situations, education, income, savings, caste, religion and gender also influence effect the purchase of the television sets in Chittoor District.

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FCV TOBACCO PRODUCTION MARKETING, PLANNING AND REGULATIONS IN ANDHRA PRADESH AND KARNATAKA A STUDY

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ABSTRACT

Tobacco is an important commercial crop grown in India. It occupies the third position in the world with an annual production of about 800 Million Kgs. Of the different types grown, flue-cured tobacco, country tobacco, burley, bidi, rustica and chewing tobacco are considered important. India stands 3rd in production of tobacco and in exports; Brazil and USA are ahead of India. Tobacco and tobacco products earn approx Rs.20, 000 Cr. to the national exchequer by way of excise duty, and approx.Rs.5000 Cr. by way of foreign exchange every year.

Key Words: Tobacco, GTNF, GAP, FCV, NTRM.

The Tobacco Board has added another feather in its cap by bagging the prestigious “2014 Golden Leaf Award” for its “most impressive public service initiatives” in the tobacco sector at an International conference held in West Virginia, USA, recently. Tobacco Board Chairman Koothati Gopal received the award at a meeting of Global Tobacco Networking Forum (GTNF) held at Washington D.C. and West Virginia, U.S.A.”I dedicate the award to 89,507 FCV tobacco growers and their family members involved in production of FCV tobacco in India,” said Mr. Gopal, after receiving the award.

In the past one year, the Tobacco Board has taken various initiatives relating to extension activities, Good Agricultural Practices (GAP), elimination of Non-Tobacco Related Material (NTRM) and elimination of pesticide residues and initiated a series of measures for achieving sustainability in the sector.

The implementation of electronic auction (E-Auction) system to ensure transparency and accountability in sale of tobacco leaves across the 30

auction platforms in Andhra Pradesh and Karnataka. Other associated reforms initiated by the Board have caught the attention of global customers and organizers, Mr. Gopal said. The GTNF was first launched in 2008 by Tobacco Reporter, a tobacco magazine. The GNTF helps bring various stake holders together to talk on wide range of topics and issues industry related to the industry.

Objective of the Study

To study the production and marketing of FCV Tobacco growers, barns, area registered and planted, quantity authorised and marketed in the study area.

Soil Types - (Its characteristics, jurisdiction, major varieties grown, average yield, export potential, crop season).

In India, FCV (Flue Cured Virginia) Tobacco is cultivated mainly in the states of AP & Karnataka followed by Orissa & Maharastra in small areas in various soil zones under varied rainfall conditions.

Andhra Pradesh: - (including Orissa & Maharastra regions)

Northern Black Soils (NBS)

The black soils located in the districts of Khammam, Karimnagar, Warangal, East and West Godavari constitute the Northern Black soils. The crop is grown under rain fed conditions presently in around 2500 hectares. The crop is generally planted in October and harvested in Dec-Feb. With cultivation of high yielding varieties the per hectare yields are up to 1500-1700 Kgs. The suitable varieties for cultivation in this soil zone are Hema, and VT1158. The tobacco produced is good bodied with lengthy leaf, lemon orange flashy in colour with medium nicotine. The tobacco is mostly preferred by CIS and Eastern European Markets. The domestic cigarette industry uses very little quantity of tobacco from this region.

Central Black Soils (CBS)

The black soils existing in Krishna and Guntur districts of Andhra Pradesh and Gadchiroli district of Maharashtra state constitute the central black soils. The main varieties grown are Gowtami, Hema, and VT1158. The crop is planted in Oct-Nov and harvested in Dec-Feb. The crop is grown under rain fed conditions presently in around 2800 hectares. The yields are up to 1500 to 1650 Kgs/Ha. The tobacco produced in this tract is almost similar to that of Northern black soils. Preferred for exports mostly to CIS, Eastern European and West Asia & North African markets, Japan also used to import sizable quantities of tobacco from select areas of this region in the past. The domestic cigarette industry also uses sizeable quantity. However, the area under FCV Tobacco cultivation is gradually decreasing as growers are switching over to alternative crops for various reasons.

Southern Black Soils (SBS)

The black soils present in Prakasam and Nellore districts nearer to the coast constitute the Southern black soils. Presently, the crop is cultivated in about 30,000 hectares. The crop is planted in Oct-Nov and harvested in Dec-Feb. The popular varieties grown are Hema, VT1158 and Siri. The average yields are around 1500 Kgs/ha. With the cultivation of high yielding varieties, the average productivity levels are on the increase at about 1500-1600 kgs per ha. The tobacco produced is lemon to lemon orange in color and medium bodied. This tobacco is rated better in quality than the NBS/CBS tobaccos. It is highly amenable for blending with other styles of tobacco in Cigarette manufacturing and hence preferred for export to West Asia, North African countries (Egypt and Libya), Nepal and to CIS countries. Sizeable quantities are also exported to West Europe. Half of the production goes for domestic cigarette manufacturing.

Southern Light Soils (SLS)

The light soils existing in Prakasam and Nellore districts constitute the southern light soils (SLS).

Presently this crop is cultivated in about 65,000 hectares. The soils are suitable for growing good quality tobacco as a semi monsoon crop. The suitable varieties are Jayashree, Hema and VT-1158. The crop is planted in September-October and harvested in Dec-Jan. The yields are around 1000 kgs/ha. Erratic rainfall and drought situations generally affect yields in this zone. The leaf is lemon to lemon orange in colour, thin to medium bodied, ripe and open grain with good aroma and low in nicotine. This crop is preferred for export to UK, South East Asia and other EEC countries. All the MNCs prefer this tobacco. The domestic manufacturers use substantial quantities of this region tobacco for home consumption.

Northern Light Soils (NLS)

The light soils existing in East and West Godavari and parts of Khammam districts constitute the Northern light soils (NLS). Presently this crop is cultivated in about 25,000 ha. The soils are sandy to sandy loam. The crop is raised with the help of 7-8 irrigations, producing semi flavourful tobacco. The crop is planted in Sept-Oct and harvested in Dec-Feb. The yields are ranging between 1800-2000 kgs/ha depending on stage of topping. The suitable varieties are K326, 16/103, MCNair-12, Gold Streak and NLS-4. The leaf is medium to heavy bodied, ripe open grained, orange to deep orange in color and fluffy in nature. Mostly Exported to UK & other European Countries & South East Asia. All the MNCs prefer this tobacco. Sizeable quantities are also used in domestic manufacturing. The Light soils existing in the Rayagada district of Orissa and Vijayanagaram district of Andhra Pradesh constitute Eastern Light Soils and tobacco is cultivated in an area of around 200 ha. and the characteristics of tobacco produced are almost similar to that of Northern Light Soils of Andhra Pradesh.

Karnataka

Karnataka Light Soils (KLS)

The light soils existing in Mysore, Hassan, Shimoga, Davangere, Coorg, Chikkamagalore and Chitradurga districts constitute the light soils of Karnataka. The crop in this transitional zone is raised as a monsoon crop with sufficient rainfall during the crop growth period. Presently, the crop is grown in about 85000 hectares. The crop is planted in the last week of Apr-May and harvested in July-Aug. The per ha yields are around 1250 kgs. The varieties under cultivation are Kanchan, Bhavya, K326, Ratna and KST-19. The tobacco produced is light to medium bodied, lemon orange to orange in color, soft in nature, open grained with nicotine of 1.5 to 2.2 per cent. West European, some African, Middle East and South East Asian countries mostly prefer this tobacco.

Crop Planning And Regulation

According to Section 8(2)(a) of the Tobacco Board Act, one of the important functions of the Tobacco

Board is to regulate production and curing of FCV tobacco so as to ensure fair and remunerative prices to growers. This objective is sought to be achieved through crop planning and fixing crop size of FCV Tobacco for Andhra Pradesh and Karnataka separately every year and by registering commercial nurseries, tobacco growers and barn operators.

Seeds

Tobacco Board organises supply of quality seed every year to the growers in time in the states of Andhra Pradesh and Karnataka through its Auction Platforms procuring the same from CTRI, Rajahmundry and M/s. ITC Ltd., ABD - ILTD, Guntur

Seedlings-Production of Uniform/Healthy Seedlings

The Board organizing supply of Trays along with Cocopeat media to Tobacco growers in Andhra Pradesh and Karnataka at competitive prices by extending subsidy to raise healthy seedlings.

Integrated Nutrient Management through Balanced Fertilization

The Board procures recommended fertilizers to FCV Tobacco at competitive prices directly from manufacturing companies and supplies to growers in Andhra Pradesh and Karnataka in right time by arranging input loans at competitive rate of interest.

Other Inputs

As a part of **Integrated Pest Management**, Board supplying Pheromone Traps/Yellow sticky traps/Light Traps to registered growers in Andhra Pradesh and Karnataka at competitive prices by extending subsidy to some extent on the price of input arranged Board is organizing supply of **Farm Mechanising** implements like Bullock Drawn Ridgers, Tyne Cultivators, PVC Pipes, Weighing Scales, to help the farmers in certain areas of operation by supplying these inputs at competitive prices and extending subsidy.

Co-Ordination with Banks

Board organises input loans to the registered growers in Andhra Pradesh and Karnataka through nationalised banks at competitive rate of interest.

Bio Pesticides

Board is supplying bio pesticides to growers as a part of Integrated Pest Management for control of soil borne diseases in collaboration with NIPHM, Hyderabad by extending subsidy.

Production Policy – Fixing Crop Size

Every year Tobacco Board lays down production Policy and fixes crop size for different soil regions in Andhra Pradesh and Karnataka taking into consideration various factors specified in clause (a) of sub section

(2) of section 8 of Tobacco Board Act, 1975 like the demand for Flue Cured Virginia tobacco in India and abroad and the marketability of different tobaccos etc. For projecting the demand, Tobacco Board ascertains the requirements of the manufacturers and the exporters. Board also takes into consideration the global supply situation; the carryover stocks lying in the market from the previous crops and also the specific demand for tobaccos grown in various areas such as Northern light soils, southern light soils and traditional black soils in Andhra Pradesh and Karnataka light soils. Based on the demand projected, the Board evolves the production strategy and fixes crop targets area –wise. The views of tobacco growers and growers' associations will also be considered while arriving at production targets.

FCV Production Policy For Andhra Pradesh 2014-15 Crop Season

The Board in its 138th meeting held on 25.07.2014 fixed a crop size of **172 m.kgs** for cultivation of Flue Cured Virginia tobacco during 2014-15 crop season in Andhra Pradesh and Odisha i.e. same as last year. The Board while fixing the crop size had laid down broad crop regulatory framework with focus on containing the excess production of tobacco by the registered growers, which is as follows:

- ❖ Horizontal expansion of FCV tobacco cultivation shall not be permitted.
- ❖ The efforts of the Board shall be on increasing the per acre yields (vertical expansion) with focus on quality of the product.
- ❖ Expansion of FCV cultivation to new areas shall not be allowed.
- ❖ No new farmers will be permitted to take up FCV tobacco cultivation.
- ❖ Construction of new barns resulting in additional curing capacity shall not be allowed as the existing barn infrastructure will be sufficient to produce the crop fixed.
- ❖ Registered growers possessing unauthorised barns or constructing new barns or cultivating in new areas in violation of Act shall be identified and their registration will be cancelled.
- ❖ Central Black Soils and Bhadrachalam areas shall be closed for cultivation of FCV tobacco, by allowing shifting of remaining barns.
- ❖ Registered growers shall not use CPAs indiscriminately resulting in quality problems.
- ❖ The production from the excess areas planted by registered growers over and above the area authorised will be treated as 'unauthorised production' from 2014-15 crop season onwards.

The Committee for registration of growers and others in its 80th meeting held on 08.08.2014 had laid down the criteria for registration of growers and barn operators for 2014-15 crop season. The soil region wise area and quantity to be authorised per a licenced barn

and the maximum number of barns permitted for grant of licence per individual grower in Andhra Pradesh and Odisha during 2014-15 crop season considering the crop size of 172 m.kgs are as follows:

Soil Region	Crop size fixed (m.kgs)	Area to be Registered Per barn (ha.)	Quota per barn (in Kgs)	Maximum no. of barns registered per grower	Maximum area registered per grower (in ha.)
N.L.S.*	61.50	1.90	4400	4	7.60
S.L.S.	58.00	4.00	4400	4	16.00
S.B.S.	47.30	2.20	4075	4	8.80
N.B.S.	5.20	1.90	3400	4	7.60

FCV Production Policy For Karnataka-2014-15 Crop Season

The Board in its 137th meeting held on 21.03.2014 fixed a crop size of 104 M.Kgs for cultivation of Flue Cured Virginia tobacco during 2014-15 crop

seasons in Karnataka. The Committee for registration of growers and others in its 78th meeting held on 11.04.14 has laid down the criteria for registration of growers and barn operators for 2014-15 crop seasons. The areas for registration and production quota allotted are as follows.

Barn	Area Registered (ha)	Authorised Quota (Kgs/Barn)	Maximum no. of Barns Permitted
Simplex Barn	1.40	1,800	4 Simplex Barn
Duplex Barn	2.80	3,600	2 Duplex Barn

Table 1 FCV Tobacco Production in Andhra Pradesh and Karnataka

Year	Growers		Barns		Area Registered (hectares)		Area Planted (hectares)	
	AP	Karnataka	AP	Karnataka	AP	Karnataka	AP	Karnataka
2005	45387	39702	39298	55425	90067	48918	113334	69701
2006	46551	40544	40436	56630	97997	61565	117242	73980
2007	46553	40641	40334	56531	100070	73490	126889	78162
2008	46192	40740	39955	56514	100542	73468	126700	85756
2009	46657	41036	40064	56351	116297	78891	140758	90427
2010	47084	41038	40175	56353	116542	78894	150233	106602
2011	47269	41737	40108	57512	116467	80517	139240	118989
2012	47491	42178	40164	57357	109927.10	80300	112792	104393
2013	47566	42289	40267	57192	113806.31	74349.60	120074.82	93974
2014	47268	41324	40036	55816	114773.99	78124.40	123587.23	97769.60
CAGR	0.004069	0.004012	0.001862	0.000703	0.024537	0.047929	0.008698	0.034419
mean	46801.8	41122.9	40083.7	56568.1	107648.9	72851.7	127085	91975.36
SD	639.8076	750.8839	295.3456	622.6097	9141.864	9582.591	11926.24	14789.55
	Quantity. Authorised (Million.kgs)		Quantity Marketed in Million kgs		Average Yield Per Hectare.		Value Rs in Crores	
2005	109.03	76.56	153.00	82.91	1350	1296	553.26	398.51
2006	130.65	83.66	145.36	96.98	1240	1121	673.46	542.56
2007	147.47	94.11	171.95	96.38	1355	1241	816.30	359.44
2008	149.91	97.32	165.33	114.80	1320	1210	1401.12	1250.63
2009	169.88	98.31	203.94	115.67	1613	1261	2108.52	1282.50
2010	169.62	97.95	207.58	127.85	1382	1085	16618.43	1180.09
2011	169.9	105.58	173.25	104.26	1433	1074	1518.26	966.68
2012	161.43	98.80	162.70	93.86	1410	1222	15440.23	10870.87
2013	168.44	98.37	176.65	93.86	1255	1186	2010.17	1042.81
2014	170.872	98.52	213.93	88.29	1325	1155	Na	Na
CAGR	0.045954	0.025539	0.034089	0.006307	-0.00187	-0.01145	0.154133	0.112803
mean	154.7202	94.918	177.369	101.486	1368.3	1185.1	4571.083	1988.232
SD	19.79661	8.028193	22.31775	13.27815	100.004	71.09494	6152.692	3158.832

Source: Tobacco Board, Ministry of Commerce & Industry, Department of Commerce, Government of India.

The table shows that the number of growers are registered in Andhra Pradesh was lowest i.e., 45,387 growers in 2005 and highest was registered 47,566 in 2013, and in the case of Karnataka it was lowest record 39,702 in 2005 and highest was noticed 41,324 growers in 2014. Followed by number of barns registered was in Andhra Pradesh lowest recorded 39,298 barns in 2005 and highest was registered 40,436 in 2006, when compared to Karnataka it was lowest recorded 55,425 barns in 2005 and highest was noticed that 57,512 barns in 2011. Area registered was lowest in Andhra Pradesh recorded 90,067 hectares in 2005 and highest was registered 1, 16,542 hectares in 2010. Whereas, Karnataka it was lowest area registered 48,918 hectares in 2005 and highest was recorded was 80,517 hectares in 2011. Whereas, area planted was in Andhra Pradesh lowest recorded 1, 13,334 hectares in 2005 and highest area planted 1, 50,233 hectares in 2010 and in the case of Karnataka it was area planted lowest record in 69,701 hectares in 2005 and highest area planted was 1,18,989 hectares in 2011. Quantity authorised was lowest in Andhra Pradesh recorded as 109.03 million kgs in 2005 and highest quantity authorised was 170.872 million kgs in 2014, when compared to Karnataka was lowest quantity authorised was 76.56 million kgs in 2005 and highest quantity authorised was noticed 105.58 million

kgs in 2011. Quantity marketed was lowest recorded in Andhra Pradesh 145.36 million kgs in 2006 and highest quantity marketed was 213.93 million kgs in 2014, whereas Karnataka was lowest quantity marketed was 82.91 million kgs in 2005 and highest quantity marketed was observed that 127.85 million kgs in 2010. Average Yield was lowest in Andhra Pradesh recorded as 1240 kgs per hectare in 2006 and highest yield was 1613 kgs per hectare in 2009. When compared to average yield Karnataka has lowest yield per hectare in 1074 kgs in 2011 and highest yield in 1261 kgs per hectare in 2009. Value Rupees crores lowest was in Andhra Pradesh observed that 553.26 crores in 2005 and highest was recorded 16,618.43 crores in 2010 and in case of Karnataka it was lowest 398.51 crores in 2005 and highest was recorded 10,870.87 crores in 2012. From the table 1, one can observe that number of growers, barns, area registered and planted ,quantity authorised and marketed , average yield and value is shown in fluctuation from the study period 2005- 2014. In terms of Area Andhra Pradesh is more consistent but in terms of quantity Karnataka is more consistent.

Reference:

Tobacco Board, Ministry of Commerce & Industry,
Department of Commerce, Government of India.

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IMPACT OF SALES PROMOTION ON BUYING BEHAVIOUR - A STUDY WITH REFERENCE TO FAST MOVING CONSUMER GOODS IN KARUR TOWN

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ABSTRACT

Consumer behavior refers to the act of individuals who are directly involved in obtaining and using goods and services. It also includes the decision-making process which leads to the act of purchase. Consumer behavior is not only the study of what people consume but also “where”, “how often” and “under what conditions”. Consumer behavior has no history or body of research of its own. It is a new discipline that borrows heavily from concepts developed in other fields such as psychology (study of the individual), sociology (study of groups), social psychology (study of how an individual operates in groups), anthropology (the influence of society on the individual) and economics. Several early theories related to consumer behavior were based on the economic theory, on the notion that individuals act rationally to maximize their benefits in the purchase of goods and services. In the light of the above the study has been carried out to know the impact of sales promotion on buying behaviour of fast moving consumer goods in Karur town. Data were collected from 220 sample respondents to identify their behaviour towards FMCG products and their level of satisfaction. The data were analyzed by using statistical tools such as percentage analysis, and chi-square test. The study concluded with suitable findings and proper suggestions.

Key Words: Consumer behaviour, Sales promotion, Brand and Satisfaction.

Introduction

India's FMCG sector is the fourth largest sector in the economy and creates employment for more than three million people in downstream activities. Its principal constituents are Household Care, Personal Care and Food & Beverages. The total FMCG market is in excess of Rs. 85,000 Crores. It is currently growing at double digit growth rate and is expected to maintain a high growth rate.

In recent years, the fast moving consumer goods sector (FMCG) is witnessing increased use of sales promotion activities all over the world. This sector is characterized by products having low unit value and requiring frequent purchases and consumer behavior reflecting less loyalty, impulse buying, and low involvement on the part of a consumer. Products which

have a quick turnover and relatively low cost are known as fast Moving Consumer Goods (FMCG). FMCG products are those that get replaced within a year. Examples of FMCG generally include a wide range of frequently purchased consumer products such as toiletries, soap, cosmetics, tooth cleaning products, shaving products and detergents, as well as other non-durables such as glassware, bulbs, batteries, paper products, and plastic goods. FMCG may also include pharmaceuticals, consumer electronics, packaged food products, soft drinks, tissue paper, and chocolate bars.

Statement of the Problem

The consumers are finding various problems in selecting their fast moving consumer goods. It is identified that there is a need for research work in the field of sales promotion on buying behavior of FMCG consumer in

the area of Karur town. The research deals with questions like.

1. What are the factors that influence the consumer in the purchase of FMCG?
2. What is the sales promotional activity influence to buy the products?
3. What is the level of satisfaction and problem faced by the consumers?

Objective of the Study

1. To study the effect sales promotion on consumer's buying and consumption behavior.
2. To understand the level of satisfaction of consumer in sales promotion activity.
3. To encounter the problems faced by the consumer in such type of sale promotion.

Review of Literature

Ramalingam (2012) in a research investigation pointed out the attitude of rural consumers. In his investigation he found the level of attitude of rural consumers towards ISI Mark on white goods and also measured with the help of socio-economic variables.

Samidha Sharma (2012) in a news reported that noodles, macaronis and soft-drinks made rapid in roads into rural markets, driven growth the fast moving consumer goods (FMCG) industry-10 per cent by volume and 12 per cent by value in the first ten months of 2011. **Devadas, A. and H.L. Manohar (2011)** in an article stated that the urban-rural inequality in market, as well as customer characteristics bring a major difference in shopping behavior and consumption pattern of the two communities. **Vyas, H.Preeta (2005)** attempted to study consumer preferences with respect to sales promotion in FMCG category. It was found that sales promotion offers which is unique, which offers immediate incentive preferably of price-cut nature is likely to appeal to all consumer segments. **Steenkamp (2003)** examined the effect of consumer and market factors on the trial probability of new consumer packaged goods. The main finding of the study was that the effects of consumer's personal makeup on the probability that they will try the new products are systematically moderated by elements of the marketing strategy associated with the new product and by category characteristics. **Linaxi, Zhou and Wong (2003)** examined the effect of in store Point -of- purchase posters on shopper's impulse purchase behavior. They

Table 1 Socio-Economic Characteristics of the Sample Respondents (N=220)

Socio Economic Factors	Category	No. of Respondents	Percentage (%)
Gender	Male	83	38
	Female	137	62
Age	Below 25	31	14
	25-30	65	30
	30-35	44	20
	35-40	50	24
	Above 40	30	13
Education	School level	41	19
	Graduate	83	38
	Post Graduate	49	21
	Professionals	28	13
	Others	19	9
Marital Status	Married	156	71
	Unmarried	64	29
Occupation	Govt. Employee	22	10
	Private Employee	61	28
	Business People	35	16
	Housewife	70	32
	Others	32	14
Monthly Income (Rs.)	Below 15000	37	17
	15001-20000	97	44
	20001-25000	30	13
	25001-30000	32	15
	Above 30000	24	11
Size of the Family	2 Members	12	6
	3 Members	69	31
	4Members	79	36
	Above 5 Members	60	27

also examined the effect of atmosphere engagement (i.e., enjoyment, modern and attractiveness) conveyed by in-store POP Posters. Their main finding is that in-store POP influenced shopper's impulse purchase through both informative (promotional effect) and experimental (atmospheric effect) dimensions.

