RESEARCH EXPLORER

(A Refereed and Reviweide Quarterly International Research Journal on Multidisciplinary)

 $ISSN: 2250\text{-}1940 \; (Print), \; 2349 \; \text{-} \; 1647 (Online) \\ Impact Factor: 2.014 (IRJIF), 1.85 (JIF), 1.056 (RIF), \; 2.62 (NAAS)$

UGC Approved Journal (63185)

Volume VI April - June 2018

Issue 16

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ISSN: 2250-1940 (Print), 2349 - 1647(Online)

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ISSN: 2250-1940 (Print), 2349 - 1647 (Online)

Impact Factor: 2.014(IRJIF), 1.85(JIF), 1.056(RIF), 2.62(NAAS)

Vol. VI: Issue.17, April-June 2018,

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A STUDY ON MOTIVATING FACTORS FOR CONSUMPTION OF ORGANIC FOOD PRODUCTS IN THANJAVUR CITY

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Assistant Professor of Commerce KNGA College, Thanjavur

ABSTRACT

Organic food consumption is growing in a increasing trend due to the harmful effects present in the industrialized food. This study is to identify the motivating factors which actually induce consumers to turn towards the Organic food and to know the consumer satisfaction towards it. Consumer behavior is go on changing because it is a psychological process, through which they recognize their needs, finding ways to solve the needs, collect and interpret information, make plans and implement those plans to full fill their needs by consuming environmental friendly organic products due to awareness on environmental degradation. Consumers generally have a favourable attitude towards organic food products and information and availability are the most important barriers to consumption.

Key words: Organic food, Environmental friendly, Barriers to consumption

Introduction

Environmentally identified products refer to food products that are described organic or sustainable having a relatively less negative impact on the environment than directly competing products. Organic food consumption is growing in a increasing trend due to the harmful effects present in the industrialized food. This study is to identify the motivating factors which actually induce consumers to turn towards the Organic food and to know the consumer satisfaction towards it.

Objectives

To identify the motivating factors in the

consumption of Organic Food

To correlate the motivating factors with consumer satisfaction

To study the awareness of the consumers towards Organic Food Products

Research Methodology

The primary data comprises of 200 sample respondents who were selected under random sampling method from Thanjavur City by using interview schedule. The major motivating factors towards the consumption of organic products are based on health concern and lifestyle, environmental care, product quality, subjective norms were studied. Extensive review of related literature reveals the motivating variables which affect the

consumers in purchasing organic food products. Each variable was measured using Likert's five point scale as Strongly Disagree = 1; Disagree = 2; Neutral = 3; Agree = 4 and Strongly Agree = 5. The appropriate analytical tools like Mean, SD, Correlation and Regression has been used for analysis. The secondary data have been gathered from the published reports, Magazines, websites etc.

Analysis And Results

The demographic characteristics of the sample are presented below. Respondents comprises of 50% male and 50% female. Majority (76%) of sample are married. 80% of the consumers come from nuclear family. Around 68% of the consumers are earning less than 30,000 rupees per month. Majority (48%)

Demographic Characteristics of the Respondents

Demographic Characteristics	Variables	Frequency	Percent
Gender	Male	100	50
	Female	100	50
Age	Below – 25	8	4
	25 – 35	64	32
	35 – 45	60	30
	Above 45	68	34
Marital Status	Married	152	76
	Unmarried	28	14
	Widow	20	10
Education Status	Upto H.Sc	24	12
	UG Degree	96	48
	PG Degree	32	16
	Professionals	28	14
	Others	20	10
Monthly income (Rs.)	Below 30000	136	68
	30000-60000	44	22
	Above 60000	20	10
Family type	Nuclear	160	80
	Joint	40	20
Occupational Status	Executive Level	32	16
	Supervisor Level	92	46
	Clerical	24	12
	Professionals	20	10
	Businessmen	16	8
	Agriculturists	16	8

of the respondents are up to UG Degree

The following table reveals the output of descriptive statistics, reliability statistics and correlation analysis of the data. Product quality is rated high with a mean value of 4.09. Environmental concern as 3.85 and health concern and lifestyle as 3.74, Subjective norms are least rated variable as 3.29. The values of Cronbach's alpha for all the variables are above 0.7 which depicts that the data are highly reliable. The variables are correlated using Pearson's correlation co-efficient. It reveals that there is a positive correlation exists between health concern and life style and environment concern, production quality and environmental concern as well as health concern and life style. Hence, health concern and life style, production quality and subjective norms. It is interesting to find that the dependent variable, motivational factors and satisfaction gained which purchasing organic foods products has significantly the correlation with all the independent variables like health concern and

Descriptive Statistics and Pearsons Correlation

Variable	Mean	SD	Environ ment Concern	Health concern & life style	Product quality	Subjecti ve norms	Motivat ion	Satisfa ction
Environme at Concern	3.85	0.42	(0.75)					
Health concern & life style	3.74	0.41	0.379**	(0.799)				
Product quality	4.09	0.49	0.48**	0.433**	(0.707)			
Subjective norms	3.29	0.56	0.079	0.083	0.092	(0.717)		
Motivation	3.64	0.52	0.565**	0.326**	0.255**	0.300**	(0.710)	
Satisfaction	3.27	0.66	0.409**	0.253	0.181*	0.404**	0.562**	(0.853)

Source: Primary data (Output generated from SPSS 20)

Source: Primary data

lifestyle, environmental care, product quality and subjective norms.

Conclusion

Organic consumers do not want to be driven by the market, they want to eat quality and healthy products. The study reveals that the overall awareness on organic food products among the public is increasing and the factors which motivates them to purchase organic foods shows a positive correlation among them. The results of the study further depicts that the consumers are motivated to buy organic food products for their quality, health concern and life style, concern towards environment and their subjective norms. Consumer behavior is go on changing because it is a psychological process, through which they recognize their needs, finding ways to solve the needs, collect and interpret information, make plans and implement those plans to full fill their needs by consuming environmental friendly organic products due to awareness on environmental degradation. Consumers generally have a favourable attitude towards organic food

products and information and availability are the most important barriers to consumption.

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WORK AND ENVIRONMENTAL FACTORS ASSOCIATED WITH STRESS IN GENERAL AMONG WOMEN EMPLOYEES IN IT SECTOR, CHENNAI

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ABSTRACT

Due to globalization, Information and Communication Technology (ICT) is becoming a fast changing and renewing technology in all sectors. Especially in information technology (IT) sector, employees are described by differing in night shift, long working hours, multitasking, overload, work with deadlines etc may leads to work related stress. The present study is to focus on work and environmental factors associated with stress in general among women IT employees in Chennai. This research has been conducted in Chennai city by using structured questionnaire among the women IT employees. The questionnaire was distributed among 400 women IT employees.

Keywords: Technology, ICT, stress, women employees, workplace,

Introduction

Stress is one of the serious problems faced by employees in their workplace. It has both positive andnegative impact on individual. The positive stress called eustress is required to certain levelto help an individual to perform their work without which the individual will not work effectively. The negative stress called distress has negative impact on the individual which restricts them in performing their task. Experience of stress is inevitably involved in the implementation of any type of work. The Indian Software industry has grown up during the last five years. The key segments that have contributed significantly to the industry's exports include software services, BPO sector etc is playing a vital role in the growth of our country's economy. Due to liberalization of Indian economic policy, the growth of software industry is in commendable position. Due to cost advantage, availability of skilled manpower, quality services are the main reasons for the growth of IT industry in India.

Stress is defined as the pattern of emotional states and physiological reactions occurring in response to demand from within or outside an organization. Workplace stress is quite common and can be measured through different sources. Workload, time pressure, role ambiguity, role conflict, career progress and communication are considered as major sources of pressure in the life of Information System professionals. Pressure ultimately causes the stress that leads to different types of strain and finally hampers the performance of the employees. Stress, not just affects the efficiency of the employees, but also causes ailment and other physical or emotional problems as well.

Need Of The Study

In the present situation, the dream of many students has been information Technology (IT) sector where one can have secured job for a decent package and high social prestige. It not only determines the social status of an individual but it amplifies the economic growth of our nation. Such an industry is now being afflicted by work stress. It has taken its deep root in the minds of many of the software professionals in the field of information Technology. Many women employees are joined in IT sector. It is clearly that it is unchecked will certainly have its serious impact on the overall growth of our nation. The Government and the IT sector should take necessary steps toidentity such factors for stress. The mainobjective of the researcher is to contribute his/her research knowledge in this field that would benefit to the society of software employees, software employers and ultimately it will pave the way to nation's economic growth.

Statement Of The Problem

The fast growth of technology and its wide

use in business and industry has increased the manifold competition among different organizations across the globe. Especially, in IT sector are continuously bringing changes in the relevant field and the same forcing the employees to adapt innovative and unique blend of technological advancement created a huge demand of performance. Some employees are feeling comfortable and gain benefits from the usage of information and communication technology, there are many employees who find it difficult to adjust and cope up with new technology. The technology needs people to change but it is not an easy thing to adapt new technology. Inability to cope up with new technology could lead to techno-stress. The reason for selectingsoftware employees is that the level of stress these women employees face is relatively higher than other employees.

Hence this study emphasizes on identifying the work and environment factors associated with stress among the women employees working in IT sector, Chennai. It also recommends the possible and appropriate methods of combating stress among the women IT employees. Hence a study on stress is needed to understand the stress areas and the effective coping strategies to manage their stress among the women employees in IT sector.

Objectives Of The Study

The present study was designed to study the stress among women employees in IT sector, Chennai with the following specific objectives:

- To study the work and environmental factors associated with the stress in general, in the IT sector.
- To recommend the coping strategies to reduce the stress among women IT employees.

Research Methodology

From the research design, the researcher

selected the Empirical research design for the study. Chennai has the maximum number of software industry in India next to Bangalore. So it is the most appropriate place to conduct this kind of research study. The population for selecting sampling units of the study includes women employees working in IT sector. The sampling technique adopted for the study is Simple random sampling method which comes under probability sampling. Out of total population, 400 women IT employees were taken for the study as a sample randomly. Primary data has been collected from the selected women IT employees through structured questionnaire. The Secondary data for the study have been taken from different sources. Information on IT sector has been obtained from various reports like NASSCOM, annual manuals of concerned company, national and international journals, research reports, magazines, newspapers, books and websites.In order to identify the difference between the age and work and environment factors associated with stress on IT women employees, ANOVA test was employed.

Review Of Literature

Amita Singh (2010) has stated that Work-life balance on "The perception of work-life balance policies among software professionals". He observed that unbalanced work-life relationship can result in reduced health and low performance outcomes for individuals, families and organizations. A misleading life and work is prevalent among the software professionals. Therefore a study had been made to assess the work-life balance in multi dimensions.

Thirumaleswari.T (2013) has expressed that "A Study on Job Stress among Employees of Software Industries in Chennai". In the present context software industry has become one of the fastest growing industries in India. The reason for selecting the particularly software industry and the level of stress these

employees face is comparatively higher than other employees.

KedarRayamajhi (2014) made an attempt to study "Level of Stress among the Government Officers: Cases from the Nepal". The study was conducted among the 284 technical and non-technical government officers. This study is to identify the level of stress among the government officers working in different offices of Nepal. Job stress can be defined as the inability to cope with the pressures in a job.

Results And Discussion

Table- 1 Age-wise classification of Respondents

S.No	Variables	Category	No. of Respondents	Percentage
		Below 25 Years	196	49
		25 - 30 Years	158	40
1	Λge	30 35 Years	31	8
		35 – 40 Years	15	4
		Above 40 Years	0	0
		Total	400	100

Source: Primary Data

The above table shows that 49% of the respondents come under the category of below 25 Years, 40% of the respondents come under the category of 25 - 30 Years, 8% of the respondents come under the category of 30 - 35 Years, 4% of the respondents come under the category of 35 - 40 years and none of the respondents come under the category of above 40 Years.

Majority (49%) of the respondents belong to the age group ofbelow 25 Years.

Table- 2 Classification of respondents according to the Nature of work

S.No	Variables	Category	No. of Respondents	Percentage
		Clerical	0	0
1		Technical	297	74
1	Nature of Work	Managerial	68	17
		Executive	35	9
		Total	400	100

Source: Primary Data

The above table shows that 74% of the respondents' nature of work is technical level, 17% of the respondents' nature of work is managerial level, 9% of the respondents' nature of work is executive level and none of the respondents' nature of work is clerical level.

Majority (74%) of the respondents' nature of work is technical level.

Table- 3 Classification of respondents according to their work experience

S.No	Variables	Category	No. of Respondents	Percentage
		Below 5 Years	191	48
	Work Experience	5 – 10 Years	109	27
1		10 - 15 Years	61	15
		15 – 20 Years	27	7
		Above 20 Years	12	3
		Total	400	100

Source: Primary Data

It is inferred from the above table that 48% of the respondents have their work experience below 5 Years, 27% of the respondents have their work experience from 5 - 10 Years, 15% of the respondents have their work experience from 10-15 Years, 7% of the respondents have their work experience from 15-20 Years and 3% of the respondents have their work experience above 20 Years.

Majority (48%) of the respondents have their work experiences below 5 Years.

ANOVA

Table – 4 Ho1: There is no significant difference between age and high demand for performance among women IT employees.

Source of Variation	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	53.867	4	13.467		
Within Groups	174.133	395	.441	30.547	.000
Total	228.000	399			

Source: Primary Data

The above table reveals that the p-value is

less than 0.05; the null hypothesis is rejected at 1 per cent level of significance. It is concluded that there is a significant difference between age and high demand for performance among women IT employees. (F= 30.547; p<0.01).

Table – 5

Source of Variation	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	38.659	4	9.665		
Within Groups	291,581	395	.738	13.093	.000
Total	330.240	399			

Source: Primary Data

Ho2: There is no significant difference between age and termination fears among women IT employees.

The above table reveals that the p-value is less than 0.05; the null hypothesis is rejected at 1 per cent level of significance. It is concluded that there is a significant difference between age and termination fears among women IT employees. (F= 171.119; p<0.01)

Table - 6

Source of Variation	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	379.840	4	94.960		
Within Groups	219.200	395	.555	171.119	.000
Total	599.040	399			

Source: Primary Data

Ho3: There is no significant difference between age and over responsibilityamong women IT employees.

The above table reveals that the p-value is less than 0.05; the null hypothesis is rejected at 1 per cent level of significance. It is concluded that there is a significant difference between age and over responsibility among women IT employees.(F= 13.093; p<0.01).

Table - 7

Source of Variation	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	69.371	4	17.343		
Within Groups	186.629	395	.472	36.706	.000
Total	256.000	399			

Source: Primary Data

Ho4: There is no significant difference between age and long working hoursamong women IT employees.

The above table reveals that the p-value is less than 0.05; the null hypothesis is rejected at 1 per cent level of significance. It is concluded that there is a significant difference between age and long working hours among women IT employees. (F= 36.706; p<0.01).

Table - 8

Source of Variation	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	296.792	4	74.198		
Within Groups	258.248	395	.654	113.489	.000
Total	555.040	399			

Source: Primary Data

Ho5: There is no significant difference between age andLack of recognitionamong women IT employees.

The above table reveals that the p-value is less than 0.05; the null hypothesis is rejected at 1 per cent level of significance. It is concluded that there is a significant difference between age and lack of recognitionamong women IT employees. (F= 113.489; p<0.01).

Table - 9

Source of Variation	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	67.840	4	16.960		
Within Groups	132,000	395	.334	50.752	.000
Total	199 840	300			

Source: Primary Data

Ho6: There is no significant difference between age and Organizational politics among

women IT employees.

The above table reveals that the p-value is less than 0.05; the null hypothesis is rejected at 1 per cent level of significance. It is concluded that there is a significant difference between age and organizational politicsamong women IT employees. (F= 50.752; p<0.01).

Table - 10

Source of Variation	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	55.619	4	13.905		
Within Groups	364.381	395	.922	15.073	.000
Total	420.000	399			

Source: Primary Data

Ho7: There is no significant difference between age and Insufficient equipment with security measures among women IT employees.

The above table reveals that the p-value is less than 0.05; the null hypothesis is rejected at 1 per cent level of significance. It is concluded that there is a significant difference between age and insufficient equipment with security measures among women IT employees. (F= 15.073; p<0.01).

Table - 11

Source of Variation	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	27.573	4	6.893		
Within Groups	367.467	395	.930	7.410	.000
Total	395.040	399			

Source: Primary Data

Ho8: There is no significant difference between age and incapable equipment among women IT employees.

The above table reveals that the p-value is less than 0.05; the null hypothesis is rejected at 1 per cent level of significance. It is concluded that there is a significant difference between age and incapable equipment among women IT employees. (F= 7.410; p<0.01).

Table - 12

Source of Variation	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	414.050	4	103.512		
Within Groups	175.390	395	.444	233.122	.052
Total	589.440	399			

Source: Primary Data

Ho9: There is no significant difference between age and Terrible bosses among women IT employees.

The above table reveals that the p-value is less than 0.05; the null hypothesis is accepted at 1 per cent level of significance. It is concluded that there is no significant difference between age and terrible bosses among women IT employees. (F= 233.122; p<0.01).

Table - 13

Source of Variation	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.411	4	.103		
Within Groups	103.429	395	.262	.393	.814
Total	103.840	399			

Source: Primary Data

Ho10: There is no significant difference between age and workplace culture among women IT employees.

The above table reveals that the p-value is less than 0.05; the null hypothesis is accepted at 1 per cent level of significance. It is concluded that there is no significant difference between age and workplace culture among women IT employees. (F= .393; p<0.01).

Conclusion And Recommendations

Stress is inevitable and unavoidable one in the common workplace. The level of stress and its amount of intensity may vary within and between organizations based on the nature and type of work practices and culture prevailing in the workplace. Organization must begin to manage people at work, treating them with respect and valuing their contribution. The study concluded that there is a significant difference between age and high demand for performance, termination fears, lack of recognition, over responsibility etc. The following are the recommendations to overcome stress among women employees in IT sector.

- The women employees should be properly trained to enhance their skills in a continuous manner through training programmes.
- The Work should be properly designed and delegated to the women employees to avoid overload of work and multi-tasking which could cause stress.
- The women employees should be encouraged and motivated by giving rewards and recognition for their excellent performance.
- Maintain good interpersonal relationship among women employees so that we make the working environment in a healthy manner.
- Time management techniques should be imparted to employees so that they completetheir task within the scheduled time.
- Organize stress relaxation programmmes like yoga, meditation and exercises should be given to the women employees.

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April - June 2018

Available online @ www.selptrust.org RESEARCH EXPLORER.

ISSN: 2250-1940 (Print), 2349 - 1647 (Online)

 $Impact\ Factor: 2.014 (IRJIF),\ 1.85 (JIF),\ 1.056 (RIF),\ \ 2.62 (NAAS)$

Vol. VI: Issue.17, April-June 2018,

UGC Approved Journal (63185), © Author

FINANCIAL INCLUSION INITIATIVES FOR AGRICULTURE CREDIT IN INDIA

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Abstract

The prime source of agriculture credit in India was money lenders at the beginning. Financial Inclusion is a programme started by the Reserve Bank of India (RBI) to bring people under the realm of formal financial inclusion which exploits the vulnerable sections by the usurious money lenders by providing banking services in unbanked rural areas. In this context an attempt was made to highlight the measures taken by the government through Financial Inclusion Programme for credit flow to agriculture

Key words: Financial Inclusion, Sustainability, agricultural production, credit flow

Introduction:

Sustainability of agricultural growth in India is crucial as almost half of the country's population still depends on this sector for their livelihood. Flow of credit to agriculture plays a critical role in agricultural production in the country and hence in maintaining the momentum of growth of this sector. Agricultural credit plays a crucial role in conducting of all agricultural programmes. Since the Indian farmers are very poor in India there is a huge need of proper agriculture credit which not only paves the way for increasing agricultural productivity but also reducing poverty. The prime source of agriculture credit

in India was money lenders at the beginning. Financial Inclusion is a programme started by the Reserve Bank of India (RBI) to bring people under the realm of formal financial inclusion which exploits the vulnerable sections by the usurious *money lenders* by providing banking services in unbanked rural areas. In this context an attempt was made to highlight the measures taken by the government through Financial Inclusion Programme for credit flow to agriculture with the following objectives.

Objectives of the study:

1. To know the sources and types of agriculture credit in India.

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- 2. To identify the problems of agriculture credit in India.
- 3. To understand the meaning and indicators of Financial Inclusion.
- 4. To know the steps taken to raise credit flow to agriculture.

Agriculture Credit:

Agricultural Credit is defined as a type of financing used to provide funding for agricultural producers. This may be in the form of letters of credit, loans or banker's acceptance documents. This is generally used to provide investment from outside resources to the farming sector.

Types of Agriculture Credit:

The agriculture credit can be classified on the basis of tenure of agricultural credit and purpose of agricultural credit.

- (1) According to Tenure of Agricultural Credit i.e., the credit requirement based on the time-period of loans. It can be of three types:
- (a) Short-Term: It refers to the loans required for meeting the short-term requirements of the cultivators. These loans are generally for a period not exceeding and repaid after the harvest. For example loans required for the purchase of fertilizers, HYV seed, for meeting expense on religious or social ceremonies etc.
- **(b) Medium-Term:** These loans are for a period up to 5 years. These are the financial requirements to make improvements on land, buying cattle or agricultural equipments, digging up of canals etc.
- (c) Long-Term: These loans are for a period of more than 5 years and are generally required to buy additional land or tractor or making permanent improvements on land.
- (2) According to Purpose of Agriculture Credit:

The agriculture credit on the basis of purpose for which the credit is used can be of two types:

- (a) **Productive:** Productive loans are the loans that are related to agricultural production and economically justified. For example purchase of tractor, land, seeds etc.
- **(b) Unproductive:** Unproductive credit are used for personal consumption and unrelated to productive activity for example loans for expenditure on marriages, religious ceremonies etc.

Sources of Agricultural Credit in India:

There are two main sources for agriculture credit in India.

- 1.Formal sources / Institutional sources
- 2.Informal sources / Non- Institutional sources

Formal sources / Institutional sources:

It comprises of Co-operatives, Commercial Banks, Regional Rural Banks, National Bank for Agriculture and Rural Development and Micro Finance Institutions in India.

Informal sources / Non- Institutional sources:

It includes money lends traders, commission agents, relatives and landlords. Money lenders are of two types: (i) Professional money lenders and (ii) Agriculturist money lenders.

Problems of Agricultural Credit in India:

Since independence, the institutional agricultural credit structure in India was very poor. In the post-independence period, various attempts were made by the Government for enriching the institutional agricultural credit structure of the country leading to continuous growth in the base and sources of agricultural credit. Insufficiency, inadequate amount of sanction, lesser attention of poor farmers, growing over dues, inadequate institutional

coverage and red tapism are some of the problems related to agricultural credit in India. Financial Inclusion is one of the important initiatives by RBI to increase the access of formal finance with the aim of safeguarding the farmers from money lenders.

Financial Inclusion:

Financial inclusion is the process of ensuring access to appropriate financial products and services needed by vulnerable groups such as weaker sections and low income groups at an affordable cost in a fair and transparent manner by mainstream institutional players. The following table (1) shows selected indicators of financial inclusion in India.

Table 1: Selected Indicators of Financial Inclusion in India - 2011

Number of Bank Branches	Number of ATMs	Number of Bank Branches	Number of ATMs	Bank Deposits	Bank Credit
Per 1000 ki	Per 1000 kilo meters Per 0.1 Million		Million	as percenta Product	ge to Gross Domestic
30.43	25.43	10.64	8.9	68.43	51.75

Source: Financial Access Survey, IMF; 2010-2011.

Financial Inclusion Programmes for Agriculture:

The outreach of agriculture credit to farmers by covering them through bank accounts is one of the most important factor that have led to the recent expansion of agricultural credit. According to the latest data released by All-India Debt and Investment Survey (AIDIS 2013), 68.8 per cent of rural households and 79.5 per cent of urban households had bank accounts. As part of the financial inclusion programme, the government had launched the Swabhiman scheme in 2011 to extend the reach of banking in rural areas initially to approximately 74,000 habitations with a population of more than 2,000. It aimed to provide branchless banking services in the areas through remotest banking correspondents, making use of technology.

Another step in this direction was the introduction of Pradan Mantri Jan Dhan Yojana to provide access to banking facilities to all households and almost every household has a bank account (PMJDY, Ministry of Finance). The government has already introduced the Benefit Transfer of LPG (Direct Benefit Transfer of Liquid Petrolium Gas) Scheme where consumers receive LPG cylinders directly in their bank accounts. Such financial inclusion programmes enable rural households to be covered by mainstream banking, reducing further their dependency on non-institutional sources of finance.

Flow of Credit to Agriculture:

Financial Inclusion is necessary for attaining inclusive growth. Inclusive growth has been the central feature of policy objectives stated by the government over the last decade and increasing the amount of credit flow to the agriculture sector is one of the important ways for making the country's economic growth more inclusive growth. Table 2 shows the target fixed by the government for agricultural credit from 2010-11 to 2016-17.

Table – 2 Targets and Achievements for Agricultural Credit (rupees in billion)

Year	Commercial Banks		Co-operative	ector (includes Banks and	Total	
			RRBs)	T		Line
	Target	Achievement	Target	Achievement	Target	Achievement
1	2	3	4	5	6	7
2010-11	3750	4683	2800	3459	6550	8142
2011-12	4750	5110	3550	3686	8300	8796
2012-13	5750	6074	4200	4325	9950	10399
2013-14	7000	7116	4750	5090	11750	12206
2014-15	8000	8406	5400	5997	13400	14403
2015-16	5900	6430	2600	2726	8500	9156
2016-17	6250	7998	2750	2660	9000	10658

Source: NABARD

In the above table, during 2015-16, Commercial Banks over achieved the target by 28 per cent and all the other bank groups under performed in achieving their targets for agricultural credit though the overall flow of

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ISSN: 2250-1940 (Print), 2349 - 1647 (Online)

credit had exceeded the target as in the previous year.

Conclusion

The inclusive growth is possible with the access to formal finance at an affordable cost. Government should adopt multi channel credit policy involving Micro Finance Institutions (MFIs) and Self Help Groups (SHGs) for effective agriculture credit especially for small and marginal farmers.

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ISSN: 2250-1940 (Print), 2349 - 1647 (Online)

Impact Factor: 2.014(IRJIF), 1.85(JIF), 1.056(RIF), 2.62(NAAS)

Vol. VI: Issue.17, April-June 2018,

UGC Approved Journal (63185), © Author

STATUS OF FINANCIAL INCLUSION AMONG RURAL HOUSEHOLDS - AN EMPIRICAL STUDY IN SELECT RURAL DISTRICTS OF TAMIL NADU

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Abstract

Financial inclusion initiatives are ensuring access to various desired and needed financial products and services for weaker sections and low-income groups. It enables to alleviate poverty through self-employment generation and fuels the rural banking system for inclusive growth and development. Accordingly, Indian Government is being initiated various financial measures in the banking sector, and different microfinance models have been playing an active role in providing microfinance and other financial services to the rural poor. In this backdrop, the present study focused on the status of financial inclusion among the people hail from rural areas with respect to access of financial institutions, access to savings and borrowings and reasons for excluded from finance. This study is conducted through a field survey method among 400 people living in rural areas. The study found that most of the sample rural households have accessed a bank account. But they are not visited the bank branches frequently which is a main reason for financial exclusion. The study also identified that the rural households are approached moneylenders to meet their immediate financial requirements. It is due to limited procedures for availing loan and able to borrow small amounts are the prime reason for approaching moneylenders.

Keywords: Financial Inclusion, Financial Exclusion, Rural Households.

Introduction

Financial inclusion provides financial services at an affordable cost to vast sections of disadvantaged and low income groups. It helps to economically empower the rural households (World Bank, 2017). It facilitates better savings and money management in addition to protect from inflation and access transaction/ transmission facilities. Access to

loans and savings ensure much greater choice in managing liquidity and risks, thereby enhancing capacity to invest in emerging opportunities (*Sreemoyee Guha Roy, 2013*). Effective access to formal sources by majority of the population can have sobering influence on the informal sector due to competition, hence benefiting those who were excluded from it (*Naveen Kolloju, 2014*). The financial

inclusion initiatives provide benefits to the rural people to increase their income, to expand and generate assets with greater capacity and cope up with all the risk, promoting economic growth and reduce the level of poverty (*ILO*, 2016). With this background, the present study has been focused on the status of financial inclusion among the people hail from rural areas with respect to access of financial institutions, access to savings and borrowings and reasons for excluded from finance.

Need for the study

Financial inclusion is essential as it creates an opening for the other types of inclusions. The development process starts with the reach of financial services. There is a need for greater financial inclusion and to have bank accounts and infrastructure services. Financial exclusion is the unavailability of banking services to people living in poverty. It is believed to be a factor which is preventing the poor people from existing poverty, by forcing them to manage their finances on a cash-only basis and restricting their access to equitable sources of credit. While studies carried out on financial inclusion are very few at the micro level, those studies focused on business strategies and technology aspects. But no study has been conducted so far on the status of financial inclusion among rural households in Tamil Nadu. In this regard, the present study is made an attempt to examine the status of financial inclusion in Tamil Nadu and issues involved in extending the financial products and services to rural households in order to empower them economically.

Objectives of the Study

The study is carried out with the following objectives:

- To measure the awareness on financial products and services among the rural households.
- ii) To identify the causes for accessing formal

and informal financial sources for savings and credit by the rural households.

Research Methodology

Field survey method is followed for the study. Both primary and secondary sources of data have been used. Interview schedule is designed to elicit the necessary data from the respondents. The secondary data are gathered from the books, reports, journals, magazines and web portals. Multi-stage sampling technique is adopted to select the sample respondents. In the first stage, out of the 32 districts of Tamil Nadu 3 backward districts namely Dharmapuri, Nagapattinam, and Thiruvarur are purposively selected for the study. The sample districts are selected on the basis of their typical nature as high rate of BPL population, coastal area and agriculture based. In the second stage, 2 villages are selected in each taluk within the 3 districts. At final stage, the sample size of 400 respondents, representing 10 respondents each of 40 villages were selected to represent the entire universe. The primary data collected from the respondents have been analysed with the help of Statistical Package for Social Sciences (SPSS). The statistical tools such as Descriptive statistics, One-sample 't' test, One-way ANOVA and Friedman's test have been used.

Access to Organised Financial Institutions

Now-a-days there is a vital need to provide financial services to all households that is not included in any formal financial sector. This sector acts as a facilitator and multiplier for accelerating overall economic growth and stability of a country. Of all financial services, banking sector plays a significant role in stimulating economic growth by mobilizing savings, spreading money into the formal financial system, providing an avenue to urban and rural people to remit money to their families and preventing from the clutches of usurious moneylenders (*Priya Basu*, & *Pradeep Srivastava*, 2005). It helps to include the rural

poor into organised financial network by the way of motivate to access the variety of social security products, like micro-savings, microcredit, micro-insurance, etc (Nagarajan & Meyer, 2006). In this section, the access of financial intuitions by the rural households has been analysed.

Table – 1: Maintaining Account in Banks

Opinion	Frequency	Percent
Yes	346	88.7
No	44	11.3
Total	390	100.0

Maintaining account in banks indicate that 88.7 percent of the respondents are having account in banks and 11.3 percent of the respondents did not have any bank account (Table 1).

Table – 2: Reasons for not having a Bank Account

Reasons	Mean
Filling of forms for opening account is	2.217
tedious	
No sufficient money for savings	4.806
No bank has convenient hours or	2.922
location	
Opening account is not important to me	3.978
The minimum balance is too high	1.256

The mean values of the reasons for not opening a bank account shows that insufficient money for savings is a prime reason for not opening a bank account by the respondents followed by no requirement for opening account, inconvenient working hours or location, tedious in filling of account opening forms and minimum balance is too high (Table 2).

Table - 3: Reasons for Opening a Bank Account

Reasons	Mean
To save money safely	2.79
To avail loan	2.82
To avail benefits of Government schemes	3.01
To receive micro finance	2.91

The mean values of the reasons for opening a bank account reveals that to avail benefits from Government schemes is the prime reason for opening a bank account followed by to receive micro-finance, to receive loan and to save money (Table 3).

Table – 4: Place of Maintaining Account

	Frequency	Percent
Commercial banks	122	35.3
Cooperative Banks	141	40.8
Microfinance institutions	52	15.0
Post office	31	9.0
Total	346	100.0

The place of maintaining account reveals that 40.8 percent of the respondents are maintaining account in cooperative banks, 35.3 percent are having account in commercial banks, 15 percent are having account in Microfinance institutions and 9 percent of the respondents are maintaining account in post offices (Table 4).

Table – 5: Distance between Bank and Residence

Distance (in Km)	Frequency	Percent
Below 1	92	26.6
1-2	110	31.8
3-4	75	21.7
Above 4	69	19.9
Total	346	100.0

The distance between and bank and residence indicates that 30 percent of the respondents have resided less than 1 km distance from their home, 31.8 percent have resided between 1-2 km distance, 21.7 percent of the respondents have resided at 3-4 km distance and 19.9 percent of respondents have resided at above 4 km distance to reach their bank (Table 5).

Table – 6: Number of Bank Accounts in Household

Number Accounts	Frequency	Percent
1	216	62.4
2	55	15.9
3	34	9.8
4	27	7.8
Total	346	100.0

The number of bank account in a household portrays that 62.4 percent have one bank account, followed by 15.9 percent have 2 bank accounts, 9.8 percent have three bank accounts and 7.8 percent have 4 bank accounts in their family (Table 6).

Table – 7: Type of Bank Account

Type of Bank Account	Frequency	Percent
Saving Bank A/c	346	100
Current A/c	22	6.4
Fixed Deposit A/c	19	5.5
Recurring Deposit A/c	35	10.1
SHG A/c	96	27.7

Multiple Responses

The type of bank account maintained by the respondents show that all the respondents are maintaining savings bank account. In addition, 6.4 percent have current account, 5.5 percent have fixed deposit accounts, 10.1 percent have recurring deposit account and 27.7 percent are maintaining SHG account (Table 7).

Table -8: Influencer in Opening Bank Account

Influencer	Frequency	Percent
Self-reliant	112	32.4
Bank officials	67	19.4
Friends/ Relatives	53	15.3
NGOs/Social Workers	56	16.2
Radio/Television	58	16.8
Total	346	100.0

Influencer in opening a bank account shows that 32.7 percent of the respondents have opened bank account with their self-reliant followed by 19.4 percent are influenced by bank officials, 15.3 percent of the respondents are influenced by friends/relatives and 16.8 percent of the respondents are influenced by radio/television and 16.2 percent are influenced by social workers/ NGO (Table 8).

Table - 9: Period of Holding Bank Account

Period (in vears)	Frequency	Percent
Below 1	92	26.6
2-5	110	31.8
6-10	75	21.7
Above 10	69	19.9
Total	346	100.0

Period of holding bank account reveals that 31.8 percent of the respondents are maintaining account in banks for 2 to 5 years followed by 26.6 percent of the respondents are maintaining account for below 1 year, 21.7 percent are maintaining account for 6-10 years and 19.9 percent of the respondents are having bank account for more than 10 years (Table 9).

Table - 10: Frequency of Visiting Bank

Frequency	Frequency	Percent
Weekly	72	20.8
Fortnightly	60	17.3
Monthly	75	21.7
Rarely	94	27.2
Never	45	13.0
Total	346	100.0

The frequency of visiting bank depicts that 27.2 percent of the respondents are visiting rarely, 21.7 percent of the respondents are visiting monthly, 20.8 percent of the respondents visiting weekly, 17.3 percent of the respondents are visiting fortnightly and 13 percent of the respondents are not operating their bank accounts (Table 10).

Table – 11: Awareness on Banking Services

Description	Mean	Std. Deviation	Mean Rank	Chi- square	Sig.
Savings Bank A/c	3.19	1.576	10.69		
Fixed Deposit A/c	3.03	1.497	10.40		
Recurring Deposit A/c	2.95	1.368	10.25		
Interest rates for deposits	3.06	1.474	10.30		
Agricultural loan	3.01	1.548	10.22		
Jewel Loan	3.08	1.549	10.32		
Personal Loan	2.87	1.382	9.79		
Housing Loan	2.80	1.489	9.48		
Vehicle Loan	2.98	1.476	10.20	37.569	.000
Business Loan	3.10	1.674	10.52		
Education Loan	2.88	1.397	9.76		

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Interest rates for various loans	2.78	1.473	9.28	
Cheque book	2.87	1.462	9.69	
Debit card	3.09	1.491	10.53	
Kisan credit card/General credit card	2.74	1.462	9.20	
Internet banking	2.92	1.468	9.97	
Mobile banking	2.87	1.463	9.81	
Bank service charges	2.91	1.465	9.80	
Fund transfer facility	2.92	1.488	9.87	

The result of Friedman's Chi-Square test shows that there is a significant difference found in the awareness on various banking services. The mean rank reveals the fact that the sample respondents are having awareness on savings bank account (Mean rank=10.69) followed by debit card, business loan, fixed deposit account, jewel loan, interest rate for deposits, recurring deposit account, agricultural loan, vehicle loan, internet banking, fund transfer facility, mobile banking, bank service charges, personal loan, education loan, cheque book, housing loan, interest rates for various loans and kisan credit card/general credit card (Table - 11).

Table – 12: Awareness on Financial Services

Services		Aware of it but no access	Having access but not using	Used it	Unaware
Insurance policy	F	164	111	71	-
	%	47.4	32.1	20.5	
Share markets	F	75	18	12	241
	%	21.7	5.2	3.5	69.7
Mutual funds	F	64	8	7	267
	%	18.5	2.3	2.0	77.2
SHG's	F	189	36	121	-
	%	54.6	10.4	35.0	1

The awareness on financial services indicates 47.4 percent of the respondents are having awareness on insurance policy but they did not accessed so far. 68.7 percent and 77.2 percent of the sample respondents are not aware about share market operations and mutual funds respectively. 54.6 percent of the sample respondents are well aware and 35 percent of the sample respondents are joined in the SHGs (Table - 12).

