

DEVELOPMENT AND VALIDATION OF e-CONTENT IN TEACHING CHEMISTRY AT HIGHER SECONDARY LEVEL

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ABSTRACT

The present study is an experimental one which has been tried to find out the effectiveness of e-content in teaching chemistry at higher secondary level. The traditional lecture method and the black board were not interesting. The traditional lecture method makes less effective for the learning of the students. New technologies are coming the field of education which promises to change the process of teaching and learning. The e-content have become more effective in the class room teaching to engage the students throughout the period and make their learning easily. The investigator constructed and validated e-content in teaching chemistry at higher secondary level. The investigator finds out whether there exists a significant difference between the lecture method of teaching and the teaching through e-content in chemistry to the higher secondary students in Malappuram district of Kerala state. The data collected from higher secondary students were analyzed by using mean, standard deviation, t-test. The results of the present study revealed that the performance of teaching through e-content is better than the traditional method of teaching in achievement.

Keywords: Education, Higher Education, Information Technology, e-learning, corporate training.

Introduction

Education is a planned development process. It aims at the development of individual as well as the Nation. As such the innate potentialities of every child have to be developed to its optimum level for a better life of his own and for a better future of Nation. The primary aim of higher education in today's information technology enabled class room is to make students more active in learning process. e-Learning has

been heralded as a transforming influence on education and corporate training. The multi dimensional growth of science and technology necessitates the need for global reach of information and transfer of knowledge at the shortest period of time. e-learning applications and processes include web-based learning, computer-based learning, virtual classrooms and digital collaboration content is delivered via the Internet, Internet/extranet, audio (or) video tape, satellite TV and CD-Rom.

“**e-content** is digital information delivered over network based electronic devices i.e., symbols that can be utilized and interpreted by human actors during communication processes, which allow them to share visions and influence each other’s knowledge, attitude or behavior”

e-learning also offers individualized instruction, which print media cannot provide and can target specific needs. E-learning is inclusive of a maximum number of participants with a maximum range of learning styles, preferences and needs. Hence, keeping all these in views the investigator attempted an experiment to develop an e-content in teaching Chemistry for Higher secondary students

Objectives of the Study

1. To develop an e-content package in teaching chemistry at Higher secondary level
2. To validate an e-content package in teaching chemistry at Higher secondary level
3. To study the effectiveness of e-content in teaching chemistry at Higher secondary level

Tools

The following tools were used in the present study

TOOL;A	Achievement test structured and validated by the investigator
TOOL;B	Wichita Learning styles inventory structured and validated by Joy Reid (1984)
TOOL;C	Computer Anxiety Rating Scale (CARS) developed and validated by Heinssen.Ir.R.,Glass.C and Knight.L (1987)
TOOL;D	Motivation scale for self Instructional scores developed and validated by the Investigator

Statistical Techniques

The following are the statistical procedure followed in the analysis of the present study:

1. Descriptive statistics were used to describe the sample with reference to the variables taken for the study.
2. The differential analyses taken were done using ‘t’ test and One Way ANOVA.

4. To compare the effectiveness of e-content in teaching chemistry at Higher secondary level

Methodology

In the present study, the experimental method is employed. Experimentation is the name given to the type of educational Research in which the investigator controls and manipulates the experiment. The present study used pre test-post test- two group experimental designs, the students of control group were taught by traditional lecture method and the students of experimental group were taught through e-content.

Sample

The present study was conducted among 60 students studied at two higher secondary schools in Malappuram district of kerala state. In each set of thirty students from Jamia Nadwiyya Residential Higher secondary school, Edavanna and Government Seethihaji Higher secondary school, Edavanna respectively. The former school students are placed in experimental group and later one in control group.

3. The interaction effect and influence were determined by using Two Way, Three Way ANOVA and ANCOVA
4. The significant predictors are determined by the simple linear regression analysis.

Hypotheses of the Study

Hypothesis-1

There is no significant difference between in the mean score of control group and

experimental group in the overall post test in chemistry.

Hypothesis-2

There is no significant difference between in the mean scores of control group and experimental group in unit wise post tests in chemistry.

Hypothesis-3

There is no significant difference between in the mean scores of control group and experimental group in the learning component wise post tests.

Table-1

The Mean, SD and 't' value of Control group and Experimental group in terms of overall post test

Group	N	Mean	SD	't'	Sig.
Control Group	30	37.166	2.364	16.766	sig
Experimental Group	30	53.033	4.612		

Table-2

The Mean, SD and 't' value of Control group and Experimental group in terms of unit wise post test in chemistry.

Unit	Group	N	Mean	SD	't'	Sig.
Unit-1	Control Group	30	17.066	2.970	7.705	Sig
	Experimental Group	30	22.23	2.160		
Unit-2	Control Group	30	12.100	2.440	11.570	Sig
	Experimental Group	30	18.500	1.795		

Table-3

The Mean, SD and 't' value of Control group and Experimental group
In terms of learning component wise post tests

Component	Group	N	Mean	SD	't'	Sig.
Knowledge	Control Group	30	16.966	1.607	14.602	Sig
	Experimental Group	30	23.966	2.075		
Understanding	Control Group	30	10.700	1.393	11.069	Sig
	Experimental Group	30	14.966	1.586		
Application	Control Group	30	9.000	1.929	9.424	Sig
	Experimental Group	30	13.200	1.494		

Data Analysis

From the table-1,2 &3 the obtained 't' values are more than the critical value at both levels of significance (0.05 & 0.01 level), and hence, **the null hypothesis are rejected**. It is interpreted here that the experimental group performed better than the control group in the overall post tests in chemistry.

Educational Implications And Recommendations

The following are the implications of the study

1. The research findings proved that Chemistry can be taught effectively and interestingly at higher secondary level through this method.

2. This new technique helps the students to learn a number of concepts on their own wishes.
3. It is the responsibility of the teacher to stimulate the students to actively participate in the teaching learning process.
4. The teacher should make use of appropriate teaching aids because of audio-visual representations will maintain the liveliness of learning activity besides offering an experience to students.

5. The teacher must provide a lot of experience, this will help the students to recognize important features and form concepts easily.

Conclusion

e-Content package presentation method made the higher secondary students to develop interest in their teaching learning activities. It is evident that the method under study is of much help to the higher secondary students for studying chemistry effectively with adequate knowledge and purposefully. It brings positive results if applied in the teaching-learning process of other subjects.

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JOB SATISFACTION AMONG THE FACULTY MEMBERS OF ARTS & SCIENCE COLLEGES IN PUDUKKOTTAI DISTRICT, TAMIL NADU

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ABSTRACT

Job Satisfaction is main and important issues that results in good output or bad turnover. This research is to investigate about the Job Satisfaction among the Faculty Members of Arts & Science Colleges in Pudukkottai District, Tamil Nadu. The main aim of the researcher is to evaluate how the factors of Job Satisfaction influence among the Faculty members. The factors of job satisfaction may influence differently from person to person, gender to gender, age to age and experience to experience. In this research, 150 Faculty Members from Arts & Science Colleges in Pudukkottai District, Tamil Nadu were selected and examined. The researcher prepared a questionnaire with the help of previous research for getting necessary data. The collected data were analyzed by using Chi-square test and simple percentage method.

Keywords: Job Satisfaction, Arts & Science College, Pay, Working Condition, Interpersonal Relationship, Professional Development.

Introduction:

Job satisfaction is a positive feeling of the employees who learn to work with positive attitudes. Job satisfaction may or may not be the positive feelings of the employees. It can not fulfill all his/her expectations. Hence the job satisfaction can not be seen but only can experience it. It varies from employee to employee, from field to field and depends on the nature of the work. An employee may be satisfied with the work but may not be satisfied with the working environment or working conditions. Other side, an employee may be satisfied with all the facilities that are provided

by the employer but not satisfied with the allotted work. This job satisfaction is related to factors like pay, work itself, promotion opportunities, supervision and interpersonal relationship.

Statement of the Problem:

It was the time while the job satisfaction was not considered as an issue of the employees in the organization. But very later, the managements have understood the facts that the job satisfaction is the only source to get more production, more turnovers and retain the employees in the industries. So the industries and companies are offering high salary and all

the basic needs to the staff members. But it is not the case in the educational field where lakhs of degree holders are coming out with minimum qualification like M.Phil, and B.Ed. So the private educational institutions of both school and college are utilizing those degree holders for minimum salary and not providing even the minimum basic needs. The main purpose of the study is to identify the factors that are influencing the job satisfaction of the Teaching Faculties who are working in the College of Arts & Science, in Pudukkottai District, Tamil Nadu. There are 2 Government College with Autonomous one among those two is for women, 11 Self financing colleges in which one is Autonomous college and two are women college.

Objectives of the Study:

- To study about faculty members' job satisfaction with pay
- To examine about faculty member job satisfaction with working conditions
- To measure the level of job satisfaction with interpersonal relationship
- To investigate the level of job satisfaction with professional development

Research Methodology:

The researcher has taken both Primary and Secondary data. The secondary data from previous reports, published and unpublished data with the help of Internet, Magazines, Journals and previous study were observed. The primary

Data Analysis And Interpretation:
Table-1: Demographic Factors of Respondents

Gender	No.of Respondents	% of Respondents
Male	100	66.67
Female	50	33.33
Total	150	100
Age	No. of Respondents	% of Respondents
< 30	60	40
30 – 40	50	33.33
> 40	40	26.67
Total	150	100
Educational Qualification	No. of Respondents	% of Respondents
M.Phil.,	100	66.67
M.Phil.,with SET/NET	30	20
Ph.D.,	20	13.33
Total	150	100
Income	No. of Respondents	% of Respondents
BELOW 10,000	50	33.33
10,000 - 15,000	35	23.33
15,000 - 20,000	25	16.67
20,000 - 25,000	25	16.67
ABOVE 25,000	15	10
Total	150	100
Members Depending on Salary	No. Of Respondents	% of Respondents
2	30	20
3	50	33.33
4 and Above	70	46.67
Total	150	100

data were collected from the Faculty Members in the Arts & Science Colleges in Pudukkottai District, Tamil Nadu. The researcher collected required data with the help of a questionnaire. The questionnaire contains the personal and other related data as Pay, Working Condition, Interpersonal Relationship, Professional Development. 150 Faculty Members were selected and examined. The collected data were analyzed by using Chi-square test and simple percentage method.

Hypotheses of the Study:

- There is definite relationship between Gender and Satisfaction with salary.
- There is definite relationship between Age and Satisfaction with Working Conditions.

From the above Table, it is identified that 66.67% of the respondents are Male and remaining 33.33% of the respondents are Female. The researcher had chosen 1/3 of total population for the data collection.

From the above Table, it is concluded that 40% of the respondents are below 30 years of Age, 33.33% of the respondents are in the age group of 30-40 years and 26.67% of the respondents are in the age group of above 40 years.

From the above Table, it is indexed that 66.67% of the respondents have qualified with M.Phil., degree, 20% of the respondents have qualified with M.Phil., and SET/NET, and the remaining 13.33% of the respondents only have qualified with Ph.D.

From the above Table, it is revealed that 33.33% of the respondents are earning below Rs.10,000/- as monthly income, 23.33% of the respondents are earning from Rs.10,000/- to Rs. 15,000/- as monthly income, 16.67% of the respondents are earning from Rs. 15,000/- to Rs.20,000, another 16.67% of the respondents are earning from Rs. 20,000/- to Rs.25,000 and 10% of the respondents only are earning above Rs.25,000/- as their monthly income.

From the above Table, it is indicated that the salary of the 20% respondents is depended by 2 members, the salary of the 33.33% respondents is depended by 3 members and the salary of the 46.67% respondents is depended by 4 and above members.

The Chart No.2 is showing that 16.67% of the respondents are highly satisfied with working condition of the concern institution, 36.66% of the respondents are satisfied with working condition, 16.67% of the respondents replied no comments, 20% of the respondents are dissatisfied with working condition and 10% of the respondents are highly dissatisfied with working condition. It is found that nearly 1/3rd of the respondents are only satisfied with working condition.

Application of Statistical Tool:

Table-2: Relationship between Gender and Satisfaction with Salary:

Satisfaction With Salary / Gender	HS	S	NC	DS	HDS	Total
Male	8	45	20	15	12	100
Female	7	15	10	5	13	50
Total	15	60	30	20	25	150

Testing Of Hypothesis :

H_0 : There is no Association between Gender and Satisfaction with Salary.

H_1 : There is Association between Gender and Satisfaction with Salary.

$H_0 : O_i = E_i$ and alternate hypothesis is $H_1 : O_i$ is not equal to E_i

O is observed frequency

E is expected frequency

Level of significance = 0.05

Critical Region:

If calculated value of Chi-square is less than the Critical/Table value, the null hypothesis is accepted.

If calculated value of Chi-square is higher than the Critical/Table value, the null hypothesis is rejected.