Methodology

This is an empirical research based on survey method. The present study is confined to Karur District of Tamil Nadu keeping in view that this district has the highest potential in the purchase of Fast Moving Consumer Goods. The data were collected by survey method using purposive sampling technique from various parts of Karur town based on the information provided by the shop owners and the references provided by the consumers. A data of 220 samples was collected through interview schedule. The data collected from the primary sources were analyzed by using the percentage analysis and chi-square test.

The Table 1 reveals the majority of the respondents in their socio economic category. Out of 220 respondents, 62 per cent of the sample respondents are female, 30 per cent are between 25 to 30 years of age, 38 per cent are graduates, 71 per cent are married, 28 per cent are private employees, 44 per cent are having the monthly income of between Rs.20,001 to Rs.25,000 and 36 per cent are having 4 members in their family.

Table 2 Most Preferred Place of Purchase

S. No	Place of Purchase	No. of Respondents	Percentage (%)
1	Nearest Shop	35	16
2	Retail Store	70	32
3	Departmental Store	62	28
4	From Particular Store	23	10
5	Others	30	14
	Total	220	100

Table 2 indicates that majority (32 per cent) of the respondents preferred to purchase FMCG products from Retail store.

Table 3 Factor Influence to Purchase of FMCG Products

S. No	Factor	No. of Respondents	Percentage (%)
1	Attractive Package	39	18
2	Brand Name	58	27
3	Price and Quality	56	25
4	Availability	28	13
5	All the Above	39	17
	Total	220	100

Table 3 reveals that majority (27 per cent) of the respondents are influenced by Brand name.

Table 4 Consumer Perferencing Brand of FMCG

Variable	Brand	No .of Respondents	Percentage (%)	
Grocery Items	Dhal	Udhayam	46	21
		Tata I-Shakti	37	16
		Jeyyam	23	10
		Laxmi	36	17
		Local Brand	78	36
		Total	220	100
	Refined Oil	Sunflower	45	21
		Gold Winner	83	38
		Fortune	33	15
		Sun drop	25	11
		Jothi	34	15
		Total	220	100
	Masala	Sakthi	63	29
		Aachi	69	31
		MTR	30	14
		Everest	25	11
		Local Brand	33	15
		Total	220	100

Table 4 shows that majority (36 per cent) of the respondents preferred to purchase Local brand dhal, 38 per cent of the respondents preferred Gold winner refined oil and 31 per cent of the respondents preferred to purchase Aachi masala.

Table 5 Consumer Perferencing Brand of FMCG

Variable		Brand	No .of Respon- dents	Percentage (%)
Food Product Food Items	Biscuits	Good Day	42	19
		Britannia	51	23
		Milkbikis	43	20
		Sun Feast	38	17
		50-50	46	21
		Marie gold		
		Total	220	100
	Energy Drinks	Complain	28	13
		Horlicks	84	38
		Bourn vita	36	16
		Boost	45	21
		Pedia Sure	27	12
		Total	220	100
		Soft Drinks	Slice	51
	Maaza		47	21
	7up		52	24
	Bouvento		40	18
	Cockola		30	14
	Total		220	100

Table 5 shows that majority (23 per cent) of the respondents preferred to purchase Britannia milk bikis biscuit, 38 per cent of the people preferred Horlicks and 24 per cent of the respondents prefer 7up.

Table 6 Consumer Perferencing Brand of FMCG

Variable		Brand	No .of Respondents	Percentage (%)
Beauty Care	Hair Oil	VVD	55	25
		Parachute	41	19
		Meera	60	27
		Indruleka	23	11
		DaburAmla	40	18
		Total	220	100
	Face Cream	Fair &Lovely	54	24
		Ponds	56	26
		Grainer	42	19
		Nivea	28	13
		Vaseline	40	18
		Total	220	100
	Talcum Powder	GokulSandol	57	26
		Ponds	66	30
		Yardley	30	14
		Nycil	39	18
		Spniz	28	12
		Total	220	100

Table 6 displays that majority (27 per cent) of the respondents preferred to purchase Meera hair oil, 26 per cent of the respondents preferred to purchase Ponds Face cream and 30 per cent of the respondents preferred to purchase Ponds Talcum powder.

Table 7 Level of Satisfaction of Consumer

Factors		Highly satisfied	Satisfied		Dissatisfied	Highly Dissatisfied	Total
Price & Quality	No	69	72	57	12	10	220
	%	31	33	26	5	5	100
Quantity	No	14	76	90	37	3	220
	%	6	35	41	17	1	100
Safety of the product	No	33	100	67	16	4	220
	%	15	46	30	7	2	100
Availability	No	30	70	61	46	13	220
	%	14	32	28	21	5	100
Advertisement	No	22	49	64	52	33	220
	%	10	22	29	24	15	100

The above table 7 indicates that majority (33 per cent) of the respondents are satisfied in Price and Quality, 41 per cent of the respondents are Neutral in Quantity, 46 per cent of the respondents are satisfied in Safety of the product, 32 per cent of the respondents are Satisfied in Availability and 29 per cent of the respondents are Neutral in Advertisement.

Table 8 Effective Sales Promotional Tools

S.No	Factors	No. of Respondents	Percentage (%)
1	TV Advertisement	28	13
2	Free Samples	20	9
3	Buy One Get One	67	30
4	Price Offer	95	43
5	Coupon	10	5
	Total	220	100

The above table 8 illustrates that 43 per cent of the respondents have agreed that Price offers is an effective sales promotional tool, 30 per cent of the respondents have agreed that Buy one and get one is an effective sales promotional tool, 13 per cent of the respondents have agreed that TV Advertisement is an effective sales promotional tool, 9 per cent of the respondents have agreed that Free samples is an effective sales promotional tool and remaining 5 per cent of the respondents have agreed that Coupon is effective sales promotional tool.

Table 9 Problem Faced by Advertisement after Purchase

S. No	Problems	No. of Respondents	Percentage (%)
1	Poor Quality	14	6
2	Health issue	50	23
3	Duplicate Brand	18	8
4	Low Quantity	55	25
5	High Price	35	16
	Total	172	78

The above table 9 shows that 25 per cent of the respondents have stated Low Quantity as the major problem followed by Health issue (23 per cent), High Price (16 per cent), Duplicate brand (8 per cent) and Poor Quality (6 per cent).

Suggestions

1. Consumers preferred to get value added offers in the form of additional quantity of the same product they buy as incentives. Bonus pack schemes can be used more effectively than free gifts and compliments.
2. Most of the respondents opined that advertisement gives wrong buying decision, so it should be streamlined.
3. Marketers may use Price-offer or discount strategy to achieve the short term objectives of promotion like brand switching, trial purchase, and stockpiling ahead of other schemes.
4. Coupon distribution system should be streamlined, as consumers mostly prefer to get them through newspapers and magazines.

5. Sample of new products may be distributed along with another product of the same marketer or through the retail counter to make it more effective.
6. Consumers are of the opinion that FMCGs quality can be improved so as to match with the present trends.

Conclusion

Different promotions methods are useful for improvement of sales. A promotion mix should be selected very carefully to achieve the objective. Price offers, discount and premium are the important tools of sales promotion. Proper care should be taken for these tools in planning and implementation. Branded products are purchased frequently, so special care should be taken for these products to increase sales and get business. Sales promotion schemes are mainly brought in particular period only. So in future, for launching of schemes, the timing is to be followed for better result. Various sales promotion methods for consumers are being used by companies. While planning and implementation of sales promotion methods more care is needed so effectiveness can be improved. For improving effectiveness of the scheme the management should focus on proper timing of launching scheme, communication and transparency regarding sales promotion schemes.

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INFLUENCE OF GREEN MARKETING ON CUSTOMER SATISFACTION AND LOYALTY: A STUDY OF AJMER CITY OF INDIA

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ABSTRACT

Green revolution, going green, environmental protection, sustainable life style, sustainable development, protecting our earth and many more has become a natural phenomenon in our everyday life. Green marketing is a tool used by many companies in various industries to follow this trend. There have been a lot of literature reviews on green marketing over the years, this paper analysis the impact of green marketing strategies on customer satisfaction and loyalty using comprehensive literature review and self structured instrument .It was also concluded that consumers' satisfaction has significant effect on their loyalty. By considering the effect of green marketing mix upon consumers' and customers' satisfaction and the effect of such satisfaction upon their loyalty, it can be assumed that companies can create competitive advantage in their organization through taking steps in making the green marketing part of their overall marketing strategy.

Key Words: Green Marketing, Customer Satisfaction, Customer Loyalty.

Introduction

Green marketing has been viewed as one of the most important academic research subjects since its conception. The issue gained more emphasis in the late 1970s; when the American Marketing Association held its first seminar on Ecological Marketing in 1975, which led to the publication of a book entitled Environmental Marketing by Henion and Kinnear in 1975. The first definition of green marketing was according to Henion (1976); "the implementation of marketing programs directed at the environmentally conscious market segment". Peattie and Crane (2005) claim that despite the early development, it was only in the late 1980s that the idea of green marketing actually made an appearance because of the consumers' growing interest in green products, increased awareness and willingness to pay for green features. Henion's definition of green marketing has evolved and many more definitions for green marketing have arisen throughout the years. One of the latter definitions is Fuller's (1999, p. 4):

"The process of planning, implementing and controlling the development, pricing, promotion and distribution of products in a manner that satisfies the following three criteria: (1) customer needs are met, (2) organizational goals are attained and (3) the process is compatible with eco-systems".

Literature Review

Review of the related literature shows that there is not so much research, nor a unique definition about green marketing approach due to its youngness, however, what is a common fact among proposed definitions, is fulfilling the company's goals with the least damage to living environment and human beings.

Primary studies on green marketing and about customer interest for green products was first done by Vandermerwe and Oliff in 1990. In 1989, a study in the United States of America indicated that 49 percent of respondents have made changes in their purchase habits for the sake of environment. According to another

research by Callan and Thomas in 1992, 93 percent of participants stated that environmental consequences have had a role in their purchasing habits. The results of another research which was done in developing countries by Peattie in the same year showed that 75 percent of participants somehow involved environmental criteria in their purchasing.

Customer Satisfaction: During recent four decades, customer satisfaction has been viewed as an important theoretical and practical issue for most of the marketers and researchers. Kotler (2000) defines it as a feeling in individuals after comparing product and service performances with their expectations. Hawkins (1995) states that such factors as friendly, polite, knowledgeable and useful employees, clear and accurate bills, competitive prices and quick services, can affect customer satisfaction. Satisfaction also refers to pleasant or unpleasant feeling caused with comparison between imaginative function and expectations. If a good's performance is better than expectations, customer will be pleased.

Satisfaction is directed to consumer's judgment to the extent to which a product's or service's feature can create joy and pleasantness at the time of consumption. According to experiences and customer comments, satisfaction works as complementing the consumption purposes of the customer.

Customer Loyalty: Customer loyalty refers to the customer's behavior in keeping in touch with institution after buying products and obtaining after sale services. Loyalty is having and keeping a deep commitment to re-purchase of an offered product. In other words, loyalty can be considered as ensuring future behavior for buying a product or a service, or getting in touch with a factory in all situations even if there are other alternatives for purchasing.

Therefore, customer loyalty requires a positive attitude towards the company's products and services. It is reached through desired behavior which results in buying goods and services and recommending to others. Customer loyalty is also a sustainable source of income for companies that, as an informal communication channel, introduce the products or services to families and friends.

Interrelationship Between Customer Satisfaction and Loyalty: Much research has been done on the interrelationship between customer satisfaction and loyalty. Haskett *et al.* (1994) stated that loyalty is the direct result of customer satisfaction. Andersen and Fornel (1994) state that customer satisfaction depends upon his/her overall satisfaction. All customers do not become loyal due to receiving a satisfying service, but due to the fact that a group of them do not want to bother to transfer to another provider.

Background of Study Done Abroad:

In their research paper "Green product quality, green corporate image, green customer satisfaction and green customer loyalty", Nai-Jen Chang and Chen-Min Fong (2010) studied the effects of these variables with the use of a questionnaire survey. Consumers who had experienced purchasing green products were identified as the subjects of this study. The results showed that (1) the green product quality is positively associated with green customer satisfaction and green customer loyalty; (2) green corporate image is positively associated with green customer satisfaction and green customer loyalty; and (3) green customer satisfaction is positively associated with green customer loyalty. The results also indicate that green product quality could bring about green customer satisfaction and green customer loyalty.

In their study "Strategic green marketing: a comparative study of how green Marketing affects corporate strategy within business to business", Oscar Baverstam and Maria Larsson (2009) examined how strategic green marketing can be developed and what incentives there are for companies to do so. To fulfill the objectives of this study, four research questions were formed and a qualitative case study was conducted of three business to business companies from different industries. Interviews helped gain insight as to how companies develop their green marketing strategies and for what reasons. The results indicated that most companies were not segmenting their target markets based on consumer's environmental attitude. Findings also indicated that green market strategies differed for each company and might be derived from a company's individual circumstances including its objectives, resources and competitive advantages. Furthermore, the findings showed that most companies can implement green changes in their marketing mix but that these should be actively promoted when a product's green attributes constitute a key selling point. Finally, the findings indicated that financial benefits and the possibility of gaining a competitive advantage were the foremost incentives for implementing green measures.

So in this study, it takes examples from the four major convenience chain stores consumers in the middle section of Taiwan and use survey method questionnaire to explore the relationship with convenience stores' green marketing, consumer satisfaction and consumer loyalty. Finally, results show that the convenience stores' green marketing will have positive influence on consumer satisfaction and loyalty and the consumer satisfaction will have positive influence on consumer loyalty and finally consumer satisfaction plays an intermediary role between the convenience stores' green marketing and consumer loyalty. Then, the different degrees of consumer

involvement in environmental protection will interfere in the relationship between consumer satisfaction and his/her loyalty.

In their research study "Cosmetics green marketing in Thailand", Johari and Sahasakmontri (1998) surveyed green marketing strategies and consumer attitude towards green products in two competitor companies namely Body Shop and Oriental Princess using a sample of 120 customers. The results showed that from the view of Body Shop's customers, natural materials, shop atmosphere, skin protection, brand logo and lack of animal tests were important factors in their decision to purchase. Questionnaire analysis indicated that Oriental Princess's customers considered such factors as skin protection, product function, ingredient materials, product fragrance and fee, in their decision to purchase.

Research Hypotheses

Main Hypothesis: Green marketing mix has effect on customer and consumer satisfaction and loyalty.

Minor hypotheses:

Green marketing mix has effect on customer and consumer satisfaction.

Green marketing mix has effect on customer and consumer loyalty.

Statistical Population: Statistical population of the research comprises all of the customers/consumers of the Ajmer city of Rajasthan.

Data Analysis Procedure: Data processing for the research is done at two levels: 1. descriptive statistics and 2. Multi-purpose analysis. In this section, mean (m), standard deviation (SD), maximum, minimum, range of variations, skewness and kurtosis of the variables are calculated to establish a general map of the population. In the second section, multi-purpose analysis, multi-factor, variance analysis is used to measuring the general validity of the research model.

Questionnaire Validity: Questionnaire validity was measured and confirmed using expertise comments.

Questionnaire Reliability: Questionnaire reliability is one of the technical features of measurement, which indicates the extent to which measurement tools devised for measuring particular trait and variable, produce the same results under similar condition. A method of

estimating reliability is using Cronbach's alpha., Cronbach's alpha was calculated with SPSS software. Its value was 0.83.

Frequency Distribution Of Gender: Out of the samples under study, 57.1 percent of the consumers are male and 42.9 percent are female. 96.7 percent of customers are male and 3.3 percent are female.

Table-1: Depicting frequency distribution of responders' gender

Group	Gender	Frequency	Percent (%)
Consumers	Male	66	57.1
	Female	48	42.9
	Total	114	100
Customers	Male	110	96.7
	Female	04	3.3
	Total	114	100

Description of the Effect of Green Marketing on Satisfaction: For the effect of the variable of green marketing on satisfaction, the number of sample, mean, median, standard deviation, minimum and maximum, are calculated and their histogram is drawn separately for consumers and customers. The range of grades is 1-5. The mean of the variable for consumers and customers are 3.72 and 3.65, respectively.

Table- 2: Depicting description of the effect of green marketing on satisfaction

Consumers	Number	57
	Mean	3.7165
	Median	3.7500
	Standard deviation	0.62617
	Minimum	2.17
	Maximum	5.00
Customers	Number	57
	Mean	3.6511
	Median	3.6667
	Standard deviation	0.62351
	Minimum	1.80
	Maximum	5.00

Description of the Effect of Satisfaction on Loyalty:

For the effect of satisfaction on loyalty, number of sample, mean, median, standard deviation, minimum and maximum, are calculated and their histogram is drawn, separately for consumers and customers. The range of grades is 1-5. The mean of the variable for consumers and customers are 3.71 and 3.79, respectively.

Table-3 Depicting description of the effect of satisfaction on loyalty Variable

Consumers	Number	57
	Mean	3.7051
	Median	3.6667
	Standard deviation	0.80855
	Minimum	1.67
	Maximum	5.00
Customers	Number	57
	Mean	3.7911
	Median	3.6667
	Standard deviation	0.76920
	Minimum	1.67
	Maximum	5.00

Hypothesis 1: Green marketing mix has effect on customer and consumer satisfaction.

Table – 4 Depicting results of K-S test for normality of the variable grades distribution

Variable	Group	Number	Kolmogorov-Smirnov statistic	Significance level
Green marketing effect on satisfaction	Consumers	57	1.979	0.001
	Customers	57	1.501	0.022
Satisfaction effect on loyalty	Consumers	57	1.835	0.002
	Customers	57	2.178	0.000

With every question in the questionnaire, we directly asked for the amount of effect from the responders. So, there is only one variable. The distribution of this variable was not normal. In regard with large sample size and lack of irrelevant data, to test this hypothesis, single-sample t-test is used. To obtain results confidence, non-parametric binomial test is used. Grades fall in the range of 1 to 5. So, the test size is 3 which is average variable is presumed. The variable mean more than 3 indicates higher effect and variable mean less than 3 shows lower effect.

Null hypothesis = amount of green marketing mix effect on customer and consumer satisfaction is average (3).

Alternative hypothesis = amount of green marketing mix effect on customer and consumer satisfaction is not average (3).

Among consumers, variable mean is 3.72 and significance level of the test is 0.000. Since the mean is more than 3 and significance level is less than 0.05, null hypothesis is rejected. As a result, green marketing mix has a significant effect on consumer satisfaction.

Among customers, variable mean is 3.65 and significance level of the test is 0.000. Since the mean is more than 3 and significance level is less than 0.05, null hypothesis is rejected. As a result, green marketing mix has a significant effect on customers' satisfaction.

The hypothesis was retested with non-parametric binomial test, which produced no difference in results.

Checking for Normal Distribution of the Grades of the Variables: To test normality of the distribution, Kolmogorov-Smirnov test (K-S test) is used. Null hypothesis in this test is that variable distribution is normal. If significance level of the test is less than 0.05, null hypothesis will be rejected and it will be concluded that the given variable distribution is not normal.

The result of significance level shows that the variable of green marketing effect on perceived image of both consumers and customers have normal distribution (significance level more than 0.05), while, other variables do not display normal distribution, neither in consumers nor in customers (significance level less than 0.05). However, due to numerousness of samples and lack of irrelevant data, data distribution is supposed to be normal. Finally, parametric and non-parametric tests are both used.

Hypothesis 2: Customer and consumer satisfaction has effect on their loyalty.

With every question in the questionnaire, we directly asked for the amount of effect from the responders. So, there is only one variable. The distribution of this variable was not normal. In regard with large sample size and lack of irrelevant data, to test this hypothesis, one-sample t-test is used. To obtain results confidence, non-parametric binomial test is used. Grades fall in the range of 1 to 5, so, the test size is 3 which is average variable. The variable mean more than 3 indicates higher effect and variable mean less than 3 shows lower effect.

Null hypothesis = amount of satisfaction effect on loyalty is average (3).

Alternative hypothesis = amount of satisfaction effect on loyalty is not average (3).

Among consumers, variable mean is 3.72 and significance level of the test is 0.000. Since the mean is more than 3 and significance level is less than 0.05, null hypothesis is rejected. As a result, green marketing mix has a significant effect on consumer satisfaction.

Among customers, variable mean is 3.70 and significance level of the test is 0.000. Since the mean is more than 3 and significance level is less than 0.05, null hypothesis is rejected. As a result, consumer satisfaction has a significant effect on consumers' loyalty.

The hypothesis was retested with non-parametric binomial test, which produced no difference in results.

Table-5: Depicting results of single-sample t-test for testing the green marketing effect on satisfaction

Variable	Group	Number	Mean	SD	t	D.O.F	Significance level	difference with test size
Effect of green marketing on satisfaction	Consumers	57	3.717	0.626	20.212	56	0.000	0.717
	Customers	57	3.651	0.624	18.086	56	0.000	0.651

Table-6: Depicting results of binomial test for testing the green marketing effect on satisfaction

Variable		Group	Size	Observed probability	Probability test	Significance level
Effect of green marketing on satisfaction	Consumer	Group 1	≤ 3	.17	.50	.000
		Group 2	> 3	.83		
	Customers	Group 1	≤ 3	.17	.50	.000
		Group 2	> 3	.83		

Table-7: Depicting results of single-sample t-test for testing the satisfaction effect on loyalty

Variable	Group	Number	Mean	SD	T	Significance level	difference with test size
Effect of green marketing on loyalty	Consumers	57	3.705	0.809	15.404	0.000	0.705
	Customers	57	3.791	0.769	17.814	0.000	0.791

Table – 8: Depicting results of binomial test

Variable		Group	Size	Observed probability	Probability test	Significance level
Effect of green marketing on loyalty	Consumers	Group 1	≤ 3	0.27	0.50	0.000
		Group 2	> 3	0.73		
	Customers	Group 1	≤ 3	.19	0.50	0.000
		Group 2	> 3	0.81		

Conclusion and Discussion

On the basis of the data analysis, the following results about the hypotheses are obtained:

Considering the fact that the data was not normal, to test this hypothesis, one-sample t-test is used. To obtain results confidence, non-parametric binomial test is used. Among consumers, the variable mean is 3.72 and significance level of the test is 0.000. Since the mean is more than 3 and significance level is less than 0.05, it is concluded that green marketing mix has a significant effect on consumer satisfaction.