Table – 13: Problems in Accessing the Services of Banks

Component	Mean
Maintaining minimum balance	2.672
Cumbersome formalities for account opening	3.872
Lack of awareness on various baking schemes	4.161
Unaware of using e-banking services	3.859

The mean values of problems in accessing the banking services indicate that lack of awareness on various banking schemes is a major problems among the rural households, followed by cumbersome formalities for account opening, unaware of using e-banking services and maintaining minimum balance (Table - 13).

Access To Credit

Access to institutional credit pumps the economic status of the rural households. It is considered as one of the crucial factor in poverty alleviation of the rural households. In India, since independence, the various initiatives are taken by the Government to build a wellknitted financial infrastructure especially in rural areas (Desai, 1996). Even though chunk of rural households are still far away from the purview of the institutional sources and prevent from the usuries moneylenders. It is due to the lack of awareness on organised financial services, cumbersome procedures, lack of awareness on Government schemes and programmes, etc (Tripathy, 2015). In this section, borrowing pattern of rural households has been analysed.

Table -14: Sources for Borrowing Loan

Sources	Frequency	Percent
Banks	78	22.5
Moneylenders	143	41.3
Friends/	86	24.9
Relatives	80	24.9
Employer	39	11.3
Total	346	100.0

The sources of borrowing loans portrays that 41.3 percent of the respondents have approached moneylenders to meet their immediate financial requirements, followed by friends/ relatives, banks and employer (Table - 14).

Table – 15: Reasons for Getting Loan from Banks

Reasons	Mean	Std. Deviation	Mean Rank	Chi- square	Sig.
Affordable rate of interest	3.69	1.717	4.71		
Trustworthy lender	2.86	.835	3.62		
To receive Government subsidy	3.51	1.730	4.59	13.876	.000
Loan Schemes	3.29	1.754	4.38		

The result of Friedman's Chi-Square test shows that there is a significant difference found in the variables of reasons for getting loans from banks (P<0.05). The mean rank reveals the fact that affordable rate of interest (Mean rank=3.69) is a main reason for getting loan from the banks followed by to receive government subsidies, loan schemes and trustworthy lender (Table - 15).

Table – 16: Type of Loan Availed

Type Loan	Frequency	Percent
Housing loan	21	6.1
Business loan	17	4.9
Vehicle loan	28	8.1
Education loan	89	25.7
Crop loan	53	15.3
Jewel loan	119	34.4
Personal loan	19	5.5
Total	346	100.0

The type of loan availed by the respondents indicates that 34.4 percent of the respondents have availed jewel loan, followed by 25.7 percent of the respondents have availed education loan, 15.3 percent of the respondents have availed crop loan, 8.1 percent of the respondents have availed vehicle loan, 6.1 percent of the respondents have availed housing loan, 5.5 percent of the respondents have availed

personal loan and 4.9 percent of the respondents have availed business loan (Table - 16).

Table –17: Difficulties in Getting Loan from Banks

Factors	Mean	Std. Deviation	Mean Rank	Chi- square	Sig.
Delays in sanctioning and getting loan	3.11	1.501	5.24		
Banks charge heavy interest on loans	2.93	1.440	4.91		
Attitude of the bank staff is indifferent	3.03	1.469	5.14		
Amount of repayment per installment is high	2.93	1.508	4.79		
Cumbersome procedures	3.13	1.361	5.25	86.143	.000
Period of loan repayment is shorter	2.92	1.473	4.86		
There is restriction in the use of loan amount	3.05	1.474	5.23		
In case of default in payment, further loan is	2.82	1.404	4.70		
refused					
Bank did not agree with the purpose of the loan	3.04	1.477	5.01		

The result of Friedman's Chi-Square test shows that there is a significant difference found in the difficulties faced in getting loan from banks. The mean rank reveal the fact that cumbersome procedures is a major problem to avail loan from banks followed by delays in sanctioning and getting loan, high interest for loans and bank did not agree with the purpose of the loan (Table - 17).

Table – 18: One-sample 't' Test for Reasons for Borrowing Money from Other than Banks

Reasons	Mean	Std. Deviation	t	Sig.
Limited procedures	4.08	1.480	1.507	.000
Unaware of banking procedures	2.92	1.557	2.621	.000
No need of security	3.04	1.540	1.387	.000
Make repayments in cash in small weekly or fortnightly sums	3.75	1.478	1.350	.000
Able to borrow small amount	3.93	1.546	3.410	.000
Locally available	3.80	1.474	0.855	.000

The mean values of six variables of reasons for borrowing money from other than banks ranges from 2.89 to 4.08 with consistent standard deviation. The 't' values of all the variables of reason for borrowing money from banks are statistically significant at 5 percent level. This shows that limited procedures for availing loan is the prime reason for approaching

private moneylenders followed by able to borrow small amount, locally available, make repayments in small weekly or fortnightly sums and unaware of banking procedures (Table -18).

Conclusion

This study vigilently analysed the access of financial institutions and financial products by the rural households. The study results revealed that most of the sample rural households have accessed a bank account. But they are not visited the bank branches frequently which is a main reason for financial exclusion. The study results also reveal that there is certain variation in the awareness on financial services among the rural households with respect to their demographic and socio-economic status. This indicated that the demographic and socioeconomic status have given the considerable insight of financial inclusion. Still banks and other financial institutions have not been able to bring the people in the rural areas in fullfledged manner. So, Bankers and other financial institutions should device a suitable measures to reach/attract the more number of rural households.

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Available online @ www.selptrust.org RESEARCH EXPLORER.

ISSN: 2250-1940 (Print), 2349 - 1647 (Online)

Impact Factor: 2.014(IRJIF), 1.85(JIF), 1.056(RIF), 2.62(NAAS)

Vol. VI: Issue.17, April-June 2018,

UGC Approved Journal (63185), © Author

POTENTIAL CHALLENGES OF HIGHER EDUCATION SYSTEM IN INDIA

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Abstract:

The Indian Education System comprises of formal and informal network of education institutes. With economic growth and enhanced technology it has become necessary to develop the structure of the Indian education sector. Funds are a major concern in the market thought the government has taken many initiatives for the development of education infrastructure which can be fulfilled by private players. India has one of the largest Higher Education systems in the world. The present study aims to emphasize the potential challenges of higher education system in India. The higher education sector, in recent decades, has witnessed a marvelous enlargement in many aspects such as its institutional capacity, enrolment, teacher-student ratio, etc. The Paper highlights the causes and problems of Higher Education System in India.

Keywords: Challenges, Education, India, Industry, Opportunities

Introduction

Higher Education is defined as the education, which is obtained after completing 12 years of schooling or equivalent and is of the duration of at least nine months or after completing 10 years of schooling and is of the duration of at least 3 years. The education may be of the nature of General, Vocational, Professional or Technical education. Central Government is responsible for major policy relating to higher education in the country. It

provides grants to UGC and establishes central universities in the country. The Central Government is also responsible for declaration of Education Institutions as 'Deemed to be University' on the recommendation of the UGC. State Governments are responsible for establishment of State Universities and colleges, and provide plan grants for their development and non-plan grants for their maintenance. The coordination and cooperation between the

Union and the States is brought about in the field of education through the Central Advisory Board of Education (CABE). Special Constitutional responsibility of the Central Government: Education is on the 'Concurrent list' subject to Entry 66 in the Union List of the Constitution. This gives exclusive Legislative Power to the Central Govt. for co-ordination and determination of standards in Institutions of higher education or research and scientific and technical institutions. University Grants Commission (UGC) is responsible for coordination, determination and maintenance of standards, release of grants. Professional councils are responsible for recognition of courses, promotion of professional institutions and providing grants to undergraduate programs and various awards. The statutory professional councils are:

All India Council of Technical Education (AICTE)

Medical Council of India (MCI)

Indian Council for Agricultural Research (ICAR)

National Council for Teacher Education (NCTE)

Dental Council of India (DCI)

Pharmacy Council of India (PCI)

Indian Nursing Council (INC)

Bar Council of India (BCI)

Central Council of Homeopathy (CCH)

Central Council for Indian Medicine (CCIM)

Council of Architecture

Distance Education Council

Rehabilitation Council of India (RCI)

Trade in education is organized in five categories of service, based on the United Nations Provisional Central Product Classification (CPC).

1. Primary education, covering preschool and other primary education services, but excluding child care services.

- Secondary education, including general higher secondary, technical and vocational secondary and technical and vocational services for disabled.
- 3. Higher Education, covering post-secondary technical and vocational education services as well as other higher education services leading to university degree or equivalent.
- 4. Adult Education covers education for adults outside the regular education system.
- 5. Other Education; which covers all other education services not elsewhere classified nonetheless.
- 6. Education services related to recreation matters are not included.

Indian Higher Education System

India has a federal set-up and the Indian Constitution places 'Education' as a concurrent responsibility of both the Centre and the State. While the Centre co-ordinates and determines standards in higher and technical education, school education is the responsibility of the State. The key policy making agencies for higher education are:

- Ministry of Human Resource Development (Higher Education Department) - lays down the National Policy on Education.
- Central Advisory Board of Education (CABE) coordination and cooperation between the Union and the States in the field of education.
- ➤ State Councils for Higher Education coordination of roles of Government, Universities and apex regulatory agencies in higher education within the State.

Regulated Sector: Multiple agencies regulate higher education at the federal level, in addition to those at the State Government level.

1. University Grants Commission (UGC) - Governs Universities

- ➤ Coordination, determination and maintenance of standards in Universities
- Prescribes conditions that Universities/ Colleges must fulfill
- Provide funds to institutions of higher education
- 2. Responsible for maintenance of standards of technical education which currently includes education research and training in:
- Engineering
- > Technology including MCA
- > Architecture
- > Town Planning
- Management
- Pharmacy
- ➤ Hotel Management & Catering Technology
- ➤ Applied Arts and Crafts

3. Specialized Professional Bodies

Grant approval for establishment of institutes and determine standards

- Medical Council of India
- Dental Council of India
- > India Nursing Council
- Council of Architecture
- ➤ Bar Council of India
- ➤ Pharmacy Council of India
- ➤ Indian Council for Architecture Research
- Rehabilitation Council of India
- > Central Council of Homeopathy
- > Central Council of Indian Medicine
- Veterinary Council of India

Unregulated Sector: Provision of innovative services to educational Institutions (school, higher and vocational) as well as students and corporations is a rapidly growing

area of opportunity. There are a number of private companies operating in this sector, some of which are listed. There have also been a number of M&As in this sector. Provided that such institutions do not provide education leading to Award of a degree or certificate, they can be incorporated as a company, are beyond the regulatory regime described earlier and can distribute profits, and Examples of such institutions include:

- ➤ Language Training
- Tutorials/Coaching
- **Education** services companies
- ➤ Content providers Corporate Training

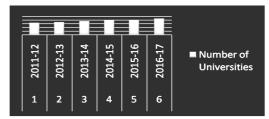
Growth in Number of Higher Educational Institutions

The number of universities and similar institutions listed on AISHE portal has increased from 642 in 2011-12 to 864 in 2016-17 by almost 25.7% as shown in the table 1. Whereas the number of colleges has increased from 34852 in 2011-12 to 40026 in 2016-17 by about 13% as shown in the table 2

Table: 1 Number of Universities

S. No	Year	Number of Universities
1	2011-12	642
2	2012-13	667
3	2013-14	723
4	2014-15	760
5	2015-16	799
6	2016-17	864

Figure: Number of Universities

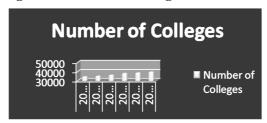


Source: All India Survey on Higher Education 2016-17

Table 2: Number of Colleges

S. No	Year	Number of Colleges
1	2011-12	34852
2	2012-13	35 525
3	2013-14	36634
4	2014-15	38498
5	2015-16	39071
6	2016-17	40 026

Figure: Number of Colleges



1. Challenges

India recognizes that the new global scenario poses unprecedented challenges for the higher education system. The University Grants Commission has appropriately stated that a whole range of skills will be demanded from the graduates of humanities, social sciences, natural sciences and commerce, as well as from the various professional disciplines such as agriculture, law, management, medicine or engineering. Responding to these emerging needs, the UGC stated: "The University has a crucial role to play in promoting social change. It must make an impact on the community if it is to retain its legitimacy and gain public support". It seeks to do so by a new emphasis on community based programmes and work on social issues. The Ninth Plan policy imperatives will focus on (a) access and equity; (b) relevance and quality of education; (c) universities and social change; (d) the delivery systems, the institutional and organizational structures and management; and (e) funding which constitutes the necessary resource underpinning for development. Emphasis has to be laid on curriculum change; interdisciplinary courses gradually replacing discipline oriented learning,

especially at the master's degree level; greater emphasis on field based learning experiences for students both in undergraduate and postgraduate programmes; more career oriented courses and response to local needs for human resource in specific work- related opportunities.

As universities abandon their isolationist existence and increasingly interact with other segments of society, there is a need for them to adopt a more professional management. This includes opting for a new type of leadership capable of interfacing with user and other groups in society, and at the same time, capable of providing academic and administrative leadership within a decentralized system of administration, and making increased use of information technology.

3.1 New Challenges

- ➤ More than 80% of schools in India are managed by the government. Private schools are very expensive and are not affordable by the poor.
- Most of the villages in India do not have proper schools, which makes the students to travel few kilometers to attain their basic education.
- The biggest challenge that lies within the education system in India is the quality of education that is been delivered to the students, as most of the education that is delivered to students in India is generally theoretical in nature, its lacks the practical aspect.
- Lack of funds, the colleges in India lack funds; they don't have enough funds to enhance the quality of education and hence lacks in the infrastructure facility, teaching environment and quality teachers. Infrastructure facilities at schools and colleges across rural areas dispense very poor quality of education. The teachers are not paid adequately, as they are not much

qualified so they are not willing to work hard.

- ➤ It is the mentality of the Indian families that more and more people of the family should earn, little kids are send out to earn the daily bread and butter of the family instead of going to school and attain their basic education.
- Most of the parents in India are not willing to send their children to schools to attain basic education, as they are illiterate so they don't know the value of education.
- 'the quality of Indian education institution varied greatly and only limited number of quality institutions particular in the professional areas were available to Indian students as a result, the students flocked to these institutions in large numbers and rushed for entry in good institutions.
- The biggest challenges / problem faced by the students in Indian education industry was grade/credit transfer the migration of even Indian student from one university to another university at the mind of his/her course has been a problem as most of the universities did not give weightage to the studies of the student in earlier university making the migration of students practically impossible.
- The budgetary restraints in most of the states in India placed increasing emphasis on improving cost- efficiency in educational provisions. These led to wide spread interest in new form of quality control and performances evaluation at levels of education giving more avenues to the private education and in turn effecting the quality consideration. The major concern of globalization became as "how to fulfill the national objective of equality. In addition to above, there were other issues-challenges which needed immediate consideration in the context of globalization

of Indian education system such as faculty storage, quality of education, incentive structures.

Problems Of Indian Education System

- 1. Lack of Money: By far one of the most pressing problems is the unavailability of money or inadequate funding of Indian education programs or systems. The demand far exceeds the supply, and available monies are only for the most basic educational needs of the students.
- 2. Lack of Qualified Indians in Indian Education: By far the most glaring problem is the acute shortage of qualified Indians in Indian education. Materialistic gains, incentives and opportunities entice the qualified Indian educator away from this challenging field.

There is much hard work and many challenges in Indian education: isolation, poor or inadequate facilities, eager but academically deprived students, but one's ingenuity, creativity, patience and forbearance are put to a real test in facing these and other challenges.

- 3. Insensitive School Personnel: It is tragic that this exists in the 20th Century. Too many administrators and teachers are not knowledgeable about the American Indian. Whether it is attributable to apathy, indifference or design does not lessen the problem.
- 4. Differing Expectations of Education Programs: As noted in the section on irrelevant curricula, the American educational system is foreign in concept, principle and objective to the Indian student. The thinking, attitudes and experiences of the non-Indian are the base of the value structure rather than the aspects of Indian culture. Thus the educational perspectives of the Indian are not considered. The Indian views education as providing him with

immediate practical skills and tools, not a delayed achievement of goals or as means for a future gain.

- 5. Lack of Involvement in and Control of Educational Matters: The Indian has not been able to express his ideas on school programming or educational decisionmaking. When they have been expressed, his participation has been limited and restricted. If problems in Indian education are to be resolved, the Indian citizen must become involved. He needs to have more control in the programs to which his children are exposed, to have a say in what types of courses are in the curriculum, to help hire teachers, to establish employment policies and practices, and all of the other responsibilities vested in school administration that of being on a Board of Education. There are working examples of Indian-controlled school boards. These dynamic systems point up the fact that Indians can handle school matters. It is time that more Indians became involved in such control.
- 6. Difficulties of Students in Higher Education: Colleges and universities need to establish programs which can deal effectively with the problems and needs of the Indian student if he is to remain in school. In general, the Indian student has an inadequate educational background as he may have been looked upon as less than college material in high school. He has unusual adjustment problems and usually inadequate financial help. It is time that more colleges and universities attempt to solve these development factors and provide a more successful educational experience for the Indian student.

Findings

- Not an issue of funds, but of inefficient systems.
- > The government's attitude to private

- participation is changing, and availability of financing is also rising.
- Corporations have stayed away from this segment so far.
- ➤ Growth opportunities arising in outsourcing, running schools themselves and the use of new technology in learning.
- IT training has established a successful model, which is now being replicated in other industries.
- ➤ Weakness of mass education evident from high illiteracy and low retention rates
- ➤ Government attitude towards education is changing; environment for private participation is becoming encouraging.
- ➤ India's schools aged population will be 37% higher than chains by 2025.
- ➤ India's spending on education is not low.

Conclusion

The present day education system in India is based on the equity to provide to all sections of the society an equal opportunity in receiving education at high standards of quality and infrastructure efforts of public and private entities as well as foreign institutions are required to improve the higher education system. Many people believe that, education is one of key local factors that can be used to moderate some impacts of globalization from negative to positive and convert threats into opportunities for the development of individuals and local community in the inevitable process of globalization. The present education system lacks basic infrastructure, well trained faculty, efficient management and a research bent of mind. Hence, the higher education system in India as well as aspiring students in India cannot be detained opportunities that foreign investment can bring. The education sector requires relaxation of stringent and archaic rules and regulations to facilitate its growth, but also require certain strict rules to avoid misuse of the relaxation of norms of investment in the sector. The purpose of globalization of Indian education is to make major sources of earning foreign exchange; to improve quality of Indian education and to spread Indian culture and value. Setting up units abroad will create awareness about Indian education, but it will not help us to earn a substation amount of foreign exchange because a major portion would be spent to run the institution. Hence looking at the purpose, of various options of globalization of Indian education, the most appropriate option would be to attract the maximum possible number of foreign students.

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Available online @ www.selptrust.org RESEARCH EXPLORER.

ISSN: 2250-1940 (Print), 2349 - 1647 (Online)

 $Impact\ Factor: 2.014(IRJIF),\ 1.85(JIF),\ 1.056(RIF),\ 2.62(NAAS)$

Vol. VI: Issue.17, April-June 2018,

UGC Approved Journal (63185), © Author

PERFORMANCE OF MAHATMA GANDHI NATIONAL RURAL EMPLOYMENT GUARANTEE SCHEME IN TAMIL NADU

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Abstract

Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) implemented by the Ministry of Rural Development (MoRD), is the flagship programme of the Government that directly touches lives of the poor and promotes inclusive growth. The Act aims at enhancing livelihood security of households in rural areas of the country by providing at least one hundred days of guaranteed wage employment in a financial year to every household whose adult members volunteer to do unskilled manual work. Mahatma Gandhi NREGA is the first ever law internationally that guarantees wage employment at an unprecedented scale. The primary objective of the Act is augmenting wage employment and its auxiliary objective is strengthening natural resource management through works that address causes of chronic poverty like drought, deforestation and soil erosion and so encourage sustainable development.

Keywords: MGNREGA, Performance, Rural Employment, Households, Persons-days.

Introduction

The Indian government has taken up various measures to overcome the problem of poverty. Poverty alleviation programmes comprising of wage employment programmes, rural housing schemes and a public distribution system have been initiated from time to time. Some were partially successful in addressing the issue of poverty whereas others suffered from major flaws in their implementation. National Rural Employment Programme (NREP) 1980-89; Rural Landless Employment Guarantee Programme (RLEGP) 1983-89; JawaharRozgarYojana (JRY) 1989-99;

Employment Assurance Scheme (EAS) 1993-99; Jawahar Gram SamridhiYojana (JGSY) 1999-2002; SampoornaGrameenRozgarYojana (SGRY) since September 2001; National Food for Work Programme (NFFWP) since November 14, 2004 (SGRY and NFFWP now merged with NREGS 2005) were national level rural employment generation schemes. However these programmes could not provide social security to the rural poor. The Central Government launched NREGA on February 2, 2006. The Act guarantees the right to work to by providing 100 days of guaranteed wage employment in a financial year to every rural

household whose adult members are willing to do unskilled manual work. NREGA is the first ever law internationally, that guarantees wage employment on an unprecedented scale. Its auxiliary objective is to strengthen natural resource management through works that address causes of chronic poverty like drought, deforestation and soil erosion and so encourage sustainable development.NREGA provides a statutory guarantee of wage employment and is demand driven which ensures that employment is provided where and when it is most needed. The legal mandate of providing employment in a time bound manner is underpinned by the provision of an Unemployment Allowance. The right to work brings security in people's lives. Today, labourers cannot count on employment being provided to them during the lean season. An employment guarantee gives labourers more confidence in the prospect of local employment, and discourages seasonal migration.

Objectives of the Study

The study has been made:

- To review the progress of the employment opportunities availed by the different sections of the rural people.
- To assess the quality of assets created
- To explain the funding pattern of MGNREGA.

Methodology

The data collected for the study includes secondary data. The various sources used to collect secondary data include reports of MGNREGA, research papers, journals and the website of MGNREGA.

Table 1Number of households issued job cards and employment generated.

			_ =
Years	No. of HH	No. of HH	No. of HH
	Issued Job Cards	Demanded	Provided
		Employment	Employment
2006-2007	11,57,525	6,83,708	6,83,481
2007-2008	22,00,437	12,34,818	12,34,818
2008-2009	55,12,827	33,45,648	33,45,648
2009-2010	65,35,710	43,73,257	43,73,257
2010-2011	79,74,890	49,69,140	49,69,140
2011-2012	83,71,307	63,76,449	63,44,466
2012-2013	92,28,418	70,98,688	70,54,997
2013-2014	96,47,625	62,75,642	62,39,073
2014-2015	81,98,348	56,81,665	56,57,572

Source: DMU Report, MIS Report, MoRD, GOI and MGNREGA Brief Book Jan 2013 Note: HH- Households

It is possible to understand from the contents of above table that between 2006-2007 and 2014-2015 the number of households to whom job cards were issued at the state of Tamil Nadu has achieved more in these respects: there is a 7.08 times increase in the number of job cards issued (from 11,57,525 to 81,98,348); the number of households demanding employment increased by 8.31 times (from 6,83,708 to 56,81,665), the number of households provided with employment also increased by 8.28 times (from 6,83,481 to 56,57,572). It is interesting it note that all those demanding employment are provided with employment in five consecutive years from 2007-2008 to 2010-2011.

Table 2 Number of persondays generated class-wise distribution (in Lakhs)

Years	Total Person days	SC Person days and (%)	ST Persndays and (%)	Other Person days and (%)	Women Person days and (%)
2006-2007	182.79	102.48 (56.06)	4.34 (2.38)	75.97	148.27 (81.11)
2007-2008	645.23	370.09 (57.36)	16.99 (2.63)	258.14	529.14 (82.01)
2008-2009	1,203.59	725.39 (60.27)	20.93 (1.74)	457.27	958.87 (79.67)
2009-2010	2,390.75	1,412.24 (59.07)	59.66 (2.5)	918.84	1,982.06 (82.91)
2010-2011	2,685.93	1,550.07 (57.71)	58.7 (2.19)	1,077.16	2,218.41 (82.59)
2011-2012	3,014.16	870.59 (28.88)	38.64 (1.28)	2,104.93	2,231.01 (74.02)
2012-2013	4,079.46	1,139.88 (27.94)	54.12 (1.33)	2,885.46	3,025.62 (74.17)
2013-2014	3,655.15	1,081.31 (29.58)	16.96 (1.28)	2,527.18	3,072.03 (84.04)
2014-2015	2,679.65	775.54 (28.94)	29.93 (1.1)	1,874.18	2,287.34 (85.69)

Source: DMU Report and MIS Report, Ministry of Rural Development, Govt. of India

As learnt from the above table Tamil Nadu stands differently in these respects in the beginning in 2006 -2007 56 per cent of the person-days are gained by SC peoples this percentage declined to 28.94 in 2014- 2015. Similarly, in the case of ST peoples also, their percentage has declined from 2.38 to 1.1. As the state is having a relatively small percentage of ST people this is natural. However in the case of SC peoples to decline in their percentage is to be taken as a U-turn in the policy of the state government. In the case of women person-days employed of them is comparatively, in most years more than 80 per cent of them employed and this shows the dominance of women in the number of beneficiaries of the MGNREGA.

Table 3Number of households completed 100 days and average days of employment

Years	No. of HH 100 days	(%) of HH 100	Average Person
	Completed	days Completed	days Per HH
2006-2007	1,824	0.27	26.74
2007-2008	77,053	6.24	52.25
2008-2009	5,08,122	15.19	35.97
2009-2010	7,60,689	17.39	54.67
2010-2011	11,02,070	22.18	54.05
2011-2012	6,01,747	9.49	47.51
2012-2013	13,52,534	19.17	57.82
2013-2014	9,09,603	14.58	58.59
2014-2015	3,33,005	5.89	47.36

Source: DMU Report and MIS Report, MoRD, Govt. of India

Note: HH- Household

In the case of Tamil Nadu the percentage of households completed 100 days was 0.27 in 2006- 2007 it increased to 22.18 in 2010-2011 and declining to 5.89 in 2014- 2015, the average person-days per households in most years it was higher than that at the national level; years 2006- 2007 and 2008- 2009 are the only exceptions.

Table 4Number of disabled persons employment generated under the scheme

Years	No. of Disabled	No. of Disabled	Persondays	
	Person Registered	Persons Worked		
2010-2011	50,717	38,862	9,50,674	
2011-2012	59,876	41,289	10,37,509	
2012-2013	1,24,092	75,696	31,89,377	
2013-2014	1,26,927	80,438	40,72,185	
2014-2015	1,28,394	66,048	29,63,970	

Source: MIS Report, MoRD, Govt. of India (nrega.nic.in)

In recent times, along with the SC, ST disadvantaged sections, the disabled person are also brought under the purview of MGNREGS. Data for the last 5 years put in the table show that at the state though the National trend is visible, the percentage of disabled persons registered and those who got work is higher – 77 percentage in the initial year and 52 percentage in 2014 – 2015.

On completion of works at the given time

Non-completion of works taken, at the given time disable the household to complete 100 days of employment over the given period. It is the type of work taken along with timely financial allocation that decide the time of completion of different works. While works like flood control and protection, drought proofing or land development requires more time for completion, other like rural connectivity, water harvesting, micro irrigation or renovation of traditional water bodies could be over shorter period.

Table 5 Number of works taken up and completed

Years	No. of Works	No. of Works	(%) of Works	
	Taken up	Completed	Completed	
2006-2007	6,719	2,213	32.94	
2007-2008	18,509	8,338	45.05	
2008-2009	38,862	12,663	32.58	
2009-2010	54,008	20,909	38.71	
2010-2011	69,515	31,391	45.16	
2011-2012	1,38,213	27,394	19.82	
2012-2013	1,34,238	73,769	54.95	
2013-2014	2,12,581	69,397	32.64	
2014-2015	4,36,074	1,33,693	30.66	

Source: DMU Report MoRD, Govt. of India

That the MGNREG Scheme has taken roots in the state, the 63 times increase in the number of works taken up the period of study (from 6,719 to 4,36,074) is worth to not. The proof of food is in the eating. The overall social benefits of the works taken could be adjudged only by their completion. Here also there is a difference in the relative performance of the state level this percentage was lower than that at the national level up to 2010 -2011, nearly equal in the next year, and then overtakes to 54.95 in 2012 – 13.

Assets created by the scheme that help to sustain employment generatio

Works like rural connectivity, micro irrigation work, land development, renovation of traditional water bodies create assets that add to the infrastructure potential of the area and assures more employment opportunities.

Table 6 Assets created in Tamil Nadu

Type of Works	2006-	2007-	2008-	2009-	2010-	2011-	2012-	2013-	2014-
	2007	2008	2009	2010	2011	2012	2013	2014	2015
Rural	271	993	2,515	4,837	8,001	7,759	18,514	5,532	10647
connectivity	(12.25	(11.9	(19.8	(23.1	(25.49	(28.32	(25.10)	(7.97)	(2.90)
11 7 11 11 (82))	1)	6.	3)))	- KC KC	1000011111111	80 110
Flood control	7	46	85	143	445	173	293	42	152
and protection	(0.32)	(0.55)	(0.67)	(0.68)	(1.42	(0.63)	(0.40)	(0.06)	(0.04)
Water	605	1,702	1,888	2,599	4,272	4,579	14,074	4,720	11671
conservation and	(27.34	(20.4	(14.9	(12.4	(13.61	(16.72	(19.08)	(6.80)	(3.18)
water harvesting	1000	1)	1)	3)))	5.0		
Drought	7	Nil	Nil	Nil	Nil	1	8 (0.01)	75(0.1	1792(0.
proofing	(0.32)			- 1		(0.03)		0)	49
Micro irrigation	369	1,690	2,409	3,880	3,955	3,265	8,937	3,479	5972
work	(16.67	(20.2	(19.0	(18.5	(12.60	(11.92	(12.11	(5.01)	(1.63)
)	7	2)	6)))	21	COST 1 1/2	3.0
Irrigation facility	Nil	Nil	Nil	Nil	Nil	1	3	4,720	22644
to land owned by						(-0.01)	(-0.3)	(6.80)	(6.18)
SC/ST	2000	100000000000000000000000000000000000000		12 4 50	-070 Str. (2)	1000-000	- x x ess - ess 2	20000000	
Renovation of	954	3,907	5,760	9,433	14,707	11,585	31,814	14,281	32,932
traditional water	(43.11	(46.8	(45.4	(45.1	(46.85	(42.29	(43.13)	(20.58	(8.98)
bodie)	6)	9)	1)))	
Land	Nil	Nil	6(0.0	17(0.	9	28(0.1	67(0.09	1,975	9,122
development	5-100 S	6000	5)	8)	(0.03)))	(2.85)	(2.49)
Any other	Nil	Nil	Nil	Nil	67(0.0	3	59(0.08	89(0.1	21072
Activity					9)	(0.01))	3)	(5.75)
approved									
BhaNirmanRajiy	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil	12 (0.0)
Gandhisewakan									
dr									
Coastal Areas	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil	19 (-
			4 6		- 6	- 6			03)
Rural drinking	Nil	Nil	Nil	Nil	Nil	Nil	1 (0.1)	149(0.	132
water	5 2 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	65.77	13.27.10 C	- Colombia	780 6	380 6	00 KOK 1	2)	(0.3)
Fisheries	Nil	Nil	Nil	Nil	Nil	Nil	Nil	30(0.0	540(0.1
								4)	5
Rural Sanitation	Nil	Nil	Nil	Nil	Nil	Nil	Nil	34,305	2,49,91
								(49.43	9
es es	- constant	1.5000000000000000000000000000000000000	12000000	0.000000000	3040 0	100000	1000000)	(68.17)
Total	2,213	8,338	12,66	20,90	31,391	27,394	73,769	69,397	3,66,62
	SIII	(3)	3	9	1 (9.1	19.	65 DH	100	6

Source: DMU Report and MIS Report

Ministry of Rural Development, Govt. of India

In the state in 2012- 2013, when the percentage of work completed the maximum (54.95 per cent) the major works taken an renovation of traditional water bodies (43.13 per cent), rural connectivity (25.10 per cent) and micro irrigation work (12.11 per cent).

In adjudging the works taken in terms of their (whether completed or not) in a way their overall utility works like Flood control or Drought proofing may take time for their completion, but they contribute to raise and strengthen the infrastructure of the country and in that respect they are highly valuable.

Financial performance of the scheme

In MGNREG Scheme is a funded by both the Centre and the State. The Centre bears (a) 100 per cent of wage cost for unskilled manual workers and (b) 75 % of the material cost including wages of skilled and semi-skilled workers and (c) administrative expenses. The State Government bears (a) 25 % of the material cost and wages of skilled and semi-skilled workers, (b) unemployment allowance payable if employment is not provided within 15 days of application and (c) administrative expenses of the State employment Guarantee Council.

Table 7 Funds available and spend

Years	Central Released (Rs.in Lakh)	Total Fund Available including OB (Rs. in Lakh)	Total Expenditure and (%) of Exp against Available Fund
2006-2007	17,089	25,211	15,163.63 (60.15)
2007-2008	50,429	70,114	51,642.38 (73.66)
2008-2009	1,40,952.2	1,80,284.7	1,00,406.5 (55.69)
2009-2010	1,37,118.9	2,41,132	1,76,123.5 (73.04)
2010-2011	1,97,068.2	2,77,067.9	2,32,332 (83.85)
2011-2012	2,81,552	3,66,488	2,88,650 (78.76)
2012-2013	3,54,605	4,45,718	4,09,416 (91.86)
2013-2014	4,69,021	4,73,152	3,85,955 (81 57)
2014-2015	3,78,180	4,49,846	3,35,170 (74.51)

Source: DMU Report Ministry of Rural Development, Govt. of India (nrega.nic.in)

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It is possible to learn that in the two years 2010-2011 and 2012-13 at the State level more than what is available (83.85 per cent and 91.86 per cent) are spent. In the case of the state the maximum that it has spent was 91.86 per cent of the available fund (in 2012-2013).

Utilization of Fund

Expenditure are classified into three- on wage, on materials and on administrative. Uplifting the wage labour by guaranteed employment is the basic aim of MGNREGA, which could materialize by spending the show of the finance on wages,

Table 8 Pattern of utilization of fund

Years	Expenditure on Wage and (%) (in Lakh)	Expenditure on Material and (%)	Expenditure on Administrative and (%)	Total Expenditure
2006-2007	14628.18 (96.47)		535.45 (3.53)	15163.63
2007-2008	49890.71 (96.61)		1751.67 (3.39)	51642.38
2008-2009	95899.83 (95.51)	-	4506.65 (4.49)	100406.5
2009-2010	171082.3 (97.14)	-	5041.2 (2.86)	176123.5
2010-2011	221453.1 (95.32)	0=	1087.87 (4.68)	232332
2011-2012	278385 (96.11)	709 (0.25)	9556.6 (3.31)	288650
2012-2013	394449 (96.34)	4407.12 (1.08)	10560.3 (2.58)	409416
2013-2014	364141 (94.35)	6120.89 (1.59)	15692.7 (4.07)	385955
2014-2015	307910 (95.81)	13482.2 (4.19)	13778 (4.11)	335170.2

Source: As on above table

The above table at the national level percentage ranging between 94.35 to 97.14 of the total expenditure are on wage, 0.25 to 4.19 on material and 2.58 to 4.49 on administrative. It is the nature of the work taken that determines the relative percentage: in the case of capital consuming projects like Flood control an amount is to be reserved for construction materials with the absence of such mega project in the scheme, the state is spending more than 95 per cent of the expenditure on wages. Regarding expenditure on administration while the nation has crossed the 5 per cent level, the state has not reached that level.

Conclusion

It is concluded that the number of households demanding employment increased by 8.31 times, the number of households provided with employment also increased by 8.28 times. It is interesting it note that all those demanding employment are provided with employment in five consecutive years from 2007-2008 to 2010-2011. the case of women person-days employed of them is comparatively, in most years more than 80 per cent of them employed and this shows the dominance of women in the number of beneficiaries of the MGNREGA. It will be prove to be effective instrument in empowering rural people and contribute much to achieve fastereconomic development

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Available online @ www.selptrust.org RESEARCH EXPLORER.

ISSN: 2250-1940 (Print), 2349 - 1647 (Online)

 $Impact\ Factor: 2.014 (IRJIF),\ 1.85 (JIF),\ 1.056 (RIF),\ \ 2.62 (NAAS)$

Vol. VI: Issue.17, April-June 2018,

 $UGC\ Approved\ Journal\ (63185),\ @\ Author$

ECONOMIC AND SOCIAL STUDY OF INDIRA AWAAS YOJANA BENEFICIARIES IN KANYAKUMARI DISTRICT

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Abstract

Housing is one of the basic requirements for the survival of human beings. Ownership of house provides an economic security and social status for a citizen in the society. The identify and social recognition associated with ownership of the house provides and individual with immense confidence to get involved into many social activities. Stable, affordable and accessible housing is directly and indirectly linked to human wellbeing. One can easily understand the socio-economic status of a family just by watching physical attributes of their housing. Good housing and its surroundings indicate the standard of living of the family and it provides facilities for education, recreation and many other facets of life.

Key words: economic security, social status,, recreation, human survival

Introduction

Housing is one of the basic requirements for human survival. A roof over the head endows a shelter less person with an essential asset and improves his physical and mental well being. To a normal citizen owing a house provides significant economic security and status in the society. For a shelter less person, a house brings about an excellent social change in his existence, endowing him with an identity. Hence, fulfilling the need for the poorest is an important task to be undertaken as a part of the poverty alleviation efforts of the government. As a result Indira Awaas Yojana

was launched during 1985-86 as a flagship scheme of the ministry of rural development to provide house to below poverty line families in the rural areas belonging to Scheduled Caste/Scheduled Tribes, Freed bonded labours, Minorities in the below poverty line category and non SC/ST, below poverty line rural households, widows, paramilitary forces killed in action residing in rural areas, ex-servicemen and retired members of paramilitary forces fulfilling the other conditions.