Table – 2 (A)
Application of Chi-Square:

Gender	Level of Satisfaction	O	E	O - E	(O - E) ²	(O - E) ² /E=X ²
Male	HS	8	5	-7	49	3.25
	S	45	40	5	25	0.63
	NC	20	15	5	25	1.67
	DS	15	20	-5	5	1.25
	HDS	12	10	2	4	0.4
Female	HS	7	10	-3	9	0.9
	S	15	10	5	25	2.5
	NC	10	14	-4	16	1.14
	DS	5	8	-3	9	1.13
	HDS	13	8	5	25	3.13
Total		150	150			16.00

The Degree of Freedom

= (r-1) (c-1)

= (2-1) (5-1)

= (1) (4)

= 4

The critical value of X² for 4 degree of freedom at 0.05 levels is = 9.488

Since the calculated value of Chi-square is 16 and it is higher than the critical value ie., 9.488 the null hypothesis is rejected.

Hence it is concluded that there is definite relationship between Gender and Satisfaction with salary.

TABLE – 3: Relationship between Age and Satisfaction with Working Conditions:

Satisfaction with Working Conditions / Age	HS	S	NC	DS	HDS	Total
< 30	5	20	8	19	8	60
30 – 40	8	20	10	8	4	50
> 40	12	15	7	3	3	40
Total	25	55	25	30	15	150

Testing of Hypothesis :

H₀ : There is no Association between Gender and Satisfaction with Salary.

H₁ : There is Association between Gender and Satisfaction with Salary.

H₀ : O_i = E_i and alternate hypothesis is H₁ : O_i is not equal to E_i

O is observed frequency

E is expected frequency

Level of significance = 0.05

Critical Region:

If calculated value of Chi-square is less than the Critical/Table value, the null hypothesis is accepted.

If calculated value of Chi-square is higher than the Critical/Table value, the null hypothesis is rejected.

Table – 3 (A)
Application of Chi-Square:

Age	Satisfaction With Working Conditions	O	E	O-E	(O-E) ²	(O-E) ² /E
	Highly Satisfied	5	10	-5	25	2.5
	Satisfied	20	13	7	49	3.769
Arts	No Comments	8	10	-2	4	0.4
	Dissatisfied	10	22	-3	9	0.409
	Highly Dissatisfied	8	5	3	9	1.8
	Highly Satisfied	8	15	-7	49	3.769
	Satisfied	20	18	2	4	0.222
Science	No Comments	10	5	5	25	5.0
	Dissatisfied	8	10	-2	4	0.4
	Highly Dissatisfied	4	2	2	4	2.0
	Highly Satisfied	12	10	2	4	0.4
	Satisfied	15	12	3	9	0.75
Management	No Comments	7	5	2	4	0.8
	Dissatisfied	3	7	-4	16	2.285
	Highly Dissatisfied	3	6	-3	9	1.5
Total		150	150			32.382

The Degree of Freedom

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

$$= (3-1) (5-1)$$

$$= (2) (4)$$

$$= 8$$

The critical value of X^2 for 8 degree of freedom at 0.05 levels is = 15.507

Since the calculated value of Chi-square is 32.382 and it is higher than the critical value i.e., 15.507 the null hypothesis is rejected.

Hence it is concluded that there is definite relationship between Age and Satisfaction with Working Conditions.

Findings And Suggestion:

- 66.67% of the respondents are Male and remaining 33.33% of the respondents are Female.
- 40% of the respondents are below 30 years of Age. It shows that young people are working in more numbers. At the same time the faculty members who are well experienced in the same campus must be retained for long period.

- 66.67% the respondents have completed only M.Phil., as their maximum qualification. UGC and Govt., may undergo a research to find the reason why the majority of the people working with the minimum qualification.
- Among 150 respondents, 33.33% of the respondents are earning below Rs.10,000/- as monthly income which is totally insufficient to the present economical condition. So the minimum salary policy should be implemented in the educational institution also.
- The salary of the 46.67% respondents is depended by 4 and above members due to support their family.
- 50% of the respondents are having positive feelings about their salary but 16.67% of the respondents are highly dissatisfied with the salary. Institutions should consider every faculty members equally and stop the discrimination in salary.
- Nearly 1/3rd of the respondents only are

satisfied with working conditions but 2/3rd are having negative feelings. So the working conditions like well structured class rooms, staff rooms, laboratory, library and water facilities are to be improved.

- Nearly 50% of the respondents are having negative feelings with interpersonal relationship. Institutions should create chance to improve the interpersonal relationship by organising meeting, function and refreshing programme.
- 20% of the total populations are never getting opportunity for the professional development. Professional development strongly will create impact not only to the faculty members but also to the institutions where they are working. So opportunity for the professional development should be given to all.

Conclusion:

Job satisfaction of the Faculty Members is the basic requirement to offer best service with commitment to the students' community. This job satisfaction is possible only by reasonable salary, better working conditions, proper interpersonal relationship and opportunity for professional development. The faculty members who are working in Pudukkottai district are expecting more salary as they are mostly living as joint family. This research area is consisted by mostly rural based, agriculture based and people with below poverty line. So the UGC and Government must extend the financial assistance and supervise whether those institution are following all the terms and conditions in this district where the students from poor economical conditions getting education. Because, when all the facilities are available in

an educational institution, faculty members will work with dedication and will get job satisfaction and if the faculty members are satisfied the students also will be benefited and may enjoy to study in the respective institutions.

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TWO FACETS OF SOFTWARE INDUSTRY

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ABSTRACT

The Information Technology (IT) is one of the biggest industry in India. More than 2.5 million workers are directly employed in this sector. Software is the foremost role in the Indian economy and making progress of our society. More foreign exchange amount have been put to gather from the products. The IT employees get more remuneration in compare with other sectors. Year-by-year new younger generation students are coming from globally in this IT sector. More salary and perks, reputation in the society and settle in their life are advantages of this field. However, owing to heavy competition and stress, the IT people have suffered a lot. They sacrifice many in their day-to-day life. The right stuff persons only will be survival in this industry.

Keywords: Software Industry, Strengths, Weaknesses, Survival, Know-how.

India has foremost in transport, business, entertainment, textiles, nanotechnology, information technology, space and research, biotechnology, Research and Development, banking, insurance, automobiles, etc., Particularly, IT sectors are leading in India. The Information Technology (IT) sector in India is approximately 2.5 million direct employments. India is now one of the biggest IT capitals of the contemporary world and all the major players in the world IT sector are present in the country. In agreement with the statistics of NISSCOM, 147\$US billion dollar income earned through the

IT sector on 2015. The IT Industries are highly located in Bangalore, Hyderabad, Chennai, Ahmedabad, Pune and Noida in India. Tata Consultancy Services, Infosys, Wipro, HCL Technologies, Tech Mahendra, Oracle Financial Services Software, Mindtree, Mphasis, Hexaware Technologies, Tata Eluci, Cognizant,, these are the IT companies leading in IT sectors in India

Other leading IT companies in India:-

Apart from these, the other IT Companies are 3i infotech, Accel Frontline, Aditi

Technologies, Adrenalin systems, Aftek, Algoworks, Atom Technologies, Birla Spft, Bluestar Infotech, C-DAC, CMC Ltd., Computer Sciences Corporation, Cybage, Cyient, Cynapse, Datamatics Global Services, Eclerx, Exilant Technologies, First Source, Flytxt Mobile Solutions, Fulcrum worldwide, Geometric Ltd., Godrej InfoTech Ltd., Happiest Minds Technologies, Harbinger Systems, Honewell, HSBC GLT India, IGate, Impetus Technologies, Indusface, Infinite Computer Solutions, Info Beans, Intellect Design, ITC Infotech, KPIT Technologies, Larsen & Turbo Infotech, Mastek, Melstar Information Technology, Microland, Micromax Mobile, Microsoft India (P) Ltd., Mindfire Solutions, Mindteck, Mistral Solutions, Mobme, Monsoon Multimedia, Nihilent, NIIT Technologies, Nucleus Software Exports Ltd., NVISH, Ocimum Bio Solutions, Persistent Systems, Plivo, Polaris Financial Technology Ltd., Pramati Technologies, Quest Global, R Systems Ltd., Rediff.com, Roifa India Ltd., Samsung India Software Center, Sankalp Semiconductor, Sasken, Sonata Software, SPAN Infotech (India) pvt Ltd., Sun Tec Business Solutions, Tally Sollutions, Tata Interactive Systems, Tejas Networks, Thirdwave, Though works, Tright Software, UST Global, Wakover Web Solutions, WWS Global Services, Xansa, Xerox, Zenser Technology, Zotto Corporations and Zenith Computers organizations are located in India.

Strengths of IT Industry:-

The healthiness's of IT Industries are

1. Outstanding salary
2. Efficacy in the society and
3. Settlement in Life

Weaknesses of IT Industry:-

The shortcomings of IT Industries are

1. Become greater in IT Professionals
2. Get large stress in day-by-day

3. Lay off/Jobless
4. International level competitions
5. Working hours are long
6. Deal with a lot of provoked people
7. Torture from the top legitimates
8. Enhancement of educational curriculum
9. Value in sixtieth of hour
10. Technical advancements and innovations

Now, IT has very red letter in India. Apart from India, Indian IT professionals have been working in the countries in USA, Australia, Russia, Germany, France, Brazil, Poland, Canada, Ukrain, etc., for the reasons that more salary and other monetary benefits. These are the reasons of IT professionals are impressed in software industries. While comparing to IAS/IPS officers in India some IT software professionals have earned more salary in the society. Now, younger IT experts are earning more money from the IT companies. However, this department now is slightly making the scene and deteriorating stage because of more availability of IT professionals and less demand in the software market.

5 years back, B.E/B.Tech/ME/M.Tech graduates were working in IT Industries with more salary. Here and now, a great number of IT professionals lose their jobs due to IT companies' recent staff recruitment policies.

Strengths of IT

1. Outstanding salary

While comparing with other industries IT professionals' salary are very high as well as other benefits are so much. More salary is paid to skilled and talented IT software persons by the IT companies. With the exception salary other benefits like free quarters, insurance, EPF, tour, other benefits will be allotted by the IT companies. He/She has gathered more experience and knowledge automatically; they are promoted as team leaders.

2. Efficacy in the society:

More respect for the IT professionals in the society. On account of good emolument, there is great demand in the wedding market. The parents of the bridegrooms and bride are interested to marry with the IT professionals. In addition to, at the time of auspices function or other function, they are treated with esteem. The society gives high respects to them. Particularly, it is noted that there are more demands for foreign IT professionals.

3. Settlement in Life

Other than IT department staff could not get higher salary immediately at the time of service period. They are waiting for some years. However, at the age of 22 plus, the Information Technology experts are paid good salary from the IT companies. They procure car, house, etc., within a short period with the help of cash in hand. Ascribed to IT professionals dominant in Chennai and its surroundings, the land value has swelled. In keeping with the statement of building civil experts, due to more salary for IT professionals they invest the money in real estates and apartment residential plots.

Weaknesses of IT:-

1. Become greater in IT professionals

At the present time, IT department has many challenges and opportunities. Apart from computer science graduates, other department persons enter into this job market. Particularly, Mathematics, Physics, Chemistry, Economics, Commerce, Management, Bio-technology, Business Administration, Agriculture, Life Sciences and other fields are entered in to the IT industry market. The IT companies select the final year students in the reputed Universities, Colleges and other educational institutions. They give proper training to them. After completion of training period, they have been selected for recruitment. However, the tough competitions are there. Year-by year, it has been gradually

increasing. The job guarantees belong to skill and talent of IT professionals.

2. Get large stress in day-to-day

8 hours work per day is not possible in the IT industry. Owing to over work burden and delay in work, IT professionals have to suffer. By virtue of this, IT professionals have been affected mentally and physically. Some IT professionals would lose their jobs also.

3. Lay off/Job Less

Through the medium of enrichment of salary as well as goal of increase in the profit, IT workers have relieved their IT company recently. Now, IT business has experience hardship at the hands of competition and facing international level. In this regard, IT professionals have patched these jobs. Some IT professionals lost their salary (Pay decrement). They could not know about how many years working in this IT industry.

4. International level competitions

Day-by-day, its scope is expanding the in the international level. Only secularity products will be continuance in the market. The USA, Russia, China, England, Canada, Australia, these are the countries are our main competitors in the IT market. They export quality of software products in India. These products rates are very normal. These are not very costlier. Assignable this buyer are going to shift the products. They prefers to the cheap rate of software products. Indian software industries professionals are facing very knowledgeable competitions.

5. Working hours are long

Many works are high in the software industry. Some times, the workers are working 18 hours per day. In this regard, they are dissociating with their parents, wives, children and other family members also. By dint of this, they could not concentrate in his/her personal work. Their personal time will be obstructed.