Among customers, variable mean is 3.65 and significance level of the test is 0.000. Since the mean is more than 3 and significance level is less than 0.05, it is concluded that green marketing mix has a significant effect on customers' satisfaction.

The hypothesis was retested with non-parametric binomial test, which produced no difference in results.

As to the second hypothesis, considering the fact that the data was not normal, in the same way, to test this hypothesis, one-sample t-test is used. To obtain

results confidence, non-parametric binomial test is used. Among consumers, the variable mean is 3.70 and significance level of the test is 0.000. Since the mean is more than 3 and significance level is less than 0.05, it is concluded that consumer satisfaction has a significant effect on their loyalty.

Among customers, the variable mean is 3.79 and significance level of the test is 0.000. Since the mean is more than 3 and significance level is less than 0.05, it is concluded that customer satisfaction has a significant effect on their loyalty.

The hypothesis was retested with non-parametric binomial test, which produced no difference in results.

As a result, the research hypotheses were verified.

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IMPACT OF JOB STRESS ON EMPLOYEE'S PERFORMANCE OF SALES DEPARTMENT: A COMPARATIVE STUDY OF LIC AND INGVSYSYA LIFE INSURANCE COMPANY LTD IN THE SELECTED CITIES OF TAMILNADU

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ABSTRACT

Over the years, a lot of research has been carried out in the realm of work place stress and it has been emphatically proven that intense or prolonged stress leads to a negative impact on One's mental and physical well being. Even though a fair degree of stress may be felt in all occupations, some work places have been known to experience more stress compared to others. Life insurance sector is one of the sectors where the employee's monetary benefits are based on their sales targets although reasonable salary is given to them which is fixed and not based on target achievements. It is a normal tendency; people avoid life insurance and prefer to invest their money where high returns are expected. Keeping this philosophy in mind, it is a challenge for the sales team to convince the prospects and sell them insurance products. This research paper is an attempt to find out the degree of stress between the employee's of LIC and the employee's of Ingvysya Life Insurance Company.

Key Words: Insurance companies, Job stress, Emphatic, Emotional.

Introduction

Various studies have been conducted to examine the relationship between job stress and job performance. Job performance can be viewed as an activity in which an individual is able to accomplish the task assigned to him/her successfully, subject to the normal constraints of reasonable utilization of the available resources. At a conceptual level, three types of relationships were proposed to exist between the measures of job stress and job performance (Jamal, 2007). One is a negative linear relationship, when productivity decreases with stress (distress). Productivity can also increase as a consequence of stress, thereby implying a positive linear relationship between the two. Thirdly, there could be a U-shaped or a curvilinear relationship wherein, mild stress could increase the productivity initially up to a peak and then it declines as the person descends into a state of distress. Alternately, there need not be any Quantifiable relationship between the two.

Research Objectives

1. To explore comparative difference in the job stress of employees of Life Insurance Corporation of India and Ing vysya Life Insurance company ltd.
2. To analyze the impact of job stress on performance of employees.
3. To suggest some policy recommendations that can be adopted to improve the performance of the employees.
4. To study the recent practices adopted by these organizations to reduce stress.

Hypothesis

H_{01} : There is no significant difference in the stress level of the Life Insurance Corporation of India and Ingvysya life insurance Company ltd.

H_{02} : There is no linear co-relation between job stress and work performance of employees.

Scope of the Study

To undertake the study, convenience sampling method was used so that the respondent can give a clear and fair picture about his/her feeling towards the stress at work place. The study is limited to the three levels of employees designated as Branch Manager/Assistant Branch Manager Sales Manager and Development Officers of Life Insurance Corporation of India and Ingvisya life Insurance Limited.

Sample Size

A sample of 160 employees have been contacted (80 each from LIC and IngvisyaLIC). These employees are working for New Business Development. The samples were taken from the selected branches falling in the state of erode.

Table 1: Are you Satisfied With the Benefits Being Provided by the Company?

S. No.	Contents	Life Insurance Corporation of India	Ingvisya life Insurance Company Ltd
1	Strongly Satisfied	35	41
2	Satisfied	38	30
3	Moderate	7	9
4	Dissatisfied	0	0
5	Strongly Dissatisfied	0	0
Total		80	80

Source: Self prepared questionnaire and field survey

Table 2: What More Benefits do you Expect from the Company for Removing Your Job Stress?

S. No.	Contents	Life Insurance Corporation of India	Ingvisya life Insurance Company Ltd
1	Bonus	21	19
2	More Salary	23	16
3	Promotion	18	26
4	Reward	13	14
5	Medical Facility	5	5
Total		80	80

Source: Self prepared questionnaire and field survey

Table 3: Are you Satisfied with the Working Environment Provided by the Company?

S. No.	Contents	Life Insurance Corporation of India	Ingvisya life Insurance Company Ltd
1	Yes	30	65
2	No	50	15
Total		80	80

Source: Self prepared questionnaire and field survey

Table 4: Are you Satisfied with the Incentive Plans made by the Company?

S. No.	Contents	Life Insurance Corporation of India	Ingvisya life Insurance Company Ltd
1	Strongly Agree	58	15
2	Agree	22	19
3	Moderate	0	21
4	Disagree	0	16
5	Strongly disagree	0	19
Total		80	80

Source: Self prepared questionnaire and field survey

Table 5: Analyze the Factors which are Responsible for Work Overload

S. No.	Contents	Life Insurance Corporation of India	Ingvisya life Insurance Company Ltd
1	Co-workers are inefficient	32	13
2	Cannot consult with worker	2	34
3	Complete work at home	5	10
4	Shortage of help	41	23
Total		80	80

Source: Self prepared questionnaire and field survey

Table 6: Which of the following gives Maximum Stress?

S. No.	Contents	Life Insurance Corporation of India	Ingvisya life Insurance Company Ltd
1	Work overload	34	39
2	Work under load	0	16
3	Time pressure	15	20
4	Health	31	5
Total		80	80

Source: Self prepared questionnaire and field survey

Table 7: Analyze the Stress Level of Employees on the Basis of These Factors

S. No.	Contents	Life Insurance Corporation of India	Ingvisya life Insurance Company Ltd
1	Work load	15	35
2	Time pressure	10	12
3	Promotion	19	25
4	Salary	11	8
5	Pension	25	0
Total		80	80

Source: Self prepared questionnaire and field survey

Data Analysis

Hypothesis 1

H_0 : There is no significant difference in the stress level of the life insurance corporation of India and Ingvyssya life Insurance Company Ltd.

H_1 : There is a significant difference in the stress level of the life insurance corporation of India and Ingvyssya life Insurance Company Ltd.

In this case chi-square value is more than tabulated value so we can say that null hypothesis is rejected in this case.

Hypothesis 2

Table 9: Ingvyssya life Insurance Company Limited

Contents	Observed frequency	Expected frequency	O-E	(O-E) ²	(O-E) ² /E
Work load	35	16	19	361	22.56
Time pressure	12	16	-4	16	1
Promotion	25	16	9	81	5.06
Salary	8	16	-8	64	4
Pension	0	16	-16	256	16
Total				778	48.62

In this case chi-square value is less than tabulated value so we can say that null hypothesis is accepted in this case.

H_0 : there is no linear co-relation between job stress and work performance of employees.

H_1 : there is a linear co-relation between job stress and work performance of employees.

In this case chi-square value is more than tabulated value so we can say that null hypothesis is rejected in this case.

Findings

Table 10: Life Insurance Corporation of India

Contents	Observed frequency	Expected frequency	O-E	(O-E) ²	(O-E) ² /E
Excellent	35	16	19	361	22.5
Above average	18	16	2	4	0.25
Average	15	16	1	1	0.06
Below average	18	16	2	4	0.25
Unsatisfactory	4	16	12	144	9
Total				514	23.06

After going through the research on Life insurance Corporation of India and Ingvyssya life Insurance Company Ltd., it is observed that both the companies are having different atmosphere from each other and there are different factors of job stress causing stress

Table 11: Ingvyssya life Insurance Company Limited

Contents	Observed frequency	Expected frequency	O-E	(O-E) ²	(O-E) ² /E
Excellent	14	16	-2	4	0.25
Above average	22	16	6	36	2.25
Average	40	16	24	576	36
Below average	4	16	-12	144	9
Unsatisfactory	0	16	-16	256	16
Total				1016	63.5

on the employee's performance. In Life Insurance Corporation of India, job stress is less as compare to Ingvyssya life Insurance company Ltd. Ingvyssya life Insurance company Ltd has more job stress regarding time pressure, more supervision, fired without cause any time, insecurity about the job, work overload and on the side in case of Life Insurance Corporation of India, Work load is a cause of concern for job stress. The object of preparing this report is to explore comparative difference in the job stress of employees of life insurance Corporation of India and Ingvyssya Life Insurance company ltd. The important findings of the study are as under:

Benefits which are provided by Ingvyssya life Insurance company ltd, their employees are more satisfied as compare to the LIC employee's. LIC employees are more demanding.

1. Employee's of both the companies desires more benefits like bonus, promotion which helps to brighten their careers.
2. As compare to Ingvyssya life Insurance, LIC has low job stress regarding competition in the market because LIC has 71% total share of the market and the private insurance sector has 29% share in the market.
3. As compare to the LIC, new insurance plans are quickly communicated to the Ingvyssya life Insurance because private companies are more active than the public companies. They are faster and desire to capture the market as soon as possible.

In both the companies the working environment are safe. But the Ingvyssya life Insurance, Employee's are more satisfied than the LIC employee's. Because the work environment is better in private companies. The training facilities are provided by the both companies but the employees of Ingvyssya life Insurance are more strongly agreed than the LIC employee's. Impact of training on the performance of the employee's is better in the Ingvyssya life Insurance as compare to the LIC because training facility is better in the Ingvyssya life Insurance Private companies are very much active.

4. As compare to Ingvyssya life Insurance, LIC employee's get better incentives because private companies employee's are having many target to

achieve on time they are having so much time pressure as compared to public companies.

The factor over load at work gives more pressure on the job of all employees' whether they belong to public or private. but in LIC there is also red tape which is not in Ingvyssya life Insurance and the LIC employee's get much more time as compare to Ingvyssya life Insurance in private companies time is less provided to the employee's to complete the task. The factor of poor pension is prevailing in the LIC and they have stable salaries or less salary as compared to the Ingvyssya life Insurance company ltd.

5. Insecurity of job regarding fired without cause is so much in Ingvyssya life Insurance but not in LIC. Insecurity regarding transfer is more in Ingvyssya life Insurance as compare to the LIC.

Work overload has several reasons like coworkers are inefficient, cannot consult with others, complete work at home, shortage of help etc. In LIC employees are less efficient than the Ingvyssya life Insurance, but they can discuss the problems with the others like colleagues which is not much possible in the Ingvyssya life Insurance. Work under load is more in the LIC as compare to the Ingvyssya life Insurance due too little responsibility, little chance for growth and in Ingvyssya life Insurance work under load is also due to the factor over qualified for job.

Barriers which affected on job is different in all the companies like the job not suited to the person according to his/her qualification, ability to perform the task is more in LIC as compare to the Ingvyssya life Insurance and sometimes work goes unrecognized.

6. The factor which gives the maximum stress is different for each person, in LIC which gives maximum stress is health related problems because most of the employee's working there is not from young generation they are mostly above 30 years old. Time pressure is more in Ingvyssya life Insurance and work overload gives maximum stress which is also more in Ingvyssya life Insurance.
7. Runaway from stressful situation is very much more in LIC as compare to the Ingvyssya life Insurance, employee's of the LIC are having the chance to run away from the stressful situations but the private company employee's never get the chance to runaway they used to the face the hard situations to compete with the competition.

Conclusion

This study has been undertaken to analyze the impact of job stress on the performance of sales department employees in the selected cities of Erode and that Gobichettipalayam, sathyamangalam, Bhavanai, salam, Coimbatore City and Tiruppur. This study revealed that the employees of the Ingvyssya life Insurance company ltd has faced more job stress as compared to

the Life Insurance Corporation of India due to more targets to be achieved at one or the other time, they have lack of time as compared to Life Insurance Corporation of India. Now a day's infrastructure of both the companies is good. Stress levels of LIC employees is less, they have enough time to complete the targets on time. They have job security for the life time but the employees of Ingvyssya life Insurance company ltd are having less job security because they can be fired anytime without a big cause. Working hours of LIC is less as compare to Ingvyssya life Insurance. Ingvyssya life Insurance has provided more benefits to reduce the stress level of the employees, is providing them best environment for them.

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A STUDY ON PERFORMANCE OF DISTRICT CO-OPERATIVE CENTRAL BANKS IN ANDHRA PRADESH

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ABSTRACT

Co-operatives are considered as the agencies for mobilisation and development of rural resources in a planned and cost effective manner besides providing inputs, services and marketing facilities to the rural economy. The co-operatives are functioning in most efficient manner by providing adequate, cheap and timely credit to agricultural sector. The co-operative credit has become a powerful tool in the agricultural development of the state. In Andhra Pradesh, Credit co-operatives are playing a significant role in serving the needy farmers by fulfilling their credit requirements. In the State Of Andhra Pradesh, Credit co-operatives are playing a significant role in serving the needy farmers by fulfilling their credit requirements. In this backdrop, an attempt is made to analyze their role in the agricultural development of the state. The main objective of the study is to evaluate the performance of credit co-operatives by analyzing their deposits, credit, capital, Reserves, Borrowings etc.

Key Words: Co-operatives, Credit, deposits, capital, Reserves, Borrowings

Introduction

Co-operative banks are an important constituent of the Indian financial system, judging by the role assigned to them, the expectations they are supposed to fulfil, their number, and the number of offices they operate. The Co-operative movement originated in the west, but the importance that such banks have assumed in India is rarely paralleled anywhere else in the world. Their role in rural financing continues to be important even today, and their business in the urban areas also has increased in recent years mainly due to the sharp increase in the number of primary Co-operative banks.

Co-operative banks are a part of the vast and powerful superstructure of Co-operative institutions which are engaged in the tasks of production, processing, marketing, distribution, servicing, and banking in India. The beginning of Co-operative banking in their country dates back to about 1904 when official efforts were initiated to create a new type of institution based on the principles of Co-operative organisation and management, which were considered to be suitable for solving the problems peculiar to Indian conditions. In rural areas, as

far as agricultural and related activities were concerned, the supply of credit, particularly institutional credit, was woefully inadequate, and unorganised money market agencies, such as money lenders, were providing credit often at exploitatively high rates of interest. The Co-operative banks were conceived in order to substitute such agencies, provide adequate short-term and long-term institutional credit at reasonable rates of interest, and to bring about integration of the unorganised and organised segments of the Indian money market.¹ Andhra Pradesh Co-operative banks, credit Co-operatives are playing a significant role in serving the needy farmers by fulfilling their requirements. The state Co-operatives are functioning in most efficient manner by providing adequate, cheap and timely credit has become a powerful tool in the agricultural development of the state. In Andhra Pradesh there are 22 DCCBs with 577 branches.²

The Major Objectives of the Study are:

- To study the growth of DCCBs in Andhra Pradesh.
- To study the deposits, credits and C.D ratios of DCCBs in Andhra Pradesh.

- To evaluate the cost of management per employee and percentage of cost of management of working capital in DCCBs in Andhra Pradesh and
- To examine the growth of investments by DCCBs in Andhra Pradesh.

Research Methodology

This study is mainly based on secondary sources of data collected from the websites of govt. of Andhra Pradesh, Govt. Economic surveys, NABARD, APCOB and NAFSCOB etc. while compiling the data certain statistical tools such as compound growth rate, mean and standard deviation have been added. For analyzing the trends and pattern, 10 years collected data is used. The growth of DCCBs, Number of offices and total membership in Andhra Pradesh is presented in table 1.

Table: 1 Growth of DCCBs in Andhra Pradesh

Year	Number of DCCBs	Number of Offices	Total Membership
2003-04	22	576	936799
2004-05	22	575	851322
2005-06	22	576	849284
2006-07	23	575	1803785
2007-08	23	573	1774465
2008-09	23	565	2013596
2009-10	23	562	2455482
2010-11	22	565	849245
2011-12	22	567	1078579
2012-13	22	577	1511302
CAGR	0	0.000173	0.048988
MEAN	22.40	571.10	1412386
SD	0.49	5.40	550472.20

Source: NAFSCOB Reports 2003-04 to 2012-13

Table 1 shows that the growth of DCCBs in Andhra Pradesh in terms of number of banks, offices and membership. The number of banks have no growth during the year 2004-05 and increased during the year 2006-07. In the case of number of offices in the year 2009-10 decreased and again increased during the year 2012-13. In terms of membership decreased during the year 2010-11. There are fluctuations during the study period. From the above table one can find that the growth of membership is high when compared to number of DCCBs and number of offices in Andhra Pradesh. The capital reserves and borrowings of DCCBs in Andhra Pradesh are presented in table 2.

Table 2 shows that the funds of DCCBs in terms of capital, reserves and borrowing. The amount of capital Rs 50,200 lakhs in 2003-04, it has been gradually increased and reached Rs. 109395 lakhs in 2011-12. In terms of capital it has decreased during the year 2012-13. In the case of reserves it was Rs. 75509 lakhs 2003-04 and it has been increased to Rs. 250473 lakhs in 2009-10 and decreased during the year 2012-13. In terms of borrowings they have increased upto the year 2006-07,

Table: 2 Capital, Reserves And Borrowings of DCCBs in Andhra Pradesh

(Rs.In Lakhs)

Year	Capital	Reserves	Borrowings
2003-04	50200	75509	425305
2004-05	61290	88356	429748
2005-06	64642	108436	457995
2006-07	73299	126633	514755
2007-08	74664	128261	499196
2008-09	77278	121142	415556
2009-10	85101	250473	395777
2010-11	92956	145689	471572
2011-12	109395	198236	582659
2012-13	105279	150670	649973
CAGR	0.0769	0.0715	0.0433
MEAN	79410.40	139340.50	484253.60
SD	18022.91	49226.17	76252.05

Source: NAFSCOB Reports from 2003-04 to 2012-13

decreased during the year 2009-10 and again shows increasing trend in the year 2012-13. From the table 2, one can observe that there is high growth of capital when compared to that of reserves and borrowings. The deposits, credits and C/D ratios of DCCBs in Andhra Pradesh are presented in table 3.

Table: 3 Deposits, Credits And CD Ratios of DCCBs In Andhra Pradesh

(Rs.In Lakhs)

Year	Deposits	Loan outstanding	C/D ratio %
2003-04	254796	554543	217.64
2004-05	247699	629956	254.32
2005-06	251417	672012	267.28
2006-07	260849	709537	272.01
2007-08	273213	722350	264.39
2008-09	335604	658221	196.13
2009-10	380000	669027	176.06
2010-11	427715	759522	177.58
2011-12	448601	881834	196.57
2012-13	490866	983556	200.37
CAGR	0.0678	0.0590	-0.0082
MEAN	337076	724055.80	222.23
SD	88393.44	118897.50	36.44

Source: NAFSCOB Reports from 2003-04 to 2012-13

Table 3 shows that deposits, loan outstanding and C/D ratio of DCCBs in Andhra Pradesh during the period 2003-04 to 2012-13. The mobilisation of deposits have been gradually increased during the study period 2012-13. The average deposits mobilised by DCCBs are Rs. 337076, credit deployment of DCCBs in Andhra Pradesh it is just Rs. 554543 lakhs in 2003-04 it has been increased with an amount of Rs.983556 lakhs. The proportion of credit deployed to the deposit mobilised it

is also known as C/D ratio is one of the parameters to assess the performance of a bank. The CD ratio of DCCBs in Andhra Pradesh from 2003-04 to 2012-13 is shown a fluctuating trend. The highest C/D ratio 272.01 per cent in 2006-07 and the lowest C/D ratio 176.06 per cent is recorded in the year 2009-10. The average CD ratio during

the study period 222.23 per cent with a standard deviation of 36.43 which is very less. From the table 3, one can say that there is a higher growth of deposits when compared to loan outstanding and C/D ratio. The cost of management per employee and percentage of cost of management to working capital is presented in table 4.

Table: 4 Cost of Management Per Employee and Percentage of Cost of Management to Working Capital (Rs.In Lakhs)

Year	Working capital	Cost of Management	Number of Employees	Cost of Mgt.per Employee	Cost of Mgt. to working capital
2003-04	613953	16285	5506	2.96	2.65
2004-05	668581	16168	5119	3.16	2.42
2005-06	720756	10128	4881	2.07	1.40
2006-07	1031048	10373	4425	2.34	1.01
2007-08	1026084	10175	4270	2.38	0.99
2008-09	1049214	13110	4126	3.18	1.25
2009-10	1061427	16628	4129	4.03	1.57
2010-11	1202754	22414	3880	5.78	1.86
2011-12	1333775	20625	3680	5.60	1.55
2012-13	1463030	21735	4373	4.97	1.49
CAGR	0.0814	0.0300	-0.0156	0.0463	-0.0473
MEAN	1061852	15706.22	4320.33	3.72	1.50
SD	242243.20	4755.02	427.75	1.35	0.41

Source: NAFSCOB Reports from 2003-04 to 2012-13

Table 4 shows that cost of management per employee and percentage of cost of management to working capital. The cost of management per employee and cost of management to working capital has shown fluctuations during the study period. The average cost of management is Rs. 15706.22 lakhs and the standard deviation is Rs. 4755.02 lakhs. It can be observed from the table 4 that there is a higher growth of working capital when compared to number of employees in DCCBs in Andhra Pradesh. The growth of investments by DCCBs in Andhra Pradesh is presented in table 5.

Table: 5 Growth of Investment by DCCBS in Andhra Pradesh (Rs. in Lakhs)

Year	Investment
2003-04	202691
2004-05	111537
2005-06	112304
2006-07	120217
2007-08	130588
2008-09	195030
2009-10	257065
2010-11	302095
2011-12	305514
2012-13	309958
CAGR	0.0434
MEAN	194699.90
SD	95418.58

Source: NAFSCOB Reports from 2003-04 to 2012-13

Table 5 shows that the investment pattern of DCCBs in Andhra Pradesh during the years 2003-04 to 2012-13. The investment in 2003-04 is Rs.202691 lakhs and it has been increased to Rs. 309958 lakhs in the year 2012-13. The investments were decreased in the year 2004-05 and unstable growth is observed in investments. The average investments of the bank are Rs. 194699.90 lakhs during the study period. From the table continuous growth is observed except in the year 2004-05 and the growth is faster over the years.

Conclusion

The performance of DCCBs in Andhra Pradesh is analysed by using various statistical techniques. Fluctuations are observed regarding membership and the growth of membership is high during the study period when compared to number of DCCBs and number of offices in Andhra Pradesh. The capital and reserves are increased more than double during the study period. The DCCBs in Andhra Pradesh have been maintaining an average 222.23 C/D ratio. The cost of management per employee shows fluctuations during the study period. So the management of DCCBs in Andhra Pradesh has to concentrate on cost of management per employee. From the analysis, the investments of DCCBs in Andhra Pradesh are showing encouraging growth. DCCBs in Andhra Pradesh improve scientific methods to attract more number of investments.