The Government of India has launched the "Housing for All by 2022" mission which is now under implementation. The

mission is being implemented under four verticals for beneficiaries who do not own a pucca house anywhere in India. Availability of land in urban areas is the biggest constraint in providing housing for all including weaker sections and low income groups. With a view to easing the administrative and regulatory bottlenecks, a set of mandatory conditions such as ensuring a single window, time bound clearance for layout approval and building permission at local municipal authority level etc are covered in the mission. This will give a fillip to the growth of housing sector including affordable segment.

The 2011 census report further indicates that about 40.82 percent of the total of 112 million rural households remains in oneroom tenements, 30.65 percent in two-room houses and 13.51 percent in three room units or more. In terms of roof type, the houses having grass, straw and thatch is about 33 present and unburnt bricks 6.05 percent and tents 4.22 percent. Apart from this, in terms of quality of walling, 47.27 percent of the total households have grass and straw walls and about 4 percent have tent and cloth walls. Nearly 70 percent of the rural houses are either unserviceable Kutcha (9%) or serviceable kutcha (25%) or of semi-pucca (35%) category. Over 90 percent of the rural houses have no provision for toilet.

Objectives

- 1. To identify the socio economic status of the sample beneficiaries of rural housing scheme in the study area.
- 2. To trace out the opinion of the beneficiaries on the quality of housing.
- 3. To understand the level of satisfaction of the beneficiaries on the process of housing construction.
- 4. To identify the factors determining the preference for house construction under rural housing scheme.

Methodology

Kanyakumari district has four taluks namely, Agasteeswaram, Thovalai, Kalkulam and Vilavancode. The present study is a micro level study. The researcher has randomly selected 120 sample respondents from the Kurunthencode block of Kalkulamtaluk. The information was collected through a pre-structured questionnaire from the sample respondents in the study area. The interview schedule consists of the personal profile of the respondents, their occupational status, monthly income. The situation in rural areas is worse than that in the urban areas, as many live in a poor conditioned house. Having understood the importance of providing a decent shelter, the central and state governments extend various housing schemes to the rural poor and the deprived sections of the society.

Result and Discussion Socio-Economic Profile

The study was conducted among 120 sample respondents.

Table 1 the age composition of the respondents shows that majority 58.33 percent of the respondents are in the age group of 35-45. The community of the respondents shows that majority 37.5 percent of the respondents are in the most Backward Community. The marital status of the respondents majority 66.67 percent of the respondents are in married. Even though joint family system is disappeared in many areas, the study found that 75 percent of the respondents lives in nuclear family system. The educational level of the respondents shows that majority 37.5 percent of the respondents have completed only primary level of education.

Occupation

The occupational status is an important factor determining the nature of decision making and the purchase decision of housing. More specifically, differences in the occupational status of the beneficiaries leads differences in occupational attainment lead to differences in the choice of decision making on the various aspects of preference for public housing.

Table - 2 shows that, Indira Awaas Yojana scheme among the sample beneficiaries, the highest 56.67 percent of the sample respondents depend on agriculture. While 28.33 percent depend on industry Sector for their livelihood, the remaining 15 percent depends on the service sector of their livelihood.

Monthly Income of the Household

The monthly income of the household is the primary economic factor determining the utilization of the public housing scheme and the various factors of preference determining housing. Hence, in the present paragraph it is attempted to examine the distribution of income of the sample beneficiaries of the housing scheme.

Table 3 indicates that, Indira Awaar Yojana scheme among the sample beneficiaries, 40 percent of the household has a monthly income of Rs. 4000-5000. Another 24.16 percent respondents have a monthly income of Rs. 3000-4000. While 18.3 percent respondents have a monthly income of less than 3000. There are 10 percent respondents have a monthly income of Rs. 5000-6000, the remaining 7.5 percent have a monthly income of 6000 and above

Type of House Owned Earlier

The general attitudes of the public preference of a commodity is that, having satisfied the minimum requirement of a commodity, the consumers prefer a better quality of the same item of the commodity.

That is, having given the ownership of an house earlier, the beneficiaries prefer to buy a house with better condition than the one owned earlier. Accordingly, having given the good sanitation, drinking water and latrine facilities available within the house in both the public schemes, naturally the demand for such public houses is expected to be more from the beneficiaries who were enjoying a poor facilities in the earlier house owned. Based on this view, it becomes essential to understand the conditions of the houses owned earlier.

Table 4 reveals that under the Indira Awaas Yojana scheme, 45.83 percent of the beneficiaries lived in the thatched houses. Another 33.33 percent lived in the tiled houses and the remaining 20.83 percent lived in the concrete or roofed houses.

Sources of the Awareness about the Housing Scheme

The sources of awareness provides the basic information on a particular product include the housing. Given this basic information the prospective buyers of housing then, attempt to collect further information on the housing conditions and housing facilities. Based on the information collected they compare their expectations on preferred housing conditions and the housing facilities extended under housing schemes. If the expected an actual preference go together, the decision to purchase the house and if not he decision is made otherwise. In recent times, with the increasing level of education and eventually the awareness among the public it becomes common that the heads of the households have discussion with the members of the families on various aspect of the facilities required in an house and the final decision is being made. Hence, it becomes essential to understand the nature of decision making at home also,

Table 5 shows that, among the sample beneficiaries in the Indira Awaas Yojana scheme, 40 percent have got the awareness about the availability of such housing scheme from the Panchayatworkers. For another 29.16 percent of the sample beneficiaries, government officials constituted the major source of awareness. While 25 percent of the sample beneficiaries friends and relatives constituted the major source of awareness, for the remaining sample beneficiaries of 5.83 percent media constituted the major source of awareness.

Time taken to construct the house

The time taken by the Panchayat officials is also one of the important factors determining the level of satisfaction of the sample beneficiaries.

Table 6 shows that among the sample beneficiaries, in the case of Indira Awaas Yojana Scheme, the highest 45.83 percent of the sample respondents viewed that it took 3-6 months to complete the house. Another 25 percent of the houses, as viewed by the sample beneficiaries, it took less than three months to complete the work. While for 16.67 percent of the houses it took 6-9 months, for another 10 percent of the houses it took 9-12 month. For the remaining 2.5 percent of the houses the construction took more than one year.

Opinion on the Usage of Quality of Rawmaterials

The quality of rawmaterials used it an important factor determining the quality of the house constructed.

Table 7 shows that among the sample beneficiaries in the Indira Awaas Yojana Scheme, 66.67 percent viewed neutral about the quality of the rawmaterials used in the construction of their house. 25 percent viewed moderate satisfaction on the quality of raw materials used in the construction and 4.17 percent expressed their moderate

dissatisfaction on quality of the raw materials used in the house construction. While 3.33 percent expressed their highly satisfied in the quality of rawmaterials. The remaining 0.83 percent viewed highly dissatisfaction on the quality of rawmaterials used in the construction of house.

Opinion on the type of labour used

The type of labour used is an important factor determining the quality of the house constructed. Hence, in the present paragraph it is attempted to examine the type of labour used in the construction of house.

Table 8 shows that, in the case of Indira Awaas Yojana scheme, while 75 percent of the beneficiaries viewed that skilled labour has been used in the construction of their house, the remaining 25 percent viewed that unskilled labour has been used in the construction of their house.

Opinion on the Technology Used

The type of technology used in the construction of a house has a greater bearing on the quality and eventually the life of the house. While the labour intensive technology assumes a cheaper cost, the capital intensive technology involves a higher cost. However, one of the important objective of the housing schemes is the make the existing rural resources be utilized for the scheme and labour is one such resource. Hence, it becomes essential to understand the type of technology used in the construction of the house.

Table 9 shows that, in the caste of the opinion of the sampel beneficiaries under Indira Awaas Yojana, 66.67 percent viewed that the labour intensive technology which is the cheapest technology has been used while constructing their house. The remaining 33.33 percent viewed that the latest technology has been used.

Findings

Economic and Social study of Indira Awaas Yojana Beneficiaries of 120. Majority 56.67 percent of the sample respondents depend on agriculture. Majority

40 percent of the household has a monthly income of Rs. 4000-5000. The type of house owned earlier, Majority 45.83 percent of the beneficiaries lived in the thatched houses. Majority 40 percent have got the awareness about the availability of such housing scheme from the panchayat workers. Majority 45.33 percent of the sample respondents viewed that it took 3-6 months to complete the house. Majority

66.67 percent viewed neutral about the quality of the rawmaterials used in the construction of their house. Majority 75 percent of the beneficiaries viewed that skilled labour has been used in the construction of their house. Majority 66.67 percent viewed that the labour intensive technology which is the cheapest technology has been used while constructing their house.

Conclusion

For a normal citizen owing a house provides significant security and status in society. Indira Awaas Yojana scheme, provisions are there that if the beneficiaries desire, government departments can provide technical assistance or arrange for co-ordinated supply of raw materials like cement, bricks etc., but it is not innate in the scheme itself. As funds are routed through District Rural Development Agencies (DRDAs), they can contract specialized institutions for innovative technology, material, designs and methods of constructing or upgrading houses to durable and disasterresistant lodgings, Also state governments may give guidance on cost effective environment friendly technologies, material and designs for rural houses. However, these schemes are meant for the rural poor and the socially deprived segments of the societies, their level of education is too low to understand the various provisions available, hence, initially

awareness can be created to these proposed beneficiaries and guidance can be created to these proposed beneficiaries and guidance can be extended on the various technological aspect of the house construction. It is suggested that the houses are to the constructed by the beneficiaries including decisions on the type of house to be constructed and the selection of construction material. There is no mandatory specification of material or houses and this does not encourage any sort of linkage between the technology developers and technology users i.e., the Indira Awaas Yojana beneficiaries. The government may ensure the public procurement by linking it with publicly funded housing schemes like Indira Awaas Yojana and the task may be entrusted to the State Housing Boards or to registered private housing associations. These organizations should be made to adhere to certain procurement criteria that are fixed by the Ministry of Rural Development and the state governments. It is also suggested that the government needs to ensure adequate availability of land for housing and infrastructure by computerization of land records, use of Geographical Information Systems, efficient dispute redressal mechanisms and implementation of master plans. Local Bodies should identify specific area for development of affordable housing in the locality with a master plan and should develop them within a planned schedule.

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Annexure

Table 1 Socio-Economic Profile of the sample respondents

Socio-Economic Profile	Number of respondents	Percentage
Age Composition	38	
Less than 25	5	4.16
25-35	10	8.33
35-45	70	58.33
45-55	15	12.5
55 and above	20	16.67
Community		
BC	34	28.33
MBC	45	37.5
SC	25	20.83
ST	15	12.5
OC	1	0.83
Marital Status		
Married	80	66.67
Widowed	30	25
Divorced	10	8.33
Nature of the family		
Joint family	30	25
Nuclear family	90	75
Educational Qualificati	on	100
Illiterate	25	20.83
Primary	45	37.5
High School	36	30
Higher Secondary	9	7.5
Diploma	5	4.16

Table 1 Socio-Economic Profile of the sample respondents

Occupation	Number of respondents	Percentage
Agriculture	68	56.67
Industry	34	28.33
Service	18	15
Total	120	100

Source: Primary data

Table 2 Broad Category of Occupation of the sample respondents

Monthly household income (inRs.)	Number of the respondents	Percentage
Less than 3000	22	18.33
3000-4000	29	24.16
4000-5000	48	40
5000-6000	12	10
6000 and above	9	7.5

Source: Primary data

Table 3 Monthly Income of the household sample respondents

Type of House	Number of respondents	Percentage
Thatched	55	45.83
Tiled	40	33.33
Concrete	25	20.83
Total	120	100

Source: Primary data

Table - 4 Type of House Owned Earlier

Source of Awareness	Number of respondents	Percentage
Panchayat workers	48	40
Government Officials	35	29.16
Friends and Relatives	30	25
Media	7	5.83
Total	120	100

Source: Primary data

Table 5 Source of Awareness About the

Time taken to construct the House	Number of respondents	Percentage
Less than 3 months	30	25
3-6 months	55	45.83
6-9 months	20	16.67
9-12 months	12	10
More than 12 months	3	2.5
Total	120	100

Housing Scheme

Source: Primary data

Table 6 Time taken to construct the house

Opinion	Number of respondents	Percentage
Highly Satisfied	4	3.33
Moderately Satisfied	30	25
Neutral	80	66.67
Moderately dissatisfied	5	4.17
Highly Dissatisfied	1	0.83
Total	120	100

Source: Primary data

Table 7 Opinion on the Usage of Quality of Rawmaterials used in the construction of houses of the sample respondents

Type	Number of respondents	Percentage
Skilled	90	75
Unskilled	30	25
Total	120	100

Source: Primary data

Table 8 Opinion on the type of labourused

Type	Number of respondents	Percentage
Skilled	90	75
Unskilled	30	25
Total	120	100

Source: Primary data

Table 9 Opinion on the Technology Used

Technology	Number of respondents	Percentage
Cheapest	80	66.67
Latest	40	33.33
Total	120	100

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ISSN: 2250-1940 (Print), 2349 - 1647 (Online)

Impact Factor: 2.014(IRJIF), 1.85(JIF), 1.056(RIF), 2.62(NAAS)

Vol. VI: Issue.17, April-June 2018,

UGC Approved Journal (63185), © Author

PROMOTING SMALL AND MEDIUM ENTERPRISES FOR SUSTAINABLE DEVELOPMENT

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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 socio-economic development of the country. The Sector consisting of 36 million units, as of today, provides employment to over 80 million persons. The Sector through more than 6,000 products contributes about 8% to GDP besides 45% to the total manufacturing output and 40% to the exports from the country. Ministry of Micro, Small & Medium Enterprises (M/o MSME) envisions 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.

Keywords: Micro, Small Medium, Industries, Enterprises, Scheme

Introduction

Small and medium sized enterprises (SMEs) have a major advantage over larger organizations in regard to addressing sustainability issues – their size means they are

able to react very quickly to changes in the business environment. They are disadvantaged, however, by lack of information on marketplace changes that make sustainability an opportunity to innovate, and to inspire employees. While some SMEs are leaders in sustainable practices, others lack the sort of strategic mindset which views changes in the business environment as opportunities – seeing the tasks which require more change as an additional burden, rather than a source of potential advantage.

Small and Medium Enterprises (SMEs), also known as small and medium scale industries or businesses, are the essential part of a healthy economy. The SME sector represents over 90 per cent of enterprises in most of the developing countries and contributes 40-60 per cent of the total output or value added to the national economy. In recent years the MSE sector has consistently registered higher growth rate compared to the overall industrial sector. The major advantage of the sector is its employment potential at low cost. Worldwide the Micro, Small and Medium enterprises have been accepted as the engine to economic growth and for promoting equitable development. MSEs contribute over 90% of the total enterprises in most of the economies and are credited with generating highest rate of employment growth and account for a major share of industrial production and exports.

Definition of SMEs

A well-debated issue, the definition of small and medium enterprises in India was very recently settled. The Micro, Small and Medium Enterprises Act, 2006, defines enterprises on the basis of investment in plant and machinery. According to the new Act, the MSMEs are defines as follows:

Category	Investment (Plant & Machinery	Service
Micro Enterprises	Less than 25 lacs	Less than 10 lacs
Small Enterprises	Less than 5 crores	Less than 2 crores
Medium Enterprises	Less than 10 crores	Less than 5 crores

On the other hand, in the European Union, SMEs are defined in the Commission Recommendation of May 6, 2003. An enterprise is regarded as medium sized if it has not more than 250 employees, not more than 50 million Euro turnover and if not more than 25% of the shares of such an enterprise are in the ownership of another enterprise (OECD, 2005). A small enterprise is with 50 employees, not more than 10 million Euro turnover and less than 10 million Euro in balance sheets. The micro enterprises are with 10 employees, not more than 2 million Euro turnovers and less than 2 million Euro in balance sheet.

Small and medium enterprises, both in size and shape, are not uniform across the globe. This asymmetry exists due to the nature of economic development in each country. The EU's definition is based mainly on the number of people employed. The UK definition is on the basis of turnover. The US definition is based both on number of employees as well as turnover. In China, the categorization is between the sectors based on number of employees and turnover. The Indian definition based only on the basis of investment in plant and machinery is not in consonance with the growth of the economy in the recent past. The Act simplifies the registration process for new MSMEs by submitting simplified Memoranda. The Act stipulates that Central Government may, from time to time, for the purpose of facilitating and promoting the competitiveness of Micro, Small and Medium Enterprises, by way of development of skills in the employees, management and entrepreneurs, provision for technology upgradation, market assistance, infrastructure facilities and cluster development with a view to strengthening backward and forward linkages which is necessary for the development of MSMEs in the rural areas. The Reserve Bank guidelines, from time to time, may ensure timely and smooth flow of credit to the enterprises, minimize the incidents of sickness and enhance the competitiveness of

MSMEs. The Act provides for constituting a fund by the Central Government for providing necessary credits to the MSMEs.

The Indian Scenario

In India, the MSEs play a major role in the overall industrial development of the country. It is estimated that in terms of value the small and medium enterprises account for 39% of the manufacturing output and around 33% of the total export of the country. As per the available statistics this sector employs an estimated 31 million people spread over12.8million enterprises and the labour intensity in the sector is almost four times higher than the large enterprises.

The president under notification dated 9th may, 2007 has amended the Government of India (Allocation of Business) Rules, 1961 Pursuant to this amendment Ministry of Agroand Rural Industries and Ministry of Small Scale Industries have been merged into a single Ministry, Namely, "Ministry of Micro, Small and Medium Enterprises". As per the Micro, Small and Medium enterprises Development Act, 2006, in the manufacturing sector an enterprise with investment in plant and machinery upto Rs. 5 crore in termed as a small enterprise, and an enterprise with investment upto Rs.10 crore is defined as a medium enterprise. In the services sector enterprises with investment in equipment upto Rs, 2 crores are classified as small enterprises and those with investment upto Rs.5 correlate classified as medium enterprise. Small and Medium Enterprises are a major contributor of the GDP of a country and an even larger contributor to the segments of exports and employment. The **SME** growth been propelled by fresh investments in heavy and basic industries, the contribution to exports and employment has been significant in the wake of increased manufacturing activity and the increasing prominence of service sector companies in this space. The major thrust is

on industries like garments, spices and metals, which are net revenue earners for the country rich in its mineral reserves. The government of India has given small enterprises an important place in the economic planning for ideological as well as economic measures; As a result of these efforts the small sector has achieved an impressive growth in the number of units. In infers, inter alia more chances for enterprising persons to assume the entrepreneurial careers.

Thus, SMEs serve as a seed-bed for the emergence of entrepreneurship of the country. The development of small scale industries contribute to the increase in the per capital income and contribute to the economic growth of the economy. It provides for more equitable distribution of the income of the nation. Further they make effective mobilization of the untapped capital and human skills and leads to dispersal of manufacturing activities all over the country. Though the government of India is attaching increasing importance to the development of small scale enterprises by way of various support measures adopted from time to time, they are facing several problems in practice. According to the third census of SSIs (2001-02) out of the 105 lakh registered and un registered SSIs over 95% are tiny units with a low capital and managerial base. With intensifying competition many SMEs especially in the consumer goods sector would find it difficult to survive. Items reserved for SSIs will now face competition from similar products produced by large scale global manufacturers, imported freely at low tariffs. When the domestic market is fully open to global competition, the low labour cost advantage that our SMEs claim to enjoy may not work beyond a point. Low end products will also face competition from export oriented developing countries. In the current economic slowdown SME sector has been hit very hard due to raising interest rates and financial crunch. The small size and capacity

of the firms and their lack of awareness have bred many hindrances to their growth such as Under-utilization of capacity, Inadequate and untimely credit flows, Inability in technology up gradation, insufficient rawmaterial procurement Inability to market finished goods and Ineffective monitoring and feedback mechanism. The problem which continues to be a big hurdle for the development of the sector is the lack of access to timely and adequate credit. The Abid Hussain Committee on SSIs(1997) examined the problems of SSIs and recommended a package of policies to restructure the industries in the context of the current global economic challenges. It endorsed the Navak committee's recommendations of financial support through State Financial Corporations and tapping of other resources funding for the SMEs, addressing credit rating services to small units. The Nayak committee recommended a desirable norm of 20% of the value of production to be made available by way of working capital through term lending institutions, and commercial banks as against the existing 13% of the value of production (AIMA figures) .Another major problem that is hindering the growth of SMEs is the Marketing including export marketing.

The Financing Difficulties of Small and Medium-Sized Enterprises

The Internal Financing Phenomenon

(1) Ignore credit management, accounting information, opaque arisen, investor sentiment bank Small and medium-sized enterprises are mostly mom-and-pop, financial management, enterprise information, ideas, credit the internalization of low credit rating, small and medium-sized enterprises and investors information asymmetry between serious. Investigation shows, 66% of sme credit rating in 3B or below, small and medium-sized enterprises are the loan default rate and collapse rate than large enterprise. Due to the small scale

of production management of small and mediumsized enterprises, commercial Banks over the sme loans tracking supervision, claims to maintain. Many small and medium-sized enterprises in owner often appear insolvency, or a walk through the reform of system of bank debt to escape, investors, cost of capital increase investment risk.

- (2) Planning, the lack of long-term capital requirements Because most of the small and medium-sized enterprises to lack of investment income and the risk of investment decision-making, often appear in the business, considering the current financing, bank loan program cannot satisfy the urgency of capital demand, on the other hand, the small and medium-sized enterprises pay no attention to financial analysis and control requirements, the lack of budget, the financing channel is not fixed, also has caused the indirect financing channel not smooth.
- (3) Capital structure is unreasonable, asset management efficiency Small and medium sized enterprises in total capital structure, high debt ratio, low self-owned capital ratios, In total liabilities structure, high current debt ratio, long term liabilities, In self-owned capital accumulation and low, inside. This shows that many small and medium-sized enterprises to the negative effects of financial leverage, inadequate understanding, blind debt. Leverage with financial leverage effect and financial leverage is a "double-edged sword", so the capital structure, the potential of the financial risks of enterprise, which greatly increased the possibility of using debt financing funds.

The External Financing Phenomenon

The imperfect legal environment, financing China's legal environment, financing smes in incomplete financing channel is not smooth and financing is the main cause of a single, specific performance: only state owned enterprise to use the state financial capital, only foreign-invested enterprises with foreign capital can be

directly, only financial institutions engaged in bank loans to, Co., ltd., and reorganized into a joint stock limited company of the enterprise can through the issuance of stocks as a way to raise money, only limited liability companies and joint stock limited companies to take issue company bonds way to raise money. The above provisions for small and medium-sized companies use only decided to leave money and banking enterprise credit funds raising funds for financing channels, the majority of small and medium-sized enterprises, its take the capital is limited, which makes the enterprise's capital mainly comes from bank credit, forming high debt. (2) Banks to small and medium-sized enterprises widespread phenomenon of arisen Although small and medium-sized enterprise created the GDP of 1/3, 2/3 industrial added value, the export of 38% of the country's financial revenues and 1/4, but in recent years, with the financial reform of commercial Banks, to strengthen the risk management, at the same time, the original sme financing discriminatory policies of the part that is not changed, commercial Banks in the face of the small and mediumsized enterprises are often appear stinting "phenomenon, reason has the following three aspects: bank loans to small and mediumsized enterprise risks and costs; strengthening bank risk management mechanism, inhibit the sme loans; commercial Banks to small and medium-sized enterprises, especially small and medium private enterprises of discrimination. (3) Government support to small and mediumsized enterprises, Sme financing difficulties in addition to the enterprises, commercial bank of China, and the reason of small and mediumsized enterprises and the support system and other reasons: government did not realize the importance of small and medium-sized enterprises, the policy of the government to medium-sized enterprise small and discrimination.

Financing Solutions to the Problem for Small and Medium-Sized Enterprises

- (1) Small and medium-sized enterprises should strengthen internal reform, improve internal management system Small and medium-sized enterprise must strengthen accounting system construction, regulate and improve financial information accounting information Small and Medium-Sized Enterprises Financing and Sustainable Development authenticity, integrity and transparency, in order to improve the credit rating, reduce the information asymmetry brought by the rising cost of capital. In practice, the smaller enterprises shall invite high qualification of intermediary agencies acting book-keeping, on the one hand, to improve the quality of accounting information, on the other hand, the higher qualification using intermediary organizations, improving enterprise qualification for enterprises' financing Bridges. To strengthen enterprise internal control system, funds, formulate long-term plan and budget plan, Small and medium-sized enterprises should take money management as the implementation of modern enterprise system. First, establish and strict enforcement of monetary fund system of internal control, ensure the safety and integrity of the money, Secondly, formulating scientific and rational enterprise medium and long-term development planning, Third, strengthen management, daily expenses of capital cash budget compilation of reasonable, timely and cash forecast and planning, to understand the business demand, Fourth, completes the capital budget preparation work, according to a large sum of money demand situation, reasonable arrangement of financing.
- (2) To establish and perfect the sme financing and the development of the legal system, optimize the judicial environment In the existing state should be detrimental to the development of small and medium-sized enterprises of the laws, regulations and policies to revise and adjustment, increase on smes'

financing requirements, such as: allow small and medium-sized enterprise by national finance capital, Allow small and medium-sized enterprises with foreign capital to raise money, Sets up the multi-level and securities trading markets allow small and medium-sized enterprises through the capital market to direct financing, and widen smes financing channels of financing, diversity. Sme credit guarantee is not traditional sense of security, but the government administration under the support of marketization guarantee. Its significance lies in the establishment of user and the relationship between good credit enterprise of small and medium-sized enterprises, and to improve the credit, promote the establishment of credit system in China. Establish enterprise credit guarantee system of short-term goals is to solve the small and medium-sized enterprises loan, long-term goal is to disperse investment risk, promoting the healthy development of small and mediumsized enterprises.

(3) Intensify the development of smes' financing and the support The development of small and medium-sized enterprises in China's government funding system has just started, at present is still not mature, construct a perfect sme financing, financial support system, and the various needs to appear in the process of development of various problems timely correction and may not be problem-free also cannot be accomplished, referring to the experiences of developed countries, and fully consider the situation in China, in a gradual way to promote Chinese characteristics of financing smes financial support system gradually establish and perfect. Every state key support for the big enterprise technical supporting technical improvement project, the small and medium-sized enterprises may enjoy loans from financial sector support, Cleaning the sme, unreasonable fees should be clearly no longer bear after tax in the government, enterprises and other expenses of public undertakings and social functions. The government also can be

formulated by the related preferential policies, and to guide the direction of small and medium-sized enterprises of small and medium-sized enterprises and improving the investment structure, such as free access number of enterprises in various areas, various products of supply and demand.

Lending Facilities to SMEs

The mind set of banks towards SMEs have somewhat changed in the recent past. With the entry of private banks, increased competition has led to a rush for lending to prime customers. The multiple financial options from the capital market have also compelled banks to take more risks in the case of SMEs. The increased lending to SMEs is propelled by the compulsion of the market as well as by the rapid expansion of these companies. There was no agreement among the banks on what constitutes an SME. This confusion was removed by the new Act. But private and foreign banks have their own definition of SMEs. They follow the International standard of turnover between Rs. 10 crore and Rs. 700 crore. The lending to the SME sector grew by 69% between 2000-01 and 2005-06. But there exists a stark disparity amongst small players and big players within the SMEs sector. Loans to bigger companies are growing at a faster pace than loans to the SSI sector. By the end of 2006, the proportion of SSI loans to total loans has remained small at 6.4 per cent.

Presently, private banks are adopting new methodologies for priority lending to SMEs. In the past, loans were made without proper study of the viability of the project and mostly bankers in this sector had no expertise in handling small loans. Now private banks like ICICI and Kotak Mahindra Bank have separate SMEs division. Today, most of the lendings are concentrated on priority sectors like auto ancillaries, pharmaceuticals and IT sector where India had a proven record of competitive advantage. The SMEs sector is still facing an acute shortage

of capital. It needs more pumping of money into capital investment for further growth and competitiveness of SMEs. For further growth of the SMEs, in addition of loan facilities, there is need for venture capital investment.

Marketing

Next to finance, marketing is the big problem area for small entrepreneurs. The survival of small entrepreneurs very much depends on sound marketing techniques. One of the most important tools in the hands of small entrepreneurs for promoting their sales is low prices coupled with credit to buyers, which give rise to number of problems at a later stage. Marketing as a profession has not yet developed in the SME sector. Professional agencies are not engaged by small entrepreneurs on account of paucity of funds. The concept of marketing is not known to the majority of small entrepreneurs. For majority, marketing means advertisement or personal contacts. There are many ad-hoc initiatives taken by the Government to promote marketing of products/ services of small units but no concrete action plan has been chalked out or targets made.

Technological Upgradation

Modernisation, technological and quality upgradation have assumed great significance in the present day context. With the inflow of latest technology reducing the cost of production and the increasing competition from within and outside, the small scale sector will have to attach more importance and pay attention to the areas of technology upgradation and modernization. However, due to lack of information on the areas of technology upgradation, entrepreneurs who have plans for technical upgradation are not to go ahead.

Promoting Small and Medium Enterprises for Sustainable Development

Global wealth has almost doubled since 1990, but nearly half the world's population subsists on less than US\$ 2 per day. Poverty

remains a major challenge to sustainable development, environmental security, global stability and a truly global market. The key to poverty alleviation is economic growth that is inclusive and reaches the majority of people. Improving the performance and sustainability of local entrepreneurs and small and medium enterprises (SMEs), which represent the backbone of global economic activity, can help achieve this type of growth. This Issue Brief (399 kb), published by the WBCSD in collaboration with SNV Netherlands Development Organization, explains how governments can help alleviate poverty by focusing on SMEs and how larger corporations can help themselves by including SMEs in their value chains. It describes some of the comparative advantages of SMEs and the challenges they face in developing countries. The Issue Brief includes a set of key messages to both business and governments on promoting the growth of SMEs. Key messages to business in view of promoting SMEs.

Localizing value creation through engagement with SMEs is a key contribution that large corporations can make to economic development. This underpins their license to operate by creating a positive local impact, can reduce supplier costs and can be an important source of innovation to develop new products and reach new consumers. Building SME capacity through the localization of supply chains requires leadership from the top, both at the strategic and at the operational level. However, leadership cannot be over prescriptive; each initiative needs to adapt to local conditions and find its own way to maturation and success. Facilitating access to finance is critical: this requires business to look to what it can do on its own, as well as put pressure both on its peers in the business community (particularly the banking sector) and governments to engage. Consider partnering across segments and with other

development actors to facilitate SME development and access to finance. Business planning skills, including training in financial management, are essential for successful SMEs. Large corporations can also build capacity and encourage environmental stewardship in the SME sector.

Key messages to government in view of promoting SMEs

A thriving SME sector is critical to inclusive economic growth and job creation. An enabling regulatory environment is critical. SME registration and monitoring needs to be cheaper, simpler, speedier, and more transparent. Governments can help address the dire need for start-up funds for SMEs by providing incentives for SME financing. Governments play an essential role in providing capacity building for SMEs by means of vocational training. Business believes that governments could help further by:setting up municipal-level agencies for start-up development and management, in the form of, for example, an "Enterprise Advice Bureau", and helping to promote the importance of and need for more entrepreneurs. Governments can provide advice and an enabling environment to encourage environmental stewardship from the SME sector.

Conclusion

There is consensus among policy makers, economists, and business experts that small and medium enterprises (SMEs) are drivers of economic growth. A healthy SME sector contributes prominently to the economy through creating more employment opportunities, generating higher production volumes, increasing exports and introducing innovation and entrepreneurship skills. The dynamic role of SMEs in developing countries insures them as engines through which the growth objectives of developing countries can be achieved. The major issues for SMEs relate directly to their financial bottom line including

competitiveness, marketing, customer satisfaction and avoidance of legal problems. In order to be able to actively engage SMEs, it is important to remember that the conventional methods of seminars, newsletters and the Internet are not as successful as on-site visits, face-to-face advice, networking, a help-line offering guidance and the development of meaningful relationships. This method of communication is also more time intensive but long-term behavioural change is unlikely to occur unless the appropriate methods are employed. In addition, if the barriers to change have not been addressed and the SME does not see clear benefits in addressing sustainability (such as regulations, financial incentives and customer demand), it is even less likely that they will engage in the change process. Working with SMEs continues to challenge educators and environmentalists and our suggestion is that this will continue unless sufficient support and advice is provided to facilitate long-term behavioural change towards more sustainable practices.

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Available online @ www.selptrust.org RESEARCH EXPLORER.

ISSN: 2250-1940 (Print), 2349 - 1647 (Online)

Impact Factor: 2.014(IRJIF), 1.85(JIF), 1.056(RIF), 2.62(NAAS)

Vol. VI: Issue.17, April-June 2018,

UGC Approved Journal (63185), © Author

CUSTOMER SATISFACTION OF AIRTEL CELLULAR SERVICE IN CHINNAMANUR TOWN, THENI DISTRICT, TAMILNADU

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Abstract

As India's leading telecommunications company. Airtel brand has played the role as a major catalyst in India's reforms, contributing to its economic resurgence. The businesses at Bharti Airtel have been structured into three individual strategic business units (SBU's) - Mobile Services, Airtel Telemedia Services & Enterprise Services. The mobile business provides mobile & fixed wireless services using GSM technology across 23 telecom circles while the Airtel Telemedia Services business offers broadband & telephone services in 95 cities and has recently launched a Direct-to-Home (DTH) service, Airtel digital TV. The company provides end-to-end data and enterprise services to the corporate customers through its nationwide fiber optic backbone, last mile connectivity in fixed-line and mobile circles, VSATs, ISP and international bandwidth access through the gateways and landing station.

Key words: Telecommunication, Direct-to-Home, Telemedia Services, wireless services

INTRODUCTION

Indian telecom sector is more than 165 years old. Telecommunications was first introduced in India in 1851 when the first operational land lines were laid by the government near Kolkata (then Calcutta), although telephone services were formally introduced in India much later in 1881. Further, in 1883, telephone services were merged with the postal system. In 1947, after India attained independence, all foreign telecommunication companies were

nationalised to form the Posts, Telephone and Telegraph (PTT), a body that was governed by the Ministry of Communication. The Indian telecom sector was entirely under government ownership until 1984, when the private sector was allowed in telecommunication equipment manufacturing only. The government concretised its earlier efforts towards developing R&D in the sector by setting up an autonomous body – Centre for Development of Telematics (C-DOT) in 1984 to develop state-of-the-art telecommunication technology

to meet the growing needs of the Indian telecommunication network. The actual evolution of the industry started after the Government separated the Department of Post and Telegraph in 1985 by setting up the Department of Posts and the Department of Telecommunications (DoT).

STATEMENT OF THE PROBLEM

The Indian telecom industry has come a long way since its liberalisation era. The industry has witnessed exponential growth especially in the wireless segment in the last few years. The plethora of telecom services evolved over the years, ranging from basic telephony to voice, video and data services, Wimax, WLAN and VPN, and bandwidth on demand to virtual private networks have catalysed revolutionary changes in the business operations for the service sector, i.e., IT, BPO and also the manufacturing sectors etc, besides providing millions of people access to new technology. Even though the sector has reflected promising growth, the teledensity in India still remains at a very low level compared with international standards and thus providing tremendous opportunity for future growth. In the mediumterm, the industry is expected to continue to record good subscriber growth as a result of low penetration levels, heightened competition; a sustained fall in minimum subscription cost and tariff that increase affordability for lowerincome rural users, expansion of coverage area by mobile operators, and government support through schemes such as the rural infrastructure roll out funded by subsidies from the Universal Service Obligation (USO) Fund. The Indian telecom sector offers unprecedented opportunities in various areas, such as rural telephony, 3G, virtual private network, valueadded services, et al. Nonetheless, the lack of telecom infrastructure in rural areas and falling ARPU of telecom service providers could inhibit the future growth of the industry. A study about customer satisfaction of airtel cellular service in Cumbum town, Theni district, Tamilnadu is

not so far analysed by any researcher. Hence, the researcher wants to analyze the customer satisfaction regarding airtel services in the study area.

OBJECTIVES OF THE STUDY

- 1 To know about the Telecom Industry.
- 2 To know the information about the Airtel cellular services.
- 3 To find the effectiveness of the company in reaching the public and its customer satisfaction.
- 4 To know the customer satisfaction of Airtel services in cumbum town.
- 5 To provide suggestions to improve the customer satisfaction towards Airtel.

METHODOLOGY

For the purpose of this study Survey method has been followed. Survey method is a device for collecting data (or) Factual Information of the universe (or) Population. Two kinds of survey are

- 1 Sample Enquiry
- 2 Census Enquiry

Sample Enquiry

Instead of every unit of the universe only a part of the universe is studied and the conclusion is drawn on that basis for the entire population.

Collection of Data

Data are the material collected by the researcher (or) the investigator. For the purpose of this study both primary and secondary data have been collected.

Primary data

Primary data include the actual information received from the individuals directly concerned with the problem of study by using questionnaires.

Secondary data

The Secondary data includes all type of

published and unpublished public (or) private documents and other such type of information.

Sample

Sample is the proportion of the population to be studied. Sample is a smaller representation of a large whole. A small survey has been taken from hundred and ten Airtel customers. The researcher used the random sampling method for collecting primary data. In this method each and every unit of the population has an equal chance of being selected in the sample.

Questionnaire

The word "Questionnaire" refers to device of securing answer to questions by using a form which the respondent fills in.