6. Deal with a lot of fiery people

Software business fully gives to do the commercialization. The project would be completed in time. The IT professionals have been suffering a torture from the IT top officials. If the work result output is poor, the top officials would mete out punishments to the software people.

7. Enhancement of Educational curriculum:

Now, all the departments have been developing in now-a-days. It includes IT industry also. Software industrialists are revetment heavy competitions in the multinational level. They expect more from the software workers. Because of Liberalization, Privatization and Globalization, new technology, new innovations and new technical know-how are the significant role in all Industries. IT is not except in this pigeonhole. All the working IT professional must improve their proficiency and expertise as well as update the knowledge is the need of the hour. These are necessary for each and every IT software professionals. It is also sixtieth hour.

Conclusion

Some Pros and Cons are available in this Industry. Apart from this some of the female employees have been affected by the sexual harassment in the working areas. They suffer from this problem. However, they bravely face the problems and tortures. Software is the important role in the Indian economy and development of our society. More foreign exchange amount have been put to gather from

the products. Lakhs and lakhs of people have been working in these fields. Year-by-year new younger bloods are coming from globally. Salary for hard work, more salary benefits, etc., are the advantages in this field. Apart from IT graduates, other department personnel are interesting to participate in this field. As stated in statistics, the state and central Governments are going to start the IT industries in second class towns also. Apart from Bangalore, Hyderabad, Chennai, Mumbai, Pune Information Technologies companies are situated in Ahmedabad, Bhubaneswar, Coimbatore, Delhi, Gandhi Nagar, Gurgaon, Guwahati, Kochi, Kolkatta, Lucknow, Patna, Noida, Thiruvananthapuram, Vadadora, Chandigarh, Jaipur, Mangalore, Mysore, Vizhakupattanam, Surat, Nashik, Madurai and Nagpur. Now, the majority fields are computerized. Indians IT professionals merits are technical skill, dedication and English communication skills. On account of this our IT people good survival in this software field. Plenty job opportunities available for the IT graduates. However, the talented persons only will be green thumb in this industry.

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COTTON INDUSTRY IN INDIA- AN OVERVIEW

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ABSTRACT

Cotton is an important agricultural commodity, both globally as well as domestically. In many developing and underdeveloped countries, cotton exports are not only a source of vital foreign exchange earnings, but also account for a substantial proportion of their GDP and tax income, leading to significant economic and social development. Thus, cotton plays a major role in sustaining the livelihood of an estimated 5.8 million cotton farmers and about 40-50 million people engaged in related activities, such as cotton processing and trade. India has the largest cotton cultivated area, which constitutes about 30 per cent of the global cotton area.

Keywords: Cotton, social development, textile industry, manufacturing sector, cotton yarn

Introduction

Cotton plays an important role in the Indian economy as the country's textile industry is predominantly cotton based. India is one of the largest producers as well as exporters of cotton yarn and the Indian textile industry contributes about 11 per cent to industrial production, 14 per cent to the manufacturing sector, 4 percent to the GDP and 12 per cent to the country's total export earnings. The cotton cultivation in India in stands 12.25 million hectares this year (2014-15) against about 11.5 million hectares last year (2013-14). India is also the second largest producer of cotton worldwide. During 2013-14 in India, cotton yarn production increased by two per cent and cloth production by mill and power loom sector increased by five

per cent and six per cent respectively. The states of Gujarat, Maharashtra, Andhra Pradesh (AP), Haryana, Punjab, Madhya Pradesh (MP), Rajasthan, Karnataka and Tamil Nadu (TN) are the major cotton producers in India¹.

Objective of the study

The main objective is to study the area, production and productivity of cotton in India.

Data base

The study is based on secondary source of information; the secondary data are collected from Cotton Advisory Board (CAB) various estimates as on 02-07-2014 and last updated on 20.10.2014. State wise Cotton Cultivation Area from 2004-05 to 2013-14 is presented in table 1.

Table 1 State wise Cotton Area from 2004-05 to 2013-14 (Lakh ha)

State	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	Average	STDV	CAGR
Andhra Pradesh	11.78	9.72	9.72	11.33	13.99	14.75	18.79	18.79	24.00	22.69	15.556	4.964369	0.028194
Tamil Nadu	1.29	1.52	1.22	0.99	1.09	1.04	1.22	1.33	1.28	1.39	1.237	0.154535	-0.00419
Karnataka	5.21	3.81	3.75	4.03	4.08	4.55	5.45	5.54	4.85	5.94	4.721	0.750619	-0.00981
Madhya Pradesh	5.76	6.35	6.39	6.30	6.25	6.11	6.50	7.06	6.08	6.21	6.301	0.318573	0.009018
Maharashtra	28.40	28.89	30.70	31.95	31.42	35.03	39.42	41.25	41.46	38.72	34.724	4.846742	0.020308
Gujarat	19.06	20.77	23.90	24.22	23.54	26.35	26.33	29.62	24.97	26.91	24.567	2.895452	0.025706
Rajasthan	4.38	4.54	3.50	3.69	3.02	4.44	3.35	4.70	4.50	3.03	3.915	0.629861	-0.01116
Haryana	6.21	5.83	5.30	4.83	5.56	5.07	4.92	6.41	6.14	5.66	5.593	0.529491	-0.01041
Punjab	5.09	5.57	6.07	6.04	5.27	5.11	5.30	5.60	4.80	5.05	5.39	0.401995	0.005743
Orissa	NA	NA	NA	NA	0.58	0.54	0.74	1.02	1.19	1.34	0.901667	0.511776	0.076307
Others	0.68	0.80	0.87	0.76	0.26	0.21	0.33	0.46	0.51	0.33	0.521	0.228843	-0.02628
Total	8.79	88.20	91.40	94.14	94.06	103.10	112.35	121.78	119.78	117.27	95.087	31.12349	0.268859
Average	8.7864	16	16.62	17.1164	15.76	17.19167	18.725	20.2967	19.9633	19.545	17.0004	3.151151	0.06823

Source: Cotton Advisory Board (CAB) various estimates as on 02-07-2014 and last updated on 20.10.2014

Cotton is the principal commercial crop extensively major cultivated areas in India are shown in table 1. It is observed that lowest area irrigated in 9.72 lakh hectares in 2005-06, 2006-07 and highest area irrigated is 24.00 lakh hectares in 2012-13 in Andhra Pradesh. Followed by Tamil Nadu irrigated area lowest was in 0.99 lakh hectares in 2007-08 and highest irrigated area recorded in 1.52 lakh hectares in 2005-06, Karnataka noticed in 3.75 lakh hectares in 2006-07 and highest was irrigated in 5.94 lakh hectares in 2013-14, Madhya Pradesh irrigated lowest area in 5.76 lakh hectares in 2004-05 and highest recorded in 7.06 lakh hectares in 2011-12, Maharashtra irrigated area lowest was shown in 28.40 lakh hectares in 2004-05 and highest area irrigated was recorded in 41.46 hectares in 2012-13, Gujarat irrigated area lowest was noticed in 19.06 lakh hectares in 2004-05 and highest irrigated area is shown 29.62 lakh hectares in 2011-12, Rajasthan irrigated area lowest was in 3.02 lakh hectares in 2008-09 and highest irrigated area is shown 4.70 lakh hectares in 2011-12, Haryana irrigated area lowest was in 4.83 lakh hectares in 2007-08 and highest irrigated area is shown 6.41 lakh hectares in 2011-12, Punjab irrigated area lowest was in 4.80 lakh hectares in 2012-13 and highest irrigated area is shown 6.07 lakh hectares in 2006-07, Orissa irrigated area lowest was in 0.54 lakh hectares in 2009-10 and highest irrigated area is shown 1.34 lakh hectares in 2013-14, Others irrigated area lowest was in 0.21 lakh hectares in 2009-10 and highest irrigated area is shown 0.87 lakh hectares in 2006-07. Total cotton irrigated area lowest was noticed in 8.79 lakh hectares in 2004-05 and highest was

recorded in 121.78 lakh hectares in 2011-12. Total average cropped area was lowest in 0.90 lakh hectares and highest recorded in 34.724 lakh hectares. Its Compound Annual Growth rate is high in 0.028194 in Andhra Pradesh and low in -0.00419 in Tamil Nadu. From the table one can observe that cotton irrigated area is shown fluctuations from the study period. State-wise Cotton Production from 2004-05 to 2013-14 is presented in table 2.

Table 2 State-wise Cotton Production from 2004-05 to 2013-14 (Lakh bales)

State	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	Average	STDV	CAGR
Andhra Pradesh	32.50	30.00	35.00	46.00	53.00	54.50	53.00	53.50	77.50	69.50	50.45	14.60214	0.044955
Tamil Nadu	5.50	5.50	5.00	4.00	5.00	5.00	5.00	4.30	3.80	2.80	4.59	0.811727	-0.01792
Karnataka	8.00	6.50	6.00	8.00	9.00	12.25	10.00	13.90	13.90	20.90	10.845	4.294208	0.030894
Madhya Pradesh	16.00	18.00	18.00	20.00	18.00	15.25	17.00	17.30	18.30	18.30	17.615	1.255	0.009663
Maharashtra	52.00	36.00	52.00	62.00	62.00	65.75	82.00	70.25	73.25	78.25	63.35	13.15494	0.019939
Gujarat	73.00	89.00	101.00	110.00	90.00	98.00	103.00	118.80	89.80	116.80	98.94	13.38837	0.030872
Rajasthan	11.00	11.00	8.00	9.00	7.50	12.00	9.00	16.90	15.90	12.90	11.32	3.027474	0.002872
Haryana	15.50	14.00	16.00	15.00	14.00	15.25	14.00	23.00	22.00	20.00	16.875	3.273473	0.008536
Punjab	16.50	21.00	26.00	20.00	17.50	13.00	16.00	17.50	18.50	18.50	18.45	3.274523	0.011233
Orissa	NA	NA	NA	NA	NA	1.00	2.00	3.45	3.95	3.95	2.87	1.17669	0.234742
Others	1.00	1.00	1.00	1.00	2.00	1.00	2.00	2.00	2.00	2.00	1.5	0.5	0.04138
Loose supply	12.00	12.00	12.00	12.00	12.00	12.00	26.10	26.10	26.10	26.10	17.64	6.907561	0.039278
Total	243.00	244.00	280.00	307.00	290.00	305.00	339.10	367.00	365.00	390.00	313.01	48.58931	0.025641
Average	40.5	40.6667	46.6667	51.1667	48.3333	46.9231	52.1692	56.4615	56.1538	60	49.9041	6.215396	0.0211

Source: Cotton Advisory Board (CAB) various estimates as on 02-07-2014 and last updated on 20.10.2014.

Production of Cotton bales India are shown in table 2. It is observed that lowest production in 30.00 lakh bales in 2005-06 and highest production is 77.50 lakh bales in 2012-13 in Andhra Pradesh. Followed by Tamil Nadu production lowest was in 2.08 lakh bales in 2013-14 and highest production recorded in 5.50 lakh bales in both 2004-05 & 2005-06, Karnataka lowest production noticed in 6.00 lakh bales in 2006-07 and highest production in 20.90 lakh bales in 2013-14, Madhya Pradesh production lowest in 15.25 lakh bales in 2009-10 and highest recorded in 20.00 lakh bales in 2007-08, Maharashtra production lowest was in 36.00 lakh bales in 2005-06 and highest production was recorded in 82.00 lakh bales in 2010-11, Gujarat production lowest was noticed in 73.00 lakh bales in 2004-05 and highest production is 118.80 lakh bales in 2011-12, Rajasthan production lowest in 7.50 lakh bales in 2008-09 and highest production is shown 16.90 lakh bales in 2011-12, Haryana production lowest in 14.00 lakh bales in 2005-06 and highest

production is shown 23.00 lakh bales in 2011-12, Punjab production lowest was in 13.00 lakh bales in 2009-10 and highest production is shown 26.00 lakh bales in 2006-07, Orissa production lowest was in 1.00 lakh bales in 2009-10 and highest production is shown 3.95 lakh bales in both 2012-13 & 2013-14, Others production lowest in 1.00 lakh bales in 2009-10 and highest production is shown 2.00 lakh bales in 2013-14. Total cotton production lowest was noticed in 243.00 lakh bales in 2004-05 and highest was recorded in 390.00 lakh bales in 2013-14. Total average cropped production was lowest in 1.5 lakh bales and highest recorded in 98.94 lakh bales. Its Compound Annual Growth rate is high 0.001999 in Maharashtra and low -0.01792 in Tamil Nadu. From the table one can observe that production of cotton bales is shown ups and down, overall the production of cotton bales shown increasing trend from the study period. State-wise Cotton Productivity from 2004-05 to 2013-14 is shown in table 3.