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www. Nafscob.org

A STUDY ON CUSTOMER SATISFACTION ON BANKING SERVICES RENDERED BY PUBLIC AND PRIVATE SECTOR BANKS IN SIVAGANGAI DISTRICT, TAMILNADU

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ABSTRACT

Customer satisfaction is a contemporary approach for quality measurement in enterprises and Organizations and serves the development of a truly customer oriented management and culture. Measuring customer satisfaction offers an immediate, meaningful and objective feedback about client's preferences and expectations. The bank system is facing challenges with stiff competition and advancement of technology. It becomes imperative for service providers to meet or exceed the target customers' satisfaction with quality of services expected by them. Hence, the present research attempted to study customers' perception of quality of services, both transaction based and IT enabled in terms of its constituent factors in public and private sector banks. The present study was conducted in public and private sector banks of Sivagangai District, Tamilnadu, India.

Key Words: Transaction Based Banking Services. IT Enabled Banking Services, Customer Satisfaction, Service Quality.

Introduction

Banks play a role of considerable economic significance as intermediaries in mobilizing public savings and channelizing the flow of funds for productive purposes, keeping on the process of the economic growth of the country. Realizing the importance of the role of the banks in economic development, Government of India/Reserve Bank of India took several major initiatives after the country attained independence to gear the banking system to serve the national objective.

Branch expansion programmes formulated by the Reserve Bank of India aimed at making available necessary banking facilities in all parts of the country specially the unbanked rural and semi-urban areas.

Banking Services

With years, banks are adding services to their customers. The Indian banking industry is passing through a phase of customers market. The customers have more choices in choosing their banks. A competition has been established within the banks operating in India.

The new age IT (Information Technology) is bringing about sweeping changes in the banking industry,

forcing them to re-engineer many of their basic processes and systems. Few of the technology driven electronic banking services being offered are viz. Automated Teller Machines ATM, Electronic Clearing Service (ECS), Electronic Funds Transfer (EFT), internet banking etc.

Customers' Satisfaction

A customer can be defined as a user or potential user of banking services. A customer would include an account holder, or his representative, or a person carrying out casual business transactions with a bank, or a person who, on his own initiative, may come within the banking fold.

The globalization of Indian economy has truly called for much more disciplined approach on the part of Indian banking sector to improve the overall quality of customer services through smart use, absorption and adoption of flexible and appropriate information technology. To sum up, the adoption of technology in banks is increasing with the growing use of Internet, electronic commerce, and various other banking innovations. Evolution of technology in banks is taking place at an enormous pace and it is only question of time before banks commit themselves on full scale technology

up gradation, aiding their growth and adding their competitive features.

Objectives of the Study

Following objectives are planned in the present investigation:

- To assess various aspects of services provided by the public and private sector banks.
- To assess the extent of use of services especially the IT enabled services in these banks.
- To determine and compare the extent of customer's satisfaction with quality of banking services on the basis of different constituent factors.

Research Methodology

Research methodology deals with a systematic and scientific methods that can be adopted to solve research problems. Methodology is a crucial step in any research because it directly influences the whole research and its findings. The present study will be carried out to gain an insight into the customer satisfaction level with the quality of services provided by public and private sector banks.

Research Questions

What are the major factors affecting customers' satisfaction with the quality of services? What is the level of customer satisfaction with the quality of services provided by public and private sector banks? Do customers switch over to the IT adoption in public sector banks and to which extent?

Result and Discussion

Different Banking Services Availed by Customers

Table 1: Distribution of bank customers by availing different services of bank

Services	SBI		PNB		IOB		ICICI		TMB		KVB	
	n	%	n	%	n	%	n	%	n	%	n	%
Locker	2	20	4	40	2	20	-	-	110	-	-	-
Loan	1	10	2	20	2	20	5	50	110	1	10	-
Mail transfer	2	20	1	10	-	-	-	-	-	-	-	-
Cash credit facility	-	-	1	10	-	-	-	-	-	-	-	-
Cheque deposit	10	100	10	100	10	100	10	100	10	100	10	100
Cheque clearing	10	100	10	100	10	100	10	100	10	100	10	100
Issuance of demand draft	3	30	2	20	4	40	-	-	-	-	-	-
Term deposit	2	20	3	30	-	-	-	-	-	-	-	-

Research Design

Descriptive research design was chosen to find out various services provided by public and private sector banks, the extent of adoption of IT enabled services among customers provided by banks.

Selection of Locale and Sample

The present study was conducted in public and private sector banks of Sivagangai district. Random sampling was used for selection of sample.

Firstly, a list of top 20 banks in India was made. A scrutiny of this list of all the two categories that is, public and private sector banks was done. Hence, three banks (State Bank of India, Punjab National Bank and Indian Overseas Bank) among public sector banks, three banks (ICICI, Tamilnad Mercantile Bank Ltd, and Karur Vysya Bank Ltd.) among private sector banks were selected for the study. This step was followed to have Inter Bank comparison.

Selection of Tools for Data Collection

Selection of appropriate instrument or technique is an important criterion in research methodology. The tools would comprise of the following:

- Different aspects of banking services used by customers
- Extent of using IT enabled services
- Customer satisfaction with quality of services
- Suggestions of customers for improving banking services.

All the respondents in each bank were availing facility of cheque deposit and cheque clearing. Only one respondent (10 per cent) had taken loan in SBI. About 30 per cent respondents were using the facility of issuance of demand draft, while 20 per cent each availed other facilities like locker, mail transfer and term deposit (Table 1).

Besides cheque deposit and cheque clearing services, 40 per cent respondents of PNB were availing locker facilities. The other facility, that is, term deposit was availed by 30 per cent respondents. Almost 20 per cent respondents were availing loan and issuance of demand draft facility. A few respondents (10 per cent) were benefited by mail transfer and cash credit facility. All the respondents in IOB were depositing and clearing cheque. About 40 per cent respondents in IOB were made issuance of demand draft. The other facilities loan and locker were availing by 20 per cent each respondent.

All the respondents in ICICI deposited and cleared cheque, while half of the respondents had taken loan from the bank. No other facility is being availed by any respondent of ICICI bank. All the respondents in TMB deposited and cleared cheque. About 10 per cent each respondents were availing locker and loan facility.

All the respondents in KVB were depositing and clearing cheque, while only 10 per cent respondents were availing loan facility from this bank. No other facility was availed by any of the respondent.

It can be concluded from the study that cheque deposition and cheque clearance are the most popular banking services among the customers of all two types of banks. ICICI was found to be the largest money lender bank among all the banks.

Different IT Enabled Services Used by Customers

Table 2: Distribution of bank customers by using IT enabled Services

IT enabled services	SBI		PNB		IOB		ICICI		TMB		KVB	
	n	%	n	%	n	%	n	%	n	%	n	%
Electronic clearing services	-	-	1	10	2	20	3	30	-	-	2	20
Electronic fund transfer	-	-	-	-	-	-	-	-	-	-	2	20
Credit card and debit card	1	10	1	10	-	-	4	40	-	-	10	100
ATM	5	50	3	30	6	60	10	100	10	100	10	100
Internet banking	-	-	-	-	-	-	2	20	-	-	1	10
Centralized banking	3	30	3	30	-	-	2	20	-	-	2	20
Online tax accounting	-	-	-	-	-	-	-	-	-	-	-	-
Foreign exchange system	-	-	-	-	-	-	-	-	-	-	-	-
RTGS	-	-	-	-	-	-	1	10	-	-	1	10

Analysis of results reveals that no customer was using two services, that is, online tax accounting system and Foreign Exchange System. ATM was the most common IT enabled service among customers of every bank. Customers of public sector banks were using comparatively fewer IT enabled services as compared to private sector banks (Table 2).

About half of the respondents were using ATM in SBI bank, while 30 per cent respondents were availing centralized banking and only 10 per cent were having credit card and debit card. In PNB, ATM and centralized banking each was using by 30 per cent respondents, while a few of all the respondents, that is, 10 per cent each using credit card and debit card and ECS. In IOB

Majority of the respondents were using ATM (ie) 60 percent, while 20 per cent respondents were availing Electronic Clearing Services.

All the respondents in ICICI bank were using ATM, while about 40 per cent respondents were using credit card and debit card and 30 per cent respondents were using ECS. About 20 per cent each were availing internet banking and centralized banking and 10 percent respondents were using RTGS. All the respondents in TMB bank were using ATM.

All the respondents in the KVB bank were using ATM and credit card and debit card. About 20 per cent each were availing other services, that is, ECS, EFT and

centralized banking, while 10 per cent respondents each were availing Internet banking and RTGS.

The analysis of data reveals that a few respondents in Sivagangai were availing IT enabled services other

than ATM. The respondents were asked about the reasons of not using IT enabled services and they mentioned various reasons such as security, no facility, no awareness and no need.

Customers' Satisfaction with Quality of Services

Table 3: Distribution of bank customers by satisfaction with quality of services

Quality of Services	SBI		PNB		IOB		ICICI		TMB		KVB	
	n	%	n	%	n	%	n	%	n	%	n	%
<i>Employee Behavior</i>												
Satisfied	4	40	3	30	3	30	6	60	8	80	8	80
Not satisfied	6	60	7	70	7	70	4	40	2	20	2	20
Total	10	100	10	100	10	100	10	100	10	100	10	100
<i>Accessibility</i>												
Satisfied	9	90	3	30	2	20	8	80	6	60	1	10
Not satisfied	1	10	7	70	8	80	2	20	4	40	9	90
Total	10	100	10	100	10	100	10	100	10	100	10	100
<i>Ambience</i>												
Satisfied	5	50	8	80	4	40	7	70	5	50	10	100
Not satisfied	5	50	2	20	6	60	3	30	5	50	-	-
Total	10	100	10	100	10	100	10	100	10	100	10	100
<i>Infrastructure</i>												
Satisfied	3	30	3	30	6	60	6	60	4	40	10	100
Not satisfied	7	70	7	70	4	40	4	40	6	60	-	-
Total	10	100	10	100	10	100	10	100	10	100	10	100
<i>Working Hours</i>												
Satisfied	6	60	5	50	2	20	8	80	8	80	10	100
Not satisfied	4	40	5	50	8	80	2	20	2	20	-	-
Total	10	100	10	100	10	100	10	100	10	100	10	100

Customers' satisfaction was assessed with five parameters of quality of services, i.e., employee behavior, accessibility, ambience, infrastructure and working hours.

Table 3 shows that majority of the respondents were not satisfied with employee behavior in SBI (60 per cent), PNB (70 per cent) and IOB (70 per cent). On the contrary, majority of the respondents were satisfied with employee behavior in private sector bank, i.e., ICICI (60 per cent), TMB (80 per cent) and KVB (80 per cent).

Almost all the respondents, that is, 90 per cent were satisfied with the accessibility of SBI, while majority of the respondents, that is, 70 per cent and 80 per cent were not satisfied with the accessibility of the PNB and IOB.

On the other hand, majority of the respondents were satisfied with accessibility of ICICI (80 per cent) and TMB (20 per cent). Further the investigator found that a few of the respondents, that is, 10 per cent were satisfied with the accessibility of KVB bank.

The analysis of data shows that half of the respondents were satisfied with the ambience of SBI, while majority of the respondents were satisfied with the ambience of PNB. A little less than half (40 per cent) of the respondents in Indian Overseas bank were satisfied with the ambience of bank. On the other hand, majority

of the respondents, that is, 70 per cent respondents were satisfied with the ambience of ICICI bank and half of the respondents were satisfied with the ambience of TMB. All the respondents were satisfied with the ambience of KVB bank.

The figures in the Table 3 shows that a few respondents, that is, 30 per cent each were satisfied with the infrastructure of SBI and PNB, while 60 per cent respondents satisfied with the infrastructure of Indian Overseas bank. On the other hand, majority of the respondents, i.e., 60 per cent were satisfied with the infrastructure of ICICI bank and a little less than half of the respondents were satisfied with the infra-structure of TMB. On the contrary, all the respondents were satisfied with the infrastructure of KVB bank.

Majority of the respondents, that is, 60 per cent were satisfied with working hours of the SBI, while half of the respondents in PNB were satisfied with working hours of the bank, while a little of the respondents, i.e., 20 per cent respondents were satisfied with working hours of Indian Overseas bank. On the other hand, majority of respondents, that is, 80 per cent were not satisfied with working hours of ICICI and TMB, while all the respondents of KVB were satisfied with the working hours of bank. Working hours are longer in the private sector banks rather than public sector bank.

Suggestions of the Customers

The analysis presented in Table 3 shows that respondents of public sector banks wanted to improve employee behavior, ambience and infrastructure. They also wanted longer working hours. On the other hand, respondents of private sector banks wanted improvements in other areas such as lower charges, more accessibility and good communication.

Conclusion

It is observed that cheque deposit and cheque clearance were the most common banking services used by the customers of all six banks. While the charges levied by the bank on different services were perceived higher by the customers in private sector banks in comparison to public sector banks. A small number of respondents were using IT enabled services other than ATM. Security, lack of facility, improper awareness and so on were found to be the reasons for not using IT enabled services. The customers of public sector banks

were not satisfied with the employee behavior and infrastructure, while respondents of private sector banks were not satisfied with high charges, accessibility and communication. The study shows that only a few respondents made complain to their respective banks. The nature of complain was mostly delay in transaction and extra charges. Public Sector banks need to improve their infrastructure and ambience to compete with private sector banks in India.

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INCLUSIVE BANKING THROUGH PRADHAN MANTRI JAN DHAN YOJANA WITH RESPECT TO REGIONAL RURAL BANKS

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ABSTRACT

Financial inclusion is one of the emerging aspects in the socio – economic development of the country. Pradhan Mantri Jan Dhan Yojana scheme is national priority of every Indian citizen can easily open bank account. This scheme mostly helpful all the income people can easily opened and continuously transactions in banking sector. Hence, Pradhan Mantri Jan Dhan Yojana bank account holders also getting RuPay debit card. RuPay debit card use two ways payment and purchasing. This study focused on Pradhan Mantri Jan Dhan Yojana scheme with respects to Regional Rural Bank in India.

Key Words: PMJDY, RRB, Financial Inclusion, RuPay Debit Card, People Money Scheme, Weaker Section.

Introduction

Financial inclusion is the way to provides an opportunity to extent the banking and financial services to the unreached and poor people in the country. Pradhan Mantri Jan Dhan Yojana is English translate to **(People Money Scheme)**. A comprehensive financial inclusion incorporates providing all households in the country with banking services, with particular focus to empower the weaker sections of society, including women, small and marginal farmers, and labourers, both urban and rural. Jan Dhan Yojana would particularly focus to empower the weaker sections of the society, including women, small and marginal farmers, and labourers. The government has worked out a two-phase financial inclusion programme under which a basic bank account with an overdraft facility of Rs 5,000 after satisfactory completion of one year of operations would be provided to 15 crore persons by August, 2018. In the light to provide, universal access to banking facility Prime Minister Narendra Modi announced the scheme- Pradhan Mantri Jan Dhan Yojana on 15 August 2014.

Objective

To analyse the role of Regional Rural Banks in Pradhan Mantri Jan Dhan Yojana scheme implementation in India.

Research Methodology

The study is descriptive in nature, used secondary data only. Data were collected from the official websites, various journals, bank reports, and newspapers. A trend percentage used to measure the growth of PMJDY during the study period September 2014 to August 2015.

Review of Literature

Paramasivan.C and Ganesh kumar.V (2013) discussed with Financial inclusion is aimed at providing banking and financial services to all people in a fair, transparent and equitable manner at affordable cost.

Shanti Rai (2015). analysed that Pradhan Mantri Jan-Dhan Yojana is an ambitious financial inclusion plan. Its multifarious nature which provides zero-balance bank accounts with linked insurance coverage, RuPay debit card and over draft facility etc.

Ahmed Hussain (2015). Noted that financial inclusion through Pradhan Mantri Jan-Dhan Yojana requires sustained efforts over many years and emphasis on quality rather than quantity should be the priority. It can be said that accountable and transparent organizational structure for implementing Pradhan Mantri Jan-Dhan Yojana will be essential for achieving the desired societal outcomes.

Hiren.R.Raval. (2015). explains the financial inclusion is the need of era as India is in the process of development. Economic development always needs support of health and solid financial system in the country, it does not mean support of elite class or corporate of the country.

Aditi Awasthi (2015). says that India is the home for about one third of the poor people in the world. Financial inclusion can help in poverty eradication, economic empowerment, and inclusive growth, the Jan Dhan Yojana with the ambition of providing a bank account to every Indian.

Paramasivan.C and Kamaraj. R (2015) explains that financial inclusion is one of the core activities of banking performance and directly people are getting government financial services in their living place. Pradhan Mantri Jan-Dhan Yojana scheme has created an impressive result in the banking sector with regard to eradication of financial untouchability in the country.

Pradhan Mantri Jan-Dhan Yojana

Pradhan Mantri Jan-Dhan Yojana (PMJDY) is National Mission for Financial Inclusion to ensure access to financial services, namely, Banking/ Savings & Deposit

Accounts, Remittance, Credit, Insurance and Pension in an affordable manner.

Special Benefits attached to Pradhan Mantri Jan-Dhan Yojana

1. Interest on deposit.
2. Accidental insurance cover of Rs.1.00 lakh
3. No minimum balance required. However, for withdrawal of money from any ATM with Rupay Card, some balance is advised to be kept in account.
4. Life insurance cover of Rs.30,000
5. Easy Transfer of money across India
6. Beneficiaries of Government Schemes will get Direct Benefit Transfer in these accounts.
7. After satisfactory operation of the account for 6 months, an overdraft facility will be permitted.
8. Access to Pension, insurance products.

Regional Rural Bank (RRB)

Regional Rural Bank were established under the provisions of an ordinance passed on 29 September 1975 and the RRB Act. 1976 to provide sufficient banking and credit facility for agriculture and other rural sectors. Regional Rural Bank is local level banking organizational operating in different states of India. They have been created with a view to serve primarily the rural areas of India with basic banking and financial services. However, RRB's may have branches set up for urban operations and their area of operation may include urban areas too. As per the provisional results, all the 57 Regional Rural Banks reported profits in 2013 -2014 with their net profiting going up by 18.5 per cent during the year.

Table No: 1

Total Number of Account Holders under PMJDY by Regional Rural Banks as on September 2014 to August 2015

S.No	Month	Rural	Per cent	Urban	Per cent	Total No. of Account Holders
1.	Sept-2014	7461617	86.82	1132279	13.17	8593896
2.	October	9663460	85.01	1702745	14.98	11366205
3.	November	12014122	84.88	2139000	15.11	14153122
4.	December	15717860	84.91	2792011	15.08	18509871
5.	Jan – 2015	18489448	84.86	3297833	15.13	21787281
6.	February	20226665	84.97	3577226	15.02	23803891
7.	March	21711030	84.76	3900824	15.23	25611854
8.	April	22923849	85.00	4044023	14.99	26967872
9.	May	23979275	85.10	4198443	14.89	28177718
10.	June	24960715	85.18	4341725	14.81	29302440
11.	July	26264865	85.29	4527661	14.70	30792526
12.	August	26830181	85.34	4607014	14.65	31437195

Source: www.pmjdy.gov.in

Table No: 1 shows total no. of accounts holders under PMJDY by Regional Rural Banks, in the month of September 2014; 8593896 accounts were opened under the PMJDY, of which 86.82 per cent of accounts

(7461617) were opened in rural areas, and 13.17 per cent of accounts (1132279) were opened in urban places. In the month of October 2014, 11366205 accounts were opened under the PMJDY, of which 85.01 per cent of accounts (9663460) were opened in

rural areas, and 14.98 per cent of accounts (1702745) were opened in urban places. In the month of November 2014, 14153122 accounts were opened under the PMJDY, of which 84.88 per cent of accounts (12014122) were opened in rural areas, and 15.11 per cent of accounts (2139000) were opened in urban places. In the month of December 2014, 18509871 accounts were opened under the PMJDY, of which 84.91 per cent of accounts (15717860) were opened in rural areas, and 15.08 per cent of accounts (2792011) were opened in urban places. In the month of January 2015, 21787281 accounts were opened under the PMJDY, of which 84.86 per cent of accounts (18489448) were opened in rural areas, and 15.13 per cent of accounts (3297833) were opened in urban places. In the month of February 2015, 23803891 accounts were opened under the PMJDY, of which 84.97 per cent of accounts (20226665) were opened in rural areas, and 15.02 per cent of accounts (3577226) were opened in urban places. In the month of March 2015, 25611854 accounts were opened under the PMJDY, of which 84.76 per cent of accounts (21711030) were opened in rural areas, and 15.23 per cent of accounts (3900824) were opened in urban places. In the month of April 2015, 26967872 accounts were opened under the PMJDY, of which 85.00 per cent of accounts (22923849) were opened in rural areas, and 14.99 per cent of accounts (4044023) were opened in urban places. In the month of May 2015, 28177718 accounts were opened under the PMJDY, of which 85.10 per cent of accounts (23979275) were opened in rural areas, and 14.89 per cent of accounts (4198443) were opened in urban places. In the month of June 2015, 29302440 accounts were opened under the PMJDY, of which 85.18 per cent of accounts (24960715) were opened in rural areas, and 14.81 per cent of accounts (4341725) were opened in urban places. In the month of July 2015, 30792526 accounts were opened under the PMJDY, of which 85.29 per cent of accounts (26264865) were opened in rural areas, and 14.70 per cent of accounts (4527661) were opened in urban places. In the month of August 2015, 31437195 accounts were opened under the PMJDY, of which 85.34 per cent of accounts (26830181) were opened in rural areas, and 14.65 per cent of accounts (4607014) were opened in urban places.

On the whole, A maximum of accounts (86.82 %) and a minimum of accounts (84.76%) were opened in rural places during the period from September 2014 to August 2015.

Rupay Debit Card

RuPay debit card is an Indian domestic card scheme conceived and launched by the National Payments Corporation of India (NPCI). It was created to fulfil the Reserve Bank of India's desire to have a domestic, open loop, and multilateral system of payments

in India. RuPay debit Card facilitates electronic payment at all Indian banks and financial institutions, and competes with MasterCard and Visa card in India. NPCI maintains ties with discover financial to enable the card scheme to gain international acceptance. RuPay card used payment service and purchasing process.