BHARTIAIRTEL

Bharti Airtel Limited is an Indian multinational telecommunications services company headquartered in New Delhi, India. It operates in 20 countries across South Asia, Africa, and the Channel Islands. Airtel provides GSM, 3G and 4G LTE mobile services, fixed line broadband and voice services depending upon the country of operation. It is the largest cellular service provider in India, with 192.22 million subscribers as of August 2013. Airtel is the largest mobile operator in South Asia and the fourth largest in the world by subscriber base. Airtel was named India's second most valuable brand in the first ever Brandz ranking by Millward Brownand WPP plc. Airtel is credited with pioneering the business strategy of outsourcing all of its business operations except marketing, sales and finance and building the 'minutes factory' model of low cost and high volumes. The strategy has since been adopted by several operators. Airtel's telecom equipment is provided and maintained by Ericsson and Nokia Solutions Networks^[10] whereas IT support is provided by IBM. The transmission towers are maintained by subsidiaries and joint venture

companies of Bharti including Bharti Infratel and Indus Towers in India. Ericsson agreed for the first time to be paid by the minute for installation and maintenance of their equipment rather than being paid up front, which allowed Airtel to provide low call rates of 1/minute (US\$0.02/minute).

Airtel comes to you from Bharti Airtel Limited, India's largest integrated and the first private telecom services provider with a footprint in all the 23 telecom circles. Bharti Airtel since its inception has been at the forefront of technology and has steered the course of the telecom sector in the country with its world class products and services. The businesses at Bharti Airtel have been structured into three individual strategic business units (SBU's) - Mobile Services, Airtel Telemedia Services & Enterprise Services. The mobile business provides mobile & fixed wireless services using GSM technology across 23 telecom circles while the Airtel Telemedia Services business offers broadband & telephone services in 95 cities and has recently launched India's best Direct-to-Home (DTH) service, Airtel digital TV. The Enterprise services provide end-to-end telecom solutions to corporate customers and national & international long distance services to carriers. All these services are provided under the Airtel brand. Airtel was born free, a force unleashed into the market with a relentless and unwavering determination to succeed. A spirit charged with energy, creativity and a team driven "to seize the day" with an ambition to become the most globally admired telecom service. Airtel, in just ten years of operations, rose to the pinnacle to achievement and continues to lead.

OPINION ABOUT THE DURATION OF RECHARGE OF MOBILE PHONES

The consumers have to recharge their mobile phones to enjoy the services continuously. There are different kinds of plan that are being used by them. The responses and opinion of consumers about the duration of recharge of mobile phones are given in Table 1

The above table indicates 28% of the respondents recharge once in a month, 41% of the respondents recharge once in two months and the remaining 31% use lifetime recharge only incoming option.

OPINION ABOUT SMS/MMS FACILITY

The Airtel provides facility of SMS and MMS services to all subscribers. The responses and the opinion about SMS and MMS facility is that explained in Table 2.

The above table indicates 51% of the respondents make use of SMS/MMS facility, whereas 49% of the respondents do not making use of it.

RESPONSES OF CONSUMERS ABOUT THE USE OF GPRS FACILITY

The Airtel provides a special facility is called GPRS (General Packer Radio Service). The customers can use the internet through this service. The opinion about respondents regarding the use of GPRS services that are given in Table 3.

The above table indicates that 59% of the respondents make use of the GPRS services, whereas 41% of the respondents are not making use of it.

RESPONSES REGARDING GENERAL NETWORK COVERAGE IN AIRTEL

Network coverage has a wide role in the customer satisfaction. The Network coverage is varies from one place to another. In some cases the customers may or may not be satisfied. The oral statistics about the network coverage of Airtel Network has mentioned in Table.4.

The above table indicates 15% of the respondents feel that the general network coverage in Airtel was very good, whereas 48% of the respondents feel that it was fair, 25% feel that it was bad, and 12% of them very bad.

RESPONSES REGARDING THE NETWORK COVERAGE OF AIRTEL IN OUT OF STATIONS

The customers may go out stations in which they expected to have a fair network coverage wherever they go. The opinion about the network coverage in outer areas is described in Table 5.

The above table indicates 29% of the respondents feel that the network coverage in outer areas in Airtel is very good, whereas 45% of them feel that it was fair, 16% of them feel it was bad, and remaining 10% beet mat it was very bad.

OPINIONS REGARDING GETTING OFFER INFORMATIONS FROM AIRTEL

The Airtel provides more offer to the customers. The customers can know the information about the offers through SMS, Phone Calls, and Television Advertisements. The responses regarding getting offer information from Airtel is expressed in Table 6.

The above table indicates 45% of the respondents say that they receive offer information through SMS from the company, whereas 31% of them said that they receive offer information through phone calls from the company & 24% of them say that they receive information through television ads.

OPINION REGARDING THE BEST FEATURES IN AIRTEL

The Airtel provide more facilities to the customers such as GRPS, Low Call Rates, Better Network Coverage and more. The customer's opinion regarding the best features and facilities in Airtel has given in Table 7.

The above table indicates that 11% of the respondents say that low call rates is the best feature of Airtel, whereas 31% say that GPRS was the best, 24% of them said that network coverage was the best, and 34% say that all the above are the best.

OPINION ABOUT THE OFFERS MOSTLY USED IN AIRTEL

There are various offers available in Airtel Network. The customers may attracted by one or more offers. The opinion about mostly used offers by customers has explained in Table 8.

The above table indicates that 12% of the respondents feel that booster pack/rate cutter was the best offer from Airtel, whereas 23% of them feel that hello tunes was the best, 30% of them feel that GPRS was the best and the remaining 35% of them feel that all the above was the best.

THE RESPONSES REGARDING THE FANCY NUMBERS AVAILABILITY IN AIRTEL

The customers may want to see use the fancy numbers, because it is easy to memories in their mind. The opinion about the fancy numbers availability in Airtel is stated in Table 9.

The above table indicates that 32% of the respondents feel that there are more fancy mobile numbers available with Airtel, whereas 41% of them feel that it is less, 17% of them feel it is very less and the remaining 10% average.

OPINION ABOUT THE PLAN CHANGE OPTION AVAILABILETY IN AIRTEL

The customer may change one plan to another, if they want. The responses of customer regarding the plan change option availabilities are stated in Table 10.

The above table indicates that 16% of the respondents feel that there are more plan change options available with Airtel, whereas 40% of them feel that it is less, 27% of them feel it was very less and the remaining 17% average.

RESPONSES REGARDING THE CUSTOMER SUPPORTING IN AIRTEL

The following table indicates the customer's

feeling and support about the Airtel such as very good, fair, bad, very bad.

The above table indicates that 16% of the respondents feel that the Customer Support was very good in Airtel, whereas 28% of them feel that it was fair, 30% of them feel it was bad and the remaining 26% very bad.

OPINION ABOUT PREPAID/ POST PAID CONNECTION IN AIRTEL

The customers can get the service from Airtel by two ways – prepaid and post paid. The customer's preference on prepaid and post paid has stated in Table 12.

The above table indicates that 56% of the respondents use prepaid Airtel SIM card, whereas 44% of them use postpaid Airtel SIM card.

THE RESPONSES REGARDING THE TARIFF OF AIRTEL SIM CARD AT GOOD CHEAPRATES

The competition in cellular service is very high so every service network reduces the price of the sim card to beat the competitor. The responses regarding the tariff of the Airtel sim card ar good cheap rates has stated in Table 13.

The above table indicates that 52% of the respondents feel that the tariff of the SIM card was at cheap rates in Airtel, whereas 48% of them feel that it was not so.

RESPONSES REGARDING THAT THE REGISTRATION AND ACTIVATION PROCESS OF THE SIM CARD IS QUICK

The customer may feel that the process of activation and registration or quick not the following table indicates the opinion of customer about the registration and activation process in Airtel.

The above table indicates that 55% of the respondents feel that the registration and activation process is quick enough in Airtel, whereas 4s5% of them feel that it is not so.

RESPONSES REGARDING E-RECHARGE IN AIRTEL

Airtel provides also the e-recharge facility to their customers. The customer's feelings and opinion about the facility of e-recharge of Airtel has stated in Table 15.

The above table indicates that 23% of the respondents feel that the E-Recharge is very fast in Airtel, whereas 31% of them feel that it is fast, 30% of them feel it is slow and the remaining 16% very slow.

FINDINGS

- 1. Majority (53%) of the respondents recharge once in a month, 27% of the respondents recharge once in two months and the remaining 20% use lifetime recharge / only incoming option.
- 2. Majority (53%) of the respondents feel that the general network coverage in Airtel was very good.
- 3. Majority (53%) of the respondents feel that the network coverage in outer areas in Airtel was very good.
- 4. Majority of the respondents have said that they receive offer information through SMS from the company, and only a few have said that they receive phone calls or watch television ads in Airtel.
- 5. Regarding the best feature, majority of the respondents have said that Airtel is best at all the above. [Network Coverage, GPRS, Low call rates].
- Above all, the Customer Support is the most important thing to be noted. Majority (47%) of the respondents feel that Airtel is very good in terms of customer support.
- 7. Majority of the respondents feel that the tariff, registration and activation process is economic, and quick enough.
- 8. Majority of them feel that E-Recharge was also very fast in Airtel.

SUGGESTIONS

- 1. Airtel has to promote their facilities offered in a wide manner.
- 2. Should provide good basic training to their staff in-order to gain more customers.
- 3. Should maintain the good relationship with the customers and try to satisfy their needs.
- 4. Priority should be given to those facilities that customers are not that much interested as of now.
- 5. The Airtel should expand their net work coverage in outer areas.

CONCLUSION

The competitive intensity in the telecom industry in India is one of the highest in the world and has lead to sustained fall in realisation for the service providers. Intense competitive pressure and cut throat pricing has resulted in declining ARPUs. With increasing number of new entrants in the telecom space the competitive intensity is likely to continue, putting further downward pressures on the telecom tariffs. Thus, the telecom companies might have to grapple with further decline in ARPUs, going forward.

Telecommunication is the assisted transmission over a distance for the purpose of communication. In earlier times, this may have involved the use of smoke signals, drums, semaphore, flags or heliograph. In modern times, telecommunication typically involves the use of electronic devices such as the telephone, television, radio or computer. Good Training is a must to achieve more and more. Any training activity should be goal oriented and genuinely aimed at improving quality of work, worker, and work place. Training given by the Telecom giant Airtel is to develop personal professional skills of the trainees' attitude. This project report shows that Airtel is good at providing the latest techniques & facilities to their customers. This is the study regarding customer satisfaction towards Airtel which concludes that Airtel is rated very good by their customers in the study area.

Annexure

Table 1 Opinion About The Mobile Phone Recharging Responses In Different Durations.

S. No	Responses	No. of Respondents	Percentage (%)
1.	Once in a month	31	28
2.	Once in two months	45	41
3.	Lifetime Recharge / Only Incoming	34	31
	Total	110	100

Source: primary data

Table 2 Opinion About The Responses Regarding Use Of SMS/MMS Facility

S.No	Responses	No. of Respondents	Percentage (%)
1.	Yes	56	51
2.	No	54	49
	Total	110	100

Source: primary data

Table 3 Statistics About The Responses Regarding The Use Of GPRS Facility

S.No	Responses	No. of Respondents	Percentage (%)
1.	Yes	65	59
2.	No	45	41
	Total	110	100

Source: primary data

Table 4 Responses Regarding The General Network Coverage In Airtel

S. No	Responses	No. of Respondents	Percentage (%)
1.	Very Good	17	15
2.	Fair	53	48
3.	Bad	27	25
4.	Very Bad	13	12
	Total	110	100

Source: primary data

Table 5 Network Coverage In Outer Areas In Airtel

S. No	Responses	No. of Respondents	Percentage (%)
1.	Very Good	32	29
2.	Fair	49	45
3.	Bad	18	16
4.	Very Bad	11	10
	Total	110	100

Source: primary data

Table No 6 Getting Offer Information From Airtel

S. No	Responses	No. of Respondents	Percentage (%)
1.	Through SMS from the company	50	45
2.	Through Phone Calls from the company	34	31
3.	Through Television Ads	26	24
	Total	110	100

Source: primary data

Table No 7 Statistics About The Responses Regarding The Best Feature In Airtel

S. No	Responses	No. of Respondents	Percentage (%)
1.	Low Call Rates	12	11
2.	GPRS	34	31
3.	Network Coverage	26	24
4.	All the above	38	34
	Total	110	100

Source: primary data

Table 8 Opinion About The Responses Regarding The Offers Mostly Used In Airtel

S. No	Responses	No. of Respondents	Percentage (%)
1.	Booster Pack / Rate Cutter	13	12
2.	Hello Tunes	25	23
3.	GPRS	33	30
4.	All the above	39	35
	Total	110	100

Table 9 Opinion About The Responses Regarding The Fancy Mobile Numbers Availability In Airtel

S. No	Responses	No. of Respondents	Percentage (%)
1.	More	35	32
2.	Less	45	41
3.	Very Less	19	17
4.	Average	11	10
	Total	110	100

Source: primary data

Table 10 Opinion About The Responses Regarding The Plan Change Options Availability In Airtel

S.No	Responses	No. of Respondents	Percentage (%)
1.	More	18	16
2.	Less	44	40
3.	Very Less	29	27
4.	Average	19	17
	Total	110	100

Source: primary data

Table 11 Opinion About The Responses Regarding The Customer Support In Airtel

S. No	Responses	No. of Respondents Respondents	Percentage (%)
1.	Very Good	17	16
2.	Fair	31	28
3.	Bad	33	30
4.	Very Bad	29	26
	Total	110	100

Source: primary data

Table 12 Opinion About The Responses Regarding Prepaid/Postpaid Connection In Airtel

S.No	Responses	No. of Respondents	Percentage (%)
1.	Prepa	62	56
2.	Postpaid	48	44
	Total	110	100

Source: primary data

Table 13 Responses Regarding The Tariff Of The Sim Card At Good Cheap Rates

S.No	Responses	No. of Respondents	Percentage (%)
1.	Yes	57	52
2.	No	53	48
	Total	110	100

Source: primary data

Table 14 Opinion About The Responses Regarding The Registration And Activation Process Of The Sim Card

S.No	Responses	No. of Respondents	Percentage (%)		
1.	Yes	60			
2.	No	50	45		
	Total	110	100		

Source: primary data

Table 15 Opinion About The Responses Regarding The E-Recharge In Airtel

S. No	Responses	No. of Respondents	Percentage (%)	
1.	Very Fast	26	23	
2.	Fast	34	31	
3.	Slow	33	30	
4.	Very Slow	17	16	
	Total	110	100	

Source: primary data

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ISSN: 2250-1940 (Print), 2349 - 1647 (Online)

Impact Factor: 2.014(IRJIF), 1.85(JIF), 1.056(RIF), 2.62(NAAS)

Vol. VI: Issue.17, April-June 2018,

UGC Approved Journal (63185), © Author

IMPACT OF SOCIO ECONOMIC AND HEALTH RELATED VARIABLES ON THE HEALTH STATUS OF CHILDREN IN KANYAKUMARI DISTRICT

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Abstract

Today's Child is tomorrow's citizen. As such, unless and until today's child is made up for making up tomorrow, there will be no progress, social and economic. Making of the child on the maker of future depends on the child survival which rests unavailability child health care. The Health Status of children are influenced by a number of social, economic and Health related variables. The primary objective of the study is to know the impact of these variables on the health status of children in Kanyakumari District of Tamilnadu. Correlation Matrix and logit regression model were used for this purpose. The results of the study indicated that some economic factors plays a pivotal role in determining the health status of the children.

Key words: Birth order, immunization, nutritional status, Anganwadi.

Introduction

Matters related to child health and survival have been in the agenda of the nations for long. The World Health Assembly, taking note of the poor health status of majority of world's population, launched a movement named "Health for all" (HFA) by the year 2000, in the year 1977. This was followed by the 1978 Alma Ata International Conference where leaders of 134 countries signed a declaration pledging for implementing Primary Health Care (PHC) as the key strategy to achieve the goal. "The PHC approach is based on the principles of equitable distribution, universal access,

community participation, inter sectoral coordination and self-reliance, and appropriate technology"⁴.

The programmes on child health and survival gathered momentum with the declaration of eight Millennium Development Goals (MDG) by the United Nation in 2000. All the 193 member countries of the United Nation at the time and atleast 23 International Organizations are committed to help achieve the goals. With Starting points in 1990, each goal is to be reached by 2015. Of the goals, two are related to Child Development: 1) Reducing Child mortality and (2) Improving maternal health:

Under - five mortality rate to be reduced by two thirds and maternal mortality rate to be reduced by three quarters.

"World Health Statistics 2014" - reveals the follows, between 1990 and 2012, mortality in children under 5 years of age declined by 47 percent, from an estimate of 90 deaths per 1000 live births, to 48 deaths per 1000 live births. This means 17,000 fewer children dying every year in 2012 than in 1990. The risk of a child dying before their fifth birth day is still higher in the WHO African Region (95 per 1000 live births) – eight time higher than that in the WHO European region (12 per 1000 live births).

Inequities in child mortality between high income and low income countries remain large. In 2012, the under 5 mortality rate in low income countries was 82 deaths per 1000 live births - more than 13 times the average rate in high income countries "Reducing these inequities across countries and saving the lives of their children by ending preventable child deaths are key priorities". The first 28 days of life - the neo-natal period - represents the most vulnerable time for a child's survival. In 2012, around 44% of under 5 death occurred during this period, up from 37% in 1990. All over, of under 5 mortality rate decline, the proportion of such deaths occurring during the neo- natal period is increasing. This highlights the crucial need for health intervention that specifically address the major cause of neo-natal deaths.

Current evidence indicates that under nutrition is the underlying cause of death in an estimated 45 percent of all deaths among children under 5years of age. The number of underweight children globally declined from 160 million in 1990 to 90 million in 2012, representing a decline in the proportion of underweight children from 25% to 15%.

Nutritional status is one of the indications of the overall well being of population and human resources development. Tamilnadu has a long history of reducing the properties of

moderately mal-nourished (GradeII) and severely malnourished (GradeIII and IV) from 12.32% to 7.4% and 0.8% to 0.2% respectively. As Tamil Nadu has already established a lead in the country by taking steps for improving access of children and expectant mothers to nutrition, the aim of the Government is now to consolidate this position and become the first state in the country to provide a whole lifecycle Nutrition security programme for those below the poverty line with special focus on nutrition for expectant mothers, infants and the aged. Integrated Child Development Services (ICDS) is one of the most comprehensive programmes for providing integrated health, nutrition and education services; supplementary nutrition, pre-school education, non-formal immunization, health check-up, referral services, nutrition and health education.

Materials and Methods

Primary objective of this research is to study the impact of Socio - economic and health related variables on the health status of Children in Kanyakumari district and the nine development blocks of the Kanyakumari district constitute the study area for this study. However, the development blocks have village panchayats and town panchayats within their administrative jurisdiction and those town panchayats are also covered in this study.

Universe for this study include all children registered at the Anganwadi centres in the nine development blocks of Kanyakumari district and Family of each child registered at the Anganwadi centre is treated as the respondent. To avoid bias, sample should be selected randomly and such that the sample units fairly represent the universe for the study. Across the nine blocks of Kanyakumari district, there are a total of 1409 Anganwadi centres. Among them 50 centres are selected using simple random sampling methods, under the assumption that they may not differ much with respect to the quality in delivery of the welfare

measures at these Anganwadi centres. The sample size was decided as 500 as a rule of thumb and from each selected Anganwadi centre 10 children were selected from the Anganwadi Register, using a simple random sampling method. The families of selected children are the sources of primary data for this study. Selected respondents were visited personally and interviewed to collect required data with the help of separate, structured and pre-tested enquiry schedules. For analyzing the factors influencing the health status of the children, however there is a possibility of the presences of multi-collinearity among the independent variables and hence, Pearson's simple correlation has been run and the coefficients are provided in the form of correlation matrix.

In order to assess the impact of Socioeconomic and health related variables on the health status of sample children a logit model has been used.

Results and Discussion

As the prime objective of the present paper is to study the impact of socio-economic and health related variables on the health status of the children, it is quiet pertinent to the socio-economic aspects of the sample population is presented in the table

This contents of the above table shows the Socio - economic aspects of the sample population. Age is an important factor in determining the health status of the sample children. It is observed from the above table that 61.4 present of the children who are in the age group of 2-3 years, 21.4 present were in age group of 3-4 years, 12.2 present in the age group of less than two years & the remaining 5 percent of the children are in the age group of 4-5 years. Regarding the educational level of the mothers are concerned 89 percent are illiterate. 26.60 percent of the mothers have attained middle school level, 17.40 percent of the mothers have completed their primary

education. 16.8 percent of the mothers have completed their higher secondary level. Only 6.40 percent of the mothers have completed degree level. The levels of living or standard of living of the children largely dependent on the occupation of the father. It is clear from table that 47.20 percent of them are in the category of daily wage earners. Another 22.20 percent of them are salaried people. Remaining comes under the categories of agricultural, selfemployed and business. Regarding the type of family 90.20 percent are living in Nuclear family and the remain lives in joint family system. Majority that is 67.20 percent of people lives in their own house and the remaining in rented houses. Regarding the income, majority 72.00 percent earns an income before as Rs.5000 - 7500 and a minimum percent i.e 2.0 earns more than Rs. 12.500.

There are a wide variety of factors determining the health status of the children. But the present study takes into account birth order, nature of delivery, method of feeding, frequency of feeding, duration of breast feeding, nature of attendance in Anganwadi and the immunization status. The following table provides classification of children according to the selected variables.

The order wise birth of the children indicate that the highest share of 58.6 percent are the first child to their parents and 39.3 percent are the second child to their parents. While the third child forms 1.60 percent and the remaining 0.20 percent are the fourth child.

Nature of delivery depends on the health of the mothers. The study shows that 54.40 percent of the children are born under normal delivery, while the remaining 45.60 children were born under Caesarian Section. Regarding the types of feeding, pregnant mothers lactate their children either with the breast milk or with the baby foods available in the market or with both so as supplement breast feeding. In the

present study 69 percent rely on both and31 percent rely on breast feeding. As for on the frequency of feeding is concerned only 11.6 percent of the mother's feed their children within one hour, vast majority is 88.4 percent feed their children after 1 hour. Likewise the duration of feeding also varies. Majority is 31.24 percent of the mothers feed their children for more than 1 year.

Anganwadi centers provide nutritious meals and do regular health checkups to the children's attending the centers. Hence attending anganwadi center regularly is an important factor determining the health status of the children. In the present study it was found that 67.40 percent of the children's are attending anganwadi centre regularly and remaining 32.10 percent are not attending anganwadi regularly. Regarding the status of immunization majority of the children namely 99.40 percent are fully immunized and only 0.60 percent do not have routine immunization.

Correlation Analysis of Socio Economic and Health Related Variables

It is well known that the health status has been influenced by a host of factors which were identified from the literature. These variables are: Status of immunization, Age, Monthly income, Nature of delivery, birth order, Mother's attitude about Nutritional Supplement, Mothers' education, Method of feeding, Frequency of morbidity, Nature of Attendance, Duration of Breast Feeding, Frequency of feeding, Occupation of the father, Type of family, Weight checkup, Regular health checkup and Ownership of house. Hence, in the present paragraph it is attempted to identify the relative impact of all these variables on the health status of the children. However, it is also known that there is a possibility of presence of Multi-collinearity among the independent variables and hence, simple correlation has been run and the coefficients are provided in the form of correlation matrix.

As it could be seen in the correlation matrix,

with regard to the independent variable on health, all the coefficients are found to be significant at five per cent level indicating the significant influence of these variables on the health status of the children. Among the variables identified, the variable on "Status of immunization" has the highest association (0.84) with the dependent variable on health.

The order of the other independent variables in terms of the declining value of correlation coefficient can be given as: Age (0.64), Monthly income (0.63), Nature of delivery (0.61), Birth Order (0.52), Mother's attitude about Nutritional Supplement (0.51), Mothers' education (0.49), Method of feeding (0.49), Nature of Attendance (0.44), Duration of Breast Feeding (0.38), Frequency of feeding (0.34), Occupation of the father (-.034), Type of family (0.32) and Ownership of house (0.13). The correlation coefficient calculated among the independent variables indicate that there is no much correlation since none of the coefficient is greater than 0.60 though some of them are found significant. Thus, the correlation coefficient of the independent variables with the dependent variables provides a background that the variables chosen are empirically testable.

In order to assess the impact of Socio economic and health related variables on the health status of sample Children a logit model has been used.

The results of the logit model is given in the form of the table and is discussed as hereunder: As it could be seen in thetable, the adjusted R² value is 0.0.76 which indicates that 76 per cent of the variation in the health status of the sample children is being explained by the changes in the independent variables included namely the socio economic, and health related variables.

An examination of the slope coefficients of the variables indicate that the slope coefficient of 0.6321 registered in the case of age indicates that increase in age improves the health status. The positive sign registered in the case of the variable on "Birth Order" indicates that the first child has an improved health status when compared to the second, third or fourth child of the parents. The positive sign registered in the case of the variable on "Mothers' Education" implies that the level of education of the mother contributes positively to the better health status of the child. The negative sign registered in the case of the variable on "Occupation of the Father" implies that while the children of the fathers who are engaged in agricultural and related occupations have poor health status when compared to the children of the fathers who are engaged in occupations other than agriculture. The positive sign registered in the case of the of the variable on "Type of Family" implies that the children from the nuclear families have better health status than the children from the joint family system. The positive sign registered in the case of the variable on "Ownership of House" indicates that the children from the families who have own house have better health status than the children from the families who have rented houses. The positive sign registered in the case of the of the variable on "Nature of Delivery" indicates that the children who have born under normal delivery have better health status than the children who have born in caesarean section. The positive sign registered in the case of the of the variable on "Status of Immunization" indicates that the children who are fully immunised have better health status than the children who have not been fully immunised. The positive sign registered in the case of the of the variable on "Method of Feeding" shows that the children who have breast feeding are better in health status than the children who depend on other types of feeding. The positive sign registered in the case of the variable on "Duration of Breast Feeding" implies that the children who have been fed with breast milk atleast for the initial six months have better health status than the children who are fed with breast milk for atleast six months.

The positive sign registered in the case of the variable on "Frequency of Feeding" indicates that the health status of the children is higher with the higher frequency of feeding. The positive sign registered in the case of the of the variable on "Nature of Attendance" implies that the children who attend the Anganwadi centres regularly have better health status than the children who did not attend the Anganwadi centres regularly. The positive sign registered in the case of the of the variable on "Mother's Attitude about Nutritional Supplement" indicates that the children of the mothers who have a positive view on the need for providing nutritional supplement have better health status than the children of the mothers who do not have a positive opinion. The positive sign registered in the case of the variable on "Monthly income' indicates that the level of income contributes positively to the better health status of the children.

Given the discussion on the slope coefficient, a discussion on the significance of the F value is being made. The F Value or F ratio is the test statistic used to decide whether the model as a whole has statistically significant predictive capability, that is, whether the regression Sum of Squares is big enough, considering the number of variables needed to achieve it. F is the ratio of the Model Mean Square to the Error Mean Square. The Null hypothesis formulated for the model is that "the model has no predictive capability - that is, that all population regression coefficients are 0". Given this Null Hypothesis, the calculated F value of 109.70 is found to be greater than the table value of 1.830 for $F_{14,185}$ degrees for freedom and at 5 per cent level of significance.

Thus from the regression analysis it can be concluded that the socio economic factors plays a pivotal role in determining the health status of the sample children and the Anganwadi centres contribute to the better health status of the children.

Conclusion

Some findings of the sample survey give some clues to the principal factors that lie behind the significant factors determining the health status of the children in the study area. The study also reveals that it is the mother's awareness of immunization programmes. A distinguished feature of the study area is that the literacy status of the women in the district is comparatively high (when compared with that of the state - 92.17 percent as against 80.30 percent). This helped to widen the range of awareness of programmes such as Immunisation. Supplementary nutrition or preschool education. Further, it is found that nuclear family is the norm in the district and with the consequence of non-availability of grandparents to take care of the baby at home, the need for somebody to be in charge of the baby is felt. This gap is filled up by sending the child to the Anganwadi and in this context, the Anganwadi plays the additional role of a Thus, women's participation, women's education. Women's emancipation and women's empowerment, emerge as the principal factors that accomplish child survival and child development.

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Table: 1 Socio-economic profile of the sample respondents N = 500

Age	Frequency	Percentage		
upto 2 years	61	12.2		
2 - 3 years	307	61.4		
3 - 4 years	107	21.4		
4-5 years	25	05.0		
Mother's Education		0.0000000		
Illiterate	89	17.80		
Primary	87	17.40		
Middle School	133	26.60		
High School	69	13.80		
Higher Secondary	84	16.80		
Degree	32	6.40		
Other's	6	1.20		
Occupation of the Father				
Agriculture	6	1.20		
Salary Employed	111	22.20		
Self employed	78	15.60		
Daily Wages	236	47.20		
Business	69	13.80		
Type of Family		1		
Nuclear	451	90.20		
Joint	49	9.80		
Ownership of House				
Owned	338	67.20		
Rented	162	32.40		
Monthly Income		W:		
5000 - 7500	360	72.0		
7500 - 10000	81	16.2		
10000 - 12500	49	9.8		
12500 - 15000	10	2.0		

Source: Computed from Survey data.

Table: 2 Health status of the sample population N = 500

Birth Order	Frequency	58.6 39.6		
I	293			
II	198			
III	8	1.6		
IV	1	0.2		
Nature of Delivery	·			
Normal	272	54.40		
cessareanSection	228	45-60		
Method of feeding	·	10		
Breast	195	39.00		
Both	305	61.00		
Frequency of Feeding	Č	10		
within 1 Hour	5 - 8	11.6		
1 - 3 hour	442	88.4		
Duration of Breast Feeding		6		
0 - 5	35	7.00		
5 - 10	135	27.00		
10 - 15	139	27.80		
15 - 20	156	31.20		
20 - 25	31	6.20		
25 - 30	3	0.60		
Beyond 30	1	0.20		
Nature of Attendance in Angany	vadi	97		
Regular	337	67.40		
Irregular	163	32.60		
Status of Immunization				
No Routine	3	0.60		
Fully immunized	497	99.40		

Source: Computed from Survey data.

Table3 Correlation matrix of health related variables

Variables	Health status	Age	Sirth order	Mothers' education	Occupation of the father	Type of family	Ownership of house	Nature of delivery	Status of in munication	Method of feeding	Duration of Breast Feeding	Frequency of feeding	Nature of Attendance	Mother's attitude about Nutritional sumblement	Menthly income
Health Status	1.00	0.64*	0.52*	0.49*	0.34*	0.32*	0.13	0.61*	0.84*	0.49*	0.38*	0.34*	0.44*	0.51*	0.63*
Age		1.00	0.14	0.28	0.15	0.22	0.17	0.13	0.19	0.22	0.28	0.26	0.18	0.10	0.18
Birth Order			1.00	0.47*	0.39*	0.18	0.20	0.31*	0.22	0.41*	0.48*	0.47*	0.38*	0.45*	0.36
Mothers' Education				1.00	0.57*	0.44*	0.18	0.56*	0.51*	0.52*	0.53*	0.47*	0.55*	0.57*	0.42
Occupation of the Father					1.00	0.59*	0.37*	0.13	0.50*	0.11	0.08	0.14	0.22	0.21	0.54
Type of Family Ownership of House						1.00	0.38*	0.37° 0.18	0.56*	0.44*	0.30° 0.41°	0.33° 0.21	0.55° 0.26	0.39*	0.59
Nature of Delivery								1.00	0.57*	0.46*	0.38*	0.56*	0.41*	0.19	0.27
Status of Immunization									1.00	0.55*	0.46	0.54*	0.38*	0.49*	0.41
Method of Feeding										1.00	0.46*	0.56*	0.46*	0.48*	0.60
Duration of Breast Feeding											1.00	0.36*	0.37*	0.54*	0.23
Frequency of Feeding												1.00	0.47*	0.37*	0.51*
Nature of Attendance													1.00	0.41*	0.47
Mother's Attitude About Nutritional Supplement														1.00	0.55
Monthly Income															1.00

Source: Computed from Primary Data.

Table4 Description of variables used in the Logit model

Description	Symbol Assigned	Nature of the variable	Values assumed		
Health status	HE	Qualitative	Good Health -1 Others -0		
Age	AG	Quantitative	In years		
Birth Order	ВО	Qualitative	First child =1 Other = 0		
Mothers' education	ME	Quantitative	In years		
Occupation of the father	OF	Qualitative	Agriculture = 1 others =0		
Type of family	TF	Qualitative	Nuclear 1 Joint -0		
Ownership of house	OH	Qualitative	Owned - 1 Others = 0		
Nature of delivery	ND	Qualitative	Normal delivery = 1 Others = 0		
Status of immunization	SI	Qualitative	Fully immunized =1 partially/not immunized =0		
Method of feeding during the initial 6 months	MF	Qualitative	breast feeding =1 others=0		
Duration of Breast Feeding	DBF		In months		
Frequency of feeding	FF	Quantitative	No. of times		
Nature of Attendance (regular/ irregular)	NA	Qualitative	Regular = 1 Irregular =0		
Mother's attitude about Nutritional Supplement	MAN		Yes=1 No = 0		
Monthly income	MI		In Rs.		

$$HE = a_0 + a_1AG + a_2BO + a_3ME + a_4OF + a_5$$

 $TF + a_6OH + a_7ND +$

$$a_{_{8}}\,SI+a_{_{9}}\,MF+a_{_{10}}\,DBF+a_{_{11}}\,FF+\\a_{_{12}}\,NA+a_{_{13}}\,MAN+a_{_{14}}\,MI$$

Table5 - Impact of socio economic and ICDS related variables on the health status of sample children: a Logit model approach

Description	Symbol Assigned	Standard Error	T value	Significant/No Significant	
Intercept	0.9842	0.2471	3.17	Significant	
Age	0.6321	0.2143	2.95	Significant	
Birth Order	0.9942	0.3216	3.09	Significant	
Mothers' Education	1.6841	0.4238	3.97	Significant	
Occupation of the Father	-1.1231	0.2841	-3.95	Significant	
Type of Family	0.0628	0.02942	2.13	Significant	
Ownership of House	0.03218	0.01649	1.95	Significant	
Nature of Delivery	0.53189	0.1987	2.68	Significant	
Status of Immunization	0.18785	0.07842	2.39	Significant	
Method of Feeding	0.58423	0.29427	1.98	Significant	
Duration of Breast Feeding	0.78432	0.27775	2.82	Significant	
Frequency of Feeding	0.015875	0.003843	4.13	Significant	
Nature of Attendance	2.38427	0.98437	2.42	Significant	
Mother's Attitude about Nutritional Supplement	0.38279	0.18783	2.04	Significant	
Monthly income	0.00525	0.001657	3.17	Significant	
R Square	0.77			-	
Adjusted R Square	0.76				
F Value	109.70			Significant	
Degrees of Freedom	15				
No.of Observations	485				

Source: Computed from Primary Data.

Available online @ www.selptrust.org RESEARCH EXPLORER.

ISSN: 2250-1940 (Print), 2349 - 1647 (Online)

 $Impact\ Factor: 2.014 (IRJIF),\ 1.85 (JIF),\ 1.056 (RIF),\ \ 2.62 (NAAS)$

Vol. VI: Issue.17, April-June 2018,

UGC Approved Journal (63185), © Author

ECONOMIC IMPLICATION OF INNOVATION

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Abstract

Innovation is not a new phenomenon. The tendency to think about new and better ways of doing things and try them out in practice is inherently human. An invention or discovery enhances the existing stock of knowledge, but there is no instantaneous display of new products and services that benefits the consumers or other firms. Innovation is the commercial application of new knowledge or it takes place at the point of bringing to the commercial market a full fledged novel product or process arising from the applications of both existing and new knowledge. The paper intends to provide a holistic understanding of the concept, economic implications and measurement of innovation. It analyses only the theoretical aspects rather than empirical aspects.

Key words: Innovation, Product innovation, Process innovation

Introduction

For long tome innovation was ignored in mainstream Social Science because of the belief that it was impossible to do and it was commonly assumed that innovation was a random phenomenon or some writers used to phrase it as manna from heaven .It was Schumpeter who rejected this opinion and emphasised three main aspects of innovation:1) uncertainty is inherent in all innovation projects,2) need to undertake innovative activities even before somebody else did it and reap the potential economic reward. In his view these two aspects meant that the standard behavioural rules that is surveying all information, assessing it and finding the optimal choice would not work, instead there is the

need to find out the quicker ways .It points the qualities associated with entrepreneurshipleadership and vision.3) prevelance of resistance to new ways(inertia) at all levels of society, which threatened to destroy all novel initiatives. So in Schumpeters early work innovation is the outcome of continuous struggle in historical time between individual entrepreneurs, advocating novel solutions to particular problems and social inertia. It was only during the first half of the 20th century,it became clear that innovation involves team work and takes place within large organisation. For potentially rewarding innovation one may not know what are the most relevant sources or the best options to pursue. If a firm selects a specific innovative path during the early phase, it may get the first mover advantage. but the risks are associated to remain locked into this specific path. After sometime it realised that there exist actually a superior path and other firms equipped with more patience or luck adopt it, then the early mover may be in big trouble because it finds too costly or too late to switch paths. So it would be better to avoid being stuck to a particular path and remain open to different and competing ideal solutions. It requires a firm to adopt a pluralistic leadership that allows for a variety of competing perspectives in contrast to the homogenous, unitary leader style.