Table 3 State-wise Cotton Productivity from 2004-05 to 2013-14 (Kg/ ha)

State	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	Average	STDV	CAGR
Andhra Pradesh	469	527	612	690	644	628	566	507	595.00	569.41	580.741	63.64798	0.0216
Tamil Nadu	725	668	697	678	780	817	1003	831	796.88	611.51	760.739	105.6054	0.004823
Karnataka	261	268	272	337	375	457	346	430	525.77	629.63	390.14	115.0495	0.041017
Madhya Pradesh	472	494	479	540	490	424	462	433	531.25	520.13	484.538	36.96085	0.002625
Maharashtra	311	213	288	330	335	319	379	305	323.93	368.80	317.273	43.48393	0.001999
Gujarat	651	794	718	772	650	634	685	689	633.16	758.08	698.424	56.3587	0.007056
Rajasthan	427	397	389	415	422	459	512	614	642.22	785.48	506.27	125.5871	0.017174
Haryana	424	373	513	528	522	511	587	663	629.18	690.81	544.099	95.52471	0.025253
Punjab	551	610	728	563	565	432	593	562	743.75	706.93	605.468	91.10164	0.009471
Orissa	NA	NA	NA	NA	NA	314	470	333	571.43	507.46	439.178	100.0463	0.069405
All India	470	478	521	554	524	502	517	493	518.03	565.36	514.239	28.6854	0.009036
Average	476.1	482.2	521.7	540.7	530.7	499.7273	556.3636	532.7273	591.8727	610.3273	534.2418		

Source: Cotton Advisory Board (CAB) various estimates as on 02-07-2014 and last updated on 20.10.2014.

Productivity of Cotton bales India are shown in table 2. It is observed that lowest Productivity in 469 Kg/ha in 2004-05 and highest Productivity is 690 Kg/ha in 2007-08 in Andhra Pradesh. Followed by Tamil Nadu Productivity lowest were in 611.51 Kg/ha in 2013-14 and highest Productivity recorded in 1003 Kg/ha in both 2010-11, Karnataka lowest Productivity noticed in 261 Kg/ha in 2004-05 and highest Productivity in 629.63 Kg/ha in 2013-14, Madhya Pradesh Productivity lowest in 424 Kg/ha in 2009-10 and highest recorded in 540 Kg/ha in 2007-08, Maharashtra Productivity lowest was in 213 Kg/ha in 2005-06 and highest Productivity was recorded in 379 Kg/ha in 2010-11, Gujarat Productivity lowest was noticed in 633.16 Kg/ha in 2012-13 and highest Productivity is 794 Kg/ha in 2005-06, Rajasthan Productivity lowest in 389 Kg/ha in 2006-07 and highest Productivity is shown 785.48 Kg/ha in 2013-14, Haryana Productivity lowest in 373 Kg/ha in 2005-06 and highest Productivity is shown 690.81 Kg/ha in 2013-14, Punjab Productivity lowest was in 432 Kg/ha in 2009-10 and highest Productivity is shown 743.75 Kg/ha in 2012-13, Orissa Productivity lowest was in 314 Kg/ha in 2009-10 and highest Productivity is shown 571.43 Kg/ha in both 2012-13, All India lowest Productivity in 470 Kg/ha in 2004-05 and highest Productivity are shown 565.36 Kg/ha in 2013-14. Total average cropped Productivity was lowest in 317.273 Kg/ha and highest recorded in 760.739 Kg/ha. Its Compound Annual Growth

rate is high 0.069405 in Orissa and low 0.001999 in Maharashtra. From the table one can observe that Productivity of cotton is shown ups and down, overall the Productivity of cotton shown increasing trend from the study period.

Conclusion

Cotton has around 59 per cent share in the raw material consumption basket of the Indian textile industry. It plays a major role in sustaining the livelihood of an estimated 5.8 million cotton farmers and about 40-50 million people engaged in related activities, such as cotton processing and trade. India has the largest cotton cultivated area which constitutes about 30 per cent of the global cotton area. The planting period in India takes place from March to September, while harvesting takes place from October to February. Cotton is produced in 3 zones, the Northern zone, comprising the states of Punjab, Haryana and Rajasthan, the Central zone, comprising Maharashtra, Madhya Pradesh and Gujarat and the Southern zone, comprising Andhra Pradesh, Karnataka and Tamil Nadu.

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AN EMPIRICAL EVIDENCE OF DAY OF THE MONTH IN INDIAN SECTORAL INDEX OF THE NATIONAL STOCK EXCHANGE OF INDIA

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ABSTRACT

This paper aims to investigate Day of the Month effect in Indian sectoral index with 6 sectors and one broad based indicator of Nifty. There have been evidence that certain month, certain day, certain week are producing significant returns. This paper tries to find out which date of the month is giving average higher return. Date wise daily percentage returns are calculated and test with Z test and result found is there is a day of the month effect in National stock exchange of India.

Key Words: Traders, Investors, Bankers, Seasonal Returns, Efficient Market Hypothesis

Introduction

Seasonality is common in all the financial returns. Traders, investors, Bankers, Academician are interested in knowing seasonality pattern that exist in the asset class particularly in stock market. Seasonality refers to seasonal sales or seasonal returns or seasonal shortages in particular asset or goods. Existence of Efficient Market Hypothesis is market movements are unpredictable and it is random in nature. This argues that one can't able to make more return than the market return. But certain arguments says it is possible to predict the market when followed certain strategy. It is ultimately predicting future price movement by studying the past behaviour or past price pattern.

One such study is anomaly. Anomaly refers to something unusual, unexpected, strange, unusual occurrence or different from what normally happens. In financial markets, anomalies refers to circumstances when a financial assets, financial instrument, securities or group of securities acts contradictory to the theory of EMH that no investor has a model to predict future price movement to gain advantage of higher return or eliminating total risk.

Anomalies studied with a particular time frame are referred to as calendar effects. One such calendar effects is Day of the Month. It is about to study particular day that is trading date of the month. If we able to predict first day of the month is giving more return, one can buy or

invest in share at the end of the last day of the preceding month.

Literature Review

Monthly pattern of stock market return document by Ariel (1987)¹, he examined the US stock returns and found that the mean return for stock is positive only for days immediately before the first half of the month particularly on Day 2 and Day 3.

Hensel and Zimba (1996) employed US Stock market data from 1928 to 1993, and found that mean return in the stock market were significantly positive in the first half of the month and significantly negative in the second half of the month.²

Ziembra (1991) found that return were consistently higher on first and last four days of the month. This is also providing turn of the month effect along with Day of the Month effect.³

Lakonishok and Smidt (1988) studies Dow Jones industrial average and report that half of the positive return occur during the first half of the month.⁴

Objectives

1. To Know seasonal effects is exist in National Stock Exchange or Not.
2. Which sectors of the National Stock Exchange is having more significance with Day of the month Effect

Hypothesis

H_0 : There is no significant return between particular days return of the month with whole period returns.

H_A : There is significant return between particular days of the month with whole period returns.

Methodology

Return Calculation:

Daily returns of Sectoral Index are calculated as follows:

$$\text{Return (C)} = \frac{(\text{Close of the current Date} - \text{Close of the Previous Date})}{\text{Close of the Previous Date}} \times 100$$

Particular Days (Dates) Return (C) of the month is denoted as C1, C2, C3.....C31.

Average Return on Particular Days (Dates) are calculated for A1, A2, A3.....A31 as

$$A1 = \frac{C1}{N}$$

To Test the Statistical significance of the returns Z- test is used and the formula is below:

$$Z = \frac{\bar{x} - \mu}{\frac{\sigma}{\sqrt{n}}}$$

Sample:

Objective of the study is to test return significance over Sectoral index of National Stock Exchange. Currently ten Sectors index are available in National Stock Exchange. So all the Ten Sector Index and along with that broad based index of National Stock Exchange called Nifty is also taken for the study.

Study Period is from 1st January 2008 to 31st December 2014.

Data Collections secondary in nature. Daily closing values of all the sectoral index are downloaded www.nseindia.com

Following are the list of samples:

S.No	Name of the Index
1	NIFTY
2	BANK NIFTY
3	IT
4	PHARMA
5	REALITY
6	MEDIA
7	METAL

Result Interpretation Points:

SYMBOL	CONFIDENCE INTERVAL	Z- TABLE VALUE
@	80%	1.282
\$	90%	1.645
#	95%	1.96
*	99%	2.58

Result Discussion:

TABLE NO: 1

DATE	NIFTY	BANK	IT	PHARMA	REALITY	MEDIA	METAL
Z SCORE							
1	1.452 [@]	1.584 [@]	5.226 [*]	1.728 [#]	2.205 [#]	1.486 [@]	1.703 [#]
2	1.358 ^{\$}	1.731 [@]	0.541	2.118 [#]	1.532 [@]	1.946 [@]	1.543 [@]
3	-1.026	-1.079	-0.453	0.198	-0.454	1.687 ^{\$}	-0.527
4	1.092	1.074	0.038	-0.052	1.956 [#]	1.213	1.385 [@]
5	-0.698	0.057	-0.680	-0.074	0.284	0.339	0.051
6	-0.560	-0.500	-0.375	-0.232	-0.143	-0.531	-0.598
7	-0.542	-0.454	-0.715	-1.274	-0.290	-0.373	0.367
8	-1.545 [@]	-1.924 ^{\$}	-1.223	-1.152	-1.286 [@]	-2.520 [#]	-2.004 [#]
9	0.208	0.859	-0.092	-0.354	0.547	-0.429	-0.213
10	0.672	-0.070	0.385	-0.366	0.890	-0.694	0.683
11	-1.243	-0.183	-0.570	-1.396 [@]	-0.623	-1.169	-1.501 [@]
12	-0.972	-0.630	-1.491 [@]	0.119	-0.858	-1.126	-1.392 [@]
13	1.128	1.407 [@]	0.501	-0.215	1.247	0.485	0.844
14	2.164 [#]	1.632 [@]	1.115	1.436 [@]	1.438 [@]	0.957	2.593 [*]
15	-0.533	-0.281	-0.706	-0.314	0.308	-0.285	-0.405
16	-1.304 [@]	-0.349	-0.609	-1.205	-1.156	-1.349 [@]	-1.633 [@]
17	-0.807	-0.282	-0.534	-1.454	-1.437 [@]	-0.438	-0.949
18	1.732	2.000 [#]	-0.200	1.291 ^{\$}	1.455 [@]	1.306 [@]	0.686
19	-0.250	-0.444	-0.624	-1.184 ^{\$}	0.840	0.627	0.845
20	-1.193 [#]	-1.586 [@]	0.523	-0.540	-1.332 [@]	-0.300	-0.206
21	0.207	0.461	0.047	-1.453 [@]	0.045	-0.340	0.433
22	-1.386 [@]	-0.987	-0.740	-1.011	-2.063 [#]	-2.064 [#]	-0.867
23	0.060	-0.434	0.192	-0.054	-1.041	-0.151	-0.793
24	-0.912	-0.852	-0.259	-1.551 [@]	-1.287 [@]	-1.072	-1.776 [@]
25	0.652	-0.117	0.330	2.248 [#]	0.468	1.880 ^{\$}	-0.322
26	-0.408	-0.959	0.481	-0.397	-1.681 ^{\$}	-1.357 [@]	-0.238
27	-0.684	-1.528 [@]	-0.051	0.527	-1.233	-1.513 [@]	-0.571
28	1.385 [@]	0.967	0.661	2.005 [#]	1.370 [@]	1.070	1.305 [@]
29	1.248	0.782	0.624	0.447	-0.150	-0.007	1.219
30	0.577	0.250	0.951	2.389 [#]	0.103	0.856	-0.017
31	0.695	0.471	-2.490 [#]	1.417	0.736	2.653 [*]	1.479 [@]

All the secotral index is having some significant positive or negative return producing

days. Particularly in the month beginning all the sectoral index is showing significant return days.

Even at the close of the month particularly on Day 28, we can find 4 out of 7 sample is having

significant days of return. The summary of the observed significant days is given below:

TABLE NO: 2

S.No	Secotoral Index	Statistically Significant Days
1	NIFTY	8
2	BANK NIFTY	8
3	INFORMATION TECHNOLOGY	3
4	PHARMA	11
5	REALITY	12
6	METAL	11

Reality, Pharma and Metal Sectors is having more significant return days when compared with less significant day's return of Information Technology.

Conclusion:

From the study it is confirmed that there is seasonal effect persist in the Sectoral index of National Stock Exchange of India. Study suggest the investor/ traders to invest at the end of the month, so they may get higher return in the beginning of the month because month starting days return is significant in all the sectoral index.

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STUDY ON STRESS MANAGEMENT IN PRIVATE SECTORS EMPLOYEES

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ABSTRACT

The harmful physical and emotional responses that occur when the requirements of the job do not match the capabilities, resources, or needs of the worker. Job stress can lead to poor health and even injury. Workers who are stressed are also more likely to be unhealthy, poorly motivated, less productive and less safe at work. Their organizations are less likely to be successful in a competitive market. Stress can be brought about by pressures at home and at work. Employers cannot usually protect workers from stress arising outside of work, but they can protect them from stress that arises through work. Stress at work can be a real problem to the organization as well as for its workers.