Table No: 2 Regional Rural Banks Provided RuPay Debit Card under PMJDY as on September 2014 to August 2015

S. No	Month	RuPay Debit Card	Trend Percentage
1.	Sept-2014	399291	100.00
2.	October	1177451	294.88
3.	November	2088478	523.04
4.	December	9304777	2330.32
5.	Jan-2015	14967614	3748.54
6.	February	16678823	4177.10
7.	March	17822870	4463.62
8.	April	19460990	4873.88
9.	May	20575711	5153.06
10.	June	21119474	5289.24
11.	July	22253420	5573.23
12.	August	23193629	5808.70

Source: www.pmjdy.gov.in

Table No: 2 indicates that the Regional Rural Banks Provided RuPay Debit Card under PMJDY. In the month of September 2014, accounts (399291) were provided with RuPay Debit Card by Regional Rural Banks. In the month of October 2014, accounts (1177451) were provided with RuPay Debit Card by Regional Rural Banks. In the month of November 2014, accounts (2088478) were provided with RuPay Debit Card by Regional Rural Banks. In the month of December 2014, accounts (9304777) were provided with RuPay Debit Card by Regional Rural Banks. In the month of January 2015, accounts (14967614) were provided with RuPay Debit Card by Regional Rural Banks. In the month of February 2015, accounts (16678823) were provided RuPay Debit Card by Regional Rural Banks. In the month of March 2015, accounts (17822870) were provided with RuPay Debit Card by Regional Rural Banks. In the month of April 2015, accounts (19460990) were provided with RuPay Debit Card by Regional Rural Banks. In the month of May 2015, accounts (20575711) were provided with RuPay Debit Card by Regional Rural Banks. In the month of June 2015, accounts (21119474) were provided with RuPay Debit Card by Regional Rural Banks. In the month of July 2015, accounts (22253420) were provided with RuPay Debit Card by Regional Rural Banks. In the month of August 2015, accounts (23193629) were provided with RuPay Debit Card by Regional Rural Banks.

Trend Percentage has shown a positive trend from 100 (Base year) in September 2014 to 5808.70 in August 2015.

Table No: 3 Total Amount of Balance of Account Holders Opened under PMJDY by Regional Rural Banks as on September 2014 to August 2015

S. No	Month	Balance in Accounts Rs. In (Lakhs)	Trend Percentage
1.	Sept-2014	36725.78	100.00
2.	October	58137.65	158.30
3.	November	93141.81	253.61
4.	December	127568.22	347.35
5.	Jan-2015	159948.08	435.51
6.	February	196174.44	534.16
7.	March	257711.10	701.71
8.	April	278248.00	757.71
9.	May	304816.66	829.97
10.	June	331564.86	902.81
11.	July	363628.65	990.11
12.	August	374807.49	1020.55

Source: www.pmjdy.gov.in

Table No: 3 indicates the total amount of balance of account holders opened under PMJDY by Regional Rural Banks, Rs. 36725.78 lakhs as balance in the accounts in September 2014, and Rs. 58137.65 lakhs as balance in the accounts in October 2014, and Rs. 93141.81 lakhs as balance in the accounts in November 2014, and Rs. 127568.22 lakhs as balance in the accounts in December 2014, and Rs. 159948.08 lakhs as balance in the accounts in January 2015, and Rs. 196174.44 lakhs as balance in the accounts in February 2015, and Rs. 257711.10 lakhs as balance in the accounts in March 2015, and Rs. 278248.00 lakhs as balance in the accounts in April 2015, and Rs. 304816.66 lakhs as balance in the accounts in May 2015, and Rs. 331564.86 lakhs as balance in the accounts in June 2015, and Rs. 363628.65 lakhs as balance in the accounts in July 2015, and Rs. 374807.49 lakhs as balance in the accounts in August 2015.

Table No: 4 Total Number of accounts with Zero Balance Amount in PMJDY by Regional Rural Banks as on September 2014 to August 2015

S. No	Month	Zero Balance Amount Rs. In (Lakhs)	Trend Percentage
1.	Sept-2014	7003193	100.00
2.	October	9019129	128.78
3.	November	10881602	155.38
4.	December	14124374	201.68
5.	Jan-2015	15935405	227.54
6.	February	16308625	232.87
7.	March	15616869	222.99
8.	April	15691290	224.05
9.	May	15240356	217.62
10.	June	15201922	217.07
11.	July	15080093	215.33
12.	August	15013664	214.38

Source: www.pmjdy.gov.in

363628.65 lakhs as balance in the accounts in July 2015, and Rs. 374807.49 lakhs as balance in the accounts in August 2015, Trend Percentage has shown a positive trend from 100 (Base year) in September 2014 to 1020.55 in August 2015.

Table No:4 explains the total no. of accounts with zero balance amount in PMJDY by Regional Rural Banks. In the month of September 2014, 7003193 accounts were with zero balance, and in the month of October 2014, 9019129 accounts were with zero balance, and in the month of November 2014, 10881602 accounts were with zero balance, and in the month of December 2014, 14124374 accounts were with zero balance, and in the month of January 2015, 15935405 accounts were with zero balance, and in the month of February 2015, 16308625 accounts were with zero balance, and in the month of March 2015, 15616869 accounts were with zero balance, and in the month of April 2015, 15691290 accounts were with zero balance, and in the month of May 2015, 15240356 accounts were with zero balance, and in the month of June 2015, 15201922 accounts were with zero balance, and in the month of July 2015, 15080093 accounts were with zero balance, and in the month of August 2015, 15013664 accounts were with zero balance,

Trend Percentage has shown a positive trend from 100 (Base year) in September 2014 to 214.38 in August 2015.

Findings

1. A maximum of accounts (86.82 %) and a minimum of accounts (84.76%) were opened in rural places during the period from September 2014 to August 2015.
2. Trend Percentage has shown a positive trend from 100 (Base year) in September 2014 to 5808.70 in August 2015.
3. Trend Percentage has shown a positive trend from 100 (Base year) in September 2014 to 1020.55 in August 2015.
4. Trend Percentage has shown a positive trend from 100 (Base year) in September 2014 to 214.38 in August 2015.

Conclusion

Financial Inclusion is the process of ensuring access to mainstream financial services and timely and adequate credit to all excluded people vulnerable groups such as weaker sections and low-income groups at an affordable cost. Pradhan Mantri Jan Dhan Yojana schemes have been implemented successfully with the help of commercial banks particularly public sector banks in the

country. Due to the emerging growth of commercial banks, Regional Rural Banks lose its importance and role in rural and unbanked places. But, still Regional Rural Banks is playing a major role in rural and agriculture development with the support of NABARD and other central and state government institutions. Regional Rural Banks is one of the major player in promotion and attract of Pradhan Mantri Jan Dhan Yojana scheme in our country. This paper concludes that the Regional Rural Bank is significantly contributing to the social and economical development through financial inclusion.

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FACTORS INFLUENCING THE CONSUMERS TO SELECT A PARTICULAR BRAND OF SKINCARE COSMETIC PRODUCT

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ABSTRACT

Brand itself has become a powerful brand in the common marketing practices. A couple of decades back, hardly such a scenario was prevalent. Thanks to the ongoing liberalisation process and gradual emergence of India as a market destination for the international majors, there is a big assortment of brands in almost all product and service categories and brand competition has developed as one of the most significant features of the Indian marketing scenario in recent years. In an age of brands, the brand name is naturally a major marketing tool and one of the most important components of the total product/service personality. Against such a backdrop, the present study provides a conceptual review of brand loyalty. This study analysis with applying number of analytical techniques such as percentage analysis, Factor Analysis, Cronbach's Alpha, Correlation and Regression analysis for the factors influencing the customers to choose the particular brand of skin care cosmetic products in the Erode District of Tamil Nadu.

Key Words: Skin care cosmetics, Buying behaviour, Brand choice, place of purchase

Introduction

The Indian Cosmetic market which is traditionally a stronghold of a few major Indian Players like Godrej Consumer Care, HUL, Emami, ITC and a lot many, have seen foreign entrants into the market within the last decade. As India is a very price sensitive market of the cosmetics and personal care products, considering this in mind, the new foreign entrants had to work out new innovative strategies that suited the Indian preferences, for this they budgeted themselves to establish a hold onto the Indian market and finally are able to established a “niche market” for themselves. On the other part, the Indian players, counter attacked the foreign entrants by going in for rural expansion and are offering specialized products to generate revenues from all the corners of the country.

Review of Literature

Bolton and Drew (1991) has studied the effect of customer attitudes toward brand in developing brand preferences and relative consumer share of visit or purchase. The buyers' attitudes develop by assessing brands after using the products or services. **Dodds (1991)** stated that when brand perception is more favourable, consumers attribute higher quality to the product, and their perception of the product's value and the overall willingness to purchase is greater. However, different customers may have different perception as they have different attitude and expectation toward satisfaction of particular brands. **K.Keller (1993)** claimed brand image could be categorized into functional, experiential and symbolic benefits. Besides that, the symbolic benefits were allied with fundamental needs for individual

expression, societal endorsement and external-directed self-esteem, which is mainly correspond to non-product linked attributes. **Malathi (1998)** in her study found that Consumer's Brand Choice Behaviour for Television is Salem District emphasized the major findings that Consumer awareness about the brand is created through advertisement and dealer's contact. Further her study focused that durability, brand image price after sales service are the main reasons for preferring particular brand. **Stephen et al (2007)** results indicated that overall satisfaction does influence customers' loyalty. The results imply that marketers should focus on brand image benefits in their effort to achieve customer loyalty. **Shahzad Khan and Faryal Noor (2012)** found that out of 11 factors studied, quality is vital and most essential factor affecting female's cosmetic buying behaviour. **Saima Ulfat (2013)** studied the role of brand consciousness and price sensitivity in relation with satisfaction of females with their selected beauty care products. **Burcu Candan et al (2013)** found between consumption values and brand loyalty of young people in personal care products.

Objectives of the Study

- To Study the factors influencing the consumers to choose a particular brand of skin care cosmetic product.
- To offer suitable suggestions to the manufactures to improve the buying behaviour towards skin care cosmetic products.

Methodology and Tools of Analysis

This is an empirical research based on survey method. The present study is confined to Erode District of Tamil Nadu keeping in view that this district has the highest potential in the purchase of skin care cosmetic products. The data were collected by survey method using purposive sampling technique from various parts of Erode district based on the information provided by the shop owners and the references provided by the consumers. A data of 600 samples was collected through interview schedule. The data collected from the primary sources were analyzed by using the percentage analysis, Factor Analysis, Correlation and Regression analysis. The factors which are mostly influencing the consumers to choose the brand of a product are Product quality, Brand name, Location and store environment, Promotion, Price, Packaging, and consumer decision making.

Buyer Behaviour Model

For the purpose of analysing the factors influencing the consumers to choose a particular brand of skin care cosmetic, fifteen factors have been considered. They are Brand Name, Value for money, Skin

suitability, Freshness, Price, Quantity, Quality, Skin smoothness, Fragrance, Availability, Offer/discount, Attractive package, Store environment, Advertisement and Friends/Relatives/ Doctors recommendation and 5-point Likert scale has been used to measure the variables ranging from 5 for strongly agree, 4 for agree, 3 for neutral, 2 for disagree and 1 for strongly disagree.

Factor Analysis

After analyzing reliability scale measurement, factor analysis was applied to test the model; KMO and Bartlett's test with Varimax rotation method were employed in this test.

In order to identify the factors influencing the purchasing of skin care cosmetic brands by the women customers, the exploratory factor analysis has been employed. The principal component method of factor analysis was carried out with Eigen values greater than one through varimax rotation and the results obtained through rotated component matrix are presented in Table1.

Table 1 KMO And Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.617
Bartlett's Test of Sphericity	Approx. Chi-Square	5722.535
	df	105
	Sig.	0.000

The Table 1 shows that the measured value of Kaiser-Meyer-Olkin measure of sampling adequacy is 0.617. This measure varies between 0 and 1, and values closer to 1 are better. A value of .6 is a suggested minimum. In this research the KMO measure of sampling adequacy get the high at 0.617. The strength of the relationship among the variables is strong and appropriate for factor analysis. The results are presented in the Table 2.

It is clear from the Table 2 that Factor Analysis yielded five factors accounting for 71.322 % of total variance. Factor 1 consists of four items and it explains 31.414% of the total variance. Among the five factors, factor 1 explains the maximum variance and it is the most important factor. In factor 1, quantity is sufficient in the most important item and it is named as Brand and value. Factor 2 also consists of four items and it explains 12.081% of the total variance. Of these, ensures good quality is the most important item and it is named as Quality and smoothness. Factor 3 is having three items and it explains 10.284% of the total variance and it is named as Freshness and packaging. Factor 4 consists of two items and it explains 9.223% of the total variance and it is named as Offers and advertisements. Factor 5

Table 2 Rotated Component Matrix

FACTORS	Components				
	Factor - I	Factor -II	Factor - III	Factor -IV	Factor - V
Brand Name	0.627				
Value for money	0.879				
Skin suitability		0.658			
Freshness			0.637		
Price	0.591				
Quantity	0.895				
Quality		0.718			
Skin smoothness		0.627			
Fragrance			0.889		
Availability		0.511			
Offer/discount				0.898	
Attractive package			0.831		
Store environment					0.734
Advertisement				0.911	
Friends/ Relatives/ Doctors recommendation					0.536
Eigen Value	4.712	1.812	1.543	1.383	1.248
Percentage of Variance	31.414	12.081	10.284	9.223	8.32
Cumulative Percentage of Variance	31.414	43.495	53.779	63.002	71.322

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Rotation converged in 9 iterations.

also consists of two items and it explains 8.32% of the total variance and it is named as Location and reference.

Research Model And Hypotheses

For the purpose of analysis, there are 6 variables are formed, which are Brand and value, Quality and

smoothness, Freshness and packaging, Offers and advertisements, Location and reference and Buying behaviour. Among them, “Brand and value, Quality and smoothness, Freshness and packaging, Offers and advertisements, Location and reference” are independent variables and “Buying Behaviour” is dependent variable.

Hypotheses

The following hypotheses are framed to test the existence of a linear relationship between Buying Behavior and each variable.

H1: Brand and value has a positive impact and an influencing factor on the purchase of skin care cosmetic products.

H2: Quality and smoothness has a positive impact and an influencing factor on the purchase of skin care cosmetic products.

H3: Freshness and packaging has a positive impact and an influencing factor on the purchase of skin care cosmetic products.

H4: Offers and advertisements has a positive impact and an influencing factor on the purchase of skin care cosmetic products.

H5: Location and reference has a positive impact and an influencing factor on the purchase of skin care cosmetic products.

Regression Analysis

The overall the factors influencing the consumers towards the purchase of skin care cosmetic products in Erode district of Tamil Nadu is a function of 5 variables which are Brand and value, Quality and smoothness, Freshness and packaging, Offers and advertisements, Location and reference and Buying behaviour ($Y = \beta_0 + \beta_1 H_1 + \beta_2 H_2 + \beta_3 H_3 + \beta_4 H_4 + \beta_5 H_5$).

The result of the model summary is presented in the Table 4.

Table 4 Regression Model Summary

	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
Model					R Square Change	F Change	df1	df2	Sig. F Change
1	0.852	0.726	0.724	5.5977	0.726	315.147	5	594	.000

a Predictors: (Constant), Location and Reference, Brand value, Offers and Advertisements, Quality and Smoothness, Freshness and Packaging

The model summary Table 4 reports the strength of the relationship between the model and the dependent

variable, overall service quality. The value of 0.724 of Adjusted R Square indicates that 72.4% variance of the independent variables can be explained by the 5 mentioned factors.

Table 5 ANOVA

Model1	Sum of Squares	Df	Mean Square	F	Sig.
Regression	49373.717	5	9874.743	315.147	0.000
Residual	18612.276	594	31.334		
Total	67985.993	599			

a Predictors: (Constant), Location and Reference, Brand value, Offers and Advertisements, Quality and Smoothness, Freshness and Packaging

b Dependent Variable: Buying Behaviour.

The significant level in ANOVA Table 5 shows that the combination of variables significantly predicts the dependant variable at 1 per cent level of significance with the 'F' Value of 315.147.

Table 6 Coefficients

Model1	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	15.974	0.859		18.591	0.000
Brand and value	1.993	0.711	0.233	2.805	0.005
Quality and smoothness	0.624	0.335	0.079	1.862	0.063
Freshness and packaging	3.385	0.209	0.410	16.188	0.000
Offers and advertisements	1.601	0.708	0.185	2.261	0.024
Location and reference	2.328	0.321	0.289	7.248	0.000

a Dependent Variable: Buying Behaviour

The Table 6 shows the value of beta scores which represents the level at which the independent variable is a predictor of the dependent variable. The regression coefficients for the predictor variables; Brand and value, Quality and smoothness, Freshness and packaging, Offers and advertisements, Location and reference are 1.993, 0.624, 3.385, 1.601 and 2.328 respectively. The coefficient values show the change in the dependent variable with a unit change in a variable value, when all the other variables are held constant. The independent factors are positively influencing the buying behaviour of consumers on the purchase of skin care cosmetic products at one per cent level of significance.

The model is presented as follows:

$$BB = 15.974 + 1.993 (BV) + 0.624 (QS) + 3.385(FP) + 1.601(OA) + 2.328(LR)$$

According to the above estimated equation, for b1, coefficient of the independent variable demonstrated that, when there is one unit of increase in Brand and value, 19.93% has influenced the customers towards buying skin care cosmetic products. Thus, there is a positive relationship between brand and value and buying behaviour towards skin care cosmetic products.

Similarly, for b2, coefficient of the independent variable indicated that, when there is one unit of increase in quality and smoothness, 6.24% has influenced the customers towards buying skin care cosmetic products. Thus, there is a positive quality and smoothness and buying behaviour towards skin care cosmetic products.

For b3, coefficient of the independent variable indicated that, when there is one unit of increase in

Freshness and Packaging, 33.85% has influenced the customers towards buying skin care cosmetic products. Thus, there is a positive relationship between Freshness and packaging and buying behaviour towards skin care cosmetic products.

For b4, coefficient of the independent variable indicated that, when there is one unit of increase in Offers and advertisements, 16.01% has influenced the customers towards buying skin care cosmetic products. Thus, there is a positive relationship between offers and advertisements and buying behaviour towards skin care cosmetic products.

For b5, coefficient of the independent variable indicated that, when there is one unit of increase in Location and reference, 23.28% has influenced the customers towards buying skin care cosmetic products. Thus, there is a positive relationship between Location and reference and buying behaviour towards skin care cosmetic products.

Based on the conducted test, all the hypotheses were accepted. Regression test also proved that all the five variables influenced the dependent variable of Buying behaviour skin care cosmetic products brands.

Hence, it is concluded that there is a significant influence of the factors affecting the purchase of skin care cosmetic products.

Conclusion

The overall the factors influencing the consumers towards the purchase of skin care cosmetic products in Erode district of Tamil Nadu is a function of 5 variables which are Brand and value, Quality and smoothness, Freshness and packaging, Offers and advertisements,

Location and reference and Buying behaviour

$$(Y = \beta_0 + \beta_1 H_1 + \beta_2 H_2 + \beta_3 H_3 + \beta_4 H_4 + \beta_5 H_5).$$

The model summary reported the strength of the relationship between the model and the dependent variable, overall service quality. The value of 0.724 of Adjusted R Square indicates that 72.4% variance of the independent variables can be explained by the 5 mentioned factors.

The significant level in ANOVA table showed that the combination of variables significantly predicts the dependant variable at 1 per cent level of significance with the 'F' Value of 315.147.

The regression coefficients for the predictor variables; Brand and value, Quality and smoothness, Freshness and packaging, Offers and advertisements, Location and reference are 1.993, 0.624, 3.385, 1.601 and 2.328 respectively. The coefficient values show the change in the dependent variable with a unit change in a variable value, when all the other variables are held constant. The independent factors are positively influencing the buying behaviour of consumers on the purchase of skin care cosmetic products at one per cent level of significance.

It is concluded that all the five framed hypotheses were accepted. Regression test also proved that all the five variables influenced the dependent variable of Buying behaviour skin care cosmetic products brands.

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WORKERS PARTICIPATION IN MANAGEMENT

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ABSTRACT

Workers Participation in Management has assumed great importance these days because it reduces industrial unrest and helps in dispelling employees' misunderstanding about the outlook of management in industry. The organization is giving utmost importance to the workers' Participation in Management. The organization has been seen to practice sound participative mechanism. There exist a healthy sign of team spirit and co-operation among the employees in the organization. The employees seem to understand and co-operate with each other in the organization. Workers Participation in Management may reduce alienation or increase personal fulfillment of workers. It also influences efficiency in various direct and indirect ways. Careful measurement and calculation are required to assess the net effect of participation upon efficiency and economic factor.

Key Words: Participation, workers, management, behavioral and relationship.

Introduction

The two major aspects of enterprise are ownership and control. Ownership and control had been treated as inseparable and almost one phenomenon in the early stage of industrial development. However, the present environment is different and the 'terms' have come into two distinct usages and practices. Shareholders of the company, these days, are just the owners and do not exercise or have no control over processes of management or day to day decisions of the company. A distinct class has evolved which controls and manages, whom we call managers, although the managers concentrate themselves on the interest of the ownership. In these circumstances, the question is whether the workers should participate in management and control or decision making processes.

The thought that the participation of workers in management is inevitable in the process of decision making for higher productivity in micro and macro level and for the smooth functioning of industrial democracy has gained much strength today. It is because of the realization that labour is not only the factor of production; it is also a sensitive human element. Workers.

Participation in decision making will, if implemented sincerely, honestly and effectively with a

welcome approach by the employer, certainly produce two immediate effects - one in productivity and the other in industrial relations. The increasing productivity and sound industrial relations will work hand in hand to ensure smooth functioning of economy and industrial democracy. But it is not an easy task; it requires the real commitment and some prerequisites.

Prerequisites

Our organization believes in maintaining an adequate distance from both the extremes of 'always conflict' and 'always negotiation'. However our balanced and cooperating approach alone can't work to the desired extent. Equally important is the approach of employers, who often violate democratic norms and try to behave as masters working against the sentiments of social justice. Feudal characteristics dominating their mentality makes them deviate from the thought that workers are their partners who invest labour and that the workers deserve due respect.

Secondly, in our country, there is a tendency in most of employers to look at minimum wages as the maximum payment. They are always anxious to curtail labour costs rather than to create internal and external economies in the process of production. Instead of controlling administrative costs and extravagancies and

taking initiative towards innovations, most of them always try to increase their profit margin by pushing the workers to more hardships and sacrifices. Unfortunately, the minimum wages are insufficient to fulfil even the bare needs, including subsistence of the majority of workers. In such 'less than subsistence' wages, no one can expect sound industrial relation and higher labour productivity.

Thirdly, with the worldwide expansion of liberalization policies, changes in the terms and modes of employment have given more coverage to the use of sub-contracting and casualisation. The uncertainty and insecurity of employment is increasing gradually and a threat to the existence and effectiveness of unions is developing slowly when compared to previous years. In addition to it, employers are raising their demand for uninterrupted use of 'hire and fire' policy. In such an environment, cordial labour - management relations can not be achieved.