Openness to new ideas or solution is considered essential for innovation especially in the early phase. because of the fundamental characteristics of innovation that every new innovation consists of a new combination of existing ideas, capabilities ,skills , resources......The greater the variety of these factors within a given system, the greater the scope for them to be combined in different ways, producing new innovations which will be more complex and sophisticated. This evolutionary logic has been used to explain why, in ancient times, the inhabitants of the large Eurasian landmass came to be more innovative and technologically sophisticated than small isolated population elsewhere around the globe(Diamond 1998). But modern firms are not comparable to isolated populations of ancient time and they need to close monitor each other's step and search widely for new ideas, inputs and sources of inspiration. If on an average the firms are able to learn from their interaction with external sources, others will have also incentive to follow the path which in turn increases the innovativeness of both individual firms and the economic system to which they belong. It is particularly beneficial for small firms(since they have only small internal sources) to interact with outside world that compensate the weakness of their limited

internal sources. The growing complexity of the knowledge base necessary for innovation means that even large firms increasingly depend on external sources in their innovative activity(Grandstrand, Patel and Pavit, 1997). So cultivating the capability for absorbing the outside knowledge, so called absorptive capacity(Ohen and Levinthal 1990), is a must for innovative firms, large or small firms.

Different Perspectives on Economics of Innovation

Innovation and wealth creation

The earliest perspectives (Adam Smith and John Rae), relied on the idea that innovation lies at the heart of wealth creation. This perspective occurs in the quotations from Mill, solowand Rosenberg

Innovation and competitiveness

For Marx,innovation was an essential part of a competitive battle. It might also be an important force for wealth creation but if we were to look at innovation from that perspective alone we would not see the full picture.

Innovation and sustainability

It was associated with Ruskin and was developed especially by Schumacher. This is the question of whether innovation helps to achieve sustainability or on the contrary is partly responsible for the unsustainable trajectory on which economic development has embarked.

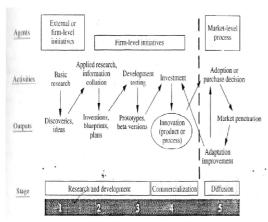
Innovation, unexpected side effects paradoxical non-effects

Several quotations have noted that innovation sometimes has unexpected and possibly undesirable side effects (George, Veblen, Mumford, Ruskin). Mill, Gerorge, Galbraith, Solow, David have argued that innovation sometimes has no effect when we would expect that it would have an effect.

The stages of innovation

The innovation process has a number of stages that can be understandable from the following

Figure 1



At each stage of the innovation process there are activities involving inputs of knowledge, embodies in skilled personnel and specialised equipment and investment of time in using these resources. If the process in each stage is successful ,it produces output initially in the form of new knowledge but later tangible if applied to goods for sale. The first three stages of innovation process involve pre-market activity and called together as Research and Development. These stages produce basic scientific knowledge,plan for new processes or blueprints and initial prototypes of new products or processes. It is only at the fourth stage a marketable product or process that emerges as a result of innovation. Tis stage is followed by another chain of events ie...diffusion(stage5). In this stage there is the widespread adoption of the new product or process by the market.

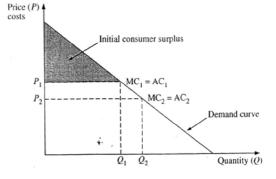
The economic effects of both product and process innovation can be analysed by using the concepts costs, demand and consumer surplus. The introduction of a new product or a qualitatively significant improvement in the existing product is called the product

innovation. The introduction of a new process for making or delivering goods and services is the process innovation. Here we intend to analyse the impact of innovation on prices and costs. These impacts depend up on the nature of market structure that is the nature of competition between the firms in the market.

The effects of process innovation

The most important effect is the cost reduction.In economic terms costs are divided in to fixed and variable costs and also average costs(AC)and marginal costs(MC).Figure(2) shows that before innovation firms have costs. AC1 and MC1, which are equal ie., there are no fixed costs. The demand curve of the industry is assumed to remain unchanged in the case of a process innovation. In a perfectly competitive market firm charges a price equal to MC1 and output produced and sold at this price P1 is Q1. Consumer surplus is the area between demand curve and price and is represented by the shaded area PP1MC1. As a result of process innovation it is assumed that both AC and MC will fall and in this case we assume that both are equal. So a process innovation is represented a fall from MC1=AC1 to MC2=AC2. It results in a fall in price to P2 and the consumer surplus has risen to the area above P2 and below the demand curve. Here there is no economic profits to reward the innovator since AC=MC and also because of the assumption of non existence of intellectual property rights(IPRS).

Figure2

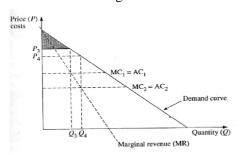


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Next we consider a situation where there exists IPR,so innovation is protected. Then the patent holding firm can under cut the price charged by any other firm. This firm is able to produce and sell a the good for a price P1-e where e is a small number and at this price it can sell OQ1 quantity and profit is equivalent to (P1-e-AC2)xQ1.

Perfectly competitive situation is unlikely to occur in real world, so we need to analyse another market situation ie., Monopoly. Assume that there exists a firm having permanent monopoly power and initial cost and demand conditions are specified in the following figure.

Figure 3



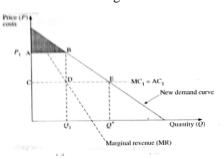
The demand curve is same as in the first figure, but the profit is maximised at the point where MR=MC1. The price is P3 and the output produced and sold is Q3 wich is less than in the perfect competition and profits is (P3-AC1xQ3). Introduction of a process innovation reduces marginal cost to MC2. It means that now it can produce where MR=MC2, which means a lower price, P4, more output, Q4 and a higher profit for the monopolists. If there exists entry barriers IPRs has no role.

Effects of product innovation

Under perfect competition with the absence of IPR ,product innovation is immediately copied.

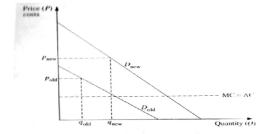
In the figure the position and elasticity of demand curve depends up on the value of product, which inturn depends on the availability of substitute products. If the new product introducing firm has a patent right then it can act as a monopolist and can maximise profit. Thus the following figure is same as the first figure except that it represents the introduction of a new product. Here the consumer surplus is represented by the triangular area above the price line but below the demand curve. The price P1 is greater than the MC1, so consumer surplus is not maximised, which is occurred at Q*. Due to high price than MC, there is the loss of consumer surplus. A portion of the loss of consumer surplus is profit to innovators, area ABD, and some of the lost consumer surplus is vasted, area BDE. So this area is called deadweight loss.

Figure4



An imperfectly competitive firm has a downward sloping demand curve. The introduction of a new product shifts the demand curve upwards as represented by the following figure. Eventhough a high price is charged from the consumer, they are ready to purchase more quantity so as to derive benefit from increase in product variety and or rise in the quality of the products.

Figure5



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Different approaches to the measurement of innovation

The first approach is the description of innovation in detail as usually done in specific case studies or specific industry studies. Its merit is the depth and advantage it offers, but it is too time consuming.

Second one is innovation surveys, this has been done on a regular basis in Europe, where each country has conducted a community a community innovation surveysEventhough it is considered as a straight forward way to generate data, there are a number of complexities in ensuring that the definition of innovation is the same in each country and that firm respond appropriately. When the survey began in 1991, the questionnaire only asked firms what new products and practicesses they had introduced, without distinguishing whether or not these activities were new to the market rather than just new to the firm.Later these surveys have added further questions to distinguish which of the firm's innovations were new to the industry or market.

Another approach is the use of literature based innovation output indicators. This type of

data set can be built up by monitoring press releases about new products that are sent by firms to trade and technical journals. The advantage is that small firms ,which may be excluded by innovation surveys, will be represented in data attained from these types of searches.

Another approach to measuring innovation is to use company accounting data on research and development. Firms conduct R&D by employing skilled personnel and also by using skilled personnel and also by using specialised equipment. Three problems are associated with R&D as a measure of innovation.1 in some small companies there may be no R&D entry in company accounts, but this does not mean there is no innovation.2 Success in innovation does not just call for expenditure on R &D but calls for expenditure on other parallel expenditures on design, training, investment and so on. High R&D on itsown does not imply high innovation.3 Companies in some sectors have been concerned that a high R&D figure in their accounts may have an adverse effect on companies stock market valuation.the reason for this is that investment in R & D is risky.

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Available online @ www.selptrust.org RESEARCH EXPLORER.

ISSN: 2250-1940 (Print), 2349 - 1647 (Online)

Impact Factor: 2.014(IRJIF), 1.85(JIF), 1.056(RIF), 2.62(NAAS)

Vol. VI: Issue.17, April-June 2018,

UGC Approved Journal (63185), © Author

IMPACT OF GST ON INDIAN ECONOMY

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&

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ABSTRACT

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

Key words: Value Added Tax, Central Value Added Tax, GST, Input Credit

INTRODUCTION

Tax policies play an important role on the economy. The main sources of revenue for government of India are from tax. Direct and indirect taxes are the two main source of tax revenue. When the impact and incidence falls on same person it is called direct tax. When the impact and incidence falls on different person that is when burden can be shift to other person it is called indirect tax. In India tax structure was very complicated and it was vary to state to state and different rate of tax was imposed by state and central governments. Hence it is more difficult to collect tax from tax payers to understand the tax structure and follow it. Hence, the central government implements the GST tax system after a strong struggle for the past ten years.

Goods and Services Tax (GST) is an indirect tax levied in India on the sale of goods and services. Goods and services are divided into five tax slabs for collection of tax-0%, 5%, 12%, 18% and 28%. Petroleum products and alcoholic drinks are taxed separately by the individual state governments. There is a special rate of 0.25% on rough precious and semiprecious stones and 3% on gold. In addition a cess of 22% or other rates on top of 28% GST applies on few items like aerated drinks, luxury cars and tobacco products. GST is most ambitious and biggest tax reform plan, which aims to stitch together a common market by dismantling fiscal barriers between states. It is a single national uniform tax levied across India on all goods and services. In GST, all the

indirect taxes will be subsumed under a single regime. The GST taxation laws will put an end to multiple taxes which are levied on different products, starting from the source of manufacturing to reaching the end consumer. GST works on the fundamental principle of "One Country One Tax".

BRIEF TIMELINE OF GST

- The idea of a GST for India was first mooted sixteen years back, during the Prime Minister ship of Shri Atal Bihari Vajpayee.
- The GST was recommended by the Kelkar Task Force on Fiscal Responsibility and Budget Management (FRBM) in 2005
- ❖ In 2011, the constitution (115th Amendment) Bill was introduced in parliament to enable the levy of GST
- ❖ In December 2014, the constitution (122nd Amendment) Bill was introduced in Lok Sabha
- The Bill was passed by Lok Sabha in May 2015 and referred to a select committee of Rajya Sabha for examination.
- The Bill was passed by Rajya Sabha on Aug 2016. Assam became the first state to ratify the constitutional amendment, followed by 19 other states till Sep 2017. 122nd Amendment Bill received President Pranab Mukherjee's assent on Sep 2016.
- GST Council Meeting held on Sep 22, 2016 in New Delhi.
- Tamil Nadu ratifies amendment on June 19, 2017; GST was launched with effect from India on July 1, 2017.

MATERIAL & METHODS

The present study is based on secondary data collected from various books, National & International Journals, published government reports, publications from various websites which focused on various aspects and important of Goods and Service tax.

OBJECTIVES

- 1. To study about Goods and Services Tax and its impact on the economy
- 2. To examine benefits and opportunities of Goods and Services Tax

IMPACT OF GST

GST has a positive impact on the economy and on various sectors which are as follows:-

IMPACT ON AGRICULTUE

The impact of GST on agricultural sector is foreseen to be positive. The agricultural sector is the largest contributing sector the overall Indian GDP. The implementation of GST would have an impact on many sections of the society. In the agriculture sector we shall look at how GST will impact cost of agriculture inputs.

AGRICULTURAL INPUTS

Any input taxes placed on inputs used in the farm sector such as seeds, fertilizers, pesticides, tractors etc, contribute to increase in cost of farm output. On the other hand, farm output prices are controlled by market forces on which farmer has little control. As the input price rises and output price remains stagnant, the farmer will have no option but to absorb the cost, thus increasing his burden. Indian farmer is already reeling under tremendous pressure from many ends and the increased burden of taxes will create a crater in his income. In this context let's look at tax incidence on some major inputs

SEEDS – Seeds were exempted both under earlier tax structure and under new GST regime.

TRACTORS – The tax incidence on Tractor's inputs combined with VAT on final product takes the total tax incidence for the industry to levels of 12-13%. The fixation of a GST rate of 12% on tractors and on tractor inputs at 18% would allow the manufacturers

to take credit of the cumulative input duties and taxes. Thus, the total tax incidence on tractors would remain at broadly similar levels and its implementation is neutral for the tractor industry.

FERTILIZERS – Fertilizers an important element of agriculture was previously taxed at 6%. In the GST regime, the tax on fertilizers has been reduced to 5%. Thereby reducing cost for farmers.

PESTICIDES – Pesticides currently attract an excise duty of 12.5 per cent. But under GST regime, crop protection products like pesticides are taxable at 18%. So, this might increase tax burden on farmer.

So, by and large either tax incidence under GST regime is similar to incidence under earlier tax structure

Table 1: IMPACT OF INDUSTRIES

Agricultural Inputs	Tax Burden Under Previous Tax Regime	Tax Burden Under Gst Tax Regime
Seeds	Nil	Nil
Tractors	12-13%	12%
Fertilizers	6%	5%
Pesticides	12.5%	12%

The GST rate will be benefited for the various manufacturing sector where the tax rate is around 24% at present. The major manufacturing sectors these will benefit the most are Automobiles, FMCG, Cement and others. This is because they are currently reeling under 24 to 38 per cent tax.

Table 2: AUTOMOBILES

SEGMENT	TOTAL PRE GST RATE	GST	CESS	EFFECTIVE GST	CHANGE
Two/three wheelers	30.2%	28.0%	0.0%	28.0%	2.2%
Mid Segment Cars	47.3%	28.0%	15.0%	43.0%	4.3%
Sports Utility Vehicles	55.3%	28.0%	15.0%	43.0%	12.3%
Commercial Vehicles	30.2%	28.0%	0.0%	28.0%	2.2%

Source: Secondary data

FAST MOVING CONSUMER GOODS SECTOR

With the implementation of Goods and Service Tax, FMCG sector would really change. Fast moving consumer goods are popularly known as consumer-packaged goods. It is the fourth largest sector of the Indian economy which has witnessed the change that GST has made. The sector consist of more than 50% of food and beverage industry and around 30% of personal and household care thereby including the entire urban as well as rural parts of India. Under the pre GST regime, the distribution cost of the FMCG sector accounted for 2 to 7 % of annual turnover for the companies that are manufacturing such goods.

The post GST tax rate for the FMCG industry is capped at 18 to 20%. All the major players in the industry have welcomed GST with open arms.

ELECTRICALAND ELECTRONIC GOODS

Electronic goods like AC, microwave ovens, refrigerators, washing machines etc will be cheaper because presently there is 12.5% excise and 15.5% VAT is levied on them but after GST only single tax will be levied which will bring the prices of these electronic goods.

RESTARUANTBILL

Eating out will also be cheaper because presently both VAT and service taxes are levied on it. But when GST will be levied, it will cut the bill.

MULTIPLEX THEATRE AND MEDIA

Currently 22 to 28 percent taxes are charged on multiplex and media as service tax and entertainment tax both are levied. But after implementation of GST, this tax amount will be reduced to 18 to 24 percent.

MEDICINES

On medicines different taxes are levied. After GST the rate of tax may be reduced by 6 percent.

CEMENT

After implementation of GST 14 to 18 percent less tax will be charged on cement, this will reduce the prices of cement.

SERVICES

There will be increase in price of mobile bill, Credit Card bill etc. Presently 15.5% tax is charged on these services and with levy of GST will be 18%, which will make these services costly.

IMPACT ON SERVICES SECTOR

Services sector accounts for 60% of GDP (2013-14) and contribute to 70% of overall yearly GDP growth since 2011-12. A adverse impact of new tax regime may subdue overall growth of Indian economy on the other hand gains from new tax regime shall boost overall growth. The assessment of Risks, Opportunities and Challenges are as follow:

RISK

The government has unveiled a fourtier GST rate structure for the sector – 5%, 12%, 18% and 28%. The bulk of the services will, however, be taxed at 18 %. The sector is currently taxed at 15%, so the GST regime will likely increase tax incidence for this sector.

Economic principles tell us final output sold might show slow growth due to increased prices. This may be bad news given that services sector is not doing well because exported oriented part of services like business process and IT industries are showing decelerated growth due to protectionist stance in Advance economies including USA.

OPPORTUNITY

Under GST input credit would be available for good purchases as well as services which enter the production as services like transportation services. This treatment of service inputs shall have at least two distinct effects. First, as producers could get tax credit for service input it will automatically reduce prices of goods. Secondly, outsourcing of services will increase, as input tax credit will be available for services many services in the production process which are produced by producer themselves will now be outsourced to third party. These third parties will provide services at a cheaper cost as compared to in-house production by producer due to economies of scale and division of labor. Thus, price of final products shall reduce because of cheap service inputs.

CHALLENGES

A four –tier tax slab and differential rate between the goods and services sectors may distort/influence business by providing arbitrage practice. For example, if a car is taxed at 10 per cent and leasing rates are at 18 per cent, we may have a situation where care sales could be replaced by car leasing. In the area of composite services, a contract may be specially designed to avail the lower rates on services. Therefore, there are implications in the area of dispute management.

BENEFITS OF GST

1. GST provide comprehensive and wider coverage of input credit setoff, you can use service tax credit for the payment of tax on sale of goods etc.

- Central Sales Tax (CST) will be removed and need not pay. At present there is no input tax credit available for CST.
- Many indirect taxes in state and central level included by GST, you need to pay single GST instead of all.
- 4. Uniformity of tax rates across the states.
- 5. Ensure better compliance due to aggregate tax rate reduces.
- 6. By reducing the tax burden the competitiveness of Indian products in international market is expected to increase and there by development of the nation.
- 7. Prices of goods are expected to reduce in the long run as the benefits of less tax burden would be passed on to the consumer.

OPPORTUNITIES OF GST

* AN END TO CASCADING EFFECT

This will be the major contribution of GST for the business and commerce. At present, there are different state level and centre level indirect tax levies that are compulsory one after another on the supply chain till the time of its utilization.

❖ GROWTH OF REVENUE IN STATES AND UNION

It is expected that the introduction GST will increase the tax base but lowers down the tax rates and also removes the multiple point, this will lead to higher amount of revenue to both the state and union.

* REDUCES THE CORRUPTION

It is one of the major problems that India is overwhelmed with. We cannot expect anything substantial unless there exists a political will to root it out. This will be a step towards corruption free Indian Revenue Service.

❖ REDUCES AVERAGE TAX BURDENS

Under GST mechanism, the cost of tax that consumers have to bear will be certain, and GST would reduce the average tax burdens on the consumers.

❖ ELIMINATES MULTIPLICITY OF TAXATION

One of the great advantages that a taxpayer can expect from GST is elimination of multiplicity of taxation. The reduction in the number of taxation applicable in a chain of transaction will help to clean up the current mess that is brought by existing indirect tax laws.

❖ ONE POINT SINGLE TAX

Another feature that GST must hold is it should be 'one point single taxation'. This also gives a lot of comforts and confidence to business community that they would focus on business rather than worrying about other taxation that may crop at later stage. This will help the business community to decide their supply chain, pricing modalities and in the long run helps the consumers being goods competitive as price will no longer be the function of tax components business intelligence and innovation.

CONCLUSION

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

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Available online @ www.selptrust.org RESEARCH EXPLORER.

ISSN: 2250-1940 (Print), 2349 - 1647 (Online)

Impact Factor: 2.014(IRJIF), 1.85(JIF), 1.056(RIF), 2.62(NAAS)

Vol. VI: Issue.17, April-June 2018, UGC Approved Journal (63185), © Author

HYDRO-GEOCHEMICAL ANALYSIS OF GROUND WATER QUALITY AND DELINEATES DRINKING WATER QUALITY ZONES IN TIRUVANNAMALAI DISTRICT, TAMIL NADU, INDIA – A

KANNADASAN.K and GANESH.A

GEOSPATIAL APPROACH

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ABSTRACT

Ground water is a vital resource for drinking water around the world. The economic and ecological stability of many countries heavily relay upon groundwater availability. With rapid developments in industrial and agricultural sectors, the need for ground water is greater than ever before. Consequently, the quality of ground water is affected by fertilizers, effluents run off from industries, chemical dumping sites, domestic sewage, etc. Hence, it is necessary to constantly monitor ground water quality as it has a serious impact on human health. In this paper, we have analyzed ground water quality of Tiruvannamalai District of Tamil Nadu, India. The ground water samples are taken from 13 locations per area. Water Quality Index (WQI) is estimated for each area to ascertain for the portability of water. The physicochemical parameters like pH, Electrical Conductivity (EC), Nitrates, Fluorides, and Chlorides sample data are compared against World Health Organization (WHO) standards. Geographical information system (GIS), an efficient tool for estimating water quality is used both in spatial and temporal domain. The results are useful in efficient monitoring and assessment of ground water and thus, for taking relevant measures to curb unrestrained exploitation

Keywords: Electrical Conductivity, Nitrates, Fluorides, WQI, GIS, WHO,

Introduction

Water availability and its quality have a profound impact on the overall well being of people of a country and in its development. With the ever increasing demand for food production, industrial growth, population explosion a situation of unprecedented exploitation and contamination of both surface and ground water

prevails. The Remote Sensing Technology and Geographical Information System (GIS) have enabled data collection and subsequent assessment possible even in the most inaccessible areas thus helping in effective study of ground water. GIS helps in creating geographical databases and thematic models of ground water depth, quality etc.

Methodology

GIS is a powerful tool for the integration of the spatial data with the attribute data along the ground truth. Attribute database of the depth level and physiochemical parameters like pH, Electrical Conductivity, Nitrate, Chloride, fluoride etc of the ground water is being obtained from the Central Ground Water Board(CGWB), Chennai. 15 years (2001-2015) secondary data took for this present study. With the available data the integration of the spatial database and Attribute database is done.

Study Area

The total geographical area of the Tiruvannamalai district is 6,191 sq.km. Cheyyar and Tiruvannamalai were the two revenue divisions in the district. The district is divided into seven taluks viz., Arni, Chengam, Cheyyar, Polur, Thandrampet, Tiruvannamalai and Vandavasi. There were 18 Panchayat Unions/ Blocks covering 860 Village Panchayats and ten Town Panchayats comprising of 1,067 revenue villages. The district had four Municipalities, i.e., Arani, Cheyyar, Tiruvannamalai and Vandavasi. Tiruvannamalai district was formed on 30th September 1989 after bifurcation of North Arcot district. The district lies between 11°. 55' and 13°. 15' North Latitudes and 78°.20' and 79°.50' East Longitudes



Figure No. 1 Location of the study area

Result and Discussion

Ground water is one of the renewable natural resources available of man. The use of

water for domestic, agricultural, and irrigational purpose has increased enormously for the past few years. The quality of water is more important than the quantity of water since it is live with human health.

Electrical Conductivity (EC)

EC was measured in micro semen's per centimeter (ms cm). The instruments were first Calibrated and set for 0.01 m kcl standard (1287 ms cm at 25C). The Electrical conductivity should be seen from the figure A . The year of 2001 to 2015 EC was found in maximum in Peranamallur with a value of 2630 and minimum in Santhavasal with 7.07.

Power of Hydrogen (pH)

PH and EC of water samples were measured by pH conductivity meter model CONSORT C 425. The pH electrode is active and stable only after wetting for this purpose it must be immersed for at least ten hours in 0.1 m HCL or in a buffer of pH4 to 7. During short interruptions the electrode should be immersed in KCL solution, diluted HCl or a buffer of pH 4 to 7. Before using the references part of the electrode with distilled water, it was immersed in a buffer solution of pH 6.87 (25C). After the instrument is calibrated, pH of each water sample was determined. Three readings of each sample were recorded to get accurate result. The samples were stirred during measurement to promote homogeneity. pH concentration in2001 to 2015 was found in the minimum of 0.07 in Santhavasal locality. The maximum value of the study area is 8.55 in Kadaladi.

Residual Sodium Carbonate Index (RSC)

The residual sodium carbonate (RSC) index of irrigation water or soil water is used to indicate the alkalinity hazard for soil. The RSC index is used to find the suitability of the water forirrigation in clay soils which have a high cation exchange capacity. When dissolved sodium in comparison with dissolved calcium and magnesium is high in water, clay soil swells

or undergoes dispersion which drastically reduces its infiltration capacity. In present study area the RSC index was maximum in Tachur with an index of 1.65 and minimum in Santhavasal and Thandarari with RSC index of 0 and Authurai with RSC index with 0.01.

Calcium

Calcium is the chemical element with symbol Ca and atomic number 20. Calcium is also the fifth-most-abundant dissolved ion in seawater by both morality and mass, after sodium, chloride, magnesium, and sulfate. 20ml of sample was nitrated against 0.02m EDTA, after adding ammonium chloride-ammonia buffer and 14-48 mg of ferrochrome black-t and indicator. The endpoint was indicated by appearance of steel blue color.

Ca (mg/I)= (0.004 xml)- / (Vol. of Samplex 106)

Calcium is in 2001 – 2015 found in maximum at Thanipadi value of (129.50) and the minimum value in Thandari of 0.27.

Magnesium

Magnesium is a chemical element with the symbol Mg and atomic number 12. Its common oxidation number is +2. It is an alkaline earth metal and the eighth-most-abundant element in the Earth's crust[2] and ninth in the known universe as a whole. Magnesium is the fourth-most-common element in the Earth as a whole (behind iron, oxygen and silicon), making up 13% of the planet's mass and a large fraction of the planet's mantle. Based on the WHO the limit of general acceptability is 50 and the allowable limit is 150. In the study area the value of magnesium is lowest in Thandarai and maximum values is 104.14 in Thachampattu from 2001 to 2015.

Sodium

Many salts of sodium are highly watersoluble, and their sodium has been leached by the action of water so that sodium and chlorine (Cl) are the most common dissolved elements by weight in the Earth's bodies of oceanic water. The concentration of Sodium is found minimum in the location of Thandarai with concentration of 0.54 and the concentration is highest in Peranamallur locality with a concentration of 331.83.

Potassium

Potassium is an essential element in humans and is seldom, if ever, found in drinking water at levels that could be a concern for healthy humans. It occurs widely in the environment, including all natural waters. It can also occur in drinking-water as a consequence of the use of potassium permanganate as an oxidant in water treatment. The concentration of potassium (K) is found maximum in Peranamallur locality with a concentration of 181.93 and minimum concentration in Thandarai with a concentration of 0.15.

Fluoride

High concentration of fluoride in ground water beyond the permisable limit of 1.5mg/L is major health problem in India which 199 districts in 19 states of India identified with problem of excess of floride in froundwater. A huge rural population is threatened with serious health hazards Fluoric. The presence of fluoride in Water between 2001-2015 (F) concentrations was found in the maximum value of 0.93 in Thatchur and minimum value found in Santhavasal where no trace of F was found in Tiruvannamali district.

Bicarbonate

A bicarbonate salt forms when a positively charged ion attaches to the negatively charged oxygen atoms of the ion, forming an ionic compound. Bicarbonate is in 2001 to 2015 found in the minimum of 1.64 at Santhavasal and the maximum value of 566.81 in Peranamallur.

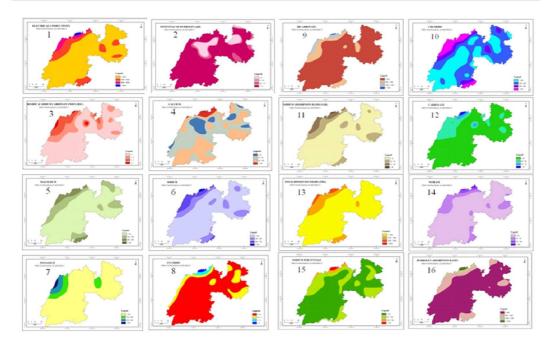


Figure No.2 Spatial Distribution of Chemical Parameters

Chloride

Chlorides salts such as sodium chloride are often very soluble in water. Chloride is found maximum in Peranamallur location with a concentration of 457.50 and minimum concentration is Santhavasal area with a concentration of 0.78.

Sulfate

Sulfate or SO4 concentration is found maximum in Perungalathur locality with a concentration of 155.83 and a minimum in Santhavasal locality with a concentration of 0.29.

Carbonate

Carbonate concentration is found maximum in Thatchur locality with a concentration of 60.00 and a minimum in Santhavasal locality with a concentration of 0.04 and Thanipadi with no trace of CO3

Total Dissolved Solids

According to WHO International Standard (2004) the limit of general acceptability of TDS is 500 and allowable limit is 1500. In this study

area, out of 45 wells Peranamallur has TDS value above the allowable limit of 1500 with a TDS value of 1633. Perungalathur, Thatchampattu, Kilpennathur, Thanipadi, Sumangali, Padavedu, Aiyenkunam, Desur have TDS value between 1000 and 1500 which can be termed as High TDS value concentration. Seven places have TDS value below 500 (Keekalur, Gangapuram, Melarani, Sengadu, Narasingapuram, Santhavasal and Thandarai).

Nitrates

The most common contaminent identified in the ground water is dissolved nitrogen in the form of nitrate (NO2+NO3). Decomposition of organic matter present in soil leaching of soluble fertilizers human and animal excreta are the source of nitrate in subsurface water.

NO2+NO3 could be seen

Sodium Adsorption Ratio

USSLS (1954) defined the Sodium adsorption ratio (SAR) of water as:

$$S.A.R = \frac{Na^+}{\sqrt{\frac{1}{2}(Ca^{2+} + Mg^{2+})}}$$

According to SAR value (<10) the groundwater from the study area is of excellent quality because of low sodium hazard. Sodium Adsorption Ratio is found maximum in the area of Tatchur with a value of 8.60 and minimum in Santhavasal with a value of 0.01.

Sodium Percentage

The Na% in groundwater ranges from 11.6 to 33.61%. According to the quality classification of irrigation water based on the Na% (Wilcox, 1967), groundwater in the study area is of permissible to doubtful quality. In 2001-2015 Na% concentration was found the maximum in Tachur with a percentage of 62.27 and minimum in Sandavasal with a percentage of 0.25.

HAR

HAR stands for Hydrogen Adsorption Ratio .The HAR shown in figure 4.12. In 2001 to 2015 HAR concentration was found minimum value of the study area is 2.33 in Santhavasal. The maximum value was found in Thachampattu with a value of 576.79.

Formulation of Water Quality

Water Quality Index (WQI) = "qiwi

Where qi (water quality rating) = 100 X (Va-Vi) / (Vs-Vi),

When Va = actual value present in the water sample

 $Vi = ideal \ value (0 \ for all parameters except Ph and DO which are 7.0 and 14.6 mg 1-1 respectively).$

Vs = standard value.

If quality rating qi = 0 means complete absence of pollutents,

While 0 < qi < 100 implies that, the pollutants are within the prescribed standard.

While qi > 100 implies that , the pollutants are above the standard (Mohanty , 2004)

Wi (Unit Weight) = K/Sn

Where K (CONSTANT) = 1/Vs1+ 1/Vs2 + 1/Vs3 + 1/Vs4 + 1/Vsn

Sn = 'n' number of standard values. according to Sinha et al. (2004), if , water quality index (WQI) is less than 50 such water is slightly polluted and fit for human consumption, WQI between 51-80- moderately polluted , WQI between 50-100 excessively polluted and WQI- severely polluted.

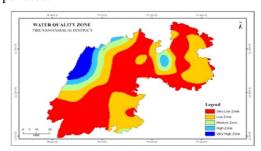


Figure No.3 Water Quality Zones

Conclusion

The general WQI was developed by brown et al. (1970) and improved by Deininger for the Scottish development department (1975). Horton (1965) suggested that the various water quality data could be aggregated into an overall index. Water quality index is well known method as well as one of the most effectively tools to expressing water quality that offers a simple, stable, reproducible unit of measure and communicate information of water quality to the concerned citizens and policy makers.

The result obtained from analysis, water sampled from Tiruvannamalai district is shown in the figure No 3 The water quality index of Tiruvannamalai and its surrounded area was lowest in Santhavasal value of 22.156 and drinking water purpose also low in this period .the water quality index of Peranamallur is high

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in value of 173.878 and Perungalathur , the drinking water purpose also is very high during this period. The result of values was calculated from the water quality index method for drinking , recreations and other purpose by using seventeen water quality parameters.

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தமிழாய்வுச் சங்கமம்

(பன்னாட்டு தமிழ் இலக்கிய ஆய்விதழ்) ISSN : 2320 - 3412 (Print) 2349-1639 (Online)

TAMILAIVU SANGAMAM

(An International Research Journal on Tamil Lilterature)
Impact Factor: 3.458(CIF), 3.669(IRJIF) UGC Approved Journal (64089)

தமிழ் அறிஞர்கள், பேராசிரியர்கள், ஆய்வாளர்கள் மற்றும் எழுத்தாளர்களின் வேண்டுகோளையும், தேவைகளையும் பூர்த்திச் செய்யும் நோக்கத்தோடு IARA PUBLICATION – ன் மூன்றாவது இதழாக "**தமிழாய்வுச் சாங்கமம்**" என்ற பன்னாட்டு ஆய்வு இதழின் அடுத்த தொகுதி ஆகஸ்ட் 2018ல் வெளிவர இருக்கிறது.

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Available online @ www.selptrust.org RESEARCH EXPLORER.

ISSN: 2250-1940 (Print), 2349 - 1647 (Online)

Impact Factor: 2.014(IRJIF), 1.85(JIF), 1.056(RIF), 2.62(NAAS)

Vol. VI: Issue.17, April-June 2018,

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SOCIO- ECONOMIC FACTORS IN THE GROWTH OF WOMEN ENTREPRENEURS IN KANYAKUMARI DISTRICT- A STUDY

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ABSTRACT

Women entrepreneurs are the lifeblood of India. A women entrepreneur may be defined as confident, innovative and creative women capable of achieving economic independence individually or in collaboration, generating employment opportunities to others through initiating, establishing and running enterprise by keeping pace with her personal, family and social life. The challenges in the path of women entrepreneurship are in initial lack of confidence due to social cultural barriers, market oriented risks, poor knowledge of business administration, lack of awareness about possible sources of financial assistance and lack of exposure to training programmes.

Key words: women entrepreneur, employment opportunities, business administration, training programme, collaboration.

INTRODUCTION

The origin of the term, "entrepreneur" is stated out by J. R. Hicks in the following words, "In this primitive organization of business the manager and controller of the firm and the owner of the capital goods employed were one and the same person". Richard Cantillon, in France was the first person to use the term entrepreneur. The word "Enterprendre" which means "to undertake". According to Joseph Schumpeter, "A person who introduced innovations is an

entrepreneur. He is the one who introduces something new in the economy". Thus, entrepreneur exists only when new factors are identified for the first time and not in the continuous activities. Entrepreneur is the person who promotes a new venture, raises the fund for it, assembles the factors of production, handless various managerial affairs and sets the business growing profitability.

WOMEN AS AN ENTREPRENEUR

Women constitute around half the world's population. So it is in India too. They

are, therefore, regarded as the better half of the society. In traditional societies, they were confined to the four walls of the house performing household activities. In modern societies, they have come out of the four walls to participate in all sorts of activities. Women have been performing exceedingly well in different spheres of activities like academics, politics, administration, social work and so on. They have started plunging into industry also and running their enterprises successfully.

Now women have emerged as an important part of industrial growth. To achieve equal status with men, women have to come out of their traditional roles and responsibilities and have to create an identity for themselves, assuming a variety of functions. To make this dream a reality, women have to consider their labor not as drudgery but as a delight. The participation of women in the economic development process can be mainly categorized into four segments namely: 1) Employment in an unorganized sector 2) Employment in an organized sector 3) Self employment 4) As entrepreneur.

The employed women unorganized and organized sectors are predominantly in unskilled and semi-skilled categories. Even newer industries like engineering, electronics and pharmaceuticals which are increasingly employing educated women as skilled workers, tend to limit their participation to a few processes where the job involves dexterity of fingers or is repetitive and monotonous in nature. Emergence of entrepreneurship is considered to be closely linked to socio, cultural, religious and psychological variables and these changes seem to have become acceptable norms in the context of women at work in the Indian situation today with more and more women participating in the economic development. Many factors like urbanization, technical progress, women education etc., have profoundly changed the traditional conditions even in a developing country like India.

PROBLEMS OF WOMEN ENTRE PRENEURSHIP

In the Indian context it is customary and tradition that certain communities and individuals have traditional wisdom of business. They are acquired and inherited through decades from generation to generation. The entrepreneurial skill is not an exception to this. Thus, the entrepreneurial talent is also being influenced by the socio- economic background of the entrepreneur and the woman is also not an exception to this.

Basically, the entrepreneurial spirit is one which helps to exploit the resource and the spirit is found most often among the business people. Undoubtedly, the entrepreneurs both in developed and developing countries have been in the forefront in economic growth, employment generation, innovation and capital formation.

The entrepreneurial spirit is not based on just the availability of external resource such as markets, minerals or factories but is a highly personal process, emanating from various factors such as dissatisfaction with the existing job, need for recognition, thrust for gaining economic independence, desire for job security with economic gain, social recognition, support from the Government, encouragement from the family members etc. Men are drawn more by money and independence, while women appear to be drawn more by recognition. A great number of the latter had chosen the entrepreneur world because of the compelling urge of wanting to do something positive in their lives. Their mark in business is accountable for the reasons that they want (a) new challenges and opportunities for self-fulfillment (b) to prove their mettle in innovative and competitive jobs and (c) to change the balance between their family responsibilities and their business.