Keywords: Causes of stress, various attributes of stress, stress levels

Introduction:

Stress is inevitable in our society. Researchers on stress make it clear that, to enter in to the complex area of stress, especially in to the area of occupational stress, is very difficult. Stress is an unavoidable consequence of modern living. With the growth of industries, pressure in the urban areas, quantitative growth in population and various problems in day to day life are some of the reasons for increase in stress. Stress is a condition of strain that has a direct bearing on emotions, thought process and physical conditions of a person. Steers [1981] indicate that, "Occupational stress has become an important topic for study of organisational behaviour for several reasons."

1. Stress has harmful psychological and physiological effects on employees,

2. Stress is a major cause of employee turn over and absenteeism,
3. Stress experienced by one employee can affect the safety of other employees,
4. By controlling dysfunctional stress, individual and organisation can be managed more effectively.

Review of Literature

According to Douglas [1980], stress is defined as any action or situation that places special physical or psychological demand upon a person. Van Fleet [1988], stress is caused when a person is subjected to unusual situations, demands, extreme expectations or pressures that are difficult to handle.

International Journal of Enterprise and Innovation Management Studies (IJEIMS) Vol. 1 No. 3 Cobb (1975) has the opinion that, "The

responsibility load creates severe stress among workers and managers.” If the individual manager cannot cope with the increased responsibilities it may lead to several physical and psychological disorders among them. Brook (1973) reported that qualitative changes in the job create adjust mental problem among employees. The interpersonal relationships within the department and between the departments create qualitative difficulties within the organisation to a great extent.

Miles and Perreault (1976) identify four different types of role conflict: 1. Intra-sender role conflict 2. Inter sender role conflict. 3. Person- role conflict; 4. Role over load. The use of role concepts suggests that job related stress is associated with individual, interpersonal, and structural variables (Katz and Kahn, 1978; Whetten, 1978). The presence of supportive peer groups and supportive relationships with supervisors are negatively correlated with R.C. (Caplan et al., 1964). There is evidence that role incumbents with high levels of role ambiguity also respond to their situation with anxiety, depression, physical symptoms, a sense of futility or lower self esteem, lower levels of job involvement and organisational commitment, and perceptions of lower performance on the part of the organisation, of supervisors, and of themselves (Brief and Aldag, 1976; Greene, 1972). Ivancevich and Matteson (1950) indicate, “Lack of group cohesiveness may explain various physiological and behavioural outcomes in an employ desiring such sticks together.” Workplace interpersonal conflicts and negative interpersonal relations are prevalent sources of stress and are existed with negative mood depression, and symptoms of ill health. Occupational stress is an increasingly important occupational health problem and a significant cause of economic loss. Occupational stress may produce both overt psychological and physiologic disabilities. However it may also cause subtle manifestation of morbidity that can

affect personal well-being and productivity (Quick, Murphy, Hurrell and Orman, 1992). A job stressed individual is likely to have greater job dissatisfaction, increased absenteeism, increased frequency of drinking and smoking, increase in negative psychological symptoms and reduced aspirations and self esteem (Jick and Payne, 1980). The use of role concepts suggests that occupational stress is associated with individual, interpersonal and structural variables (Kutz and Kahn, 1978; Whetten, 1978). Studies on burnout found that, it is related to exhaustion and work over load factors in various organisations (Green and Walkey, 1988; Chermis, 1980; Freudenberg, 1977, 1980). Stress on the job is costly for employers, reflected in lower productivity, reduced motivation and job skills, and increased and accidents.

Scope of the Study

United States National Institute of Occupational Safety and Health has defined workplace stress as “The harmful physical and emotional responses that occur when the requirements of the job do not match the capabilities, resources, or needs of the worker. Job stress can lead to poor health and even injury.” Workers who are stressed are also more likely to be unhealthy, poorly motivated, less productive and less safe at work. Their organizations are less likely to be successful in a competitive market. Stress can be brought about by pressures at home and at work. Employers cannot usually protect workers from stress arising outside of work, but they can protect them from stress that arises through work. Stress at work can be a real problem to the organization as well as for its workers. Good management and good work organization are the best forms of stress prevention. This study is helpful in assessing the extent of stress experienced by the employees in Thanjavur district.

Objective of the Study

- To examine what is the effect of stress on work factors (e.g., morale, job satisfaction, task effort, organizational commitment, etc) when people are under high stress.
- To assess the extent of experienced distress and consequent quality of life among the employees
- To identify different methods and techniques to reduce job-related stress.

Methodology of the Study

The population selected for this particular study is employees from private sector units in Thanjavur. Questionnaire were distributed and collected personally by the researcher. The study is explorative as well as descriptive in nature. The particulars of sample design,

1. TYPE OF UNIVERSE : Finite.
2. SAMPLING UNIT : Thanjavur
3. SOURCE LIST : Private Sector Employees
4. SIZE OF SAMPLE : 100
5. PARAMETER OF INTEREST: In estimating the number of persons being stressed in their jobs.

A pilot testing was conducted initially by administering the questionnaire on around 15 numbers of respondents. The information was collected from the private sector employees at all the levels. Interviews were conducted with the employees for gathering information on their perception about their organization and the problems which they face both directly and indirectly in the discharge of their responsibilities. The respondents were questioned on the issues affecting the stress levels of the employees, impact of family pressures on their work, expectations from their roles, up to what extent they are satisfied and possible suggestions for overcoming the adversities of stress by evaluating the individual initiatives and organizational initiatives.

The study will consist of both primary and secondary data. The primary data was collected by direct interview through questionnaire. The secondary data was collected from research publications, standard journal and periodicals including the government organizations and from respective records about the job related occurrence.

The instrument will be administered in the workplaces of each group. Data will be collected from the employees. Data will be collected using a structured questionnaire, which will be distributed in the workplace to employees and in Chennai city.

Analysis of Data

The data will be analyzed to determine any differences between the stress levels of employees and their impact on reducing stress.

Results and Discussions

This paper also includes an analysis of data collected by representing it in tabular form along with interpretations. The information collected were analysed for arriving at proper conclusion on the topic.

From the table 1, it is indicated that majority of the respondents working in private sector banks were stressed, whereas only few respondents felt that they were not stressed. it is inferred that major causes of stress among the bank employees are excess of work load [21%] and lack of cooperation among the impatient customer [17%]. Hence it was found that employees felt that they were facing severe work pressure, as they were expected to handle multiple roles and responsibilities. Time stress is created by a real or imaginary deadlines; encounter stress is created by contact with other people [both pleasant and unpleasant], and in this study, the employees suffer from stress because of lack of support from the management and colleagues.

**Table No : 1 Percentage of Respondents
Who Felt that they were Stressed**

Category	% of respondents
Stressed	92
Not stressed	08
Total	100
Causes of stress	% of respondents
Work overload	25
Lack of Acceptability	5
Time Management	10
Lack of Support	04
Feeling of Inequality	11
Job Difficulty	13
Inadequacy of Role Authority	5
Impatient customer	17
Stress due to technological problem	10
Total	100
Various Attributes of Stress	% of Respondents
Communication Gap	12
Lack of skills	07
Work Life Imbalance	41
Work Environment	16
Unmatched Expectations	04
Economic Status	09
Resource Inadequacy	11
Total	100
Initiatives of Stress	% of Respondents
Good Ambience	15
Recognition	20
Continuous Training	13
Effective Communication	12
Programme on stress management	16
Meditation	24
Total	100

The above table depicts the various attributes related to stress; work life imbalance is one of the major attribute which contribute to stress for an employee. This can be regarded as a factor building up stress because a lot of employees complained that they were unable to balance both the personal and professional fronts successfully. Extra work pressures and demands from work environment at times led to neglect of personal front.

From the above table, it is interpreted that Meditation form an integral part of the science of Yoga, has a direct, positive impact on the mind giving it the strength and power to resist stress. Moreover, around 20 percent of the respondents expected that they required recognition as acknowledging people's value is especially important in times of stress. Based on the analysis; the initiatives taken by the banks to reduce stress are by providing good ambience, continuous training, proper communication and conducting effective stress management programmes.

Findings of the Study

- About 92 % of the respondents believed that they face high level of stress, which may be due to both professional and personal reasons
- The respondent were overburdened with work load in their work place
- Work life imbalance is one of the major attribute which contribute to stress for an employee.
- The researcher identified few initiatives for effectively handling stress. Meditation was found to be the integral part of life to reduce stress.

Implication of Stress

- ✓ Organisational: job dissatisfaction, behavioural problems, production turn over, increased absenteeism, increased accidents, lower productivity,

- ✓ Psychological and behavioural problems: psychological problems like change of moods, inferiority complex,
- ✓ widespread resentment, reduced aspirations and self esteem, reduced motivation and job skills,
- ✓ Physical problems and health problems like heart diseases, ulcers, arthritis, increased frequency of drinking and smoking, cardiovascular, gastrointestinal, endocrine and other stress related disorders

Suggestion And Recommendations

1. Encourage open channel of communication to deal work related stress.
2. Undertake stress audit at all levels in the organization to identify stress area improving conditions of job and alleviating job stress.
3. Take adequate steps to redesign jobs, which are taxing to employees' abilities and capacities.
4. Adequate role clarification to be made whenever necessary to eliminate role ambiguity.
5. Introduce more job oriented training programs, which improve employees skill and their confidence to work effectively.
6. Organize a Stress Management Program that focuses on different leave categories of employees at all hierarchical level.

Conclusion

The problem of stress is inevitable and unavoidable in the private sector. A majority of the employees face severe stress- related ailments and a lot of psychological problems. Hence, the management must take several initiatives in helping their employees to overcome its disastrous effect. Since stress in private sector is mostly due to excess of work pressure and work life imbalance the organization should support and encourage to take up roles that help them to balance work and family.

The productivity of the work force is the most decisive factor as far as the success of an organisation is concerned. The productivity

in turn is dependent on the psychosocial well being of the employees. In an age of highly dynamic and competitive world, man is exposed to all kinds of stressors that can affect him on all realms of life. The growing importance of interventional strategies is felt more at organisational level.

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A STUDY ON CONSUMER ATTITUDE TOWARDS SELECTED DURABLE GOODS IN SALEM TOWN

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ABSTRACT

Marketing is considered the most important function of business organisations worldwide, it has changed the nature of business in recent years, this is due to the opening of the economy and the presence of large number of products varying with one another for market share, rural markets which were found unattractive so far have become the new target to corporate mainly for two reasons. Durable goods have become congested with too many competitors and markets have reached the saturation level for most of the products. The following are the objectives of the study: to study the socio-economic profile of the consumer, to identify the brand of durable goods, to analysis the reason for choosing the particular brand of durable goods. Convenience sampling technique was used in this study. The sampling constitute of 250 respondents. This study was conducted in Salem Town. This study was carried out in Salem Town for a period during June 2014 to July 2015. Finally the buyer of the consumer durable prefer the product only for price, model, power consumption, handling methods etc., so the manufacture should concentrate on these things to increase their sale.

Keywords: Power consumption, Durable goods, Guarantee, durability, brand image

Introduction

Marketing is considered the most important function of business organisations worldwide, it has changed the nature of business in recent years, this is due to the opening of the economy and the presence of large number of products varying with one another for market share, rural markets which were found unattractive so far have become the new target to corporate mainly for two reasons. Durable goods have become congested with too many

competitors and markets have reached the saturation level for most of the products. Durable goods have become strong with increase in potential for consumption of variety of products and services, for many products the rural market provides a promising field. Durable goods is a huge market, but dispersed. In terms of size, it can aptly be described as village, or small hamlets which have poor infrastructure whose economy is driven by agriculture and is dependent on many of the amenities on the feeder market. The

durable goods is growing at least five times the rate of the urban market, both rural and urban market differ significantly. Similarly urban and rural consumer behavior is significantly different with regard to price, Guarantee, durability, brand, image, credit availability, after sale service etc....

Statement of the Problem

Customer preference has become a crucial point of differentiation of durable goods the research has made an attempt to study about customer's attitude towards durable goods a survey has been conducted to find out how for the product and offered by durable goods influence and satisfy the customer. Thus researcher has undertaken the study to find out solution the questions such as How much does the consumer prefer durable goods? What are the reasons that make a customer to prefer durable goods? Whether they purchase regular brand of durable goods?

Objectives of the Study

The following are the objectives of the study: 1.To study the socio-economic profile of the consumer. 2.To identify the brand of durable goods. 3.To analysis the reason for choosing the particular brand of durable goods. 4. To ascertain the satisfaction level of durable goods. 5.To offer suggestions on the basis of result of the study.