The "National Commission of Labour" observed the industrial worker of today has acquired a dignity not known to his predecessor. He is no longer the unskilled coolie of the days gone by engaged in an unending Struggle to take out his existence neglected by the Society except for his limited and with novelty limited aspirations. He has new personality of his own.

Social thinkers have been concerned, from the very beginning of industrialization, with the problems of the status of workers in industry. The origin can be traced to the thinking of early socialist. Writers who highlighted the economic and social disorders of industrially developing countries and stressed the need for unity and cooperation among partners of production. Also a major development in the past two hundred years in the political field relates to the evolution of democratic system i.e., creating institutions, which provide opportunities to the people to express their views and to influence the decision processes of the government. The concept of political democracy gave further impetus to the concepts of economic and industrial democracy.

Workers' participation in management implies mental and emotional involvement of workers in the management of Enterprise. It is considered as a mechanism where workers have a say in the decision-
The philosophy underlying workers' participation stresses:

1. democratic participation in decision-making;
2. maximum employer-employee collaboration;
3. minimum state intervention;
4. realisation of a greater measure of social justice;
5. greater industrial efficiency; and
6. higher level of organisational health and effectiveness.

It has been variously understood and practised as a system of joint consultation in industry; as a form of labour management cooperation; as a recognition of the principle of co-partnership, and as an instrument of industrial democracy. Consequently, participation has assumed different forms, varying from mere voluntary sharing of information by management with the workers to formal participation by the latter in actual decision-making process of management.

Advantages of Workers Participation In Management

Undoubtedly participative approach to management increases the stake or ownership of employees. But there is more to it. The following points elucidate the same.

- § **Increase in Productivity:** An increased say in decision making means that there is a strong feeling of association now. The employee now assumes responsibility and takes charges. There is lesser new or delegation or supervision from the manager. Working hours may get stretched on their own without any compulsion or force from the management. All this leads to increased productivity.
- § **Job Satisfaction:** In lots of organizations that employ participative management, most of the employees are satisfied with their jobs and the level of satisfaction is very high. This is specially when people see their suggestions and recommendations being implemented or put to practice. Psychologically, this tells the individual employee that, 'he too has a say in decision making and that he too is an integral component of the organization and not a mere worker'.
- § **Motivation:** Increased productivity and job satisfaction cannot exist unless there is a high level of motivation in the employee. The vice versa also holds true! Decentralized decision making means that everyone has a say and everyone is important.
- § **Improved Quality:** Since the inputs or feedback comes from people who are part of the processes at the lowest or execution level. This means that even the minutest details are taken care of and reported. No flaw or loophole goes unreported. Quality control is thus begun and is ensured at the lowest level.
- § **Reduced Costs:** There is a lesser need of supervision and more emphasis is laid on widening of skills, self management. This and quality control means that the costs are controlled automatically.

Disadvantages of Workers Participation in Management

There is a flip side to everything; participative management stands no exception to it. Whereas this style of leadership or decision making leads to better

participation of all the employees, there are undoubtedly some disadvantages too.

- § **Decision making slows down:** Participative management stands for increased participation and when there are many people involved in decision making, the process definitely slows down. Inputs and feedback starts pouring from each side. It takes time to verify the accuracy of measurements which means that decision making will be slowed down.
- § **Security Issue:** The security issue in participative management also arises from the fact that since early stages too many people are known to lots of facts and information. This information may transform into critical information in the later stages. There is thus a greater apprehension of information being leaked out.

Origin and Growth of Workers Participation

The origin and concept of Workers Participation in Management can be traced back to the writings of Fabian socialists headed by Sydney Webb that highlighted the economic and social disorders of industrially developing countries and stressed the need for unity and cooperation among partners of production. The concept received further impetus from the origin and growth of political democracy in many parts of the world. It came to be believed that political democracy could not survive unless economic and industrial democracies were also achieved. Many writers advocated that just as people should have the right to choose their governments, the workers too should have the right to influence the managerial decisions, if not the right to choose the management. Many writers in the field of management emphasized the human side of enterprise and came to be collectively designated as the behaviourists. In India Mahatma Gandhi mooted the idea of Workers Participation in Management through his concept of trusteeship.

Firstly, the demand of continuous production during the two world wars prompted the managers to introduce such strategies as would ensure uninterrupted industrial activity. Secondly, the differentiation between Management and Entrepreneurs accelerated the pace of professionalization in Industrial Management. It was during the days of the world war that the concept found its first practical application. Faced by the twin problems of maintaining industrial peace and improving productivity, the Governments in many belligerent countries persuaded management's to establish joint committees for expeditiously resolving these problems through consultation. In the United Kingdom following

the recommendations of the Whitley committee a well-knit three-tier consultative system came into being. It consisted of works committees at the plant level, district councils at the district level and the joint industrial councils at the industry level. However, with the cessation of hostilities in 1918 and the onset of economic depression in 1921 the idea of joint consultation received a setback. The interest of the working class now shifted toward nationalization and centralized planning because these were considered to be the most appropriate remedies for economic stagnation and unemployment.

Conclusion

The participation of workers' in management is a concept by which the principle of independent and democratic administration of corporation is ensured for attaining peace and harmony in it. It is a symbol of joint and cordial relationship, which explains the extent of adjustment between the workers and management for the maintenance of peaceful and harmonious environment in the corporation. The technique of workers participation in management has been regarded as most powerful and strong behavioral tool for sustaining harmonious and cordial labor- management relations in corporations. It is based on Human Relations approach to Management which brought about a new set of values to labour and management.

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PRODUCTION AND MARKETING OF FLUE CURED VIRGINIA TOBACCO IN PRAKASAM AND THE GODAVRI DISTRICTS OF ANDHRA PRADESH

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ABSTRACT

Tobacco also called "Golden Leaf" is one of the important commercial crops of India and being so it is vital to the economy. Tobacco is grown as a monsoon crop during south west monsoon period. It provides employment directly and indirectly to 36 Millions of people and contributed as much as Rs.19,891.50 Crore as excise duty and Rs.4979 Crore in terms of foreign exchange to the national exchequer, during 2012-13.

Key Words: Growers and barns, Area registered and planted, Quantity authorised or marketed.

Introduction

India has a prominent place in the production of tobacco in the world due to varied agro-climatic conditions and different types of tobacco it produces. Important among them, in terms of exports, is the flue-cured Virginia tobacco (FCV), the cultivation of which has been in vogue for the last 78 years. India produces different types of FCV tobacco, which vary in their physical and chemical characteristics. This diversity of product has enabled the country to export this commodity to over 100 countries across the globe. India stands third in production of tobacco, where as China and Brazil occupy the first and second positions respectively. In exports, Brazil and USA are ahead of India. Nevertheless, the opportunities for enhancement of its market presence and becoming a major world player are high. Owing to varied agro-climatic zones, India is able to produce different types of tobacco ranging from low nicotine and low tar tobacco to high nicotine and high tar tobacco for various end users¹.

Objective of the Study

To compare the production and marketing of FCV tobacco in Prakasam and Godavari districts in Andhra Pradesh.

Flue-Cured Tobacco Soils.

Flue-cured Virginia tobacco is grown in different types of soils ranging from Sands to sandy loams of East Godavari, West Godavari and Khammam districts, the red loams of Prakasam and Nellore districts and heavy black cotton soils of Guntur, Krishna, Prakasam and East Godavari districts

The silty loams of river side lands in Krishna and Godavari districts in Andhra Pradesh Producing a wide spectrum of leaf styles catering to the varying needs of importing countries in the world. These soils differ widely in type (texture) and in natural productivity (soil fertility plus management). These properties of the soil are the potent factors in determining the type of leaf produced. Further, soils play an outstanding role in deciding the quality and commercial value of tobacco.

The type, grade and quality of tobacco produced are, to a large extent influenced by the soil characteristics particularly the texture and colour of surface and subsoil. In an open, light textured soil, tobacco roots have been found at a depth of 120 cm utilising moisture and plant nutrients from such deep layers of soil. Three major soil conditions that contribute to maximum leaf expansion are adequate supply of oxygen, water and plant nutrients

The Traditional black soils are clay loams, silty clay loams and clays, highly clayey (50-80 per cent clay) throughout the profile, slightly alkaline in reaction (pH 7.5 to 8.8), calcareous, rich in fertility, high in available soil moisture with very poor drainage. Tobacco is grown on conserved soil moisture as a post monsoon crop during winter. Based on the agroclimatic zones, the

traditional black soils are divided into Northern black soils (East and West Godavari districts), Central black soils (Khammam, Krishna and Guntur districts) and Southern black soils (Prakasam and Nellore districts).

Northern light soils (East Godavari, West Godavari and Khammam districts of A.P.) are sandy loams to loamy sands, slightly acidic, very low exchangeable cations, low water holding capacity, poor fertility status with very good drainage. Tobacco is grown in these soils under irrigated conditions during winter.

Southern light soils (Prakasam and Nellore districts of A.P.) are red loamy soils, neutral in reaction, low to medium fertility status, moderately well drained, moderately low permeability, with moderate water holding

Annexure I

Crop Production Practices for Flue Cured Virginia Tobacco in Andhra Pradesh

Cultural practice	Andhra Pradesh		
	Traditional black soils	Northern light soils	Southern light soils
Variety	Gauthami, Hema ,Siri VT-1158, and Hemadri	Kanchan	Gauthami, Hema VT-1158 and Kanthi
Preparatory cultivation	Deep ploughing in summer 2-3 Ploughings between July and September	Deep ploughing and discing with tractor with the onset of monsoon	Deep Ploughing between July and September
Organic manures (tonnes/hectares)	FYM @ 7.5	Sunnhemp green manuring of application of FYM or FPC @10-12 OR Sheep or Cattle penning	FYM @ 7.5
Date of planting	Mid October to mid November	Mid to September mid October in upper NLS and mid October to mid November in lower NLS	Mid October to mid November
Spacing	70 X 50 CM	100 X 60 CM	70 X 50 CM
Planting method	Flat plating	Furrow planting followed by ridging on 40 th day	Flat planting followed by ridging earthing up
Method of fertilization	Plant row-plough furrow	Dollop	Plant row-plough furrow
Fertilizer does (N:P ₂ O ₅ :K ₂ O kg/ha)	45:0:0, 50:50:50 (Bhadrachalam)	115:60:120	60:60:60 , 60:60:80 (Podili)
Irrigation	Crop is grown on conserved soil moisture	8 - 10	Once life saving irrigation @ 40 – 45 days of planting
Intercultural operations	Two at 20 th & 40 th day after planting	2 or 3 times up to 40 days and ridging on 40 th day	2 or 3 times before 40 days
Level of topping	Judicious topping at first flower opening	Topping at flower bud initiation at 24 leaves	Bud topping
Sucker control	Decanol or Royalten 4% or Pendimethalin @0.5 – 0.6%	Decanol or Royalten 4% or Pendimethalin @ 0.5-0.6% followed by hand desuckering	Decanol or Royalten 4% or Pendimethalin @0.5-0.6%
Harvesting	Priming mature leaves	Priming mature leaves	Priming mature leaves
Curing method	Flue –curing	Flue –curing	Flue –curing
Grading	Farm grading	Plant position grading	Farm grading

Source: Tobacco Production and Protection Technologies for Improving the Productivity & Quality (Agronomic Practices CTR

capacity and low to medium cation exchange capacity with more than 75 per cent base saturation. Tobacco is grown during winter on conserved soil moisture from North East monsoon rains.

In Andhra Pradesh, Flue-Cured Virginia (FCV) tobacco is grown in an area of 1, 25,000 hectares in East Godavari, West Godavari, Khammam, Krishna, Guntur, Prakasam, Nellore, Karimnagar and Warangal districts with a total production of 170 M kg of leaf. The recommended production technologies for FCV tobacco cultivation in Andhra Pradesh is presented in Annexure I (CTRI). Soil-wise number of Growers Registered in Prakasam and Godavari districts in Andhra Pradesh during the years 2004-05- to 2013-14 is shown in table 1.

Table 1 Soil-wise Number of Growers Registered in Prakasam and Godavari districts in Andhra Pradesh during the years 2004-05- to 2013-14.

Years	Number of growers in Light soil		Number of growers in Black soil	
	Prakasam	Godavari	Prakasam	Godavari
2004-05	14724	7480	12790	1433
2005-06	15081	8453	13015	1373
2006-07	15330	8828	12918	1377
2007-08	15466	9787	13024	1357
2008-09	15657	8082	13196	1366
2009-10	15896	10592	13326	1429
2010-11	15949	10698	13391	1410
2011-12	15982	10777	13409	1434
2012-13	15919	11088	13278	1449
2013-14	15893	12303	13212	1397
CAGR	0.007669	0.05102	0.003251	-0.00254
Mean	15589.7	9808.8	13155.9	1402.5
SD	408.9905	1463.033	198.9118	31.29936

Source: Tobacco Board, Ministry of Commerce & Industry, Department of Commerce, Government of India, Guntur, Andhra Pradesh.

Table 1 shows that the light soil in Prakasam district highest number of growers as registered in 15,982 in 2011-12 and lowest number of growers was noticed that 14,724 in 2004-05, when compared to Godavari districts highest number of growers was registered in 12,303 in 2013-14 and lowest number of growers registered was found out 7,480 in 2004-05. In Prakasam district highest number of growers registered 13,409 in Black soil during the year 2011-12 and lowest number of growers was noticed that 12,790 in 2004-05 and in case of Godavari districts black soil highest number of growers was registered that 1,449 in 2012-13 and lowest number of growers registered was found out 1,357 in 2007-08 when compared to Prakasam district is more. From the table one can observe that light grower's registration was shown from the study period 2004-05

to 2013-14 district wise showing increasing trend but Godavari light soil was shown continuously increasing trend when compared to Prakasam district. The registration of growers in Prakasam district is more consistent. The registration of growers in black soil is more consistent. Soil-wise number of barns registered in Prakasam and Godavari districts of Andhra Pradesh during the years 2004-05- to 2013-14 is presented in table 2.

Table 2 Soil-wise Number of Barns registered in Prakasam and Godavari districts of Andhra Pradesh during the years 2004-05 to 2013-14.

Years	Number of Barns Light soil		Number of Barns Black soil	
	Prakasam	Godavari	Prakasam	Godavari
2004-05	9292	8560	11333	1620
2005-06	9636	9634	11451	1549
2006-07	9709	9970	11457	1567
2007-08	9818	11040	11620	1534
2008-09	9855	11085	11668	1537
2009-10	9881	11872	11700	1603
2010-11	9880	11895	11695	1571
2011-12	9861	11994	11977	1582
2012-13	9799	12360	11507	1568
2013-14	9827	13844	11468	1506
CAGR	0.005614	0.04925	0.001185	-0.00727
Mean	9755.8	11225.4	11587.6	1563.7
SD	171.6	1444.597	174.5429	32.05012

Source: Tobacco Board, Ministry of Commerce & Industry, Department of Commerce, Government of India, Guntur, Andhra Pradesh.

Table 2 shows that light soil in Prakasam district highest number of Barns was registered in 9,881 in 2009-10 and lowest number of Barns was noticed in 9, 292 in 2004-05 and in the case of Godavari districts highest number of Barns was registered in 13,844 in 2013-14 and lowest number of Barns registered was found out 8,560 in 2004-05, when compared to Godavari districts is more. In Prakasam district highest number of Barns registered 11,977 in Black soil 2011-12 and lowest number of Barns was noticed that 11,333 in 2004-05, when compared to Godavari districts is fewer the highest number of Barns was registered that 1,620 in 2004-05 and lowest number of Barns registered was observed 1,506 in 2013-14 in Godavari district. From the table 2, one can observe that barns registration was shown from the study period 2004-05 to 2013-14 district wise showing increasing trend but soil wise Godavari black soil was shown decreasing trend in the study period. The registration of Barns in Prakasam district is more consistent. The registration of Barns in black-soil region is more consistent. Soil-wise Area registered in Prakasam and Godavari districts in Andhra Pradesh during the years 2004-05 to 2013-14 is presented in table 3.

Table 3 Soil-wise Area Registered in Prakasam and Godavari districts in Andhra Pradesh during the years 2004-05- to 2013-14. (Hectares)

Years	Area registered in Light soil		Area registered in Black soil	
	Prakasam	Godavari	Prakasam	Godavari
2004-05	32522	17120	20269	1944
2005-06	37906	17185	21647	1859
2006-07	38839	18944	21770	1881
2007-08	39292	20975	21947	1841
2008-09	43363	17622	27924	3094
2009-10	43482	23743	28003	3206
2010-11	43468	23789	28067	3141
2011-12	41412	22787	25633	3006
2012-13	43113	24720	25284	2979
2013-14	43240	27688	26359	2861
CAGR	0.028894	0.04925	0.02662	0.039399
Mean	40663.7	21457.3	24690.3	2581.2
SD	3396.951	3467.272	2858.707	578.7465

Source: Tobacco Board, Ministry of Commerce & Industry, Department of Commerce, Government of India, Guntur, Andhra Pradesh.

The table 3 shows that light soil in Prakasam district highest Area registered in 43,482 hectares in 2009-10 and lowest area registered was noticed that is 32,522 hectares in 2004-05 and in the case of Godavari districts highest area registered was registered in 27,688 hectares in 2013-14 and lowest Area registered was noticed 17,120 in 2004-05 when compared to Prakasam district it is more. In Prakasam district Black soil highest area registered 28,067 hectares in 2010-11 and lowest area registered was noticed that 20,269 hectares in 2004-05 when compared to Godavari districts it is less and in the case of black soil highest area registered was 3,206 hectares in 2009-10 and lowest area registered was observed in 1,841 hectares in 2007-08. From the table one can observe that the Area registration was showing increasing trend from the study period 2004-05 to 2013-14. The registration of area in Godavari district is more consistent. The registration in black-soil is more consistent. Soil-wise Area Planted in Prakasam and Godavari districts in Andhra Pradesh during the years 2004-05- to 2013-14 is presented in table 4.

Table 4 shows that light soil in Prakasam district highest Area planted in 56,434 hectares in 2009-10 and lowest area planted was noticed that 41,058 hectares in 2004-05, and in the case of Godavari districts highest area planted was registered in 30,184 hectares in 2013-14 and lowest area planted was noticed that 18,632 in 2004-05 when compared to Prakasam district is more. In Prakasam district highest Black soil area planted 41,739 hectares in 2009-10 and lowest area planted was noticed that 29,371 hectares in 2004-05, when compared to Godavari districts is less, in black soil highest area planted

Table 4 Soil-wise Area Planted in Prakasam and Godavari districts in Andhra Pradesh during the years 2004-05 to 2013-14.

Years	Area Planted in Light soil(Hectares)		Area Planted in Black soil(Hectares)	
	Prakasam	Godavari	Prakasam	Godavari
2004-05	43705	18632	30895	1563
2005-06	45309	20793	30178	1675
2006-07	48106	24646	32151	1614
2007-08	49017	25515	31015	1809
2008-09	54124	26004	36578	2716
2009-10	56434	28532	41739	2867
2010-11	49801	28141	39992	2984
2011-12	41058	24846	29371	2525
2012-13	44063	28990	29832	2606
2013-14	44072	30184	32607	2300
CAGR	0.000837	0.049426	0.005408	0.039386
Mean	47568.9	25628.3	33435.8	2265.9
SD	4646.239	3476.49	4202.108	523.4983

Source: Tobacco Board, Ministry of Commerce & Industry, Department of Commerce, Government of India, Guntur, Andhra Pradesh.

was 2,984 hectares in 2010-11 and lowest area planted was noticed 1,563 hectares in 2004-05. From the table, one can observe that the Area plantation of light soil was showing increasing trend from the study period 2004-05 to 2013-14 in both the districts. The plantation in Godavari district is more consistent. The plantation in black-soil is more consistent. Soil wise quantity authorisation in Prakasam and Godavari districts in Andhra Pradesh during the years 2004-05- to 2013-14 is presented in table 5.

Table 5 Soil-wise Quantity Authorisation in Prakasam and Godavari districts in Andhra Pradesh during the years 2004-05- to 2013-14

Years	Light soil Quantity in Million Kgs		Black soil Quantity in Million Kgs	
	Prakasam	Godavari	Prakasam	Godavari
2004-05	28.73	28.25	31.16	2.43
2005-06	37.14	36.03	19.72	2.71
2006-07	42.00	42.57	36.66	3.67
2007-08	42.12	46.75	40.58	4.60
2008-09	42.38	47.67	46.03	5.38
2009-10	42.49	51.06	46.71	5.61
2010-11	42.48	51.15	46.68	5.50
2011-12	40.27	49.00	44.29	5.26
2012-13	43.12	54.38	45.39	5.21
2013-14	43.23	60.91	46.7	5.12
CAGR	0.041706	0.079859	0.041291	0.077374
Mean	40.396	46.777	40.392	4.549
SD	4.247044	8.8159	8.471912	1.124121

Source: Tobacco Board, Ministry of Commerce & Industry, Department of Commerce, Government of India, Guntur, Andhra Pradesh.

Table 5 shows that light soil in Prakasam district highest quantity authorisation 43.23 million kgs in 2013-14 and lowest quantity authorization (i.e., purchased on auction platform) was noticed that 28.73 million kgs in 2004-05 and in the case of Godavari districts highest quantity authorisation was 60.91 million kgs in 2013-14 and lowest quantity authorisation was found out 28.25 million kgs in 2004-05 when compared to Godavari districts it is more. In Prakasam district black soil highest quantity authorisation was 46.71 million kgs in 2009-10 and lowest quantity authorisation was noticed that 19.72 million kgs in 2005-06, whereas Godavari districts black soil highest quantity authorisation was 5.61 million kgs

in 2009-10 and lowest quantity authorisation was found out 2.43 million kgs in 2004-05 when compared to Prakasam district is more. From the table 5, one can observe that the quantity authorisation was showing increasing trend from the study period 2004-05 to 2013-14 found both districts. Quantity authorization in Godavari district is more consistent. Quantity authorization in black-soil is more consistent.

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FEMINIST IDEOLOGY IN BAPSI SIDHWA'S *THE PAKISTANI BRIDE*

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ABSTRACT

Feminism was achieved first in western fiction and later reached other countries for empowerment of women. The Pakistani women writers have delineated feministic approach in their works. Among the South Asian writers Bapsi Sidhwa is internationally recognized novelists. Sidhwa's second novel The Pakistani Bride was published in 1982 and is dedicated to the incredible simple, deprived and courageous women of their magnificent country. The novel is based on actual incident occurred in Pakistan.

Key Words: Feminism, ideology, diaspora, displacement, patriarchy, suppression, reconstruction, etc.

Feminism has both literary and patriarchal considerations. The feminist literary criticism is the direct product of the Women's Movement of the 1960s. The Movement expresses important ways and literary view. Feminism was achieved first in western fiction and later reached other countries for empowerment of women. Feminist criticism in the 1970's went in to exposing the mechanism of patriarchy set culturally in minds of men and women. Sexual inequality and stereotyped images of the women were created through critical attention given by male writers in which influential or typical images of women were constructed. Latest feminist critics switch focus from attacking male versions of the world to exploring the nature of female world. Their total aim is reconstructing the suppressed records of truthful female experience. Women movements decided to construct a new canon of women writing by rewriting the history, poetry and fiction in such a way that women writers are given new prominence.