Women entrepreneurs in India represent a group of women who have broken away from the beaten track and are exploring new vistas

of economic participation in different types of industries, traditional as well as nontraditional. Motivation is a critical factor that leads one towards entrepreneurship. Apart from this, challenge and adventure to do something new, liking for business, and wanting to have an independent occupation are some of the pulls of women. These are the factors that indicate a relatively deeper commitment to entrepreneurial profession on the part of entrepreneurs.

However, the biological differences, the social set up, the economic status of the family on which the women depends on, are all said to influence the materialization of the dreams of women entrepreneurship. Similarly, the additional support provided by the Government in the entrepreneurial activity of women, adds impetus to starting the unit.

OBJECTIVES OF THE STUDY

- 1. To analyze and interpret the socioeconomic and demographic status of the conditions of the women entrepreneurs in Kanyakumari District.
- 2. To identify the problems faced by the women entrepreneurs.
- 3. To understand the opinions of the sample women entrepreneurs of the district on the problems faced by them in starting and running the unit.

METHODOLOGY

The prime focus of the present piece of research is to examine the problems and prospects of the women entrepreneurs in the district of Kanyakumari. For the purpose of examining the problems associated with the women entrepreneurial unit, it was proposed to collect the data of the women enterprises operating in the district of Kanyakumari. Hence, it becomes patient to identify the enterprises owned and managed by women. Since it was understood that the number of women enterprises operating in the district of

Kanyakumari could not be identified from a single source, the researcher had to depend on multiple sources. There are innumerable units operating in the district which are both registered and unregistered units managed and run by women. These units are scattered all over the district. Hence, for the purpose of identifying the sample units, the study had to consider only the units which have registered in various financial institutions and specialized agencies. These include the commercial banks, District Industries centre, Khadi and Village Industries Board. Hence to maintain uniformity in the selection of samples, and due to uneven distribution of beneficiaries across the lending institutions and over period, it was decided to consider the women beneficiaries for the past 5 years. Were randomly selected 120 sample respondents on the basis of 72 respondents in Commercial Banks, 43 respondents in Direct Industries Centre and 5 sample respondents in Khadi and Village Industries Board.

DATA ANALYSIS

SOCIO-ECONOMIC PROFILE

An attempt to understand the data provided in table on the age distribution, level of education, marital status, occupational status and the level of monthly income of the sample respondents.

Table:1 Socio- Economic Profile of the Respondents

Socio-economic	Total Respondents		
profile	Number	Percentage	
Distribution of			
Age	7	5.8	
Below 25	26	21.7	
25-35	32	26.7	
35-45	36	30	
45- 55	19	15.8	
55 and above			
Educational	8	6.7	
Qualification	22	18.3	
Below SSLC	50	41.7	
Below	40	33.3	
Graduation			

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Graduation	89	74.2
Technical	7	5.8
Degree	12	10
Marital Status	12	10
Married		
Unmarried	54	45
Widowed	26	21.7
Divorced	31	25.8
Distribution of	9	7.5
Occupation		
Business	24	20
Private services	28	23.3
Government	29	24.2
services	33	27.5
Agriculture	6	5
Level of		
monthly		
income		
Less than		
20,000		
20,000-25,000		
25,000- 30,000		
30,000- 35,000		
35,000 and		
above		

Source: Primary data

As pointed out in table, among the sample respondents of 120, 30 per cent fall in the age group of 45-55 years. Another 26.7 percent are in the age group of 35-45 years. While there are 21.7 per cent who are in the age group of 25-35 years, 15.5 per cent of the respondents in the age group of 55 and above, the remaining 5.8 per cent of the rural respondents are in the age group of below 25 years. The highest shares of 41.7 per cent of the respondents are graduate. Another 33.3 per cent have acquired the required technical graduation degree to run the business. There are 18.3 per cent of the respondents whose qualification is below degree. Only 6.7 per cent of the sample respondents have below S.S.L.C. qualification. The highest share of 74.2 per cent is married. Another 10 percent are divorced. There are 10 per cent who are widowed and the remaining 5.8 per cent are unmarried. 45 per cent are businessmen. Another 25.7 per cent are

working is Government sector. There are 21.7 per cent respondents who are working in private sector. The remaining 7.5 per cent are engaged in some agricultural activities. The highest share of 27.5 per cent of the families of the respondents earns a monthly income of Rs. 30,000-35,000. For another 24.2 per cent of monthly income is Rs.25,000-30,000 while for 23.3 per cent of the families the monthly income is Rs.20,000-25,000 for 20 per cent of the sample respondents the family income is less than Rs. 20,000. For the remaining 5 per cent of the sample households the monthly income exceeds Rs. 35,000.

LEVEL OF MONTHLY SAVINGS OF THE FAMILY

The amount of savings of the households is an important indicator of the ability of the households to purchase consumer durables. Hence an understanding of the amount and pattern of savings becomes essential and in the present and in the next paragraphs such an attempt is being made.

Table:2 Level of Monthly Savings of the Family

Sl.No.	Monthly savings of	Total respondents	
	the family	Number	Percentage
1	Less than	15	12.5
2	5000	29	24.2
3	5000- 7500	34	28.3
4	7500- 10000	22	18.3
5	10000- 12500	20	16.7
	Above 12500		
	Total	120	100

Source: primary data

An attempt to understand the data provided in table on the level of monthly savings of sample respondents would indicate that the highest 28.3 per cent of the sample respondents save a monthly amount of Rs.7500- 10,000. There are 24.2 per cent respondents who have a monthly savings Rs. 5000- 7500. While 18.3 per cent of the respondents have a monthly

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savings Rs. 10,000-12,500. 16.7 per cent have a monthly savings greater than Rs12,500. The remaining 12.5 per cent of the sample respondents save an amount less than Rs. 5000.

Nature of concern

The success or failure of any unit depends on the product and service it selects for business. The products and services offered by the sample women entrepreneur units are classified into five categories in table.

Table: 3 Activity wise products and services

Sl.No.	Sectors/ Activities	No. of Respondents	Percentage
1	Agro base	7	5.8
2	products	21	17.5
3	Industrial	22	18.3
4	products	65	54.2
5	Business	5	4.2
	Enterprises		
	Service		
	industry		
	Miscellaneous		
	Total	120	100

offered by women entrepreneurs

Source: Primary data

In the table, among the sample respondents, the highest share of 54.2 per cent of women entrepreneurs runs the service industry. Another 18.3 per cent run business concerns. This is being closely followed by women entrepreneurs who run industrial production unit (17.7 per cent). While 5.8 per cent have agro based production units, the remaining 4.2 per cent run other non-categorized miscellaneous units.

Type of Problem Faced at the Inception of the Unit

The basic necessities of starting a business are the availability of the factor inputs, and satisfying the formalities of the government. Depending on the nature of the units initiated, the entrepreneurs face problems in satisfying these requirements. In the present and in the subsequent paragraphs it is attempted to examine the intensity of the problems faced by

the sample entrepreneurs in getting the required inputs and in satisfying of Government formalities.

Table: 4 Distribution of Sample Women Entrepreneur Respondents by Type of Problem Faced at the Inception of the Unit

Factor	Ranking of the problems			Total
	I	II	III	
Land	41	48	31	120
Percentage	34.2	40	25.8	100
Labor	38	34	48	120
Percentage	31.7	28.3	40	100
Capital	36	45	39	120
needs				
Percentage	30	37.5	32.5	100
Meaning of the business	36	46	38	120
Percentage	30	38.3	31.7	100
Formalities	47	31	42	120
to start business				
Percentage	39.2	25.8	35	100
Technology	43	35	42	120
Percentage	35.8	29.2	35	100

Source: Primary data

From the table it is observed that 34.2 per cent of the respondents gave first rank and 25.8 per cent of the respondents gave third rank for "Land" as their problem. 31.7 per cent of the respondents gave first rank and 48 per cent of the respondents gave third rank for "Labour". 36 per cent of the respondents gave first rank and 39 per cent of the respondents gave the third rank for "capital needs". 30 per cent of the respondents gave first rank and 31.7 per cent of the respondents third rank for "managing the business". 39.2 per cent of the sample respondents revealed the problem of formalities to start business as their prime problem and 35 per cent revealed the same as the least one for them. 35.8 per cent of the respondents gave first rank 35 per cent of the respondents gave the third rank for "technology".

Type of Problem Faced at Present in Running the Unit

During the course of business, the women entrepreneurs may come across some problems like non-availability of raw materials, technological problems and high level competition. Some of the problems are given to the sample respondents and the opinion given by them is given below.

Table: 5 Type of Problem Faced at Present in Running the Unit

Present	Opinio	Total		
	Major	Normal	Minor	
Raw	47	31	42	120
materials				
Percentage	39.2	25.8	35	100
Subsidy	38	34	48	120
Percentage	31.7	28.3	40	100
Technology	41	48	31	120
Percentage	34.2	40	25.8	100
EDP	36	45	39	120
training				
Percentage	30	37.5	32.5	100
Competition	43	35	42	120
Percentage	35.8	29.2	35	100

Source: Primary Data

The table shows that 39.2 per cent of the respondents felt that the problem regarding raw materials is the major one and the same problem 25.8 per cent of the respondents. The problem of getting subsidy is a major one for 31.7 per cent of the respondents and it is minor on for 40 per cent of the respondents. 34.2 per cent of the respondents revealed that they are having technological problems at high level and 25.8 per cent of the respondents are having the same problem at a low level. 30 per cent of the respondents experienced the problem of EDP training at the major level and the same is a minor one 32.5 per cent. The problem of competition is the most major one according to 35.8 per cent of the respondents and it is a normal one for 29.2 per cent of the respondents.

FINDINGS

Majority of the sample respondent fall in the age group of 45-55 years. Majority of the sample women respondents are Graduate. The analysis can be concluded that a majority of the respondents are married. Majority of the sample respondents occupation is business. Majority of the sample respondents the monthly income is Rs. 30,000-35,000. Thus from the analysis majority of the sample respondents save a monthly amount of Rs.7,500- 10,000. Majority of the sample respondents services offered in the service sector. Finding out a suitable place to start the business is the prime problem in the initial stage. In due course of business, getting the high quality raw materials at cheaper price, has become the major problem.

SUGGESTIONS

- Special cells may be opened for providing easy finance to women entrepreneurs in various public financial institutions and banks.
- Adequate and regular supply of raw materials is another requirement which needs to be looked into.
- More seminars, conferences and workshops on women should be organized. They should be encouraged to participate in them and express their views.

CONCLUSION

An integrated approach is necessary for making the movement of women entrepreneurship a successful one. For this purpose both the government and non governmental agencies have to play a vital role. In order to achieve the desired goal, there should be re-orientation of educational system for women. In the present study it is noted that as per the database, women entrepreneurs in Kanyakumari District are economically and socially empowered, after they became entrepreneurs. They are able to take decisions

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independently. And their status also improved after they became an entrepreneur, as compared to their previous status as housewives. Today these entrepreneurs are able to tackle both home management and business activities simultaneously. This has created a way for them to attain self- awareness, self- respect, self- determination, as well as self confidence.

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NEWS AND EVENTS

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ISSN: 2250-1940 (Print), 2349 - 1647 (Online)

Impact Factor: 2.014(IRJIF), 1.85(JIF), 1.056(RIF), 2.62(NAAS)

Vol. VI: Issue.17, April-June 2018,

UGC Approved Journal (63185), © Author

MARINE FISH MARKETING IN KANYAKUMARI DISTRICT

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ABSTRACT

Marketing is a chain of processes which links the producer and the consumer Marketing has a place in the fishing industry. The marine fishing sector is a highly unorganized. One in the country and Tamil Nadu and specifically Kanyakumari is no exception to this trend. The life bread of fishermen is determined by the selling price of fishes and the marketing system adopted. Most of the transactions are oral. The marketing of fish is influenced by many inter related factors. The perishable nature of fish makes it marketing more difficult particularly for transportation and storage. There are wide fluctuations in the quantity and quality of production. The units of production are much smaller and more scattered. All types of species do not have equal demand at the market. Moreover fishermen are reluctant to go directly to sell their catches in the market. Geographically the study is confined to Kanyakumari district. The district is selected for investigation because of the existence of all types of crafts and gears The study is based on functional approach. This approach divides the entire marketing process in to several significant services.

Keywords: Fish marketing, Selling, Pricing, Transportation, Channels of distribution.

Introduction

Marketing is a chain of processes which links the producer and the consumer Marketing has a place in the fishing industry. The marine fishing sector is a highly unorganized. One in the country and Tamil Nadu and specifically Kanyakumari is no exception to this trend. The life bread of fishermen is determined by the selling price of fishes and the marketing system adopted. Most of the transactions are

oral. The marketing of fish is influenced by many inter related factors. The perishable nature of fish makes it marketing more difficult particularly for transportation and storage. There are wide fluctuations in the quantity and quality of production. The units of production are much smaller and more scattered. All types of species do not have equal demand at the market. Moreover fishermen are reluctant to go directly to sell their catches in the market.

Significance of the study

Geographically the study is confined to Kanyakumari district. The district is selected for investigation because of the existence of all types of crafts and gears. The districts has sixty kms of the west coast and eight kms of Gulf of Mannar coast. The small district is noted for its marine fishing with 46 fishing villages and the high concentration of fishermen population forming 26 percent of the total fishermen population of Tamil Nadu. The total number of households engaged in fishing accounts for 24.5 percent of the states total.

Sampling design

There are 46 fishing villages in Kanyakumari district. From that 6 villages chosen as sample villages for the present study on convenient random basis. The investigator has selected Colachel, Manavalakurichi, Kadiapattinam, Muttom, and Thengapattinam. The investigator has selected 20 fishermen from each village. In all 120 samples have been interviewed including the market functionaries.

Objectives

The objectives of the study are,

- 1. To know the existing marketing system.
- 2. To analyses the methods of fish arrival to the market.
- 3. To competent the marketing problems.
- 4. To analyses the price spread of selected species.
- 5. To often suitable suggestions.

Approach of the study

The study is based on functional approach. This approach divides the entire marketing process in to several significant services. The activity by which the commodity and the consumers are brought together forms the functions of marketing.

Assembling

As the production is scattered over a wide

area they have to be assembled before distribution to the consumer. The collection of small marketable surpluses from numerous producers is the first step in the fish marketing which is called assembling.

❖ Mode of selling

The auction dominates the small and low priced varieties of fish. The export varieties like prawn, lobster, shrimp, cutlet fish and dried fishes are not auctioned. The fish traders have to assemble fishes either directly from the fishermen or through traders and fishermen societies.

Pricing

The varieties of fish, the size and other factors determines the price at the time of arrival of catch to the shore. Freight charges, cost of the ice and curing are also calculated before settling the prices. Bargaining is the sine-quanon in the fixing of the price. The master fishermen or the owner of the craft is responsible for quoting the price. As fish is perishable and its supply is uncertain, its demand plays pivotal role in determining prices.

* Auctioneer

The main function of the auctioneer is to auction the fishes and in the process to moderate the price bargaining of the bidders. He is the actual link between fishermen and fish traders. All general fish varieties are auctioned by him. For his function the auctioneer gets two to four percent commission on the value of the fish auctioned. He takes responsibility for the collection of money from the bidders.

Storage and processing

Storage facilitates manipulation of supply with the demands in the market. It enables the producers and traders to dispose off their products in the market when price conditions are favourable. Due to perishable nature it has to be stored only in the cold storage to keep it fresh and to avoid spoilage. In the study area fishermen are familiar with the methods of packing with ice, curing with salt and drying.

Standardisation and Grading

The fishermen in the study area lack market consciousness regarding efficient and gainful marketing. Highly perishable nature of fish and small lots of landings however make it difficult to fix standards and grade them. This can be done on the basis of size, varieties and economic value. It can be followed for the processed export products.

***** Transportation

The physical nature of a product and the time factors determine the mode of transport. The perishable fish is to be moved through quick and well arranged mode of transport. The fish intended for interior market is preserved by packing with crushed ice and transported mainly through vans and autos. The head load vendors use buses and other light vehicles for transportation. Women are allowed to carry fish in the public transport buses in closed plastic and aluminium buckets.

Channels of distribution

It is the channel of distribution that close the gap by resolving geographical distance and time differences in supply and demand. The channel always includes both the producers the final users as well as intermediaries involved in the title transfer. It reveals the process of distribution of the products and the distribution channels with a number of intermediaries.

Local Marketing

In the local marketing the fishes pass through two to three hands to reach the consumers. The fresh fishes are auctioned, the retailers bid and purchase directly and distribute them to the final consumers

Fishermen Middle men Small fish merchants Consumers

(Auctioneer/ (Retailers)

Fishermen Society)

❖ Interior Marketing

Interior marketing the fishes pass through four to five hands to reach the consumer. The fishes are auctioned through auctioneers of fishermen societies from whom assembler-cum-wholesalers and commission agents procure them. They dispose them off to the wholesale merchants of the interior markets from whom the retailer get and distribute them to the consumers.

Fishermen Middle men Big wholesale merchants

(Auctioneer) (Commission Agent)

Semi-wholesalers Small fish merchants Consumers. (Retailers)

Outstation Marketing

Here the fishes pass through five to six hands to reach the consumer. The fishes are auctioned through auctioneers or fishermen society from whom the assembler-cumwholesaler and commission agents procure them. They dispose off to the commission agents of the outstation markets from whom the wholesale merchants procure them. The retailers collect the fishes from the wholesaler merchants and distribute them to the final consumers.

Fishermen Middle men Big wholesale merchants

(Auctioneer) (Commission Agent)

Wholesale marchantsSmall fish merchants Consumers.

(Retailers)

Marketing of Export varieties

Generally export units do not procure them directly from the fishermen instead through commission agents, broker and assembler cum wholesaler. Those export varieties of fish pass through two hands except when assemblercum-wholesaler comes in between.

Fishermen Commission agents Assembler cum wholesaler

Export AgenciesTrade Agencies AbroadConsumer

The chain is no doubt the longest.

Price spread of fish

Price spread means the spread of the margin between the actual cost of production and the retail price of consumer goods. In other words it is the difference between the producer's price and consumers' price. Price spreads are fairly

Sl. No	Details of Coasts /	Selected Fish — Perches	
110	Functionaries	Rs.	Percentage
1.	i) Fishermen's earnings	25.93	74.94
	ii) Agent's commission	1.37	3.96
2.	i) Retailers purchase price	27.3	78.9
	ii) Additional cost (Transportation, ice, marketing expenses)	2.55	7.37
	iii) Wastages & spoilages	2	5.78
	iv) Market margin	2.75	7.95
3.	Consumer's Price	34.6	100.00

near to marketing costs incurred and profits earned by various intermediaries.

Sl. No	Details of Coasts / Functionaries	Selected Fish — Mullet		
110	/ Functionaries	Rs.	Percentage	
1.	i) Fishermen's earnings	15.96	71.09	
	ii) Agent's commission	0.84	3.74	
2.	i) Retailers purchase price	16.8	74.83	
	ii) Additional cost (Transportation, ice, marketing expenses)	2.05	9.13	
	iii) Wastages & spoilages	1.4	6.24	
	iv) Market margin	2.2	9.8	
3.	Consumer's Price	22.45	100.00	

The value presented in the above table reveals that the spread is minimum for Tuna

Sl. No			ed Fish – Belly
110	runctionaries	Rs.	Percentage
1.	i) Fishermen's earnings	11.09	64.46
	ii) Agent's commission	0.63	3.51
2.	i) Retailers purchase price	12.2	-
	ii) Additional cost (Transportation, ice, marketing expenses)	1.55	8.63
	iii) Wastages & spoilages	1.85	10.31
	iv) Market margin	2.35	13.09
3.	Consumer's Price	17.95	100.00

fish (10.33 percent) next Comes Big jawed jumper(11.95 percent) highest for Sardine

Sl. No	Details of Coasts / Functionaries	Selected Fish — Ribbon Fish		
110	/ Functionaries	Rs.	Percentage	
1.	i) Fishermen's earnings	8.01	61.93	
	ii) Agent's commission	0.48	3.71	
2.	i) Retailerspurchase price	8.5	65.64	
	ii) Additional cost (Transportation, ice, marketing expenses)	2.05	15.83	
	iii) Wastages & spoilages	1.05	8.11	
	iv) Market margin	135	10.92	
3.	Consumer's Price	12.95	100.00	

which is (22.58 percent) ie., in the local market

the difference between maximum spread is 12.75 which is the gap in the price spread.

Table No. 1Price-spread of perches in local market

Source: Survey data

Sl. No	Details of Coasts / Functionaries	Selected Fish — Sardine		
110	/ Functionaries	Rs.	Percentage	
1.	i) Fishermen's earnings	5.98	60.41	
	ii) Agent's commission	0.32	3.23	
2.	i) Retailers purchase price	6.3	63.64	
	ii) Additional cost (Transportation, ice, marketing expenses)	1.6	16.16	
	iii) Wastages & spoilages	0.6	6.06	
	iv) Market margin	1.4	14.14	
3.	Consumer's Price	9.9	100.00	

Table No. 2Price-spread of Mullet in local market Source: Survey data

Source: Survey data

Sl. No	Details of Coasts / Functionaries	Selected Fish — Horse Mackerel		
		Rs.	Percentage	
1.	i) Fishermen's earnings	12.8	69.04	
	ii) Agent's commission	0.64	3.45	
2.	i) Retailers purchase price	13.44	72.49	
	ii) Additional cost (Transportation, ice, marketing expenses)	2.4	12.95	
	iii) Wastages & spoilages	0.55	2.97	
	iv) Market margin	2.15	11.59	
3.	Consumer's Price	18.54	100.00	

Conclusion

As a conclusion to this study the investigator would like to contribute the following – the existing traditional marketing system should be

modified, the existing infrastructure facilities should be developed, steps should be taken to provide alternative employment, the government should provide subsidy loan so that the fishermen can go for the adoption of new technology

Suggestions

- 1. The perishable nature of fish mates the marketing more difficult therefore the transformation and storage facilities should be expanded.
- The government should provide subsidy loan with low in tersest rate so that the fishermen can go for the adoption of new technology.
- 3. The arrangement for the institutional marketing in the study area are inadequate therefore the central and stable governments should take steps to curb the activities of intermediaries.
- 4. The existing infrastructure facilities should be developed.
- 5. The government agencies should interfere and regulator the selling price of fisher and the marketing system adopted.

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Available online @ www.selptrust.org RESEARCH EXPLORER.

ISSN: 2250-1940 (Print), 2349 - 1647 (Online)

Impact Factor: 2.014(IRJIF), 1.85(JIF), 1.056(RIF), 2.62(NAAS)

Vol. VI: Issue.17, April-June 2018,

UGC Approved Journal (63185), © Author

A STUDY ON FINANCIAL HEALTH OF THE STARTUP'S

PRADEEPA

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ABSTRACT

This study is an attempt to understand the financial status of the new startups that are emerged from last five years in Bangalore market. Overall fifty start ups were taken into consideration for the study to know their financial status covering different variables including the sources of the capital generation till the profitability of the organisation. Most of the startups of the study are performing better in all the ways possible. In today's world it is very hard to survive without being enough to meet the customer satisfaction &applying the latest techniques for survival of this company. In this study various financial variable of the companies is been evaluated and tested and found that there is a significant relationship between these variables and the financial health of the organisation. The suggestions were drawn purely based on the primary data that was collected and to conclude in this competitive environment for any business to survive for a longer period of time along with the various factors like technology advancement, innovative products, customer research, development, acquiring great talents, managing the finance in a effective way is very essential.

Key words: Finance, startup, business

Introduction

Financial health refers to a way in which to measure the overall financial aspect of an individual that includes the amount of assets they own and how much income they must pay out to cover regular and other expenses. A term used to describe the state of one's personal financial situation. There are many dimensions to financial health, including the amount of savings you have, how much you are setting

away for retirement and how much of your income you are spending on fixed or non-discretionary expenses.

Review of Literature

Omid Sharifi & Bentolhoda Karbalaei Hossein (2015) in their research paper on Understanding the Financing Challenges Faced by Startups in India Funding is a major concern for startups and small businesses. When the economy tanked, it made it harder to convince investors and banks alike to part with the cash

that's essential for growth in the early days of a business. Credit today is tight, and it's not clear precisely when it will become more readily available. Plus, there's a growing trend of smaller initial investments in early stage startups.

Verma and Singh (2011) in their study stated that there is a need to support technology adoption and upgrading by startups through a number of recognized arrangements such as technical assistance agreement, "know-how" agreements, joint ventures and franchising and the Start-ups should be advised and guided in choosing suitable and economic technology and there is also a need to promote the creation of integrated networks of start-ups. So it is advised for the startups to come out with the technological updation to meet the pace of the customer requirement.

Keshav Kumar (2014) in his study on Indian online start ups can they stand against the world made an attempt to know whether Indian start ups can sustain their business against the updation of technology throughout the world. The entry of accelerators and incubators have played a major role in the business of start ups and it is advised for the business houses to adopt various business model and methods like payment gateways, SAAS, mass research for the long run sustainability.

Rafiq Dossani and Martin Kenney (2001)

in their research paper Creating an Environment: Developing Venture Capital in India Earlier patterns of growth or failure in venture capital industries in other countries and regions indicate that the evolution of venture capital seems to be sick and it is necessary to keep improving the environment by simplifying the policy and regulatory structure. It is noted in the study that the nationalized banks in India have to stretch their supporting hands to help the start ups to function effectively and that would contribute to the development of the economy of the nation.

Mrinalini Kochuipillai (2012) in their research paper Financing Start-ups and SMEs In India - Venture Capital Funds and Bank Finance discusses that the current situation and trends in relation to availability of bank (credit) and equity finance for SMEs and start ups in India. The study primarily focused on a recent business supported by various funding institution and their profitability is been discussed and the study showed that there is no relationship between the funding assistance and the success of the business.

Research Methodology

Research Methodology refers to search of knowledge .one can also define research methodology as a scientific and systematic search for required information on a specific topic. The word research methodology comes from the word "advance learner's dictionary meaning of research as a careful investigation or inquiry especially through research for new facts in my branch of knowledge for example some author have define research methodology as systematized effort to gain new knowledge.

Significance of the Study

This study is taken up to understand the major aspects such including the practical approach or implementation of the industries & to know the Financial Performance provisions in startup companies. Their sources of fund, their business implementation plan, their revenue model and also to know the exit strategies in case of risk in the business. Further some observation of the study might be useful to industry and the policy makers.

Scope of the Study

The present study is carrying out on the micro level considering the various new startups which are been recently established. Researcher is selecting the financial health of selected startups from Bangalore city only.

Objectives of the Study

- To analyze the financial metrics which are the best possible indicators of a start-up's financial health.
- To identify major financial drivers contributing to the financial growth of a startup.
- To arrive at a threshold needed to keep running the business or avoid shut down using collected financial data.

Hypothesis of the Study

H0: Financial health of startups are not affected by the chosen variables

H1: Financial health of startups are affected by the chosen variables

Sampling Technique

The sampling technique for the study used is purposive convenience sampling as well as snow ball sampling since lot of references are been taken up by the friends and family members. The Selection of the company under the study made on the basis on researcher convenience. So overall 50 startup companies are been taken up for the study for the better results and considering the time constraint the researcher has got.

Primary Data

Primary data for the study will be collected with the help of structured questionnaire. Personal and telephonic interview with the top level managers, CEO's and the decision makers of the organisation.

Secondary data

Secondary data is the readily available data from various different sources including EBSCO,J-GATE, PROQUEST & company's websites, previous literature from research articles, Text books, Karnataka small scale industries association yearly reports, magazines, Phd thesis etc..

Tools and Techniques for analysis

In this project work for getting better results many different test are been used such as frequency distribution tables, descriptive statistics to find out weighted average, mean value, Cross tabulation and also Chi square test to test the relationship between two variables with the help of IBM's SPSS 21 version software and will be presented with the graphs and charts for the better understanding.

DATA ANALYSIS AND INTERPRETATION

Multiple Comparisons

Dependent Variable: Working Capital Turnover Tukey HSD

(I) Capital_Source (J) Capital_Source		Mean	Std Error	Sig.	95% Confid	ence Interval
		Difference (I- J)			Lower Bound	Upper Bound
	Govt. Grant	.714	554	.574	76	2.19
Business Loan	Family/Friends	.030	330	1.000	85	.91
	Other	.714	.644	.685	-1.00	2.43
	Business Loan	714	554	.574	-2.19	.76
Govt. Grant	Family/Friends	684	481	.493	-1.97	.60
	Other	.000	.733	1.000	-1.95	1.95
	Business Loan	030	330	1.000	91	.85
Family/Friends	Govt. Grant	.684	.481	.493	60	1.97
•	Other	.684	582	.645	87	2.24
	Business Loan	714	.644	.685	-2.43	1.00
Other	Govt. Grant	.000	.733	1.000	-1.95	1.95
	Family/Friends	684	582	.645	-2.24	.87

Working Cap Turnover

Tukey HSD

Capital_Source	N	Subset for	
		alpha = 0.05 1	
Govt. Grant	3	1.00	
Other	2	1.00	
Family/Friends	38	1.68	
Business Loan	7	1.71	
Sig.		.595	

The above analysis gives a clear picture that there is no significant relationship between the capital source and the working capital turnover with a statistical significance showing .595 which is greater than the table value at 5% level of significance.

Hypothesis of the Study

H0: Financial health of startups are not affected by the chosen variables

H1: Financial health of startups are affected by the chosen variables

ANOVA Test

		Degree of	
Variables	ANOVA	Freedom	Asymp. Sig
Product Category	5.520 ^a	3	.002
Capital Source	70.480^{a}	3	.000
Sale per customer No of monthly	6.200 ^b	4	.001
customers	33.400^{b}	4	.003
Average Profit Margin	10.960 ^a	3	.000
Day Payable Outstading	32.800 ^b	4	.002
Day Sales Outstanding	41.680 ^a	3	.001
Day Sales Inventory Working Capital	10.640 ^a	3	.000
Turnover Current Monthly	13.720 ^c	2	.000
Growth	11.680°	2	.002
Limiting factors	15.800^{b}	4	.000
Exit Plan	11.560°	2	.003
Customer Attrition	16.120°	2	.000

Since the above table clearly depicts that level of significance of the variables of the study are less than the table value of .005 hence it can be concluded that there is significant relationship between the financial health of the startups and other variables related to the study. Hence the alternative hypothesis financial health of startups are affected by the chosen variables is accepted and the null hypothesis financial health of startups are not affected by the chosen variables is been rejected.

MAJOR FINDINGS OF THE STUDY

- 1. It was diagnosed from the study that most of the startups 46percent fall under 6-12 months from the time of establishment.
- 2. It was found out that 62percent startups predominantly follow onetime payment technique rather than going with the subscription and premium.
- 3. The study helped in knowing that above 34percent of the startups offer need based products table and followed by casual purchasing products.
- 4. It was interesting to know from the study that 76percent of the startups raise the

- capital from the natural market such as friends and family members followed by business loan.
- 5. It is clear from the study that 32percent of the startups are getting the sales per customer in a range of 2501-5000.
- 6. The studies helped in knowing that 52percent of the startups are getting 51-100 customers in a month which is a fair number from the startups from the owner's point of view.
- 7. Average profit margin of most of the startups is 1-10percent which constitutes of 44percent followed by 11-20percent profit margin and 21-35percent which is good sign for the newly established startups.
- 8. From the study it was crystal clear that 52percent of the startups don't have the credit facility to its customers for their purchases made.
- 9. It was found that 64percent of the startups don't have the facility to its customers of giving day sales outstanding.
- 10. The study made it very clear that most of the startups 44percent doesn't have the inventory involved in their business followed by 24percent have the inventory involved in their business for more than 45 days.
- 11. Majority of the startups 58percent have got a working capital turnover of up to 30percent followed by 31-50percent constituting of 22percent and more than 50percent which is about 20percent.
- 12. It was found that 56percent of the startups are growing at a rate of up to 10percent and flowed by 12percent of the startups growing at a rate of 10-30percent.
- 13. It was depicted from the study that 40percent of the startups are facing the problem of monthly customer dropout.
- 14. It was clear from the study that during the

- risk of failure in the business the startups would get acquired by the other big companies.
- 15. It was found that the owners of the startups are satisfied with the access to the funds that they have got and many of them also gave a neutral opinion that they are neither satisfied nor dissatisfied with the access to funds.
- 16. The study shows that the customer attrition towards the startups where in 58percent fall under the 1-5percent attrition and 30percent fall under 6-10percent.
- 17. Majority of the respondents 44percent of the study gave a positive opinion that they are satisfied with the resource quality.
- 18. It was clear from the study that majority of the respondents 58percent of the study gave a favored opinion about the satisfaction level towards the access to customer.
- 19. Majority of the respondents 42percent of the study gave a positive response about the satisfaction level towards the knowledge of customer preference.
- 20. The study showed that the overall satisfaction towards various factors: out of which satisfaction towards access to customers has got a least mean value and knowledge of customer preference has got the highest mean value.
- 21. It was shown from the study that majority of the startups are facing the problem of monthly customer drop out and their exit strategy would be getting merged or acquired by the other companies.
- 22. From the study it was clear that there is no significant relationship between the capital source and the working capital turnover.
- 23. It was found out from the study that there is significant relationship between the financial health of the startups and other variables related to the study.

SUGGESTIONS/RECOMMENDATIONS

- ✓ The Startups have to be more flexible in their credit system to their customers which will have a competitive advantage to business.
- ✓ It is advised to the startups to understand the concept of KYC and deliver what is been demanded by the customers along with the need based products.
- ✓ Most of startups have raised their capital from the natural fund raising sources like friends and relatives that is because of the rigid policies from the financial institution. So it is advised to the banks to encourage the startup business by providing the loans and financial support with minimum documentation and flexible policies.
- ✓ The startups have to invest on marketing practices to increase the number of the customer.
- ✓ The startups have to come out with innovative ideas to reduce their cost of the product and distribution channels to increase the profit margin.
- ✓ The startups have to be careful in handling their customers since majority of the startups are facing the problem of monthly drop outs so long run customer relationship is essential to have a sustainable business.
- ✓ The startups have to look into various other opportunities in risk of failure of the business apart from acquisition and merging, there are various other strategies which the companies can think about including product diversification, relaunch of the product etc..

Conclusion

In this VUCA world having a sustainable business would be a difficult task and finance being the life blood of the business, managing finance in an effective way is very essential for any business so this study has made an attempt to understand the financial health of the startups where in it deals with the financial performance of the startups and the risk management. Make in India the brain child of our honorable Prime Minister Narendra Modi is to bring in lot of development in the economy by establishing various companies and also providing employment opportunities to various graduates from different fields. In this context it is happy to know that lot of people especially the younger generation is coming forward to establish new business houses and becoming entrepreneurs creating lot of job opportunity and contributing to the economic development of the nation. This study was conducted to understand the financial performance of the various new start ups in the study area that is Bangalore. Most of the startups of the study are performing better in all the ways possible. In today's world it is very hard to survive without being enough to meet the customer satisfaction & applying the latest techniques for survival of this company. In this study various financial variable of the companies is been evaluated and tested and found that there is a significant relationship between these variables and the financial health of the organisation. The suggestions were drawn purely based on the primary data that was collected and to conclude in this competitive environment for any business to survive for a longer period of time along with the various factors like technology advancement, innovative products, customer research, development, acquiring great talents, managing the finance in a effective way is very essential.

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Available online @ www.selptrust.org RESEARCH EXPLORER, ISSN: 2250-1940 (Print), 2349 - 1647 (Online) Impact Factor: 2.014(IRJIF), 1.85(JIF), 1.056(RIF), 2.62(NAAS) Vol. VI: Issue.17, April-June 2018, UGC Approved Journal (63185), © Author

AN ECONOMIC STUDY ON FLOWER CULTIVATION IN ANDANALLUR BLOCK IN TIRUCHIRAPALLI DISTRICT

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Abstract

Agriculture plays a vital role in the economic development of a country. More than 70 percentage of the population in India either directly dependent on agriculture for their livelihood. Floriculture is one of the branches of agriculture. Flowers are the most beautiful of creation of nature and it is universally acclaimed as a gift of nature to mankind. Andanallur block is a fertile area in Trichy. The main occupation of people is flower cultivation. This study is an attempt to find out the total income and expenditure of flower cultivation in the study area.

Key words: Agriculture, floriculture, flowers

Introduction:

Agriculture plays a vital role in the economic development of a country. Since India lives in agriculture forms the backbone of her economic life. More than two percent of the population in India either directly or indirectly dependent on agriculture for their livelihood. It has become the most important occupation of our country. The agriculture sector in India is still one of the major contributors to the National Income. It offers numerous employment opportunities for more people.

Floriculture:

Floriculture is one of the branches of agriculture. It has now become an important

commercial trade in the agriculture sector. Flowers are one of the nature's beautiful creations and are universally acclaimed as gift of nature to mankind. India has a long tradition of floriculture. Flowers have been associated with the Indian culture from the ancient Vedic times. The offering and exchanging of flowers on all occasions and ceremonies like New year, Deepavali, Christmas, Dasara, Valentines-day and family functions of joy and sorrow, and their use in place of worship for adornment of hair by women and in home decoration have become an integral part of human living in Indian society.

Importance of floriculture:

Floriculture is a fast emerging major venture in the world, especially as a potential money-spinner for many third — World countries. Many flowers and ornamental plants are being grown for domestic as well as for export market will provide more return area than any other horticultural crops. The sales of loose flowers of Jasmine, crossandra, marigold, rose and chrysanthemum are roaring business in South India.

Floriculture generates self - employment opportunities round the year. The employment opportunities in this field are as varied as the nature of work itself. Flowers symbolize the purity, beauty, peace, love, adoration, innocence, and passion etc. Hence, many flowers are used to express the most sensitive, deligate and love feelings eloquently that the words are fail to express. The use of flowers, floral ornaments, bouquets or flower arrangements in social function is complete without using flowers. They are invariably used in all social functions.