Hypotheses of the Study

The following are the hypotheses of the study are: 1. There is no significant Association between age and durable goods. 2. There is no significant association between income and durable goods in brand

Research Methodology:

Research methodology is away to systematically solve the research problem. It is the sciences of studying how a research is done. Research design is the arrangement of the conditions for collection and analysis of data in a manner that aims to combine relevance in research purpose with economy in procedure. The central part of any research activity is the

collection of data. The data has been collected from the following two sources. *Primary data * Secondary data. The primary data was collected from the respondents by using the questionnaire method. The secondary data was collected from websites, journals and books.

Convenience sampling technique was used in this study. The sampling constitute of 250 respondents. In this study the collected data were analyzed using i. **SIMPLE PERCENTAGE ANALYSIS** ii. **CHI-SQUARE TEST** iii. **GARRETT RANKING TECHNIQUE** iv. **FACTOR ANALYSIS**. This study was conducted in Salem Town. This study was carried out in Salem Town for a period during June 2014 to July 2015.

Findings of the Study:

The major findings made by the researcher during the course of analysis are listed below: Majority (46.8 per cent) of the respondents are between the age group of "31 to 50 years". Majority (57.2 per cent) of the respondents come under the category of "Female". Majority (74 per cent) of respondents come under the category of "Married". Majority (33.2 per cent) of the respondents' education qualification is "Undergraduate". Majority (49.2 per cent) of the respondent's occupation status is "Employed". Majority (61.2 per cent) of the respondents are under the income group of "50,001 – 1, 00,000". Majority (75.6 per cent) of the respondent's Size of the Family is "5 to 6 Members". Majority (71.2 per cent) of the respondents belongs to "Nuclear Family". Majority (37.2 per cent) of the respondents have purchased mobile service through "Personal selling".

Chi-Square Test: There is no significant Association between Age and Durable goods in brand. There is no significant association between Income and Durable goods in brand

Garrett Ranking Technique:

Most of the respondents selected the television for the modal followed by brand name

respondents ranked third for the price and they ranked last for power consumption. Most of the respondents selected the refrigerator for the price followed by power consumption respondents ranked third for the brand name and they ranked last for after sales service.

Suggestions of the Study

Television:

Additional features like rack which covers the TV after watching the programmer automatically the rack should be covered with the help of remote system.

Refrigerator:

Different colour variation should be bought for refrigerator according to customer's preference the colour with match they painting in their home.

Washing Machine:

To add additional features as ironing and steaming the cloths within the washing machine.

DVD Player:

DVD player should be scrutinized (short): easily variable to carry wherever we go additional features as treble usages for TV tap all phones and also data storage in CD like download facility.

Mobile Phone:

To add additional features of finding body temperature/weather condition if rain comes it should be display as massage in offline mode.

Conclusion of the Study

The study was undertaken be the researcher as result of interest in a study on customer attitude towards selected durable goods in Salem Town. The market for consumer durable is becoming more competitive now a day. Therefore the producer of durable products should understand consumer interest much to find higher sale of their products. Overall, its argued the study consumer attitude is rapidly evolving has researcher recognise and implement

new technique and Trans disciplinary perspectives to understand the nature of purchase and consumption behaviour. Finally the buyer of the consumer durable prefer the product only for price, model, power consumption, handling methods etc., so the manufacture should concentrate on these things to increase their sale.

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தமிழாய்வுச் சங்கமம்

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TAMILAIVU SANGAMAM

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தமிழ் அறிஞர்கள், பேராசிரியர்கள், ஆய்வாளர்கள் மற்றும் எழுத்தாளர்களின் வேண்டுகோளையும், தேவைகளையும் பூர்த்திச் செய்யும் நோக்கத்தோடு IARA PUBLICATION-ன் மூன்றாவது இதழாக "தமிழாய்வுச் சங்கமம்" என்ற பன்னாட்டு ஆய்வு இதழின் ஏழாவது தொகுதி ஜூன் 2016ல் வெளிவர இருக்கிறது.

இவ்விதழில் ஆய்வுக்கட்டுரை சமர்ப்பிக்க விரும்புகின்றவர்கள் தங்களது ஆய்வுக்கட்டுரைகளை மின் அஞ்சல் வாயிலாக (எடுத்துருவையும் சேர்த்து) iara@selptrust.org என்ற முகவரிக்கு அனுப்பலாம்.

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

- நிர்வாக ஆசிரியர்.

DEVELOPMENT OF e-CONTENT IN METHODOLOGY OF TEACHING PHYSICAL SCIENCE AT B.Ed LEVEL

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ABSTRACT

This is an age of knowledge explosion and exploration. Rapid progress in Information and Communication Technology has invaded the area of education. Technology has significant effect on the education system for many years. All over the globe, there is a trend to use ICT in teaching -learning process. The investigator constructed and validated e-content methodology of teaching in physical science at B.Ed level. The investigator found out that there exists a significant differences between the traditional method of teaching and teaching through e-content methodology for B.Ed trainees of Physical Science at Jamia Nadwiyya Training College, Edavanna, Malappuam, Kerala. The data collected from the B.Ed trainees were analyzed by using mean, standard deviation and 't'-test. The results of the present study revealed that the performance of teaching through e-content methodology is better than the traditional method of teaching in achievement.

Keywords: Educational technology, Teacher-centered, Book-centered learning environment, e-content.

Introduction

Education is a social institution that has also been influenced by educational technology. The impact of changes is described as modernization. The teacher must concentrate on the media, which initiate the learners to involve themselves in learning more. Information and Communication technology is an important instrument, which can transfer the present isolated, teacher-centered, book-centered learning environment into a rich student-centered

environment through e-content methodology of teaching. The emergence of the knowledge based society is changing the global status of education. It is the time to develop a new methodology of teaching for teaching science at different level. **e-content methodology** of teaching aims at transferring the old traditional paradigm of learning to the new paradigm of learning.

Need For The Study

New innovations are coming to the fields of education in terms information and

communication technology which promises to change the process of teaching and learning. The investigator feels the emergence of new techniques, which more powerful than any teaching aids the investigator has been accustomed to use hitherto. The information of the twenty first century which has been brought about by advance in the computer technology has created an information society in which majority of labor force are expected to hold information related jobs. In these days the unpredicted growth of interactive multimedia and e-content play a prominent methodology of teaching in the field of education. Usage of e-content by the school teachers will enhance achievement of students. So investigator decided to do a study related in this area.

Definition of Key Terms

e-Content

Is the form of multimedia with the use of the computer to present text, graphics, images, animation, audio and video with links and tools that let the use navigate, interact, create and communicate (Fred T. Hofstetter 2001)

Objectives of the Study

1. To prepare e-content development and validate for the methodology of teaching physical science at B.Ed level.

2. To find out the effectiveness of e-content in the teaching- learning process.

Methodology

The investigator followed by the experimental method for the present study. The data collected from the B.Ed trainees were put in to appropriate statistical analysis by using mean, standard deviation and 't'-test.

Sample

The present study is concerned only with B.Ed trainees in Jamia Nadwiyya Training College, Edavanna, Malappuram, Kerala. Twenty trainees have been selected for experimental group another twenty trainees for control group. Both the groups were selected by using random sampling method.

Hypothesis

There is no significant mean difference in achievement in science between the groups taught through e-content methodology of teaching and lecture method of teaching.

Comparisons

The following tables show comparison of pre-test scores of Experimental group and Control group

Table-1

Group	N	M	PSD	SE _D	M ₁ -M ₂	't' value	df	Level of significance
Experimental	20	11.5	3.26	1.55	0.4	0.27	18	Not significant
Control	20	11						

The calculated 't' value (10.929) is more than the critical value 2.81 corresponding to the 0.01 level of significance. Hence null hypothesis is rejected. The pre-test and post-test of experimental group differ significantly in their achievement in post tests.

Findings of the Study

Experimental Group	N	M	PSD	SE _D	M ₁ -M ₂	't' value	df	Level of significance
Pre-test	20	12.33	2.148	0.876	9.583	10.929	22	Highly significant
Post-test	20	21.916						

The major findings of the study are as follows

1. There is a significant mean difference between the achievement of pre-test and post-test .
2. While analyzing the results, it is found that teaching through e-content methodology is more effective than traditional method of teaching.
3. While administering the e-content to the trainees, which is a self-instructional learning strategy. It is found that e-content promotes active participation of learners and it encourages teaching –learning process.
4. Different e-content packages can be developed and supplied to all schools.
5. Laboratory experiments can also be taught through e-content
6. In service course for the preparation of e-content should be given to the science teacher
7. Keeping the result of the study in mind the NCERT and SCERT should be take up the work of providing modules as they produce teachers Hand book.

Conclusion

e-learning is an effective tool in the curriculum to high light the learning efficiently and aspiration among the students in days it come. E-resources are coming up day by day to meet the needs of the modern e-learners .Very accurate guidance is given to them to promote their aspiration and concentration on the subject matter to be nabbed with proper understanding. Let us now encourage the students of this legend to grasp this e-learning acknowledge for a very bright future. Traditional methodology of teaching cannot be avoided at any cost but blending of these traditional methods with e-learning strategies may be fruitful for teachers as well as learners in the future technological race so as to promote the efficiency and effectiveness of the education.

Educational Implications Of The Study

1. Science teacher should be trained to use the e-content teaching methodology effectively in the class rooms.
2. The uses of the e-content enhance the achievement; it will diminish wastage and stagnation in school. So, a necessary orientation may be given at DIET level in order to create awareness among school teachers.
3. E-content can be developed based on the subject units by the NCERT,SCERT and even by the commercial agencies.

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EMOTIONAL INTELLIGENCE OF TEACHER TRAINEES AT SECONDARY LEVEL

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ABSTRACT

This article presents the result of a study on the emotional intelligence of teacher trainees of secondary level. The objectives of present study were 1) to assess the level of emotional intelligence of teacher trainees at secondary level. 2) to find out the difference between male and female teacher trainees in their emotional intelligence and 3) to study the emotional intelligence of the teacher trainees in relation to locality of the institutions. The investigator selected Survey method and applied stratified random sampling procedures to ensure adequacy of sample in each level of the independent variables selected for the analysis of collected data. The findings revealed that majority of the sample possessed average emotional intelligence and there was no significant difference in the emotional intelligence of the subsample gender and locality of the institutions.

Keywords: Emotional intelligence, teacher trainees, psychomotor development

Introduction

Teachers and teaching are the heart and core of whole educational process. The strength of education system mainly depends upon the quality of teachers. Teacher trainees are those individuals who are being trained to be teachers. Teacher Education plays a major role in structuring the present system of the society and shaping the future of the nation. Teacher Education institutions are responsible for supplying qualitative teachers to the educational

system of the country. The quality of training imparted to the teachers would determine their ability to handle the new challenges. The present teacher training system gives priority to cognitive and psychomotor development of behavior rather than to the all round development of personality. The personalities of individuals include whole behavior as cognitive, affective and psychomotor. The main aim of education is all round development of affective aspect of behavior not only helps the person in

development of personality but also creates certain abilities within the learner to handle the feeling aspect of behavior. The effective and efficient dealing with feeling side of behavior of oneself is based on emotional intelligence..

It is well accepted fact that the quality of the nation depends upon the quality of the education imparted to its citizens which in turn depends upon the 'quality of its teachers'. The phrase 'quality of teachers' includes all the personality dimensions of teachers i.e. span of knowledge, teaching skills and teacher behavior comprising his or her emotional intelligence. However, a teacher with innumerable degrees and high profile personality cannot necessarily be termed as a good teacher. His behavior not only as a person but also as a teacher is predominantly controlled by his emotional stability, which in turn depends upon the degree of emotional intelligence possessed by him. In this way what makes a teacher successful in his classroom behavior and makes him popular among the students is nothing but his emotional competence skills Goleman emphasized that emotional Intelligence of an individual plays a key role in his personal and professional life. So emotional intelligence plays a major role to reach at the top of the ladder of success in teaching and other profession.

Emotional Intelligence

Emotional intelligence is a phrase that incorporate the intricate aspects of both emotion and intelligence. Emotions rule the heart while intelligence reigns supreme in the brain. The two qualities are inseparable and they exercise tremendous influence in the live of individuals. Emotional Intelligence has its roots in the concept of 'social intelligence', first coined by E.L. Thorndike. Later in 1989, the term, 'emotional intelligence' was first coined by John Mayer and Peter Salovey. "Emotional Intelligence (EQ) is the type of social intelligence that involves the ability to monitor one's own and others' emotions, to discriminate among

them, and to use the information to guide one's thinking and actions."- **Mayer and Salovey (1993).**

"Emotional Intelligence is an array of non cognitive capabilities, competencies and skills that influence one's ability to succeed in coping with environmental demands and pressures"- **Bar-On (1997)**. He suggested that, emotional intelligence can make a unique contributions to a "better understanding of people and also use their potential to succeed in various aspects of life"

Emotional intelligence allows us to think more creatively and use our emotions to solve problems. Daniel Goleman believes that Emotional intelligence appears to be an important set of psychological abilities that relate to life success. It is empathy and communication skills as well as social and leadership skills that will be central to your success in life and personal relationships.