The modern Western writers - Ibsen's *A Doll House* (1879) and Virginia Woolf's *A Room of One's Own* (1929) - were the first to develop a feministic consciousness. They made a pang for liberation of

women. The feminist consciousness was further enhanced by Simone De Beauvoir's *The Second Sex* (1953). Julia Kristeva, Luce Irigaray and Helen Cixous are other significant women writers who discovered new dimensions in the field of feminism. They continue to spread under the influence of colonialism and postcolonialism. Postcolonial women writers produce a vistas of literatures by giving importance to the portrayal of women characters and the issues confronted by them.

The Pakistani women writers have delineated feministic approach in their works. The narratives of women by Pakistani writers are created in the context of postcolonial feminism. The postcolonial writers have explored the struggle for independence, culture and displacement. Postcolonial fiction has depicted the injustice, oppression and exploitation of colonizers. It explains lot of women affected by colonizers. Talat Abbasi, Mohsin Hamid, Zulfikar Ghose, Bapsi Sidhwa tried their hands to bring in the status of Pakistani women. Their female description is reflective achieving the status of liberation and empowerment. Women have succeeded to reach the ladder in their life. Pakistani fiction highlights women in difficult situations. Women have learnt the art of living

and liberating themselves from unwanted situation. In the post-Independence period, they have started writing novels. They are Anita Desai, Shashi Deshpande, Nayantara Sahgal, Kamala Markandaya, Ruth Praver, Jhabvala, Bharati Mukherjee, Gita Mehta, Gita Hariharan, Kushum Ansari, Arundhati Roy, Kiran Desai and Bapsi Sidhwa.

Among the South Asian writers Bapsi Sidhwa is internationally recognized novelists striving to bring the women issues of the Indian subcontinent into public discussion. Bapsi Sidhwa was born August 11, 1938 in Karachi and then moved to Lahore with her family who belong to the Parsi minority group. She contracted polio and spent much of her early life as a disabled but read books voraciously. Growing up in Lahore she witnessed the human devastation caused by the political and religious conflict and persecution associated with the 1947 Partition of the South Asian continent that ultimately resulted in the bifurcation of Pakistan. In 1956, she got the B.A. from Kinnard College of Women and after early marriage to Gustad Kermani who deceased soon. She then married Noshirm R. Sidhwa in 1963.

Much of her early life was spent as an upper-class Pakistani wife and mother of three children. Inspired by a story she heard on a family vacation about a young woman who was forced into a marriage and when she tried to escape, she was haunted down and killed. Sidhwa begins her writing career giving frequent readings and conducting writing workshops along with making regular visits back to Pakistan. Sidhwa has published her first fiction in 1980. She had received numerous awards including the Pakistani National Tribute of the Patras Bokhari Award for *The Pakistani Bride* in 1985; a National Endowment of the Arts Grant in 1986 and 1987; an award for *Ice-Candy Man* in 1991; the Sitara-i-Imtiaz National Honor in 1991. She got the Lila Wallace Reader Digest Writer's Award in 1993. Her works have been translated into Russian, French, German and Urdu in 1999. Deepa Mehta completed a film adaptation of *Cracking India* entitled *Earth*. Ambreen Hai describes Sidhwa as a postcolonial feminist writer who confronts "a variety of historical constraints and situated between polarized oppositions of gender, ethnicities and ideology - "a complicated and crucial endeavor" (382). In exploring these "borders" in all her novels, Sidhwa examines the theme of injustice towards women, who must struggle to overcome repressive social orders that deny them individuality and independence.

Sidhwa's second novel *The Pakistani Bride* was published in 1982 and is dedicated to the incredible simple, deprived and courageous women of their magnificent country. The novel is based on an actual incident that occurred in Pakistan. Sidhwa explains the reality in her interview and says:

When I went on my honeymoon to the Karakoram highway, I heard this story of this little girl from the Punjab, who was taken across the Indus River into the unadministered territory. I was living in a little remote army camp at the time and they told the story of how after sheds been taken there, she had runaway. And realized in that area, she was obviously brought; and runaway bride, who is bought and run away is like stealing the villagers chased her and killed her at the Indus. (n.p. web)

This fascinating fiction has two discrete themes: firstly, the theme of partition and secondly is having a feminist touch. This novel is written based on real life story and is an exclusive paean to women's zest for life, their adaptability and indomitable courage.

Bapsi Sidhwa visited Karakoram, a mountain area of Pakistan with her husband where the tragic story of a young girl who is brought to the tribal village as a bride. The girl, unable to bear the tortures inflicted on her, runs away. The tribe considers that she brought disgrace to their community. This is the launching pad for her novel *The Pakistani Bride*. The admirable novelist boldly divulges the event and pays tribute to the Pakistani tribal community. The novel is presented thus: Sikander and Zohora are the deceased parents of Munni. Munni has the resemblance and the shape of the little Zaitoon whom Qasim has lost long ago. Qasim adopts Munni as his child and names her Zaitoon. Zaitoon is still sad on her parents' demise. Qasim becomes a friend to Nikka. Both of them reach Lahore. Mirriam takes care of Zaitoon, for that Qasim pays some amount to her. Mirriam looks after her as her own child. She is sent to school for studies. When she reaches the age of adolescence, she reaches puberty. She is advised neither to play with the boys nor to continue her studies. She is brought up in the civilized city atmosphere but Qasim promises to give his daughter to a tribal man.

Marriage is one of the most important decisions of a girl's life when she steps into the world of uncertainty. If she is lucky to get a good, sensible and accommodating husband, her life may be happy otherwise

not. Zaitoon too, like other girls, becomes nervous on hearing about her marriage with a tribal boy, Sakhi, who is the son of Qasim's cousin.

Miriam disagrees with this decision. Because, Zaitoon is brought up in the town. She feels difficult to lead a life in village. A shift from parental home to marital one causes displacement. There are a lot of differences the life in between town and village. While Qasim and Zaitoon are on the way to their homeland they are caught by army jeep. Zaitoon requests the army people. So the army people take them in the jeep. There they meet military man Ashiq who is attracted towards Zaitoon at the first sight. When Ashiq speaks to Zaitoon. She is also attracted by Ashiq approach towards her. But she is forced to marry Sakhi. One day Zaitoon stands near river side and waves her hands to army jeep. Sakhi gets irritated and hits her by stone until she fall down with deep injuries. So she decides to run away from the place. On the way she faces so many difficulties. After meeting Zaitoon, Carol, a friend of Zaitoon comments "This girl had no more control over her destiny than a caged animal" (136). Tribal takes gun not to search the girl but to hunt her. Farukh's friend Mushtaq has a secret affair with Carol. He tells Carol about the runaway girl. The whole tribal want to hunt her and kill her. Carol is surprised and asks: "Hunting her? What will they do, when they find her? Mushtaq replies, Beat her up, probably kill her" (223). The girl reaches the camp with lifeless body. Mushtaq covers her with blanket and visits his house to give treatment to the girl. The girl receives good treatment and is married to Ashiq. Sakhi and his father inquires about the girl. Mushtaq replies that the girl is dead and her body is not found anywhere. Sakhi believes that his wife is dead. But she is rescued by the military people. Sakhi announces to his people that he kills her.

In *The Pakistani Bride* feminist ideologies are foremost. Qasim is traditional who is very much keenly interested in his community. He is very tall and fair man. People used to call him as Chinaman but hated to be called Pathan. When he first arrived in Jullundur from the mountain, Qasim spoke Hindko, a distorted mixture of Punjabi and Urdu languages. Sidhwa uses words and phrases from the native languages like "chapatti,"

"hookah," "Manja," "Zenana," "Payal," "Dancing bulbul," etc. She gives a vivid description of distinctive dress of Kohistanis, the sheepskin waist coats and shirts made from beaten wool. The novelist succinctly presents the relevant details that picture the community. The tribal people hate the outsiders. There is no police, clerks and government in that tribal village. Women are indifferently seen as gender and not as human beings in the tribal community. Sidhwa shows the low status of women in the Kohistani tribe where girls are given to marriage in exchange of loan due. Women are used as puppets. They do not have their individual integrity. Qasim forces her daughter to like his village, mountain, plains, and culture. Zaitoon dislikes to marry Sakhi. She detests her father community. Towards the end of the novel, Qasim does not know whether her daughter is living or dead. Sidhwa conveys that it is a pity that he loves her. Qasim is blamed for forcing his will on something that is bound to end in disaster.

Thus the marvelous novel shows how women suffer because of displacement of culture. Female emotions are crushed by violence. The diasporic feminist novelist Sidhwa depicts the social abuse of women. She successfully illustrates the pain and the suffering of the women. She has written dramatically of a particular culture: marriage, loyalty, honour and conflict with old tradition. The novel portrays the last few decades of the women who have gained confidence to articulate their thoughts. The novel is a bold attempt at recapitulating the rightful rights of women and their status in the patriarchal society. The internationally well-known fiction writer has a unique place in the world of feminist literature as she strives to establish the just place of women in the world through her creative writing.

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PROMOTION OF MICRO ENTERPRISES IN THIRUVARUR DISTRICT

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ABSTRACT

Indian economy is characterized by low rate of growth, predominance of rural population, adverse land mass ratio, heavy dependence of rural population, adverse land-mass ratio, heavy dependence on agriculture, concentration of industries in urban areas, and highly skewed distribution of income and wealth, besides high incidence of poverty and employment. The last two viz; unemployment and poverty pose major challenges to the growth and prosperity of the country. Various attempts by government in the past have yielded only marginal success. In order to mitigate the problem of rural unemployment, some new avenues for employment generation will have to be found within the rural areas. This article made an attempt to discuss the various promotional factors of micro enterprises in Thiruvavarur District.

Key Words: Micro enterprises, employment, service sectors, manufacturing sectors,

Introduction

The micro, small and medium enterprise sector is one of the most vibrant sectors of the Indian economy which help to remove the regional imbalance, poverty, inequalities and elimination of socio-economic evils. Micro enterprises typically make a large contribution to manufacturing employment in poor countries. However, the developmental contribution of most of them is limited in generating subsistence employment of last resort. Hence, in the face of fast labour force growth and limited employment absorption in other sectors, developing country governments have mounted efforts to improve productivity and earnings in these firms. This has spawned a plethora of policies and programmes, and an almost boundless literature documenting them.

Micro Enterprises

Micro enterprise is a major component which contributes 94.94 per cent of the total MSME of 15.64 lakhs. As per the MSME Act 2006, micro enterprise are grouped into manufacturing sector whose investment in plant and machinery does not exceed Rs. 25 lakhs and service sector whose investment in equipment does not exceed Rs10 lakhs, Micro sector dominated both in rural and urban areas. Thus, the micro segment accounted

for 97.18 per cent of the enterprises of MSME sector located in rural areas and 93.09 per cent in urban areas. Majority of the micro enterprises (91.77%) belong to proprietary type of organisation which is owned by 85.81 per cent of male and 14.19 per cent of female entrepreneurs. Micro enterprises had more than 50 per cent of enterprises owned by socially backward groups which include 7.88 per cent of micro enterprises owned by Dalits. Being an agrarian economy, industrial growth in Thiruvavarur District is mainly confined to agro-based industries. A large number of rice mills, oil mills are spread over the district. However, consequent to the extraction of natural gas two power generation plants have been setup in the recent past. The district is witnessing strong presence of fool loose industries.

Objectives of the Study

To identify the factors determining the promotion of micro enterprises in Thiruvavarur District.

Sampling

Multi stage samplings were adopted in sampling technique. In Thiruvavarur district 4,404 units of micro and small enterprises are available, of which 3,583 enterprises belong to micro units and remaining 821

enterprises belong to small enterprises. Only micro manufacturing enterprises were selected for research study. 1800 units of micro manufacturing enterprises in seven categories such as Agro based, Textile based, Forest based, Chemical based, Mineral based, Metal based, and other enterprises from each category were chosen. 10 per cent of samples were selected on the basis of proportionate convenience sampling technique. Hence total samples selected are 180 micro manufacturing enterprises.

The variables used in the structural equation model are

I. Observed, endogenous variables

1. Motivation, Government Assistance, Promotion

II. Observed, exogenous variables

1. Employment, Labour, Capital, Marketing Assistance, Financial Assistance, Training Assistance

III. Unobserved, exogenous variables

1. e1: Error term for Motivation, e2: error term for Government Assistance, e3: Error term for Promotion

Structural Equation Model on Promotion of Micro Enterprises

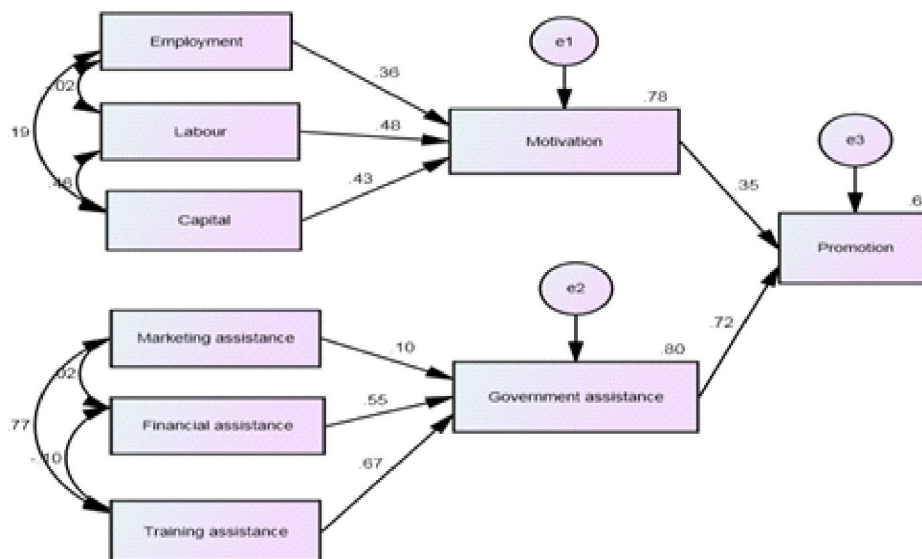


Table No. 1 Variables in the Structural Equation Model Analysis

Variables			Unstand. co-efficient	S.E	Stand. co-efficient	t -value	p-value
Motivation	←	Employment	0.359	0.050	7.955	0.399	0.012*
Motivation	←	Labour	0.479	0.027	10.452	0.279	<0.001**
Motivation	←	Capital	0.428	0.033	8.728	0.288	0.003**
Govt. Assistance	←	Marketing assistance	0.099	0.046	1.505	0.069	<0.001**
Govt. Assistance	←	Financial assistance	0.545	0.032	12.532	0.395	<0.001**
Govt. Assistance	←	Training assistance	0.673	0.039	10.806	0.423	0.002**
Promotion	←	Motivation	0.345	0.040	5.955	0.240	<0.001**
Promotion	←	Govt. Assistance	0.720	0.042	11.932	0.500	<0.001**

Note: ** denotes significant at 1% level

* denotes significant at 5% level

Here the unstandardized coefficient of 0.359 represents the partial effect of employment towards motivation, holding labour and capital as constant. The estimated positive sign implies that such effect is positive that motivation would increase by 0.359 for every unit increase in employment and this coefficient value is significant at 5% level. The unstandardized coefficient of 0.479 represents the partial effect of labour towards motivation, holding employment and capital as constant.

The estimated positive sign implies that such effect is positive and that motivation would increase by 0.479 for every unit increase in labour and this coefficient value is significant at 1% level. The unstandardized coefficient of 0.428 represents the partial effect of capital towards motivation, holding employment and labour as constant. The estimated positive sign implies that such effect is positive and that motivation would increase by 0.428 for every unit increase in capital and this coefficient value is significant at 1% level. The unstandardized coefficient of 0.099 represents the partial effect of marketing assistance towards government assistance, holding financial

assistance and training assistance as constant. The estimated positive and sign implies that such effect is positive that government assistance would increase by 0.099 for every unit increase in marketing assistance and this coefficient value is significant at 1% level. The unstandardized coefficient of 0.545 represents the partial effect of marketing assistance towards government assistance, holding financial assistance and financial assistance as constant. The estimated positive sign implies that such effect is positive and that government assistance would increase by 0.545 for every unit increase in financial assistance and this coefficient value is significant at 1% level. The unstandardized coefficient of 0.673 represents the partial effect of training assistance towards government assistance, holding training assistance and financial assistance as constant. The estimated positive sign implies that such effect is positive and that government assistance would increase by 0.673 for every unit increase in training assistance and this coefficient value is significant at 1% level. The unstandardized coefficient of 0.345 represents the partial effect of motivation towards promotion, holding government assistance as constant. The estimated positive sign implies that such effect is positive and that promotion would increase by 0.345 for every unit increase in motivation and this coefficient value is significant at 1% level. The unstandardized coefficient of 0.720 represents the partial effect of government assistance towards promotion, holding motivation as constant. The estimated positive sign implies that such effect is positive and that promotion would increase by 0.720 for every unit increase in government assistance and this coefficient value is significant at 1% level.

Table No. 2 Model fit summary

Variable	Value
Chi-square value	10.167
p- value	0.215
GFI	0.969
AGFI	0.933
CFI	0.989
RMR	0.017
RMSEA	0.012

From the table, it is found that the calculated p- value is 0.215, which is greater than 0.05, which indicates that it is perfectly fit. Here GFI (Goodness of Fit Index) value and AGFI (Adjusted Goodness of Fit Index) value are greater than 0.9 which represent that it is a good fit. The calculated CFI (Comparative Fit Index) value is approximately 1 which means that it is perfectly fit and also it is found that RMR (Root Mean Square Residuals) and RMSEA (Root Mean Square Error of Approximation) values are 0.017 and 0.012 which are less than 0.10 which indicates that it is perfectly fit. Promotion of micro enterprises in Thiruvavur District is divided into two major parts such as, motivation factor and government assistance. This chapter has been given the various factors' determining to start the

business with respect to the respondents' opinion. Therefore, this chapter reviews the respondents' minds regarding the promotion of micro enterprises in Thiruvavur District.

Suggestions

1. Micro Enterprises owned by proprietary structure of organization performed well, because of timeless effort and dedicated hard work in their business. More over these sectors largely depend upon the traditional and technical based areas. Therefore this sector is the major choice for the new entrepreneurs, which is handled in an effective and successful manner.
2. These industries should be encouraged at gross root level to promote employment opportunities in rural and semi urban areas, which are huge potentials for the industrial establishment, utilization of local resources and government assistance.
3. Government should take care and concentrate on this area under the special cluster with the special assistance. Moreover, this district consists of wide potential for natural and eco friendly raw materials to start new types of products, which are exclusively for micro enterprises.
4. Government should take serious steps to promote self-employment habits among the educated people.

Conclusion

In India, Promotion of micro enterprises in a country is very essential to its socio-economic development. These industries can make the poor man as an entrepreneur, and also these industries are supporting the government in all ways. Hence, the government should give more importance to promotion and development of micro enterprises through various financial and non-financial assistance, existing scheme, programme, policies and acts must be implemented in an effective manner. Hence, micro enterprises in India as well as in Thiruvavur District still need the incubator and care to register massive growth in a successful manner. Micro enterprises in Thiruvavur District need more assistance from government.

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A STUDY ON ORGANISATIONAL CULTURE AND ITS RELATIONSHIP TO ORGANISATIONAL COMMITMENT IN SOUTHERN RAILWAY WORKSHOP PONMALAI, TIRUCHIRAPPALLI

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ABSTRACT

Interpreting and understanding organizational culture is an important activity for employees, researchers and consultants because it affects strategic development, productivity and learning at all levels. Cultural assumptions can both enable and constrain what organisation are able to do. Understanding committed employees are within an Organisation is valuable tool for managing and fostering a successful work environment. A continued appreciation of employee's commitment is especially beneficial following Organisational change as it has been shown that change inevitably impacts commitment level some degree. This study was carried out to identify Organisational culture and its relationship to organisational commitment dimensions which influence employees.

Key Words: OCP, Commitment, Organisational change, Organizational culture

Introduction

The original source of an organization's culture usually reflects the vision or the mission of the organizations founders. Because founders had the original idea, they also had ideas of how that idea must be carried out. The creation occurs in three ways. Firstly, as founders hire and retain those employees who think and feel the way as they do. Secondly, they instill in the employees their vision and finally the behaviour of the founder acts as a role model to encourage employees to identify and internalize their beliefs, values and assumptions. When the organization succeeds, the founder's vision becomes a primary determinant of that success.

Definition of Culture

Organizational culture can be defined as the shared, basic assumptions that an organization learnt while coping with the environment and solving problems of external adaptation and internal integration that are

taught to new members as the correct way to solve those problems. (Park, 2004)

Learning and organizational culture

Organizational culture is the pattern of beliefs, knowledge, attitudes, and customs that exist within an organization. Organizational culture may result in part from senior management beliefs or from the beliefs of employees. Organizational culture can be supportive or unsupportive, positive or negative. It can affect the ability or willingness of employees to adapt or perform well within the organization. Organizations that have been successful in transforming did so by successfully shifting their organization's culture towards behavior and thinking that reflects personal responsibility, accountability, leadership and stewardship. When a fear is driven out of an organization, creativity and innovation can flourish. When organizations and the people in them are genuinely practicing respect, building trust, and being open to learning they are on the path of transformation.

Review of Literature

David Mach et al (2002) states that-Even though some firms have had a culture in place to anticipate change, moving to a new culture or changing old cultures can be quite difficult: a case can even be made that it really can't be done successfully. Predictable obstacles include entrenched skills, staffs, relationships, roles, and structures that work together to reinforce traditional cultural patterns.

Mitchell and Yate (2002) pointed out that the culture of an organization is the combination of value, faith, and understanding shared by members of the organization. The culture of an organization is an important factor in evaluating its competitiveness and reflects unique characteristics of the organization. It has a close relationship with the organization's core competition

Organisational commitment

O'Reilly (1989), states that organizational commitment is the "individual's psychological bond to the organization, including a sense of job involvement, loyalty and belief in the values of the organization".

Jackson et al. (1999) identifies that creating and managing Organizational Culture was the most important role of a leader. However, it was also deemed paramount that the culture contains characteristics which included: behavior being supportive of organizational goals, decisions being made at the appropriate level by people who had to live with them, co-operation and team work, the organization being supportive of the needs of its employees and good upward, downward, and lateral communications.

Meyer and Allen (1991) state that organizational commitment "is a psychological state which characterizes the employee's relationship with the organization, and has implications for the decision to continue membership in the organization". This attitudinal definition of organizational commitment is relevant to this study as it help to determine organizational members feeling of attachment, identification and loyalty to the organization as an object.