Jasmine

Jasmine is one of the oldest fragrant flowers cultivation by man. It is concrete which is used in cosmetic and perfumery industries. More than 80 Jasmine spices are used for commercial cultivation. They are Gundumalli, Mullai and Jathi malli. Jasmine is known in India as the "Queen of the night", because of it's intoxicating perfume that is released at night.

Rose:

Rose is one of the nature's beautiful creations and is universally acclaimed as the "Queen of flowers". Rose are generally regarded as the most popular flower in the world. They make great gifts and symbols of admiration and gratitude. Especially the red rose associated with romantic love. But in truth it is considered as the true flagship where the status and achievement of roses are concerned. It is

highly remunerative enterprise. The rose is the strongest component of domestic cut flower production and market.

Ixora:

Ixora is a genus of flowering plants in the Rubiaceae family. Ixora flower is one of the most amazing flower. Usually this flower is used as an ornamental plant. many do not know the benefits of this interest. In fact, this interest has benefits in the field of health .ixora flower has several substances that can cure some diseases. Diseases that can be cured with this interest tuberculosis, hypertension heals and wounds body pain hemorrhoid medicine, dysentery medicine, smooth menstruation.

Chrysanthemum:

Chrysanthemum is the flowering plants of the genus chrysanthemum in the family Asteraceae. They are native to Asia and north eastern Europe. There are counties horticultural varieties and cultivators. It is used to treat chest pain, high blood pressure, type 2 diabetes, fever, cold, and headache. It is also used to treat prostate cancer. It contains vitamine C which reduces the risks of scurvy and protects the eyes.

Profile of flower cultivation:

Flower cultivation is the primary occupation in villages as more than 80 percent of the people are actively involved in activities such as cultivation, harvesting, distribution and garland marketing. In the modern stressful life, importance of cut flowers is further increased as these help in releasing stress by creating natural and energetic environment.

Globally more than 140 countries are involved in the cultivation of floriculture crops. The total world area under floriculture is 6,20,000 hectares among which Asia-Pacific occupies 4,53,000 hectares nearly 73percent of total world. Floriculture market is growing significantly at the rate of 10-15 percent per annum, estimated to be worth over \$17 billion. Developed countries in Europe, America and

Asia account for more than 90 percent of the world trade in floriculture products.

India occupies 51 percent of area under floriculture in Asia-pacific region. Government of India has identified floriculture as a sunrise industry and accorded it 100% export oriented status. In India area under cultivation of flower crops was 2,33,000 hectares with a production of 76,732lakh of cut flowers and 1.72 million tones of loose flowers. More than 50% of the floriculture units are based in Karnataka, Andhra Pradesh and TamilNadu.

In TamilNadu, loose flowers are produced in an area of about 32,400 hectares and cut flowers are produced in an area of 700 hectares per annum. TamilNadu ranks first among the flower producing states of India. Jasmines which cover an area of 15,584 hectares it contribute a major share to the floriculture trade. In Trichy also majority of the people are involved in flower cultivation. Tiruchirappalli district consists of 14 blocks. Most of the villages cultivate the flower crops like jasmine, marigold, crossandra and rose. In Andanallur block, the farmers mostly depends upon flower cultivation.

Area and time of the study:

The study area is Andanallur Block in Tiruchirappalli District. The period of study is 2016-2017.

Objectives of the study:

- 1) To study the cost of flower cultivation in the study area.
- 2) To study the profit from jasmine flowers to other types flower.

Methodology:

This study is based on primary data and secondary data. The required primary data have been collected with the help of questionnaire of the 700 flower growers 50 cultivators were selected by means of random sampling method for a period of one year. The study used simple statistical tools like average and means.

Following table represents Total Revenue, Total Cost and Net Income of different flowers.

Table 1 TOTAL INCOME, TOTAL EXPENDITURE AND NET INCOME FROM FLOWER CULTIVATION (PER ACRE AND PER ANNUM)

SNo	Types of flowers	Total Revenue	Total cost	Net Income
1	Jasmine	9,77,600	7,32,667	2,44,933
2	Ixora	3,55,000	2,45,925	1,09,075
3	Rose	2,90,000	1,50,800	1,39,200
4	Chrysanthemum	1,34,500	64,500	70,000

In 2016-2017 the net annual income from jasmine was very high when compared with other flowers. It was Rs 2,44,933 per acre.

The net annual income from Rose, Ixora and chrysanthemum were Rs 1,39,200, 1,09,075 and 70,000 per acre respectively.

The net income from flowers varies with the yield, demand for the flowers and average market price existed. When yield is more and demand is also in excess to its supply the market place is fluctuating. The demand is determined by the season festivals and temple functions cultivations. So as to desire more income.

Conclusion:

The study analysis the flower cultivation in Andanallur Block, Trichy district. Farmers faced many difficulties while cultivating and marketing of flowers. Flowers are easily perishable. Flowers need timely harvesting and marketing. If there is any delay, it results in loss. Farmers are also facing problems such as, the off season of flower cultivation and this result is loss. To conclude the Government should take necessary steps to help the farmers in all possible way.

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 $Available \ online \ @ \ www.selptrust.org$

RESEARCH EXPLORER,

ISSN: 2250-1940 (Print), 2349 - 1647 (Online)

Impact Factor: 2.014(IRJIF), 1.85(JIF), 1.056(RIF), 0.60(QF), 0.398(GIF), 2.62(NAAS)

Vol. VI: Issue.17,

April-June 2018,

UGC Approved List of Journals (63185)

A STUDY ON FINANCIAL PERFORMANCE OF THE EMPLOYEES CO-OPERATIVE THRIFT AND CREDIT SOCIETIES IN TIRUNELVELI DISTRICT

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Abstract

The Co-operative is regarded as one of the most powerful instruments for reconstructing and remodeling the economic structure of the under-developed countries in the world. In the competitive environment, the survival and future of the Employees Co-operative Thrift and Credit Societies depend upon their performances. Survival of the societies depends upon their capability to provide the services to the customers. Needless to emphasise that the capacity of the societies to provide better services depends upon their employees. The present study concludes that the financial performance of the Employees Cooperative Thrift and Credit Societies in Tirunelveli District is noteworthy during the period of study, since the compound growth rates of all the financial indicators are positive. Such a financially viable E.C.T.C.S faces a severe problem of decline in membership and the societies are gradually losing confidence among their members and the employees. If the authorities concerned properly rectify the problems of the societies the prospects of these societies will be exemplary.

Keywords: Employees Co-operative Thrift and Credit Societies, Financial Performance and Financial Indicators

Introduction

Co-operative is regarded as one of the most powerful instruments for reconstructing and remodeling the economic structure of the under-developed countries in the world. Its need in India is imperative. The achievements of the co-operative Movement in various fields have been excellent in different countries of the world such as England, Germany, Italy, Denmark, and U.SS.R. The co-operative Movement in India is still in its infancy. Much has to be done in this direction in our country. We, in India, have to learn a good deal from the experiences gained in the above countries in the different phases of co-operative activity. Co-operative movement essentially an economic movement with great moral background. It represents a new spirit, the spirit of association, the spirit of self-reliance and

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mutual help, the spirit of group action and the spirit of outlook of life. It is a way of life, which helps for the development of individuals. It is one of the pillars of democracy. So the importance of research in the co-operative sector need not be emphasized, for a sector which is still struggling to catch limelight despite remarkable achievements to its credit, research studies under taken in fresh and unexplored areas can not only show the path ahead but also come up with policy prescriptions which may need immediate attention.

Statement of the Problem

In the competitive environment, the survival and future of the Employees Co-operative Thrift and Credit Societies depend upon their performances. Survival of the societies depends upon their capability to provide the services to the customers. Needless to emphasise that the capacity of the societies to provide better services depends upon their employees. The service giving capacity of societies can be directly linked to the efficiency and effectiveness of the employees. It also depends upon the members' attitude towards the services offered by the societies. The attitudes of the members and the employees are inevitable for the successful performance of these societies. But the attitudes of these two sections are not favourable to the societies because of so many problems in the societies. They are the major hurdles for the performance and progress of the Employees Co-operative Thrift and Credit Societies.

Objectives of the Study

The objectives of the study are:

- (i) To analyse the financial performance of the Employees Co-operatives Credit societies in Tirunelveli District.
- (ii) To offer suggestions based on the findings of the study.

Methodology

A research design is a framework or blueprint for conducting theresearch project. It details the procedures necessary for obtaining the informationneeded to structure and/or solve research problems. For this study, the researcher has used the already available facts orinformation and analysed them to make a critical evaluation of the performance of the EmployeesCooperatives Credit societies. While studying the performance of the Employees Co-operatives Credit societies, it was imperative toselect the Employees Co-operative Thrift and Credit Societies. In this study, the researcher has selected 50 per cent of the Employees Cooperative Thrift and Credit Societies. Hence, it was decided to select 20Employees Co-operative Thrift and Credit Societiesout of 40 Employees Co-operative Thrift and Credit Societies in Tirunelveli District.

Collection of Data

The researcher has used secondary data from various published sources such as;

- Annual Reports of various employees' cooperatives credit societies in Tirunelveli district.
- 2. Research journals and periodicals
- 3. Published data of various government Department and agencies
- 4. Newspapers
- 5. Internet various websites.

The data collected from these sources was also subjected to statistical analysis for the purpose of presentation.

Statistical Methods

The researcher has used various statistical tools, techniques and methods such as collection, classification, tabulation, graphs presentation, percentages, etc.

Limitations of the Study

❖ A few Employees Co-operative Thrift and

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Credit Societies of Tirunelveli district are not included for the study because of the non-availability of the complete records for the whole study period.

- ❖ The financial facts are collected only from the audit reports of the individual societies. The audit reports of the societies are available only up to the period of 2014-15. So the study covers only a period of fifteen years from 2000-01 to 2014-15.
- The research study is geographically limited to the Employees Co-operative Thrift and Credit Societies working in Tirunelveli district.

Data Analysis and Interpretation

The following null hypothesis is formed to check the cash on hand among different Employees Co-Operative Thrift and Credit Society Ltd.

Null hypothesis: "There is no significant difference in cash on hand among different Employees Co-Operative Thrift and Credit Society Ltd in Tirunelveli District".

Table 1 shows the ANOVA results for cash on hand among different Employees Co-Operative Thrift and Credit Society Ltd in Tirunelveli District. From the ANOVA test, the 'F' value for cash on hand among different Employees Co-Operative Thrift and Credit Society Ltd in Tirunelveli District is 6.150 which is significant at the 'p' value of 0.000. Since the 'p' value is less than 0.05, the null hypothesis is rejected. Therefore it may be concluded that there is a significant difference in cash on hand among different Employees Co-Operative Thrift and Credit Society Ltd in Tirunelveli District.

The following null hypothesis is formed to check the cash at bank among different Employees Co-Operative Thrift and Credit Society Ltd.

Null hypothesis: "There is no significant difference in cash at bank among different

Employees Co-Operative Thrift and Credit Society Ltd in Tirunelveli District".

Table 2 shows the ANOVA results for cash at bank among different Employees Co-Operative Thrift and Credit Society Ltd in Tirunelveli District. From the ANOVA test, the 'F' value for cash at bank among different Employees Co-Operative Thrift and Credit Society Ltd in Tirunelveli District is 2.194 which is significant at the 'p' value of 0.003. Since the 'p' value is less than 0.05, the null hypothesis is rejected. Therefore it may be concluded that there is a significant difference in cash at bank among different Employees Co-Operative Thrift and Credit Society Ltd in Tirunelveli District.

The following null hypothesis is formed to check the investments among different Employees Co-Operative Thrift and Credit Society Ltd.

Null hypothesis: "There is no significant difference in investments among different Employees Co-Operative Thrift and Credit Society Ltd in Tirunelveli District".

Table 3 shows the ANOVA results for investments among different Employees Co-Operative Thrift and Credit Society Ltd in Tirunelveli District. From the ANOVA test, the 'F' value for investments among different Employees Co-Operative Thrift and Credit Society Ltd in Tirunelveli District is 6.291 which is significant at the 'p' value of 0.000. Since the 'p' value is less than 0.05, the null hypothesis is rejected. Therefore it may be concluded that there is a significant difference in investments among different Employees Co-Operative Thrift and Credit Society Ltd in Tirunelveli District.

The following null hypothesis is formed to check the shares in other co-operative institution among different Employees Co-Operative Thrift and Credit Society Ltd.

Null hypothesis: "There is no significant

difference in shares in other co-operative institution among different Employees Co-Operative Thrift and Credit Society Ltd in Tirunelyeli District".

Table 4 shows the ANOVA results for shares in other co-operative institution among different Employees Co-Operative Thrift and Credit Society Ltd in Tirunelveli District. From the ANOVA test, the 'F' value for shares in other co-operative institution among different Employees Co-Operative Thrift and Credit Society Ltd in Tirunelveli District is 7.392 which is significant at the 'p' value of 0.000. Since the 'p' value is less than 0.05, the null hypothesis is rejected. Therefore it may be concluded that there is a significant difference in shares in other co-operative institution among different Employees Co-Operative Thrift and Credit Society Ltd in Tirunelveli District.

The following null hypothesis is formed to check the members loan among different Employees Co-Operative Thrift and Credit Society Ltd.

Null hypothesis: "There is no significant difference in members loan among different Employees Co-Operative Thrift and Credit Society Ltd in Tirunelveli District".

Table 5 shows the ANOVA results for members loan among different Employees Co-Operative Thrift and Credit Society Ltd in Tirunelveli District. From the ANOVA test, the 'F' value for members loan among different Employees Co-Operative Thrift and Credit Society Ltd in Tirunelveli District is 5.074 which is significant at the 'p' value of 0.000. Since the 'p' value is less than 0.05, the null hypothesis is rejected. Therefore it may be concluded that there is a significant difference in members loan among different Employees Co-Operative Thrift and Credit Society Ltd in Tirunelveli District.

Suggestions

❖ There is a necessity for keeping the membership of at least 200 tobegin with and a minimum amount of loan transaction within one or two years to beconsidered viable with ability to meet the cost of a paid secretary, rent and otherestablishment and contingent charges. Employees of small establishment for whom separate credit societies are not feasible, may be advised to join the nearestE.C.T.C.S.

- The quantum of special loan for the purchase of consumer durables, purchase of sites, etc. is normally considerable and the member has to remit asizeable amount as share capital. The members who find it difficult to remit therequired share capital in cash, approach private lenders for raising the needed fundsat exorbitant rate of interest. With a view to mitigate this hardship that the membersare undergoing now in the remittance of the required share capital, the societies maymake necessary changes in their bye-laws.
- The societies may be allowed to extend loan to the sons/daughters ofthe members for the purpose of starting and/or running a business unit. The concerned member may become the guarantor for the loan.
- Central Government may be asked to conduct survey on differenttypes of cooperatives, and to ascertain their role in the growth of economy and also to improve their own functioning.
- Regulations should be modified as to allow a primary levelcooperative society to extend loan to other primary level cooperative societies andeven avail loan from them.

Conclusion

The present study concludes that the financial performance of the Employees Cooperative Thrift and Credit Societies in Tirunelveli District is noteworthy during the period of study, since the compound growth

rates of all thefinancial indicators are positive. Such a financially viable E.C.T.C.S faces a severeproblem of decline in membership and the societies are gradually losing confidenceamong their members and the employees. If the authorities concerned properlyrectify the problems of the societies the prospects of these societies will be exemplary.

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Table 1 ANOVA ResultsforCash on hand of different Employees Co-Operative Thrift and Credit Society Ltd

Source: Computed Data

Particulars	Sum of Souares	df	Mean Souare	F	Sig.
Between Groups	105759724034.5	20	5287986201.724	6.150	0.000
Within Groups	252775968802.7	294	859782206.812		
Total	358535692837.2	314			

Table 2 ANOVA Resultsfor Cash at Bank of

different Employees Co-Operative Thrift and Credit Society Ltd

Particulars	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	122732427396378.500	20	6136621369818.920	2.194	.003
Within Groups	822295358000421.000	294	2796922986395.989		
Total	945027785396799.000	314			

Source: Computed Data

Table 3 ANOVA ResultsforInvestments of different Employees Co-Operative Thrift and Credit Society Ltd

Particulars	Sum of Squares	df	Mean Souare	F	Sig.
Between Groups	32516674360997.990	20	1625833718049.900	6.291	.000
Within Groups	75984791193323.300	294	258451670725.590		
Total	108501465554321.300	314			

Source: Computed Data

Table 4 ANOVA ResultsforShares in Other Co-operative Institution of different Employees Co-Operative Thrift and Credit Society Ltd

Particulars	Sum of Squares	df	Mean Souare	F	Sig.
Between Groups	63895578006673.700	20	3194778900333.683	7.392	.000
Within Groups	127058540945808.900	294	432171907978.942		
Total	190954118952482.600	314			

Source: Computed Data

Table 5 ANOVA ResultsforMembers Loan of different Employees Co-Operative Thrift and Credit Society Ltd

Particulars	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	306593839509035900.000	20	1532969 1975451800.000	5.074	.000
Within Groups	888183253964970000.000	294	3021031476071326.000		
Total	1194777093474006000.000	314			

Source: Computed Data

Available online @ www.selptrust.org

RESEARCH EXPLORER,

ISSN: 2250-1940 (Print), 2349 - 1647 (Online)

Impact Factor: 2.014(IRJIF), 1.85(JIF), 1.056(RIF), 2.62(NAAS)

Vol. VI: Issue.17, April-June 2018,

UGC Approved Journal (63185), © Author

RISKS IN ROBOTICS PROCESS AUTOMATION (RPA)

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Abstract:

By the end of 1990s many companies are pursuing the idea of cost effective work management within the organizational structure in form of labor arbitrage which had addressed the fact of shifting the work pressure to the north Asia, Europe and so on. The automation processes have enabled the organizations to work efficiently and with improved quality related to their transactional processes. This study intends to evaluate the aspects of robotic process automation and risks related to it. The definition of the robotic automation process could be cited in terms of a technological process through which organizations would be able to deliver efficient performances in the context of business development and daily course of activities (Chenet al.2014). On the other hand, it could also be stated that robotic automation process includes the manifestation of a software application that provide ability to the employees of an organization to configure the software with a robot application that would be able to interpret and analyze the transaction processes along with communicating with other digital application. The qualitative data collection would help in addressing the required aspects that needs to be explored.

Keywords:

Introduction

By the end of 1990s many companies are pursuing the idea of cost effective work management within the organizational structure in form of labor arbitrage which had addressed the fact of shifting the work pressure to the north Asia, Europe and so on. Contemporarily, those companies from the global platform have deiced to extract the advantages of labor arbitrages and the standardization level had

come to a reasonable level and the companies have concentrated upon automations and processing the task has become their new target (Burghardtet al.2016). Many companies have equipped itself with automation in the context of their back office practices. The automation processes have enabled the organizations to work efficiently and with improved quality related to their transactional processes. This

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study intends to evaluate the aspects of robotic process automation and risks related to it. Thus, in the following components the risks related to robotic automation process would be analyzed along with several preventive measures.

Literature Review:

In this part of the study the literature regarding the concept of robotic automation process and its relative factors would be discussed.

The definition of the robotic automation process could be cited in terms of a technological process through which organizations would be able to deliver efficient performances in the context of business development and daily course of activities (Chenet al.2014). On the other hand, it could also be stated that robotic automation process includes the manifestation of a software application that provide ability to the employees of an organization to configure the software with a robot application that would be able to interpret and analyze the transaction processes along with communicating with other digital application.

One of the most liked advantages of RPA is that unlike the Enterprise Resource Planning (ERP) it does not require a huge amount of investment or any key changes to the current existing IT system within the organizational changes (Clear Automation partners with PennEngineering® to introduce Robotic Pemserter® Fastener Instalation System, 2012). Most effective aspect is the RPA could be applied in the organizational structure more quickly and more effectively as the cost of implementation is comparatively less than the ERP systems. On one hand, RPA could act as the team workers as the people could learn the process that RPA is performing, and on the other hand, RPA extracts the processes from human activities and could perform the much faster that humans can.

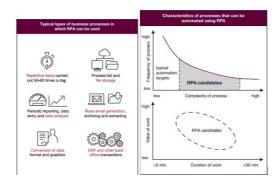


Figure: RPA system used in organizations, Source: (Daniela Paola Calabrese, 2013).

The above figure intended to manifest the circumstances in which the organizations could utilize the facility of robotic automation.

Apart from this, it is also evident that the robotic process automation is evident in delivering work related to HR management, along with finance accounting and other rule based tasks in the organizations. Currently, RPA is able to work with those tasks that are complex in nature and also could deliver effective results in the course of organizational developments (Daniela Paola Calabrese, 2013). Thus, it could be stated that along with its benefits the RPA system has several risks that could also deliver harm to the organizational structure.

Methodology:

The methodology part is intended for delivering insight regarding the methods and the techniques through which the data has been collected in this regard. Here, the quantitative data could be included in terms of survey with the employees of the organisations that use RPA in which they are being asked the questions related to the effectiveness of RPA system in the organisational context and what are the potential risks that RPA posses for the organisations. The survey would be conducted through asking 5 questions to the participants and would be recorded through multiple choice questions. Therefore, the data analysis could

be performed through statistical and numerical tools that would be summarising and transcribing the responses accumulated from the selected respondents. The sample size for this survey could be determined with 30 employees from 5 organisations belonging from different industries. In the following manner the questions in relation to the qualitative data collection are mentioned.

1. Do you think that robotic process automation is able to transform organisational scenario?

Category	No of respondents	Total no of respondents	Percentage%
Strongly Agreed	10	30	33%
Agreed	5	30	17%
Neutral	3	30	10%
Disagreed	5	30	17%
Strongly disagreed	7	30	23%

2. What do you think about the effectiveness and efficiency influencing employee performances?

Category	No of	Total no of	Percentage%
	respondents	respondents	
Strongly	12	30	40%
Agreed			
Agreed	3	30	10%
Neutral	1	30	3%
Disagreed	4	30	13%
Strongly	10	30	34%
disagreed			

3. How the risk related to the RPA system could harm the flow of organisation tasks?

Category	No of respondents	Total no of respondents	Percentage%
Strongly Agreed	11	30	37%
Agreed	4	30	13%
Neutral	2	30	7%
Disagreed	4	30	13%
Strongly disagreed	9	30	30%

4. What are the potential ways in which the impact of RPA system can be reduced from the industrial system?

Category	No of respondents	Total no of respondents	Percentage%
Strongly Agreed	13	30	43%
Agreed	2	30	7%
Neutral	1	30	3%
Disagreed	5	30	17%
Strongly disagreed	9	30	30%

5. Do you think that RPA system has the ability to change future course of organisation with aided technologies?

Category	No of respondents	Total no of respondents	Percentage%
Strongly Agreed	9	30	30%
Agreed	5	30	17%
Neutral	2	30	7%
Disagreed	6	30	19%
Strongly disagreed	8	30	25%

General processes in RPA

In relation to state the general process of RPA system it could be asserted that in accordance to the observation the RPA system acquire three stages of completion. At the first step the accumulation of data and other configuration is being conducted as the process of collected structured data and validation in the course of its action. In the second step the RPA system encompasses some natural language processing stages in which the aspect is able to conduct tasks such as content analytics, and process automation as well (Shirinzadehet al. 2000). The third stage of the process is able to deal with advance level of language generation that includes the high level of cognitive functionalities that are also able to adopt human decision making. Thus, the three stages could be taken as the general processing manner of a robotic process automation system that is quite beneficial for organisational activities.

Risks in Robotics Process Automation

Along with the long list ofbenefits and other advantages of RPA system in the context organisational activities, it is quite evident that the RPA system possesses several risks as well.

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In this regard, four main areas or issues related to RPA system could be realised and discussed such as,

- · Issues regarding data integrity
- Monitoring indiscreet
- · Non recoverable
- Target applications

Though one of the advantages of RPA system is that it contribute in developing better quality data, but in case of data changes in an improper manner, issues could arise from the facts that how the data are being handled through transportation channels (Wedmidet al. 2011). Apart from this the issues related to monitoring in an indiscreet manner could be the outcome of ineffective monitoring s system. Moreover, the RPA system must have the capability to recover itself from the failure of data recording. Lastly, an unmodified change in the target could destroy the entire setting of RPA and the system must have the ability to monitors the phrases of changes in this regard(Daniela Paola Calabrese, 2013).

Survey - Data Analysis

In the case of analysing the data recoded from the focus group interview it could be stated that the industry experts have delivered quite profitable information through which the current and future course of RPA could be recorded. In accordance with the first question, 33% respondents have cited that RPA system that brought a tremendous change and development to the organisational structure and the technology aided software application has simplified the working process and incorporated fast space activities in the companies. In the case of second question, 40% respondents have delivered their opinion in terms of the positive and negative both aspects could be witnessed as a result of the RPA system in an organisation. As the employees have found techniques that would be able to turn the data analytics and information transcription process fast and easy, specifically in the case of finance and accounting, but the negative impact is also evident that are affecting the commitment level of the employees. Likewise, the third question accumulated 37% positive responses in terms of the risk related to RPA system that could distract the flow of organisational activities and it is also believed that effective monitoring and evaluation system in relation to RPA system could be able to prevent the impact of risks. On the other hand, 33% and 40% respondents have also delivered positive results in terms of the effective influence in the organisational practices and operations. Lastly, it is realised from the survey that most of the industry experts are positive regarding the future impact of the RPA system within an organisation and are confident that RPA system would change the entire scenario of industrial activities in future

Conclusion

In conclusion, it could be realised that the robotic process automation is the technological blessing for the organisations in the contemporary business scenario that could transform the organisational activities into effective and efficient practices for the betterment of services. The definition of the robotic automation process could be cited in terms of a technological process through which organizations would be able to deliver efficient performances in the context of business development and daily course activities. Currently, RPA is able to work with those tasks that are complex in nature and also could deliver effective results in the course of organizational developments. Thus, through the qualitative data collection the responses and ideas of industry experts have been accumulated in order to understand the future scope of RPA. In relation to the risks it could be suggested that the data integration system and the data transportation system could be secured through proper monitoring and training

to the staff regarding the practices and handling process of implementing and practicing Robotic Process Automation.

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SELP PUBLICATION

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Available online @ www.selptrust.org RESEARCH EXPLORER.

ISSN: 2250-1940 (Print), 2349 - 1647 (Online)

 $Impact\ Factor: 2.014 (IRJIF),\ 1.85 (JIF),\ 1.056 (RIF),\ \ 2.62 (NAAS)$

Vol. VI: Issue.17, April-June 2018,

UGC Approved Journal (63185), © Author

EFFECTIVENESS OF TRAINING AND DEVELOPMENT OF EMPLOYEES WORKING IN TAMILNADU CEMENTS CORPORATION LIMITED, ARIYALUR DISTRICT

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Abstract

Human resource management regards training and development as a function concerned with organizational activity aimed at bettering the job performance of individuals and groups in organizational settings. Training and development can be described as "an educational process which involves the sharpening of skills, concepts, changing of attitude and gaining more knowledge to enhance the performance of employees. The field has gone by several names, including "Human Resource Development", "Human Capital Development" and "Learning and Development"

OBJECTIVES OF TRAINING

- ➤ To assess the effectiveness of training and development provided by TCCL.
- > To analyze the satisfaction levels of employees towards training programme.
- > To offer finding, suggestions and conclusion.

STATEMENT OF THE PROBLEM

Training and development helps to improve the profitability of the concern. Training is a very essential tool to inculcate team spirit and to work with a common goal. Hence, the Researcher has taken the study in order to know the effectiveness of Training and Development programme organized by Tamilnadu Cements Corporation Limited, Ariyalur.

SCOPE OF THE STUDY

Training and development is needed for every employees in the organization in order to improve their work efficiency. Training is the process whereby people learns skills, knowledge, attitudes and behavior in order to perform their job effectively. It enhances team spirit, work enthusiastically with common motive and paves way to attain the objective of any kind of organization. Hence the researcher has taken the study in order to assess the effectiveness of the training programme offered and to measure the level of satisfaction among the employees with regard to the training and development provided in TCCL, Ariyalur.

RESEARCH METHODOLOGY

Research is an art of scientific investigation. Research methodology is the way

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to systematically solve problems. Its various steps are generally adopted by a researcher in studying the targeted area.

SAMPLING TECHNIQUE

The Researcher has adopted Simple Random Sampling technique to collect the data from the sample respondents. Out of 185 employees working in day shift, the researcher has taken only 100 employees for the in-depth study. It helps the researcher to assess the effectiveness of training programme offered and the satisfaction level of employees working in TCCL.

PERIOD OF THE STUDY

The Researcher has collected the data from the employees working in Tamilnadu Cements Corporation Limited during the financial year 2017.

SOURCES OF DATA

Primary and Secondary data

The crux of the report was exclusively based on the information collected through questionnaire method, distributed to concerned Employees. The Secondary data was collected from internet, web site, various journals, magazines, newspaper, company profile etc.

STATISTICAL TOOLS APPLIED FOR ANALYSIS

The data drawn from the various sources were subjected to statistical treatment using the appropriate table.

- Percentage analysis
- Chi-square test

AREA OF THE STUDY

The Researcher has carried out the Research work in Ariyalur District, where the TCCL is located. The Ariyalur District is located in central Tamil Nadu and is 265 K.M. away from Chennai. The District has an area of 1949 Sq. Km. It is an inland district without any coast line.

LIMITATIONS OF THE STUDY

- ➤ The study was confined only to Ariyalur District.
- > Due to time and cost constraints, the employees working in day shift, alone in considered for the present study.
- > The findings and suggestions were exclusively based on the relevant information provided by the sample respondents.

HYPOTHESIS TEST 1

NULL HYPOTHESIS

The career growth and effective training, which leads to a team spirit and affordhigh satisfactory level among the employees, are considered as dependent variable.

ALTERNATIVE HYPOTHESIS

The career growth and effective training, which leads to a team spirit and afford high satisfactory level among the employees, are considered as an independent variable.

Table 1Career Growth Verses Training, Which Develops Team Spirit And Satisfactory Level Among Employees

Particular	Career growth and effective training	Team spirit and Satisfaction level	Total
Strongly agree	32	22	54
Agree	60	66	126
Disagree	8	12	20
Total	100	100	200

Result

The study reveals that the calculated value of Chi square test is lesser than the table value. Hence, the Null hypothesis is accepted. The career growth and effective training, which leads to a team spirit and provide high satisfactory level employees are dependent variable. It

ensures the effectives of training programme required among the employees in TCCL.

HYPOTHESIS TEST 2 NULL HYPOTHESIS

The practice, of time management and work efficiency are dependent variable.

ALTERNATIVE HYPOTHESIS

The practice, of time management and work efficiency are independent variable.

Table 2 Practice of time Management Verses Work Efficiency

Particular	Time management	Work Efficiency	Total
Strongly agree	22	28	50
Agree	66	62	128
Disagree	12	10	21
Total	100	100	200

Result

The study reveals that the calculated value of Chi square test is lesser than the table value. Hence, the Null hypothesis is accepted. The practice of in time management and work efficiency are dependent variable

Finding

- ❖ The Majority of the respondents (90%) were male.
- ❖ The majority, 28% respondents fall under the age group of above 50 years.
- ❖ The Most of the respondents (36%) were having 30 years of experience and above. This shows that the majority of employees working in TCCL were experienced group.
- ❖ The majority, 28% of the respondents have completed their I.T.I. course.
- ❖ The Majority of the respondents (44%) have agreed that the training programme has given a drastic improvement in conceptual and technical skills.
- ❖ The most of the respondents (52%) have agreed that the training method adopted paves way for better learning.

- ❖ The Majority of the respondents (52%) were satisfied with the existing relationships between the trainer and trainee.
- ❖ More than three fourth, i.e., 92% of the respondents have agreed that the training programme provided have increased their level of self- confidence
- ❖ The Majority, (64%) of the respondents have agreed that the training programme has helped the employees in formulation of strategy and to improve their communication ability.
- More than three fourth, i.e., 88% of the respondents have a positive intention towards the training programme, which develops the team spirit and in time management.
- ❖ The Majority of the respondents i.e., 84% have a positive thought towards the training programme, which in turn help the employees to improve their innovative skills.
- The Majority, 92% of the respondents believed that the training programme offered will be a supportive factor to improve their work efficiency.
- ❖ The majority of the respondents (62%) have agreed that the training programme improves the work efficiency of the employees.
- ❖ The respondents (46%) were satisfied with the material provided during the training programme.
- ❖ The most of the respondents i.e., 96% of the employees said that the training programme have emphasized the vision and mission of the organisation.
- The most of the respondents i.e., 50% were highly satisfied with the training programme schedule organised.
- Nearly one half i.e., 48% of the respondents were agreed that the employees were participated and have their contribution towards the decision making process.

The entire 100% respondents were fully satisfied in the safety aspects provided during the training programme.

SUGGESTIONS

- ❖ TCCL should conduct more training programmes by the experts, so as to increase the employees wide and indepth knowledge, their effective team spirit, job satisfaction and in turn enhance the high productivity of the organisation.
- It has to arrange training and development programme to all level of employees to promote their business.
- ❖ It should motivate and encourage the employees by providing bonus and incentives.
- The old machines should be replaced by adopting latest equipments.
- TCCL should provide hygienic food in canteen to satisfy the employees.
- Some of the employees were not satisfied with the facilities provided by it. Hence, the management should find out the reasons behind it and should satisfy the needs and wants of the employees immediately.

CONCLUSION

Training and development refers to the learning opportunities designed to help the growth of employees. Based on the analysis of training and development of employees in Tamil Nadu Cements Corporation, Limited. Ariyalur, the majority of the employees were satisfied with their job and their working conditions. The employees have attained their career growth, job satisfaction, creativity and self confidence through the effective training programme offered by Tamil Nadu Cements Corporation, Limited. It helps the employer to improve the productivity of the concern. The success of each and every industry depends upon the training of the employees. The overall finding of the researcher indicates that the Tamil Nadu Cements Corporation, Limited, is a sound

company, technically strong and the employees are highly talented and work effectively for the attainment of the organizational goals.

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Available online @ www.selptrust.org RESEARCH EXPLORER.

ISSN: 2250-1940 (Print), 2349 - 1647 (Online)

Impact Factor: 2.014(IRJIF), 1.85(JIF), 1.056(RIF), 2.62(NAAS)

Vol. VI: Issue.17, April-June 2018,

 $UGC\ Approved\ Journal\ (63185),\ \ \odot\ Author$

POST PURCHASE BEHAVIOUR OF CUSTOMERS ON SELECT BRANDED HERBAL PRODUCTS

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ABSTRACT

This paper is a component of the doctoral research study entitled "Buying Behaviour of branded Herbal Products". The paper discusses a series of analysis and processed data related to the post purchase behavior of customers on branded herbal products. This study comprises of different brands of herbal products used by customers and their post purchase behavior. The data for the study was collected through questionnaire and the questionnaire was framed on the basis of post purchase behavior of branded herbal products. Findings and suggestions were made based upon the statistical tools used for interpretation.

Keywords: Herbal products, Post purchase behavior, Consumer Behaviour, Brand etc,.

INTRODUCTION

The design of this research paper is to study the post purchase behaviour of customers towards branded Herbal products. Cosmetics are products formed for skin and hair care for the benefit of refinement, smartening and enhancing the striking features. Skin care is not a new trend. In fact, people in every civilization used cosmetics to protect and embellish their skin - which naturally guides us to wrap up that this is a primal need. These cosmetics products are classified into four major categories such as skin care, face care, body care and hair care.

THE BASIC CATEGORIES FOR COSMETIC PRODUCTS (**Dr. M. RAJARAJAN & G. BIRUNDHA**, 2016)

Tablets & Capsules

One more product form that is frequently used for creating color cosmetics is the tablet. These are physically combined solids that are held together by being pressed into shape. They are also usually more luxurious.

Lotions

Creams are not always appropriate for some applications because they can be too heavy or

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greasy. In these cases, the lotion form is used. Lotions are basically thin creams. They are used for facial moisturizers, leave-in hair conditioners, and moisturizing cleansers.

Solution of Cosmetics

These are the simplest kind of cosmetic formulas and are used for a wide range of products such as shampoos, body wash, hand cleansers, colognes, etc. They are uniform mixtures of soluble ingredients

Creams / Emulsions

The majority of cosmetics use raw materials that are not well-suited so a cream or emulsion is used. Emulsions are pseudo constant mixtures of immiscible liquids detached in another liquid.

Gels

An added form of cosmetic products is the gel. These are thick products, typically clear, and have a property known as "shear thinning". **Suspensions**

Suspensions are another product form for delivering incompatible ingredients. Unlike creams, they are typically clear products with noticeable particles like gelatin beads or inorganic minerals balanced throughout. They are worn for sunscreens, hand washes or shampoos. To create them you need to include a polymer or clay that gives the formula some internal suspending structure.

Ointments / Pastes

These are super thick products used for belongings like hairdressing and medicated skin products. Some common parts used to create pastes include petrolatum, lanolin, or dimethic.

Powders

One of the most ordinary types of product forms for color cosmetics is powders. Powders are also used for products like baby powder & foot powder. They are just combination of solid raw materials blended in concert into a fine powder. Some typical ingredients include talc, silicates, and starch.

MARKET VALUE AND CONSUMER BEHAVIOR/ATTITUDE

The potential of the product or service that fulfills or satisfy the customer needs and wants is known as market value. Sheth (1999). If and only if the products satisfy what the customer needs, the value is created. Values are nothing but the criteria for guiding the process and maintaining the attitudes towards the relevant situation. Rokeach (1973). This can be defined as the overall criteria and their end results that makes the customer to respond in either favorable or unfavorable manner toward the given products. Engel, Blackwell, and Miniard (1995). Few others like Kotler, Ang, Leong, and Tan (1999) extended the definition to include the action tendencies towards the product or idea.