Daniel Goleman argues that men particularly need to develop emotional skills and gives many examples of men with high intelligence who were not successful because they had problems with their people skills. He found from his research that people with high emotional intelligence generally have successful relationships with family, friends and fellow workers. They are also successful because they persist in the face of setbacks and channel their emotional energy towards achieving their goals.

Characteristics of Emotional Intelligence

- It is a non cognitive and non physical ability of the organism
- It is an Internal or psychological process, which motivates the organism to perform properly.
- It is Nurturable
- It energizes organism to accomplish the required tasks

- Level of emotional intelligence is neither genetically fixed nor does it develop only in early childhood

Components of Emotional Intelligence

- **Self Awareness:** Observing own self and recognizing of feeling as it happens
- **Managing Emotions:** Handling feelings, that they are appropriate to realize what is behind a feeling, finding ways to handle fears and anxieties, anger and sadness.
- **Motivating Oneself:** Channeling emotions in the service of a goal: emotional self control delay gratification and stifle impulses.
- **Empathy:** Sensitivity to other's feelings and concerns and taking their perspective, appreciating the difference in how people feel about things.
- **Handling relationship:** Managing emotions in others, social competence and social skills.

Statement of the Problem

The problem of the study is stated as "Emotional Intelligence of teacher trainees at secondary level"

Significance of the Study

An emotionally balanced and competent teacher is the heart and soul of any educational programme. The ability of teachers to deal with emotional problems is a powerful factor in molding the young and energetic minds. Emotionally intelligent and balanced teachers can produce emotionally intelligent and balanced citizens. A teacher who is able to carry out reasoning will succeed in developing the emotional intelligence of pupils. As the student teachers are at the threshold of entering the career of teaching, it is highly desirable that they understand their levels of emotional intelligence, which will play a vital role in their survival and fitness in the profession.

Objectives of the Study

The objectives of the present study are as follows:

- 1) To assess the level Emotional intelligence of teacher trainees at secondary level.
- 2) To find out the difference between male and female teacher trainees in their emotional intelligence.
- 3) To study the emotional intelligence of the teacher trainees in relation to locality of the institutions.

Hypotheses of the Study

- 1 There is no significant difference in the Emotional Intelligence between male and female teacher trainees at secondary level.
2. There is no significant difference in the Emotional Intelligence of teacher trainees in relation to locality of institutions..

Methodology

Considering the nature of problem investigator selected the Survey Method and applied stratified random sampling procedures to ensure adequacy of sample in each level of the independent variables selected for the analysis of collected data.

Sample of the Study

The sample selected by the investigator represents the teacher trainees studying in different teacher education institutions of Malappuram district in the Kerala state.

Tool Used

To measure the emotional intelligence of teacher trainees at secondary level, the investigator used one major tool for the collection of data as Teacher Emotional Intelligence Scale (TEIS).

Statistical Analysis

Mean, Standard deviation and 't' tests with regard to emotional intelligence were calculated for both male and female teachers and locality of the institutions.

Table 1 Comparison of Emotional Intelligence Scores of Teacher Trainees of Rural and Urban Area - Test of Significance ('t' Test)

Variable	N	Mean	SD	't'	Result
Rural	65	136.34	12.58	1.41	Insignificant
Urban	65	138.42	12.28		

The calculated value (1.41) is less than the table value, the test of significance between the mean scores of teacher trainees at secondary level of rural and urban institutions reveals that there is no significant difference between the mean emotional intelligence scores of the teacher trainees of rural and urban institutions. It is generalized from this finding that the locality of the institution has not influenced in the emotional intelligence of teacher trainees at secondary level.

Table 2 Comparison of Emotional Intelligence Scores of Male and Female Teacher Trainees - Test of Significance ('t' test)

Variable	N	Mean	SD	't'	Result
Male	60	133.90	13.18	1.49	Insignificant
Female	70	129.48	14.29		

The calculated value (1.49) is less than the table value, the test of significance between the mean scores of male and female the teacher trainees reveals that there is no significant difference between mean emotional intelligence scores of male and female teacher trainees at secondary level.

It is generalized from this finding that the gender of the teacher trainees has not influenced in the emotional intelligence at secondary level

Summary and Findings

It is generalized that the locality of the institution has not influenced the emotional intelligence of the teacher trainees at secondary level. It is generalized that the gender of teacher trainees has not influenced in their emotional intelligence at secondary level.

The present study was confined to gender and locality of the institutions only. The study has a lot of limitations and several constraints that were not taken in to consideration.

Conclusion

. Emotional intelligence is important for school teachers and recommends that teaching profession requires high level of emotional intelligence. Several studies implies that in selecting, training, and developing teachers, emotional intelligence should be one major concern and it may be worthwhile for educational researchers to spend more efforts in programs to improve emotional intelligence of teachers. As emotionally competent teacher is the heart and soul of any educational programme, we have to consider and plan seriously about restructuring and resetting our teacher education in service and pre service programme in a way that they may suitably result in the proper development of emotional intelligence and competencies among the school teachers.. Thus the concept of emotional intelligence may be incorporated in the teacher education curriculum to revitalize teacher education program.

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PERFORMANCE OF DISTRICT CENTRAL CO-OPERATIVE BANK IN CHITTOOR DISTRICT OF ANDHRA PRADESH

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ABSTRACT

Cooperative banks were established on the principle of co-operation and to serve the poor peoples. The main function of these banks is to relieve the poor farmers from the clutches of money lenders. These are playing a significant role in extending credit to the farm sector besides providing inputs and extension services. Particularly in the state of Andhra Pradesh, the district co-operatives are functioning in most efficient manner by providing adequate, cheap and timely credit to agriculture and its allied sector. They spread to the remote areas of the district in order to serve the needy farmers. These Banks accept and lend both short-term and long-term credit for production and investment purpose through Primary Agricultural Co-operative Societies (PACS) and directly to the farmers. Co-operative Banks are the friendly banks developed to relieve the poor from the vicious circle of poverty. The present paper highlights the growth of DCCB in Chittoor District through selective indicators, it analyzes the deposits, credits and C/D ratios of DCCB. This paper attempts the growth of investment, working capital and cost of management position in DCCB. To achieve the objectives of the paper, the data have been collected from various secondary sources and analyzed by using various statistical tools like mean, standard deviation and compound growth rate.

Key Words: Co-operative credit, District Central Co-operative Bank (DCCB), Primary Agricultural Credit Society (PACS), National Federation of State Cooperative Bank Ltd., (NAFSCOB), Short and Long term- loans, Deposits.

Introduction

The cooperatives occupy an important position in the Indian financial system. Cooperatives were first formal institutions to be conceived and developed to purvey credit to rural economy of India. Thus, cooperative have been a key instrument of financial inclusion in reaching

out to the last mile in rural India. The urban counterparts of rural cooperatives, the urban cooperative banks, too have traditionally been an important channel of financial inclusion for the middle and low income sections in the semi-urban and urban areas. The distinctive feature of the cooperative credit structure in India is its

heterogeneity. The structure differs across rural and urban areas as well as across states and tenures of loans. The urban areas are served by UCBs, which are further sub-divided into the scheduled and non-scheduled UCBs. The operation of both scheduled and non-scheduled UCBs are limited to either one state or stretched across states.

Rural cooperatives structure is bifurcated into short term and long term structure. The short term cooperative structure is a three tier structure having state cooperative banks at the apex level followed by district central cooperative banks at the intermediate district level followed by primary agricultural credit societies at the village level. This structure is often referred to as federal structure of the short term credit cooperatives. The unitary structure is mainly observed in the north-eastern region; where in state cooperative banks provide credit directly to the PACS instead of any district level intermediary¹. The Chittoor District Cooperative Central Bank Ltd., Chittoor was established in the year 1919 and started functioning from 01.02.1919. The bank is committed to agricultural and rural development, through its 31 branches, 76 PACSs and other cooperative institutions affiliated to the bank in the entire Chittoor district of Andhra Pradesh².

Objectives of the Study

1. To study the business of DCCB branches in Chittoor district.
2. To study the Growth of DCCB branches and Membership in Chittoor district.
3. To examine the Trend of capital, reserves and borrowing of DCCB branches in Chittoor district.
4. To study the Deposits, Credit and C.D ratios of DCCB branches in Chittoor district.
5. To study the cost of management per employee and percentage of cost of management of working capital.

6. To understand the Growth of investments by DCCB branches in Chittoor district.

Research Methodology

This study is mainly based on secondary sources of data collected from the websites, Annual Reports of DCCBs in Chittoor District and NAFSCOB etc. while compiling the data certain statistical tools such as compound growth rate, mean, standard deviation have been added. For analyzing the trends and pattern, 10 years collected data are used. Business and number of DCCB branches in Chittoor district is presented in table 1.

Table:1 Business And No., Of DCCB Branches in Chittoor District

Year	Business (Rs. in lakhs)	No. of branches	Ratio%
2005-06	62815	25	2512.60
2006-07	65814	25	2632.56
2007-08	65525	25	2621.00
2008-09	42752	25	1710.08
2009-10	42495	25	1699.80
2010-11	54384	25	2175.36
2011-12	59889	26	2303.42
2012-13	67381	27	2495.59
2013-14	68991	31	2299.70
2014-15	67601	31	2180.67
CAGR	0.74	2.17	-1.41
MEAN	59764.70	26.50	2263.08
SD	10001.45	2.46	336.89

Sources:

1. NAFSCOB reports 2005-06 to 2012-2013.
2. Ennadu daily news paper, Chittoor district edition, 23.08.2015, p -7.
3. Compiled From Annual Reports of DCCBs in Chittoor District.

As per the data in table 1, the business performance in terms of lakh rupees and ratio of Business / branches significant during the study period. The number of branches was also

increased from 25 to 31, While the ratio decreased from 2512.60 to 2180.67 during 2005-06 to 2014-15. DCCB branches and membership in Chittoor district is shown in table 2.

Table: 2 DCCB Branches and Membership in Chittoor District

Year	No. Of DCCBs	Total Membership
2005-06	25	76719
2006-07	25	410363
2007-08	25	410363
2008-09	25	410363
2009-10	25	410363
2010-11	25	38367
2011-12	26	40421
2012-13	27	182326
2013-14	31	204305
2014-15	31	211320
CAGR	2.17	10.66
MEAN	26.50	239491
SD	2.46	159395.70

Sources:

1. NAFSCOB reports 2005-06 to 2012-2013.
2. Ennadu daily news paper, Chittoor district edition, 23.08.2015, p -7.
3. Compiled From Annual Reports of DCCBs in Chittoor District.

Table 2, shows that the branches of DCCB in terms of no., of DCCB branches and membership. The number of banks have no growth during the year 2010-11 and increased during the year 2011-12. In terms of number of banks and membership, there are fluctuations during the study period. From the same table one can find that the growth of membership is high when compared to number of banks. The trend of capital, reserves and borrowings of DCCB branches in Chittoor District is presented in table 3.

**Table: 3 (Rs.in lakhs)
Trend of Capital, Reserves and Borrowings of DCCB Branches in Chittoor District**

Year	Capital	Reserves	Borrowings
2005-06	2277	3406	29060
2006-07	2468	10948	37545
2007-08	2468	10948	37545
2008-09	2468	10948	37545
2009-10	2468	10948	37545
2010-11	2852	12248	23177
2011-12	2970	13262	26948
2012-13	3390	14352	29351
2013-14	3638	15784	28894
2014-15	3751	16382	24851
CAGR	5.12	17.01	-1.55
MEAN	2875	11922.60	31246.10
SD	542.06	3635.17	5745.42

Sources:

1. NAFSCOB reports 2005-06 to 2012-2013.
2. Ennadu daily news paper, Chittoor district edition, 23.08.2015, p -7.
3. Compiled From Annual Reports of DCCBs in Chittoor District.

Table 3, shows that the funds of DCCBs in terms of capital, reserves and borrowings. The amount of capital is Rs 2277 lakhs in 2005-06, it has been gradually increased and reached Rs 3751 lakhs in 2014-15. In the case of reserves, it was Rs 3406 lakhs in 2005-06 and it has been increased to Rs 16382 lakhs in 2014-15. In terms of borrowings, they have increased up to the year 2009-10, then decreased during the year 2010-11 and again shows increasing trend in the year 2012-13, again shows decreasing trend in the year 2014-15. From the table 3, one can observe that there is high growth of reserves when compared to that of capital and borrowings. The deposits, credits, and CD ratios of DCCB branches in Chittoor District are presented in table 4.