Objectives of the Study

1. To assess the organizational culture at the Southern Railway Workshop at Ponmalai, in Truchirappalli.
2. To analyze the association between Socio demographic variables and the perception of Organizational Culture.
3. To find out the relationship between the perception of organizational culture and Organizational commitment.

Methodology

The present study was empirical in nature, based on the primary data collected from 80 respondents. Convenient sampling technique was employed for the present study. The questionnaire consisted of three parts. The first part elicited data relating to the socio demography of the respondents. The second part related to the Organisational Culture.

Table: 1 Descriptive Statistics

Respondent shows the descriptive statistics for the sample

Sl. No	Variable	Categories	Frequ-ency	Percent-age
1.	Gender	Male	67	83.8
		Female	13	16.3
2.	Age	Below 30	26	32.5
		Above 30 years	54	67.5
4.	Marital Status	Single	10	12.5
		Married	70	87.5
5.	Family Type	Nuclear	46	57.5
		Joint	34	42.5
6.	Experi-ence	Less than 10 years	14	17.5
		11-20 years	38	47.5
		More than 21	28	35.0
7.	Monthly Income	Less than Rs. 20000	42	52.5
		More than 20001	38	47.5
8.	Desig-nations	Helper	14	17.5
		Technical Grade-I	48	60.0
		Junior & Senior Engineer	18	22.5
9.	Departme nt	Carriage Repair Shop	40	50.0
		Wagon Body Shop	29	36.3
		Wheel Shop	11	13.8
10.	Educati-onal Qualifi-cation	B.E/ Diploma	15	18.8
		ITI	31	38.8
		UG & PG	13	16.3
		Others	21	26.3

Organisational Culture Profile (O'Reilly 1991) was used to collect data for this purpose. The third part measured the Organisational Commitment of the respondents using the (Meyer & Allen, 1991).

Out of the 80 respondents covered under the study nearly 83.8 per cent of them are male and the remaining 16.3 per cent are female. The age profile of the respondents was classified into two categories. 67.5 per cent of the respondents were found above 30 years category, 32.8 per cent of the employees are below 30 years.

Out of 80 respondents, about 87.5 per cent were married, 12.5 per cent were unmarried. From the observation of the table majority belonged to married status. The family type of the respondent was almost equally divided between joint and nuclear family types. Average experience among the sample was 11 to 20 years and the average salary was Rs.20, 000/-.

Among the respondents 14 were occupying the position of 'Helper', 48 were in Technical Grade and 18 were in the position of Junior and senior engineer. Department wise 29 were in the wagon Body shop, 40 in the carriage repair shop, 11 in the wheel shop

Table: 2
Mean and Standard Deviation of Organizational Culture Dimensions for Gender

Sl. No	Dimensions of organizational culture	Male		Female		t Value
		Mean	S.D	Mean	S.D	
		(N=67)		(N=13)		
01.	Performance Orientation	17.56	1.40	22.00	13.54	2.67**
02.	Social Responsibility	17.37	1.25	18.00	1.15	1.67
03.	Supportiveness	17.52	1.18	17.76	1.42	0.66
04.	Emphasis on Rewards	17.49	1.46	20.92	14.20	1.97*
05.	Stability	17.50	1.21	17.15	1.34	0.94
06.	Competitiveness	18.05	6.50	18.00	1.08	0.33
07.	Innovation	17.53	1.13	17.92	1.03	1.13
Total		122.48	5.76	124.08	4.75	0.93

****P < .01 *P < .05**

The table above shows that between male and female there was no significant difference in all the dimensions of organisational culture profile except Performance Orientation and Emphasis on Reward,

where the difference between the two was statistically significant. This may be due to the thought that women must have felt that they are not rewarded significantly based on their performance when compared with men.

Table: 3
Mean and Standard Deviation of Organizational Culture Dimensions for Experience

Sl. No	Dimensions of Organizational culture	Less than 10 years		11-20 years		More than 21		F ratio
		Mean	S.D	Mean	S.D	Mean	S.D	
		N=14		N=38		N=28		
1.	Performance Orientation	16.85	1.65	19.23	8.05	17.71	1.21	1.12
2.	Social Responsibility	17.07	1.43	17.57	1.13	17.53	1.31	0.88
3.	Supportiveness	17.35	1.49	17.73	1.22	17.42	1.069	0.75
4.	Emphasis on Rewards	17.07	1.63	18.89	8.28	17.39	1.54	0.76
5.	Stability	17.21	1.36	17.34	1.12	17.71	1.30	1.04
6.	Competitiveness	17.78	1.25	18.65	8.51	17.35	1.63	0.39
7.	Innovation	17.42	0.93	17.71	1.18	17.57	1.15	0.31
Total		121.14	5.5	123.24	5.70	122.86	5.56	0.71

The above tables make it clear that there is no significant difference in the organisational culture of the employees based on their Experience. They perceive

strong organisational culture in at the Golden Rock Work Shop (GOC)

Table: 4
Mean and standard Deviation of organizational commitment Dimensions for Gender

Sl. No	Dimensions of organizational culture	Male		Female		t Value
		Mean	S.D	Mean	S.D	
		(N=67)		(N=13)		
01.	Affective Commitment	9.20	1.79	9.07	1.65	0.24
02	Continuance Commitment	10.28	2.09	10.92	2.28	0.99
03.	Normative Commitment	9.25	1.88	9.76	2.45	0.85
04.	Total	28.75	4.05	29.77	4.16	0.82

From the above table it is observed that there is no significant difference between the gender and the dimensions of Organizational Commitment. The

respondents perceive strong organizational Commitment at the Golden Rock Work Shop.

Table: 5
Mean and Standard Deviation of Organizational Commitment Dimensions for Designations

Sl. No	Dimensions of Organizational Commitment	Helper		Technical Grade		J.E& Senior Engineer		F ratio
		Mean	S.D	Mean	S.D	Mean	S.D	
		N =14		N =48		N = 18		
1	Affective Commitment	9.28	1.38	9.39	2.03	8.55	0.98	1.53
2	Continuance Commitment	10.07	2.40	10.50	2.10	10.33	2.05	0.22
3	Normative Commitment	10.07	2.30	9.16	1.66	9.22	2.43	1.17
4	Total	29.43	4.34	29.06	4.11	28.11	3.81	0.48

From the above table it is inferred that there is no significant variance among the respondents designation with regard to Commitment dimensions. Further, there is no significant variance among the respondents' designation with regard to Commitment dimensions.

Discussion

The overall objective of this study was investigate the relationship between organizational culture and commitment in Southern Railways Workshop Ponmalai, Tiruchirappalli. The study indicated a strong culture is organisation, as there was no statically significant difference among various group based on Income and Gender. There was also no significant difference among member is relation to organisational commitment as no difference was formed among different categories of respondents. The chi square test revealed that there was no relationship between organisational culture and organisational commitment is group based on these scores failed to show any significant different among group. On the whole the results are indicative of strong organisational culture.

Conclusion

In this study, the researcher tried to evaluate the overall impact of organizational culture on the employee's commitment Southern Railway Workshop Ponmalai, Tiruchirappalli. Questionnaire was developed and distributed for collection.

Strong culture within the organization leads to higher employee commitment towards achieving the goals of the organization with a common path. It is very helpful to increase the performance of the employees. Personal beliefs are different from the organizational values when an employee is entering in the organization. In strong culture employees are on the common path towards achieving organizational goals, which also provide the opportunity to the employees grow in the organization. The study found a strong organisational culture in the organisation.

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RURAL NON FARM EMPLOYMENT IN INDIA

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ABSTRACT

The majority of the India's population lives in rural areas and employed in agriculture. In the rural economy agriculture is the primary source of income of the people. But most agriculture activity is characterized by low yields and low labour productivity. The rural non farm sector has been much more dynamic than the farming sector, both in terms of gross domestic product growth as well as in terms of employment generation. Thus, Agriculture alone cannot sustain the growing population in villages, it is imperative that the rural non-farm sector is strengthened. According to an NCAER survey in spite of the distress-driven activities found in some regions, on the whole at the India level, productivity and incomes in the most of the non-farm activities are much higher than in the farm sector. In rising opportunities of jobs in many forms in rural non-farm sector is also associated with the impact of liberalization and globalization policy which government of India had started in 1991.

Key Words: Rural development, economic growth , social justice, liberalization ,globalization

Introduction

Rural development is concerned with economic growth and social justice, improvement in the living standard of the rural people by providing adequate and quality social services and minimum basic needs. The present strategy of rural development mainly focuses on poverty alleviation, better livelihood opportunities, provision of basic amenities and infrastructure facilities through various programmes of wage and self employment. In recent years, the rural non-farm sector employment acquired importance in the economic development. In India the rural non-farm economy is the backbone and an important source of employment and income generation to small and landless farmers during slack season.

The majority of the India's population lives in rural areas and employed in agriculture. In the rural economy agriculture is the primary source of income of the people. But most agriculture activity is characterized by low yields and low labour productivity. The rural non farm sector has been much more dynamic than the farming sector, both in terms of gross domestic product growth as well

as in terms of employment generation. Thus, Agriculture alone cannot sustain the growing population in villages, it is imperative that the rural non-farm sector is strengthened. According to an NCAER survey in spite of the distress-driven activities found in some regions, on the whole at the India level, productivity and incomes in the most of the non-farm activities are much higher than in the farm sector. In rising opportunities of jobs in many forms in rural non-farm sector is also associated with the impact of liberalization and globalization policy which government of India had started in 1991.

The rural non-farm sector is playing a positive role in the economic growth and poverty alleviation. In the last decade, employment growth in rural areas has been primarily from an increase in rural non-farm employment. In the 1980s, 4 out of 10 rural jobs were in non-farm sector, now it is 6 out of 10 (Himanshu et al. 2010). The growth in the rural non-farm sector employment has occurred all over India, but has been highly uneven. It is highest in Kerala, West Bengal and Tamil Nadu, and lowest in Chattisgarh, Madhya Pradesh followed by Uttarakhand, Karnataka, Gujarat and Maharashtra (World Bank 2010).

The National Sample Survey data on employment shows that the size of non-farm employment almost tripled in rural India during the period 1972-73 to 2004-05, increasing from 35.24 million to 95.28 million. In rural India, the total number of workers expanded more in the non-farm sector than the farm sector. The rural non-farm sector includes all non-agricultural activities except agriculture, livestock, fishing and hunting in rural areas. The rural non-farm activities, broadly covers employment in mining and quarrying, household and non household manufacturing, processing, repairs, construction, trade, transport, and communication, and other services in rural areas.

In rural India, among rural workers, women have always been more highly to be engaged in the primary sectors, most of which in agriculture, than men, and correspondingly less in the secondary sectors. For example in 1977-78, 88.1 percent of female workers were engaged in primary sector, compared to 80.6 percent of male workers. By 2009-10, these percentages had gone down for both men and women as a consequence of the rise of rural non farm sector. For men engagement in the primary sector had gone down to 62.8 percent, while for women they had gone down to 79.3 percent.

Rural non-farm economy, in recent times, is considered as an effectual strategy for decentralization of economic activities to rural India. The Economic Census of India estimates that around 41.89 million rural people are employed in non-agricultural establishments which registered a growth rate of 4.56 percent during 1998-2005. It has increased from 23.1 percent in 1993-94 to 29.2 percent in 2004-05 and recently 33.2 percent in 2009-10. However, the sector has been contending with a number of factors like inadequate rural infrastructure, particularly roads, electricity and communication facilities, lack of sufficient skilled labour and adequate access to credit, information and training facilities etc.

Importance of Rural Non-Farm Sector

The non-farm sector, particularly in rural areas is being accorded wide recognition in recent years for the following reasons:

- ❖ Employment growth in the farm sector has not been in consonance with employment growth in general.
- ❖ A planned strategy of rural non-farm development may prevent many rural people from migrating to urban industrial and commercial centers.
- ❖ When the economic basis of rural economy extends beyond agriculture, rural-urban economic gaps are bound to get narrower along with salutary effects in many other aspects associated with the life and aspirations of the people.
- ❖ Rural industries are generally less capital-intensive and more labour absorbing.
- ❖ Rural industrialization has significant spin-offs for agricultural development as well.
- ❖ Rural income distribution is much less unequal in areas where a wide network of non-farm avenues of employment exists; the lower strata of rural societies participate much more intensely in non-farm activities, though their involvement is much less remunerative as compared with that of the upper strata.

Share of Non-Farm Sector in Rural Employment

In India rural employment has undergone significant changes during the past two and half decades. The share of agriculture in the labour force remained stagnant for a long time, but started declining in mid 1970s and has been declining since then. On the other hand, the share of rural non-farm sector has been increasing, and it now employs nearly one-third of India's rural work force (Table 1) which amounts engaging of about 110 million rural people in the non-farm activities. Table 1 incorporating National Sample Survey (NSS) data from the 38th, 50th, 61st and 66th rounds, provides a snapshot of the growing importance of non-farm sector in rural employment. At the all India level, the share of non-farm sector in total workforce has increased consistently over time, from 19 percent in 1983 to 22 percent in 1993-94, to about 27 percent in 2004-05 and further to 32 percent in 2009-10.

A perusal of Table 1 reveals that the non-farm sector has emerged as the sole source of additional employment opportunities in the rural areas. Between 1983 and 1993-94, of the nearly 47 million additional rural jobs created, the majority (6 out of every 10) were in the farm sector. But, this trend was reversed subsequently. Between 1993-04 and 2004-05, the growth in non-farm employment surpassed agriculture when about 50 million new job opportunities were created in rural areas and 6 out of every 10 new jobs were in the non-farm sector. But in recent years, between 2004-05 and 2009-10, though the total rural employment has declined by 5 million, about 13 million additional rural jobs were created in the non-farm sector.

In fact during this period, workforce of nearly 20 million rural people departed the farm sector. The decline in job opportunities in the farm sector may be attributed to several factors including the implementation of schemes like MGNREGS. The decline in the farm employment was likely to be, at least partly, driven by distress in the agricultural sector which prompted households to seek employment more actively in the non-farm sector.

The share of non-farm sector in providing employment has been growing across all the states. But, the pace and pattern of rural non-farm employment did exhibit stark regional variations. In 1983, the share of non-farm sector in rural employment varied from 7 percent in Chattisgarh to 37 percent in Kerala. In 1983, the states where more than 20 percent of the rural workforce was employed in the non-farm sector included West Bengal (26.4%), Tamil Nadu (25.6%), Haryana

(23.1%), Assam (21%), Odisha (20.9%), Jammu and Kashmir (20.3%) and Andhra Pradesh (20.0%). In remaining of the states, the share of non-farm sector in rural employment was less than 20 percent in 1983. The share of non-farm in rural employment increased in all the states over time. In 2009-10, about 64 percent of the rural workforce in Kerala was engaged in the non-farm sector.

Table 1 State wise share of non-farm sector in rural employment (percent)

State	1983	1993-94	2004-05	2009-10	CAGR (%)		
					1983 to 1993-94	1993-94 to 2009-10	1983 to 2009-10
Andhra Pradesh	20.0	22.7	28.3	31.3	2.5	2.8	2.7
Assam	21.0	21.3	25.8	29.5	6.3	3.2	4.4
Bihar	15.6	16.9	22.1	33.1	0.2	7.1	4.4
Chattisgarh	7.0	9.4	13.9	15.1	4.9	3.6	4.1
Gujarat	15.2	20.7	22.8	21.7	6.0	0.9	2.8
Haryana	23.1	28.6	36.0	40.2	0.6	3.9	2.6
Himachal Pradesh	12.9	22.8	36.0	40.2	0.6	3.9	2.6
Jammu & Kashmir	20.3	28.0	36.2	40.3	-5.6	10.6	4.1
Jharkhand	18.6	23.9	30.1	45.2	0.2	5.9	3.7
Karnataka	15.7	18.3	19.1	24.3	4.2	1.9	2.8
Kerala	37.2	42.3	58.0	64.3	1.3	3.9	2.9
Madhya Pradesh	11.0	13.8	17.5	17.6	2.0	4.6	3.6
Maharashtra	14.3	20.3	20.1	20.6	4.0	1.8	2.7
Odessa	20.9	21.9	31.0	32.4	1.6	3.5	2.8
Punjab	17.8	22.7	33.2	38.2	3.2	3.3	3.3
Rajasthan	13.5	19.2	27.2	36.7	5.8	5.6	5.7
Tamil Nadu	25.6	31.3	34.7	36.3	3.8	0.5	1.7
Uttar Pradesh	17.9	20.7	27.4	33.1	3.1	4.2	3.8
Uttarakhand	18.1	34.9	21.8	30.5	1.1	5.4	3.7
West Bengal	26.4	26.9	37.3	43.7	5.5	2.0	3.4
II-India	18.6	21.7	27.4	32.1	3.4	3.2	3.4

Source: Authors' estimates based on NSSO unit level data (38th, 50th, 61st and 66th rounds)

Also, in majority of states, non-farm sector employed more than one-third of the total rural workforce. It is clear that the process of structural transformation of the rural workforce that was steadily tilting in favour of non-farm is still continuing. Structural transformation of employment in rural areas was not visible only in a few states like Chattisgarh (15.1%), Gujarat (21.7%), Karnataka (24.3%), Madhya Pradesh (17.6%) and Maharashtra (20.6%). Besides Kerala, the non-farm sector contributed about two-fifths to the rural employment in West Bengal (43.7%), Jharkhand (45.2%), Jammu and Kashmir (40.3%), Haryana (40.2%), Punjab (38.2%), Rajasthan (36.2%), Tamil Nadu (36.3%) and Himachal Pradesh (37.1%).

Strength and Weaknesses of Non-Farm Sector

Non-farm activities either keep the poor falling into deeper poverty or are advantageous in lifting the

poor above the poverty line. Keeping this in view, it becomes imperative to identify the strengths and weaknesses of the non-farm sector in India to focus on, in order to alleviate poverty. The strength and weaknesses of rural non-farm sector in India as highlighted by Mukherjee and Zhang (2005) have been discussed below.

Strengths

1. Industrial basis for rural non-farm sector:

In India, the institutions underlying the development of the rural non-farm sector are very strong. These includes secure property rights; a well-developed financial system with preferential access to credit for the sector; supporting institutions such as the KVIC, State Khadi Board, NHHDC, Small Industries Development Bank of India (SIDBI), State Industrial Corporations; policies and programs promoting linkages with agriculture, especially agro-industries; domestic marketing channels for rural non-farm production; as well as government support in export promotion. The

institutional mechanisms for a rapid growth of the rural non-farm sector are already in place.

2. Decentralization process:

Over the last two decades the State government in India has been able to exercise far more independence in decision-making than in the pre-1980 period. Regional parties are an integral part in coalition governments at the Center. In turn, they have negotiated economic autonomy in the formation of state specific policies for development. Moreover, with the opening up of the economy in 1991, Foreign Direct Investment (FDI) has come to play an important role in the overall policy environment. State governments are in competition with one another to attract higher FDI levels both in manufacturing and infrastructure. In some ways, it mirrors the path followed by China, although the volume of FDI coming to India is less than 10 percent of what is flowing into China. On the positive side, however, this creates an opportunity for higher levels of investment in the future.

Weaknesses

1. Infrastructure:

The most significant bottleneck in generating higher levels of rural non-farm activity in India is the quantity, quality and reliability of infrastructure. For example, the World Bank Investment Climate Survey of India indicates that power outages were one of the most serious obstacles to the development of the non-farm sector (Economist, 2005; World Bank, 2005). Although corrective steps are now being taken, increased infrastructure remains the most important priority for the future. To achieve a sustained growth rate of 8-9 percent, the investment rate has to be stepped up from the current levels of 24 percent to nearly 35 percent over the next decade, with investment directed at the rural sector (Planning Commission, 2000).

2. Regulatory restrictions on small-scale sector:

Regulation of the small-scale sector constitutes an important aspect of non-farm development policy in India. In the initial stages, capital investment restrictions were imposed to protect the small-scale sector, especially in rural areas, from predation by large industry. Reservation of products for the sector was initiated to create a domestic market and quantitative restrictions imposed to protect them from competition from imports. At the end of the 1990s, however, these very policies have become detrimental to the dynamism of the small-scale sector, especially in the rural areas. Capital investment limits have discouraged economics of scale, and concessions offered to small industry have created adverse incentives against re-investment. Several official

reports have recommended a substantial increase in the capital investment limit (from the present level of around \$200,000) to make better use of technology and improve productivity (Planning Commission, 2000). However, no such policy announcement has been made as yet.

Reservation of products for the small-scale sector has gradually reduced in significance, although this has created rents within the system. The decision of the government to put all the reserved items in the open general license category from April 2005 would mean free import of such items at the prevailing tariff rate. With the latter slated to come down over time to around 20 percent as per the WTO norms, this will effectively signal the end of protection for the small-scale industry.

3. Quality of manpower:

High levels of illiteracy in rural India have hampered the growth of the rural non-farm sector. Education has both intrinsic and instrumental value. Apart from having a positive correlation with wages, a minimum basic standard of education is necessary to apply for credit, to be aware of one's rights and responsibilities and to deal with instances of corruption and malpractice. Often, a lack of education is intrinsic to poverty, which seems to have been the case in India until recently.

In the rural areas, lack of education leads to labour being stagnant in agriculture, or moving to casual work occupations in the non-farm sector, and not to salaried employment with higher wages and benefits. Together with lack of technical skills, there is little incentive for rural firms to invest in technology, leading to low levels of labour productivity in the rural manufacturing sector compared to urban manufacturing (Chadha, 2003). The same is true of the service sector as well, which has the potential for expansion given the already strong base in the urban economy. Higher investment to improve both the quality and the access to education (primary, secondary and above) needs to be a priority for policymakers.

4. Forward and backward linkages:

Absence of appropriate forward and backward integration greatly affects performance of non-farm activities in rural areas. Forward linkages of the RNF sector serve as inputs to other sectors. Also, in backward linkages the RNF sector demands the outputs of other sectors. Empirical studies indicate that forward linkages from RNF activities to agriculture (rurally produced agricultural inputs) are particularly important where traditional agricultural technologies are utilized, while in case of backward linkages between RNF activities and agriculture, especially the linkages between rural agricultural processing and the agriculture sector and

between rural transport and rural marketing activities are quite significant for rural economic development. However, gaps in the integration of the production linkages brought about by poor infrastructure, low accessibility of market, support service weakness and intervention of middle men have constrained the development of non-farm enterprises in India.

Conclusion

The process of liberalization has shown a drastic change in rural workforce structure in India, especially during 2004-05 to 2009-10. In rural areas, the proportion of self employed and regular workforce declines with an unpredictably high increase in the share of casual workers, especially in construction and service sectors. The study has shown the increasing importance of non-farm sector in offering employment to rural workforce across major states of India. This could be viewed as one of the potential options to generate employment opportunities, and increase food and nutritional security and thereby reducing poverty in the rural areas of the country. Rural employment within agriculture has shown a mixed trend (of both high and low pace) across states.

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