SCOPE OF HERBAL PRODUCTS IN INDIANMARKET

Preference of the middle class and higher people in the society have changed due to rising attentiveness of the western world and beauty trends and high salaried jobs. Due to this trend woman from such social class are now more particular of their appearance and are willing to spend more money. The change in skin care, body care, face care and hair care products consumption is observed today due to mount in number of women, particularly from the middle-class population, having more disposable income. This in fact has fielded an expansion in certain product categories in the market that hardly was seen earlier. Colour cosmetics and sun care products that have shown growth rates of 46% and 13% respectively over the past years. The main engine that fuels the demand for a choice of cosmetics products in India is its urban population. The ultimate Indians as miss world and miss universe along with the market

liberalization process that began in 1991 have made Indian women mindful of their appearance. As a result patterns of Indian women have changed their appearance and this trend is effecting growth in the cosmetic sector. The Indian cosmetic market, which comprises of skin care, hair care, body care, face care outperformed world's leading cosmetic markets in terms of growth in the recent past, although this industry recorded a double-digit growth rate in recent past, the current incursion of cosmetics and toiletry products still confirms to be inadequate.

OBJECTIVES OF THE STUDY

- To accumulate and categorize various research findings concerning buying behavior of branded Herbal Products.
- ii) To analyze and discuss the familiar results of the studies referred.

RESEARCHMETHODOLOGY

From the research design, the researcher selected the descriptive research design for the study. Descriptive studies report summary data such as measures of central tendency including the mean, median, mode, deviance from the mean, variation, percentage, and correlation between variables. Survey research commonly contains that type of measurement, but often goes ahead of the descriptive statistics in order to depict inferences.

SAMPLE DESIGN

Sampling design refers to an exact plan for attaining a sample from a known population. The sampling design used for this study is two stage random sampling.

SAMPLE SIZE

A sample is a division of the population being studied. It symbolizes the larger population and is used to illustrate inferences about that population. It is a research technique broadly used in the social sciences as a method to gather information about a population without having to analyze the entire population. Since

the population is indefinite the researcher selected the Krejcie & Morgan Model of Infinite Population. 605 Samples were taken for this study.

The following sample size formula for infinite population (more than 50,000) is used to arrive at a representative number of respondents when population estimate is known (Godden, 2004):

$$n = \frac{Z^2 \times p (1-p)}{M^2}$$

n = Sample Size for infinite population

Z = Z value (e.g. 1.96 for 95% confidence level)

P = population proportion (expressed as decimal) (assumed to be 0.5 (50%)

M = Margin of Error at 5% (0.05)

HYPOTHESES OF THE STUDY

- Association between the Age of the respondents and perception towards willing to change the current brand
- Association between the Age of the respondents and perception towards approached any legal organizations or committees to represent their problem
- Association between the Educational Qualification of the respondents and perception towards approached any legal organizations or committees to represent their problem

REVIEW OF LITERATURE

Gurmeet Kaur (2016) examined the customer satisfaction towards selected herbal cosmetic products. The study was based on primary data collected through questionnaire administered on 100 female respondents using herbal cosmetic products. The study described that majority of the respondents were satisfied

with quality and price of herbal cosmetic products. First use experience, repeat purchase experience and usages experience also satisfy the respondents. The study depicted that majority of the respondents were satisfied with quality and price of herbal cosmetic products. First use experience, repeat purchase experience and usages experience also satisfy the respondents. There was no one who feels dissatisfaction from the herbal cosmetic products. The most of the respondents were agreed with the statement that product worth's its price; it was easy to use and competitively priced. It shown that the respondents are highly satisfied from herbal cosmetic products.

Nandagopal and Chinnaiyan (2003) studied that the level of awareness among rural consumers about the brands of soft drinks was high, which was indicated by the purchase of soft drinks by "Brand Name". The major source of brand awareness was word of mouth followed by advertisements, family members, relatives and friends.

Beverland (2001) studied the level of brand awareness within the New Zealand market for ZESPRI kiwi fruit; the effectiveness of their branding strategy was studied. The implications of the findings for agribusiness in general using the data collected from surveys of kiwi fruit consumers (n=106) outside three major super market chains in Auckland, New Zealand suggested that the level of brand awareness for ZESPRI was low among consumers. It was indicated that brand awareness could be increased through a relationship- making programme involving targeted marketing campaigns and strong supply chain management.

According to the study conducted by **Ashok Yakkaldevi** (2013) on the consumer behavior towards cosmetics apart from psychology and economics the role of history and tradition in shaping the Indian consumer behavior is quite unique. Consumers are also associated with values of care and affection.

ANALYSIS OF DATA

From the table it is inferred that there is an association between age of the respondent and their post purchase behavior. Especially when it comes to the change of brand the youngsters are ready to quit the current brand while there is a non availability. But in case of aged persons they are not ready to switch the current brands.

From the table it is known that there is an association between age of the respondents and approaching the legal organizations or committees to represent their problems. Hence it is inferred that most of the customers are representing their problems to legal agencies.

The above table shows that there is an association between educational qualification and approaching the legal organizations. It is clear that literate customers are more concern about the post purchase aspects and they are aware of the customers' safety acts and forums.

CHI SQUARE BASED FINDINGS

- There is an association between age of the respondents and approaching the legal organizations or committees.
- There is an association between age of the respondents and approaching the legal organizations or committees.
- There is an association between educational qualification and approaching the legal organizations.

SUGGESTIONS

- The customers are more concerned about the post purchase activities irrespective of their demographic profiles. Youngsters are more concerned about the post purchase behavior and they are ready to meet any challenge standing in front of them.
- The companies should take care of the quality of the products and they should ensure that the products are available at the right place.
- ✓ In recent days the customers are becoming

the king of every business and they are the decision takers irrespective of all promotional efforts taken by the companies. Educated customers are more particular on the post purchase behavior and their attitude towards after purchase is totally different when they are dissatisfied with the bought products.

✓ Customers should be properly responded by the companies while they are addressing a problem about the particular brand. This will ensure the goodwill of the brand and stability in terms of customer satisfaction.

CONCLUSION

This study of post purchase behaviour of customers on select Branded Herbal products focuses on customers responses towards after purchase of one particular brand of product. Several independent sources of perception were analyzed to estimate the attitude of the buyer. People use herbal products to beautify themselves but without any side effects and they are more concerned about the quality of the herbal products and the availability when demand arises. The herbal products available in the market are costly but have no side effects.

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Table 1 Association between the Age of the respondents and perception towards willing to change the current brand

Age		g to change the current brand?	Total
, and the second	Yes	No	
Below 20 years	77	122	199
21 to 40 years	90	212	302
41 to 60 years	7 76		83
61 years & above	3 18		21
Total	177	428	605
	9	Symmetric Measures	
	Value	Approx. Sig.	Statistical Inference
Phi	.216	.000	P<0.01
Cramer's V	.216	.000	Significant
	605		

Table 2 Association between the Age of the respondents and perception towards approached any legal organizations or committees to represent their problem

Age		Approached any legal organizations or committees to represent your problem					
	Yes	No					
Below 20 years	43	156	199				
21 to 40 years	48	254	302				
41 to 60 years	24	59	83				
61 years & above	7	14	21				
Total	122	483	605				
	Symmetric	Measures					
	Value	Approx. Sig.	Statistical Inference				
Phi	.128	.000	P<0.01				
Cramer's V	.128	.000	Significant				

Table 3 Association between the Educational Qualification of the respondents and perception towards approached any legal organizations or committees to represent their problem

Educational		Have you approached any legal organizations or committees to represent your problem?					
Qualification	Yes						
No Formal Education	12	23	35				
School Education	33	147	180				
Graduate	51	180	231				
Post - Graduate	17	124	141				
Technical	9	9	18				
Total	122	483	605				
	Svm	metric Measures					
	Value	Approx. Sig.	Statistical Inference				
Phi	.186	.000	P<0.01				
Cramer's V	.186	.000	Significant				

Available online @ www.selptrust.org RESEARCH EXPLORER.

ISSN: 2250-1940 (Print), 2349 - 1647 (Online)

 $Impact\ Factor: 2.014 (IRJIF),\ 1.85 (JIF),\ 1.056 (RIF),\ \ 2.62 (NAAS)$

Vol. VI: Issue.17, April-June 2018,

UGC Approved Journal (63185), © Author

IMPACT AND TAX REFORM OF GOODS AND SERVICES TAX ON INDIAN ECONOMY

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Abstract

A very significant improvement over the local sales tax system is Goods and Services Tax (GST). GST, one of the biggest taxation reforms in India is all set to assimilate Economies of the State and boost up the overall economic growth. At present businesses pay lot of indirect taxes such as Service Tax, VAT, Sales Tax, Luxury Tax, Octroi and Entertainment Tax. All such indirect taxes would cease to exist just after the implication of GST. Thus, there would be only one tax, at the national level, and that too monitored by Central Government of India. Currently several tax rates are imposed on different goods and services, but after the implication of GST there would be only one tax for every good and services. Assimilation of taxation of goods and services would be a great move by the Indian Government and would also help them in tax collections. The expectations from GST is to create a business-friendly environment, as cost price and henceforth, rate of inflation would fall over a period of time as a uniform tax rate would be applicable. An attempt is made in this paper to study the need of GST in India and the impact of GST on Indian Economy.

Keywords: GST, Indian economy, SMEs, information technology

Introduction

Taxes are the only means for financing the public goods because they cannot be priced appropriately in the market. They can only be provided by governments, funded by taxes. It is important the tax regime is designed in such a way that it does not become a source of distortion in the market or result in market failures. The tax laws should be such that they raise a given amount of revenue in an efficient, effective and equitable manner. Tax policies play an important role on the economy through their

impact on both efficiency and equity. A good tax system should keep in view issues of income circulation and, at the same time, also endeavor to generate tax revenues to support government expenditure on public services and infrastructure development. GST stands for Goods and Services Tax. It is a domestic trade tax that will be levied in the form of a value added tax on all goods and services -in practice with some exemptions. A value added tax exempts all inputs including capital goods.

Hence, it becomes a general tax on domestic consumption. It is a convenient and economically efficient way of taxing consumption. If it is levied at a single rate and there are only very few exemptions, it becomes a proportional tax on consumption. In order to ensure that the tax burden is distributed according to the consumption of different individuals, it must be levied on the basis of the principle of destination, that is to say that the tax on a good should go to the state in which the concerned consumer lives. This automatically takes place if the tax is levied at only the central level, or if the state is a unitary one with only one level of taxation. In a federation, there are special problems to be solved if GST is to be levied at the level of the states as well as the federal government.

The goods and services tax (GST) is projected at creating a single, unified market that will benefit both corporate and the economy. It is an indirect tax that will lead to the abolition of all other taxes such as Octroi, central sales tax, state-level sales tax, excise duty, service tax, and value-added tax (VAT). Both the state and the central governments will impose GST on almost all goods and services produced in India or imported into the country. Direct taxes, such as income tax, corporate tax and capital gains tax will not be affected by GST. It will simplify India's tax structure, broaden the tax base, and create a common market across states. This will lead to increased compliance and increase India's tax-to-gross domestic product ratio. According to a report by the National Council of Applied Economic Research, GST is expected to increase economic growth by between 0.9 per cent and 1.7 per cent. Exports are expected to increase by between 3.2 per cent and 6.3 percent, while imports will likely raise 2.4-4.7 per cent, the study found.

Literature Review

ArpitShailesh, 2 Dr. Taruna (October 2016)

^[2] studied," A study on impact of goods and services tax on Indian economy" and tax policies play an important role on the economy through their impact on both efficiency and equity. A good tax system should keep in view issues of income distribution and, at the same time, also endeavor to generate tax revenues to support government expenditure on public services and infrastructure development.

AgogoMawuli (May 2014) [2] studied, "Goods and Service Tax-An Appraisal" and found that GST is not good for low-income countries and does not provide broad based growth to poor countries. If still these countries want to implement GST then the rate of GST should be less than 10% for growth.

Objectives of the study

The main objective of this study is to highlight the needs of Goods and Services Tax in India and to study the impact of GST on Indian Economy.

Need of GST in India

The GST is being introduced not only to get rid of the current patchwork of indirect taxes that are partial and suffer from infirmities, mainly exemptions and multiple rates, but also to improve tax compliances. The spread of GST in different countries has been one of the most important developments in taxation over the last six decades, owing to its capacity to raise revenue in the most transparent and neutral manner, more than 150 countries have adopted the GST.

With the increase of international trade in services, the GST has become a preferred global standard. All OECD countries, except the US, follow this taxation structure. The proposed framework In India, the unified tax will take the form of a "dual" GST, to be levied concurrently by both the Centre and States. The unified tax will comprise of a Central GST and a State GST, which will be levied, legislated and administered by the respective levels of

government. The words "levy, legislate and administer" are chief, since the Centre and the state will legislate the respective GST Acts and both will have power to administer the taxes.

GST in other countries

While countries such as Singapore and Canada tax virtually everything at a single rate, In Indonesia tax rate is about 10%. In China, GST applies only to goods and the provision of repairs, replacement and processing services. It is only recoverable on goods used in the production process, and GST on fixed assets is not recoverable. There is a separate business tax in the form of VAT. For example, when the GST was introduced in New Zealand in 1986, it yielded revenues that were 45 per cent higher than anticipated, in large part due to improved compliance. It is more neutral and efficient structure could yield significant dividends to the economy in increased output and productivity. The GST in Canada replaced the federal manufacturers' sales tax which was then levied at the rate of 60 per cent and was similar in design and structure as the CENVAT in India. It is estimated that this replacement resulted in an increase in potential GDP by 24 per cent, consisting of 12.4 per cent increase in national income from higher factor productivity and 50 per cent increase from a larger capital stock (due to elimination of tax cascading). The Canadian experience is suggestive of the potential benefits to the Indian economy. This means gains of about US\$15 billion annually. This is indeed a staggering sum and suggests the need for energetic action to usher the GST regime at an early date. GST rates of some countries are given below.

Impact of GST

Table 1: Sector Wise Impact of GST

	Change in Tax	Unorganized to	Supply Chain	
Sector	Rate	Organized	Management	Overall
Auto- Batteries	1	0	2	1
Retail Sector	0	2	0	1
Logistics	0	0	2	1
Multiplex	2	2	0	2
Automo bil e	2	0	1	1
Metal	0	1	1	1
Pharma	0	0	0	0
Industrial Capital Goods	0	0	0	0
IT	0	0	0	0

Strongly Negative: -2, Negative: -1, Neutral: 0, Positive: 1, Strongly Positive: 2

From table 1 we can conclude that, on one hand the impact of GST on Pharma, Industrial Capital Goods and IT Sector has not effected a bit while on the other hand, Auto-Batteries, Retail Sector, Logistics, Automobile and Metal have a positive impact of GST and Multiplex has strongly positive impact of GST in the Indian Economy.

Absolute Changes in macro variables over 2008-09

Table 1

S. No.	Sector	Values		
Rs. Crore				
1	GDP	49,33,183		
2	Export	7.66.935		
3	Import	13.05.503		
4	Net Export	(5.38.568)		
US\$ Million				
1	GDP	1.090.734		
2	Export	168.704		
3	Import	289,759		
4	Net Export	-119,055		

The Goods and Service Tax (GST) bill is expected to have wide ranging ramifications for the complicated taxation system in the country. It is likely to improve the country's tax to GDP ratio and also inhibit inflation. However, the reform is likely to benefit the manufacturing sector but may make things difficult for the services sector. Though there are expectations that the GDP growth is likely to go up by 1 to 2 %, the results can only be analysed after the GST implementation. The response is mixed from countries around the world. While the New Zealand economy had a higher GDP growth, it was lower in case of Canada, Australia and Thailand after the GST was implemented. The one per cent tax that has been proposed as a sop to appease the States for compensating their loss of revenue from the inter-state CST is likely to play a spoil sport. It is probable that it may affect the GDP adversely. The Congress is already opposing

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the 1 per cent tax.

Food Industry

The application of GST to food items will have a significant impact on those who are living under the level of subsistence. But at the same time, a complete exemption for food items would drastically shrink the tax base. Food includes grains and cereals, meat, fish and poultry, milk and dairy products, fruits and vegetables, candy and confectionary, snacks, prepared meals for home consumption, restaurant meals and beverages. Even if the food is within the scope of GST, such sales would largely remain exempt due to small business registration threshold. Given the exemption of food from CENVAT and 4% VAT on food item. the GST under a single rate would lead to a doubling of tax burden on food.

Housing and Construction Industry

In India, construction and Housing sector need to be included in the GST tax base because construction sector is a significant contributor to the national economy. GST could play a major role in bringing transparency in the real estate sector. It could possibly reduce cost of home ownership especially if, GST rate is lower than current rates put together. GST could also lead to lower compliance and input cost for builders.

FMCG Sector

Despite of the economic slowdown, India's Fast Moving Consumer Goods (FMCG) has grown consistently during the past three – four years reaching to \$25 billion at retail sales in 2008. Implementation of proposed GST and opening of Foreign Direct Investment (F.D.I.) are expected to fuel the growth and raise industry's size to \$95 Billion by 201835.

Rail Sector

There have been suggestions for including the rail sector under the GST umbrella to bring about significant tax gains and widen the tax net so as to keep overall GST rate low. This will have the added benefit of ensuring that all inter – state transportation of goods can be tracked through the proposed Information technology (IT) network.

Financial Services

In most of the countries GST is not charged on the financial services. Example, In New Zealand most of the services covered except financial services as GST. Under the service tax, India has followed the approach of bringing virtually all financial services within the ambit of tax where consideration for them is in the form of an explicit fee. GST also include financial services on the above grounds only.

Information Technology enabled services

To be in sync with the best International practices, domestic supply of software should also attract G.S.T. on the basis of mode of transaction. Hence if the software is transferred through electronic form, it should be considered as Intellectual Property and regarded as a service. And If the software is transmitted on media or any other tangible property, then it should be treated as goods and subject to G.S.T.

Impact on Small Enterprises

There will be three categories of Small Enterprises in the GST regime.

Those below threshold need not register for the GST

Those between the threshold and composition turnovers will have the option to pay a turnover based tax or opt to join the GST regime.

Those above threshold limit will need to be within framework of GST

Possible downward changes in the threshold in some States consequent to the introduction of GST may result in obligation being created for some dealers. In this case, considerable assistance is desired. In respect of Central GST, the position is slightly more complex. Small scale units manufacturing specified goods are allowed exemptions of excise uptoRs. 1.5 Crores. These units may be required to register for payment of GST, may see this as an additional cost.

Conclusion

India's biggest indirect tax reform since 1947 looks like it has finally arrived – the Goods and Service Tax. From its first official mention in 2009 when a discussion paper was introduced by the previous United Progressive Alliance government to the point when the current Modi government tabled the Constitution Amendment Bill in Parliament, building consensus on the GST hasn't been easy. The most prominent hurdle in introducing this new tax structure has been the struggle between the states and the Centre on the loss of revenue. It's taken years to resolve, but even now it is an issue that isn't completely fixed. Nonetheless, the introduction of the

Constitution Amendment Bill in Parliament seems like the first key step towards bringing in the belated GST reform. In India, the unified tax will take the form of a "dual" GST, to be levied concurrently by both the Centre and states. The unified tax will comprise of a Central GST and a State GST, which will be legislated, levied and administered by the respective levels of government. The same taxable base will be subject to both GSTs. Overall GST is helpful for the development of Indian economy as well it will be very much helpful in improving the gross domestic product of the country more than two percent. Now the government of India should take final step to pass the GST bill in parliament with removing all hurdles.

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Available online @ www.selptrust.org RESEARCH EXPLORER.

ISSN: 2250-1940 (Print), 2349 - 1647 (Online)

 $Impact\ Factor: 2.014 (IRJIF),\ 1.85 (JIF),\ 1.056 (RIF),\ \ 2.62 (NAAS)$

Vol. VI: Issue.17, April-June 2018,

UGC Approved Journal (63185), © Author

A STUDY ON SUKANYA SAMRIDDHI YOJANA SCHEME FOR WOMENS EMPOWERMENT IN TINDIVANAM TOWN, VILLUPURAM DISRICT

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Abstract

Sukanya Samriddhi Scheme is an initiative by Indian government. It is a small saving scheme launched on 22nd January 2015 in panipat, Haryana by honorable Prime Minister Narendra Modi. This is a girl child prosperity scheme under Beti Bachao Beti Padao program of PM Narendra Modi. The idea behind the scheme is to ensure a bright future to girl child in India by providing financial support for their education and marriage. This scheme also supports the economic development of the country by supporting the girl education. It also increases the literacy rate of females, which helps in increase of the incomes and standard of living of people. This scheme leads to overall development of country, as the girls education also helps in decreasing the population. The objective of the paper is to study the concept and benefits of Sukanya Samriddhi Scheme.

Key words: Sukanya Samriddhi Account, Girl Child, Prime Minister, Saving Schemes.

Introduction

Sukanya Samriddhi Account Deposit Scheme is one of the most popular small saving schemes in India. Hon'ble Prime Minister Narendra Modi has launched Sukanya Samriddhi Account Scheme (S.S.A. Yojana). (Girl Child Prosperity Account Scheme) on January 22, 2015 at Panipat, Haryana with the vision to provide girl child education and her marriage expenses. Since then, it has been

estimated that around 76 Lakhs. Sukanya Samriddhi Yojana Accounts have been opened across the country. The amount collected under these accounts is around Rs. 2, 838 crore. Sukanya Samriddhi Account (SSA) can be opened in the name of girl child only. Post offices and Commercial banks (Public/Private Sector) have been authorized by the Government to open SSAs. Apart from numerous benefits, the rate of interest and tax

saving option with the scheme is quite alluring with more and more parents getting a Sukanya Samriddhi Account for their daughters. SSY account is to ensure a bright future for girl children in India. This Yojana is to facilitate them proper education and carefree marriage expenses. The account can be opened only by parents or legal guardians for up to 2 girl children. Sukanya Samriddhi Scheme has been launched across India and hence the account is transferrable to any part of the country in situation of the account holder or the depositor moving to other places. The scheme clearly envisages that a pre-mature amount of up to 50% is allowed for withdrawal after the account holder turns 18 year for the requirement of either marriage or higher education.

Review of Literature

Venkaachalam and Ravindran (2016) conclude the intent of the scheme is quite noble and would certainly provide a lot of financial independence to the girl child as well as their parents and guardians. At the same time, considering the leverages and flexibilities it provides, we are sure that it would bring a lot of capital to the banks. It is a good scheme started with a good motto by the Government with a long term vision. The researcher far identified the awareness level and satisfaction level of the sukanya samriddhi account holders.

Subash Mendapurkar (2016) society for social uplift, through rural action, there is a need to connect with the communities first, right from the gram panchayat level to ensure Account Holder's Satisfication towards Sukanya Samriddhi Account (SSA) of Postal Department with Special Reference to Coimbatore City gender equality. He has been working on the issue of the girl child especially in Himachal Pradesh. He pointed out that there has been a marginal increase in the child sex ratio. "What we need to do is provide an enabling environment for our girls and educate and inform person's right at the grass root level that there should be no gender bias.

Balu and Muthumani (2016) post office has for ages been a friendly place for the local people. Just like many organisations, the face of post offices and the communication avenue is slowly and steadily changing. It has not stepped back in grabbing the opportunities available to widen its horizons. By repositioning itself as solely as communication avenue, it has been successful in posing as an investment avenue too. In country such as India, where rural population is spred out, this repositioning strategy of post office is apt and appreciable.

Kalavathi (2009) Concludes that psychological and behavioural factors have positive influence on domestic savings

Gupta (2008) reveals that most of the horticulturists in shimla city who belong to Apple belt though being rich have a tendency of investing their surpluses in post office savings for want of safety and suitability of returns

Sukanya Samridhi Yojana (2016) girl child prosperity scheme primarily ensures equitable share to a girl child in resources and saving of a family in which she is generally discriminated as against a male child. This would ensure the financial support to females which will encourage the financial literacy as well.

Sandeep Kanoi (2015) sukanya Samridhi Yojna (girl child prosperity scheme) with the vision to provided for Girl Child Education and Her Marriage Expense. Sukanya Samriddhi Account Scheme is a small deposit scheme for girl child, as part of 'Beti Bachao Beti Padhao' campaign, which would fetch yearly interest rate of 8.60% (WEF 01.04.2016) and provide income tax deduction Under section 80C of the Income Tax Act, 1961. It concluded that a good scheme started with a good motto by the Government with a long term vision.

Statement of Problems

Sukanya Samriddhi Yojana Scheme. There is no proper awareness and advertisement

about Schem. In Sukanya Samriddhi Yojana scheme interest is very limited 9.27 as compared to other scheme. This scheme duration of maturity is longer- this scheme is a long term process. In this system only nominee's parents must pay not others this system should be change. For parent less child, blood relations should be allowed to pay the amount. There is no stability of inters. There is the chance of misusing the amount, as this amount is. The right of withdrawal of amount lies in girl child so there is a chance of misusing of amount. As it is a long term process the amount deposit in one place. The mode of payment of amount should be change to online mode.

Objective of the Study

The objectives of the study are:

- 1. To study the profile in Tindivanam Town.
- 2. To analyse the Sukanya Samriddhi yojana scheme in Tindivanam Town.
- 3. To identify the account holder's satisfaction level about the Sukanya Samriddhi Account.

Research Methodology

The primary data for the study were collected with the structured questionnaire and informal personal discussions with the respondents. The researcher directly surveyed the respondents by Suganya Samriddhi Yojana account holders the questionnaire. The secondary data for this research study were collected from various resources like journals, articles, publications, press releases, previous study reports, working papers, and the internet. The secondary data collected also from head post office in Puducherry. The data collected from the secondary resources gave considerable insight for the research study.

Sampling Techniques

Study area is Tindivanam, in order to collect primary data for the purpose of the study multistage sampling technique is adapted at the first stage. The overall female population of Tindivanam town is 36,458. In the second stage

the no of female child in Tindivanam town is 3,742, in the final stage, ssy covers 1,776 female children in Tindivanam town. In this 1,766 I covered only 5 percent of respondents by using convenience sample technique to select the respondents that is 88 respondents

Period of the study

The period of study was from January 2015 to march 2018 However, information and data pertaining to past several years become inheritable during the progress of the study and hence such relevant data are also used for analytical purposes.

Limitation of the study

The area of the study is consigned to Tindivanam Town, Tamil Nadu and the shambles selected is limited in number of accountholders. The study Postal Department Sukanya Samriddhi Yojana Account holder scheme only not consider other sector.

TABLE: 1 SOCIO ECONOMIC PROFILE OF THE RESPONDENTS

SI.			I	otal	Grant	Total
No.	Particulars	Factors	T.N. R	%	T.N.R	%
1	Gender	Male	26	30		100
1	Gender	Female	62	70	88	100
2	Marital Status	Married	70	80	- 88	100
2	Manual Status	Widow	18	20	88	100
		Rural	52	59		
3	Place of Residence	Semi-Urban	22	25	88	100
		Urban	14	16		
		18-25 years	40	46		
		26-35 years	25	29	- 88	100
4	Age Groups	36-45 years	13	14		
		45 above	10	11		
		Under matriculation	17	20		
	E1 - 10 F6 -	Higher secondary	09	10	00	4.0
5	Educational Qualification	Graduate	26	30	88	100
		Post-Graduate	36	40		
		Hinduism	52	59		
,	D 11 1	Muslim	15	17	00	100
6	Religion	Christian	12	14	- 88	100
		Buddhism	09	10		
		General	41	47		
_	G . 61 P	SC	21	24		4.04
7	Caste of the Respondents	ST	17	19	88	100
		OBC	09	10	1	
		Agriculture	34	40		
		Business	18	20	1	
0	Occupation of the	Government Employee	09	10		
8	Respondents	Private Employee	09	10	- 88	100
		Professionals	09	10	1	
		House wife	09	10	1	

		Three Member	18	20		
9	E-mile members	Four Member	35	40	00	100
9	Family members	Five Member	26	30	88	100
		Five and above	09	10		
		One Child	27	30		
10	Number of sid shild	Two Child	26	30	88	100
10	Number of girl child	Three Child	09	10	00	
		Four Child	26	30		
		Less than INR 5000	09	10		
11	In commence of the December of	INR 5001-10,000	26	30	00	100
11	Income of the Respondents	INR 10001-20,000	44	50	88	100
		INR 20001 and above	09	10		
12	Notine of house	Owned	79	90	00	100
12	Nature of house	Rental	09	10	88	100

Sources: Primary data 2018. (**T.N.R:** Total Number of Respondents).

From the above table, it is inferred that majority seventy (70%) percent of the respondents are female category. Thirty (30%) Percent of the respondents are male category. The researcher concludes that majority of the women respondents deposit amount for SSA scheme.

From the above table, it is inferred the majority eighty (80%) percent of the respondents are married. Twenty (20%) percent of the respondents are widow. The researcher concludes that married respondents giving more important for SSA scheme.

From the above table, it is inferred that fifty nine (59%) percent of the respondents are living in rural area, twenty five (25%) percent of the respondents are living in semi urban area. sixteen (16%) percent of the respondents are living in urban area. The researcher concludes that maximum percentages of respondents are living in rural area. India should become a develop country

From the above table, it is inferred that forty six (46%) percent of the respondents belong to the age group of 18 to 25 years, twenty nine (29%) percent of the respondents belong to the age group of 26 to 35 years, fourteen (14%) percent of the respondents belong 36 to 45 years. Remaining leaven (11%) of the employee is belonging above 45 years. The researcher conclude that maximum percentage of the respondents belong in belong to 18 to 25 years.

From the table, it is interpreted that forty (4%) percent of the respondents are post graduate holder. Thirty (30%) percent of the respondents are undergraduate holder. Twenty (20%) percent of the respondents are under matriculation. Remaining ten (12%) percent of the respondents are higher secondary.

From the above table, it clears that fifty nine (59%) of the respondents were belong to Hindu religion. Seventeen (17%) of the respondents were belong to Muslim religion. Fourteen (14%) percent of the respondents were belong to Christian religion. Reaming ten (10%) percent of the respondents belong to Buddhism religion he majority of the respondents were belonging to Hindu religion.

From the above table, education is a one of the tools for development. It is cleared that forty seven (47%) percent of the respondents were belong to general community. Twenty four (24%) percent of the respondents were belong to Schedule caste. Nineteen (19%) percent of the respondents belong to Schedule Tribe. Remaining ten (10%) percent of the respondents belong to OBC community. The majority of the respondents belong to general community.

From the table, it is interpreted that thirty (30%) percent of the respondents are working in agriculture. Equal with fifteen (15%) percent of the respondents are working Business and professional. Ten (10%) percent of the respondents are working in Government sector. Remaining ten (10%) percent of the respondents are house wife.

From the above table, it is cleared that forty (40%) percent of the respondents family have four members. Thirty (30%) percent of the respondents family have five member. Twenty (20%) percent of the respondents family have three member. Remaining ten (10%) percent of the respondent's family have above five members.

From the table, it is interpreted that thirty (30%) percent of the respondents have one child in family. Thirty (30%) percent of the respondents have two child in family, again thirty (30%) percent of the respondents have two child in family. Remaining ten (10) percent of the respondents have three children in family. The researcher concludes conclude that maximum percent of the respondents family have two to three children.

From the above table, it is cleared that fifty (50%) percent of the respondents are earning above Rs.10000 to 20000 per month, Thirty (30%) percent of the respondents earning Rs.5000 to 10000 per month. Ten (10%) percent of the respondents are earning above Rs.20000 per month. Remaining ten (10%) of the respondents are earning less than Rs.5000 per month. The researcher concludes that the majority percent of the respondents earning average income.

From the table, it is interpreted that the majority ninety (90%) percent of the respondents having own house. Ten (10%) percent of the respondents are living in rental house.

Sukanya Samriddhi Yojana Scheme in Tindivanam

From the below table 2, it is interpreted that sixty (60%) percent of the respondents opened account in post office. Forty (40%) percent of the respondents opened account in bank. The researcher concludes that majority of the respondents giving preference for post office while opening SSA account.

From the below table 2, it is interpreted that forty (40%) percent of the respondents opened one SSA account. Thirty (30%) percent of the respondents opened two SSA account. Twenty (20%) percent of the respondents opened four SSA account. Remaining Ten (10%) percent of the respondents opened three SSA account. The researcher concludes that majority of the

respondents opened SSA account for their children future.

ONE WAY ANOVA

TABLE: 2

Monthly Deposit Vs Age

			of the ondent								
Monthly Deposit	18 - 25	26- 35	36 45	Abo ve 45	Tot	Mean	SD	MS	Df	F	Sig.
Less than 5	16	10	01	07	34						
5 to 10	24	00	03	00	27	1.92	1.031	10.39	3	15.	0.00
11 to 15	00	15	00	03	18					38	
More than 15	00	00	09	00	09	2.02	1.005	0.676	84		
Total	40	25	13	10	88				87		

Sources: Primary data 2018.

Since P value is less than 0.05 (P < 0.05), hence null hypothesis is rejected, then alternative hypothesis is accepted at 5% level of significance. Hence there is a difference between Frequency of monthly deposit amount and Age of the Respondents. Hence the researcher concluded that age group 18 to 25 years deposit amount less than five in a month.

CHI-SQUARE TEST

TABLE: 3

Marital status Vs Religion of the Respondents

Marital status	R Hindu	Keligion of Muslim	the Respon Christian	dents Buddhism	Tot	Mean	SD	df	Chi square
Married	52	08	10	00	70	1.20	.406	3	
Widow	00	07	02	09	18	1.75	1.04	3	0.000*
Total	52	15	12	09	88			1	

Sources: Primary data 2018.

Since P value is less than 0.05 (P < 0.05), hence null hypothesis is rejected, then alternative hypothesis is accepted at 5% level of significance. It means there is a significance association between marital status of the Respondents and Religion of the Respondents.

Researcher concludes that majority of the respondents are married women and have children.

CORRELATION TEST

TABLE: 4
Educational Qualification Vs Purpose of saving SSA

Purpose	Educationa	l Quali	ficatio	n	· Total	Mean	SD	Correlation
of saving SSA	Under Matriculation	HSC	UG	PG	10141	Mican	ענ	Correlation
Food	08	00	00	00	08			
Clothing	06	00	00	01	07	2.92	1.137	
Safety	00	00	04	06	10			
Prosperity	00	00	04	08	12			0.000*
Education	01	00	09	03	13			0.000
Healthcare	02	00	00	12	14	7.11	3.551	
Marriage	00	09	09	06	24			
Total	17	09	26	36	88			

Sources: Primary data 2018.

Since P value is less than 0.05 (P < 0.05), hence null hypothesis is rejected then alternative hypothesis is accepted at 5% level of significance. There is a relationship between Educational Qualification of the Respondents and Purpose of saving SSA. Researcher concludes that, there is a positive relationship between educational and purpose of saving SSA.

Suggestion

- 1. Higher interest rate among the all small saving schemes.
- 2. Payment to girl child on maturity make financially strong to girl child
- 3. Accrual of interest after maturity, if account is not closed.
- 4. Flexibility of deposits: There is no restriction about number of time to deposits in multiple of Rs. 100 subject to maximum limit of Rs. 1.5 lakh per financial year.
- 5. Helps to make a huge corpus for the girl child marriage and education expenses
- 6. Improve the gender inequality
- 7. Provide security cover for the girl child as

well as their parents

- 8. The scheme has a very high lock in period of 21 years. The deposited money can only mature after 21 years from the date of opening of account. It means one cannot consider this as a short term in-vestment product.
- 9. Limitation on number of account: The maximum number of account is also a problem. Maximum two account per family is possible, each girl one account. In case of a third girl child, it is not possible to open third account as per the rules of scheme.
- 10. No clarity in future interest rate for this account
- 11. There should be online facility to transfer money in future
- 12. Fluctuation in rate of interest of other schemes can be a better option to parents.
- 13. Pre-mature withdrawal amount should be changed in future.

Conclusion

Sukanya Samriddhi Yojana is an attempt to strengthen the life and opportunities of a girl child. SSY encourages parents to build fund for future education and marriage expenses for their female child. It assures economic future of the female child and supports her dreams of acquiring higher education or marriage needs. Respon-dents were satisfied with the features and offerings of the programme. The acceptance of the scheme in such large scale that too in short span of time clearly depicts that Sukanya Samriddhi Yojana is well received by people and respondents were satisfied with it. To conclude, the intent of the scheme is quite noble and would certainly provide a lot of financial independence to the girl child as well as their parents and guardians. At the same time, considering the leverages and flexibilities it provides, we are sure that it would bring a lot of capital to the banks. It's a good scheme started with a good motto by the Government

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with a long term vision. The researcher identified the awareness level and satisfaction level of the Sukanya Samriddhi account holders.

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தமிழாய்வுச் சங்கமம்

(தமிழ் இலக்கிய கல்விசார் ஆய்வியல் அமைப்பு)

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(உறுப்பினர் விண்ணப்ப படிவம்)

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1.	பெயர்	:
2.	பிறந்த தேதி	:
3.	கல்வி தகுதி	:
4.	துறை மற்றும் சிறப்புப் பாடம்	· :
5.	பதவி	:
6.	கல்வி நிறுவனம்	:
7.	கல்லூரி முகவரி	:
8.	வசிப்பிட முகவரி	:
9.	கைபேசி	:
10.	மின்னஞ்சல்	:
11.	கட்டணம் செலுத்திய விபரம்	:
	அ) தொகை	:
	ஆ) வங்கி	:
	இ நாள்	:
தம் தே	ிழாய்வுச் சங்கமத்தின் விதிடு	உறுதிமொழி ங்கமத்தில் உறுப்பினராக மனப்பூர்வமாக சம்மதிக்கிறேன். மேலும் pறைகளுக்கு கட்டுப்பட்டுவேன் என்றும் உறுதியளிக்கிறேன்.
<u></u>	ம்:	கையொப்பம்