Table: 4 Deposits, Credits and CD Ratios of DCCB Branches in Chittoor District

Year	Deposits (Rs.in lakhs)	Loan outstanding (Rs.in lakhs)	C/D ratio %
2005-06	10138	38118	375.99
2006-07	7975	51396	644.46
2007-08	7975	51396	644.46
2008-09	7975	51396	644.46
2009-10	7975	51396	644.46
2010-11	12279	35385	288.17
2011-12	12851	46180	359.34
2012-13	15593	53343	342.09
2013-14	16186	54410	336.15
2014-15	18802	50700	269.65
CAGR	6.37	2.89	-3.27
MEAN	11774.90	48372	454.92
SD	4017.52	6513.04	166.01

Sources:

1. NAFSCOB reports 2005-06 to 2012-2013.
2. Ennadu daily news paper, Chittoor district edition, 23.08.2015, p-7.
3. Compiled From Annual Reports of DCCBs in Chittoor District.

Table 4, shows that deposits, loan outstanding and C/D ratio of DCCB branches in

Chittoor District during the period 2005-06 to 2014-15. The mobilisation of deposits has been gradually increased during the study period. The average deposits mobilised by DCCBs are Rs 11774.90 lakhs, credit deployment is just Rs. 38118 lakhs in 2005-06 it has been increased with an amount of Rs. 54410 lakhs in 2013-14. It has been decreased with an amount of Rs 50700 lakhs in 2014-15 from Rs 54410 lakhs. The proportion of credit deployed to the deposit mobilised it is also known as C/D ratio is one of the parameters to assess the performance of a bank. The CD ratio of DCCB branches in Chittoor District from 2005-06 to 2014-15 is shown a fluctuating trend. The highest C/D ratio 644.46 per cent in 2009-2010 and the lowest C/D ratio 269.65 per cent is recorded in the year 2014-15. The average CD ratio during the study period 454.92 per cent with a standard deviation of 166.01 per cent which is very less. From the table 4, one can say that there is a higher growth of deposits when compared to loan outstanding and C/D ratio. The cost of management per employee and percentage of cost of management to working capital is presented in table 5.

Table: 5 Cost of Management per Employee and Percentage of Cost of Management to Working Capital

Year	Working capital	Cost of Management	No .of Employee	Cost of Mgt .per Employee	Cost of Mgt. to WC
2005-06	40872	364	218	1.67	0.89
2006-07	58937	482	151	3.19	0.82
2007-08	58937	482	151	3.19	0.82
2008-09	58937	482	151	3.19	0.82
2009-10	58937	482	151	3.19	0.82
2010-11	50556	1689	162	10.43	3.34
2011-12	56032	912	137	6.66	1.63
2012-13	62687	1114	215	5.18	1.78
2013-14	48718	1408	195	7.22	2.89
2014-15	63872	1368	163	8.39	2.14
CAGR	4.57	14.16	-2.87	17.52	9.17
MEAN	55848.50	878.30	169.40	5.23	1.59
SD	7090.53	486.14	29.05	2.83	0.94

Sources: 1.NAFSCOB reports 2005-06 to 2012-2013.; 2. Ennadu daily news paper, Chittoor district edition, 23.08.2015, p -7.; 3. Compiled From Annual Reports of DCCBs in Chittoor District.

Table 5, shows that cost of management per employee and percentage of cost of management to working capital. The cost of management per employee and the cost of management to working capital have shown fluctuations during the study period. The average cost of management is Rs.878.30 lakhs and the standard deviation is Rs. 486.14 lakhs. It can be observed from the table 5, that there is a high growth of working capital when compared to number of employees in DCCB branches. The growth of investments by DCCB branches in Chittoor district is presented in table 6.

Table: 6 Growth of Investment by DDCB Branches in Chittoor District

Year	Investment (Rs.in lakhs)
2005-06	3976
2006-07	3113
2007-08	3113
2008-09	3113
2009-10	3113
2010-11	4286
2011-12	8793
2012-13	8391
2013-14	9374
2014-15	11550
CAGR	11.25
MEAN	6882.20
SD	4136.75

Sources:

1. NAFSCOB reports 2005-06 to 2012-2013.
2. Ennadu daily news paper, Chittoor district edition, 23.08.2015, p -7
3. Compiled From Annual Reports of DCCBs in Chittoor District.

Table 6, shows that the investment pattern of DCCB branches in Chittoor district during the years 2005-06 to 2014-2015. The investments in 2005-06 are Rs.3976 lakhs and they have been increased to Rs.11550 lakhs in the year 2014-15. The investments were decreased in the year 2006-07 and stable in the year 2009-10. The average investment of the bank is Rs. 6882.20 lakhs during the study period. From the table continuous growth is observed except in the years 2006-10 and the growth is faster over the years.

Conclusion

The performance of DCCB branches in chittoor district is analysed by using various statistical techniques. Fluctuations are observed regarding business, branches, ratios, membership and the growth of membership is high during the study period. The reserves are increased more than double during the study period. The DCCB branches in Chittoor District have been maintaining an average 454.92 C/D ratio. The cost of management per employee shows fluctuations during the study period. So, the management of DCCB branches in Chittoor District has to concentrate on cost of management. From the analysis, the investments of DCCB branches in Chittoor District showing encouraging growth. DCCB branches in Chittoor District must try to improve new technology, scientific methods and formulate customer friendly policies to attract more number of investments.

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HUMAN RESOURCE MANAGEMENT PRACTICES OF SMALL SCALE INDUSTRIES IN MADURAI DISTRICT

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ABSTRACT

Measurement issues, research design issues and problems dealing with complexity have hindered our ability to completely understand the relationship between HRM and performance. Specifically, complexity in the context being studied as well as complexity in the relationship being studied makes proper measurement and research design in HRM to performance research difficult. By using a less complex context such as small businesses, researchers can eliminate much of the complexity inherent in large organizations. This will allow for more meaningful measures for use in gaining a better understanding of the direct relationship between HRM and performance as well as potential moderating relationships.

Keywords: Distribution, Representation of Organizations, Factor Structure, Performance

Introduction

Small scale industries, conceived and developed as an integral part of the total industrial structure of the country, help achievement not only of the purely economic objectives, but also of certain socio economic objectives, these industries create employment opportunities; help introduction of new products and diversify the existing production lines; facilities import substitution; assist the development of new skills; contributed to the export promotion of manufactured products; offer potentials to save and form capital; and promoted an increase in the production economics of the large scale industries through the instrumentality of a sub-contracting system. Concerning social-economic goals, these industries promote entrepreneurship

and strengthen the democratic base of the country through the creation and sustenance of middle classes of the society. Small industries have immense potentialities to contribute to the economic development of a country by prospering in the surpassing varieties of products and market situation 'Their juxtaposition with the objectives of economic growth of a country is, therefore, not a paradox.

Objectives of the Study:

- To analyze Employee Perceptual Performance Measure in the small scale industries in the study area.
- To study the Size Distribution of Organizations in the small scale industries in Madurai district.

- To Testing the Factor Structure of employees in SSI

I used the information gathered in the semi-structured interviews to guide the development of the survey instruments. I developed two survey instruments for this study, one for the top manager and one for employees. This was done by using a combination of information gathered during the interview process and items and measures from existing studies. One was developed to be completed by the owner or top manager of the organization. The other was developed for completion by several employees of each organization. The purpose of the employee survey is to validate the self responses of the top manager and to collect a secondary performance measure not provided by the top manager of the organization.

Procedure:

I sent surveys either through regular mail or email to the top manager of each organization in the sample depending on the contact information with which I was provided inviting them to participate in the study by completing the survey. At the end of the CEO or top manager survey, the top managers were asked to provide contact information for up to 10 employees so that employee surveys could be sent to those individuals. In return for their participation, top managers received ongoing reports summarizing the findings of the study. Up to four follow-up mailings were used to encourage response. Surveys were then sent to the employee provided by the top managers asking them to provide information about their organization as well as assess the performance of their organization

The survey research resulted in 150 usable company responses where I received a response from the top manager as well as at least one employee response and an average of three employee responses per organization. Companies in the sample ranged in size from 10 to 150

employees and spanned multiple geographies and industries.

Average size of businesses represented was 121 employees with businesses weighted toward the smaller size range (see figure 3). Businesses included in the represented multiple industries and were categorized as high end service meaning service industries required significant amounts of knowledge, low end service meaning service businesses requiring reduced levels of knowledge, manufacturing and retail. Representation from each of these industries was fairly uniform.

Size Distribution of Organizations:

Table 1

SNo.	Size range	No. of firms	Percent
1	10 to 25	75	50
2	26 to 50	18	12
3	51 to 75	24	16
4	76 to 100	15	10
5	101 to 125	9	6
6	126 to 150	9	6
	Total	150	100

Industry Representation of Organizations:

Table 2

SNo.	Industry	Percent
1	Low end service	21
2	High end service	24
3	Manufacturing	37
4	Retail	18
	Total	100

Testing the Factor Structure:

I first examined the factor structure of all 26 HIWS items. Items were factored using principal components as the extraction method and were rotated using varimax rotation. After removing cross loading and single loading items, I was left with four distinct factors conforming to the selection, discretion, motivation and rewards components of the high involvement work system. Based on item factor loadings, I describe the distinct factors as Selection for Fit, Employee Discretion, Feedback, and Employee Opportunity.

Table 3. Factor Loadings for Four-Factor HIWS Model N=1500^{a b}

SNo.		Factor 1 Formal feedback to the employee regarding performance and opportunity	Factor 2 Selection for company fit	Factor 3 Opportunities for employee growth and social opportunities	Factor 4 Employee discretion in decision making and performance of duties
1	Feedback 1	.72	.076	.062	-.234
2	Feedback 2	.69	.052	.247	-.295
3	Feedback 3	.80	.063	.267	-.072
4	Feedback 4	.73	.097	.016	.069
5	Select 1	.06	.822	.154	.127
6	Select 2	.02	.820	-.049	-.102
7	Select 3	.17	.803	.177	-.003
8	Attach/Reward 1	.12	.121	.812	.030
9	Attach/Reward 2	.41	.115	.681	.018
10	Attach/Reward 3	.05	.051	.824	-.101
11	Control 1 R	-.13	.015	-.139	.852
12	Control 2 R	-.14	.003	.089	.849

a Principle components b Varimax rotation

Reliability Analysis:

I also examined the internal consistency (reliability) of the four HIWS factors using Cronbach's alpha. Internal consistency of the four factors was high and ranged from $\alpha = .70$ to $\alpha = .78$ in the following breakout: Feedback, four items $\alpha = .78$, Select Fit, 3 items $\alpha = .76$, Employee Opportunity, 3 items, $\alpha = .72$ and Employee Discretion, 2 items $\alpha = .70$.

HIWS Measure:

The HIWS measure was created by combining the four factors into an additive index. I expect that the true benefits of the use of a high involvement work system will be experienced at a system level with each factor contributing to the performance of the organization, but the overall contribution felt at the system level. The additive index was used for two reasons. First, the additive index provides a conservative estimate of the combined benefits of the HIWS compared to a less conservative multiplicative index (Batt, 2002). Second, past research has

demonstrated that HRM in small businesses is less sophisticated than larger organizations. It is possible that due to knowledge or resource constraints, small businesses are not able to effectively implement each component of a high involvement work system. I wanted to be able to capture the additional benefits that these small businesses receive as they are able to add different components of an effective HRM system. By being able to invest in some or one component of an effective HRM system, small businesses will see some benefits, the more positive results will be achieved if they are able to use all components of a HIWS.

Perceptual Operational Performance:

I measured perceptual operational performance using a 3 item scale of operational performance. The five point scale measured the extent to which the CEO or top manager perceived the performance of their organization to be higher or lower than that of other similar organizations in the areas of; quality, innovation and customer service (1= worse, 5=much

better). These three items were created using information gathered during the qualitative interview process. Top managers indicated that these were the factors with which they gauged their success in relation to their performance at the operational level. The items factored cleanly on a single factor and reliability was acceptable with a Cronbach's $\alpha = .67$.

Employee Perceptual Performance:

In order to avoid potential same source biases resulting from gathering both HRM and performance information from the top manager, I also collected performance information from the employees. I measured performance from the employees using a four item scale developed for the purpose of this study. The items measured how the employees of the organization felt like the organization was performing compared to key competitors, in achieving its potential, satisfying others, and satisfying customers. My

interviews with employees indicated that while the employees did not always have a clear picture of financial performance, they did understand the nature of the business in relation to competitors and customers leading me to believe that they were a good source for this kind of performance information. Items were scaled on a five point scale (1 = strongly disagree, 5 = strongly agree). While questions regarding performance compared to competitors could be construed as firm level or financial level performance, my qualitative interviews with employees revealed that the employee understanding of performance and performance drivers is almost exclusively centered on operational levels of performance. This is in line with previous arguments regarding the more direct impact of employee actions on operational performance (Dyer, 1984). The items factored cleanly on a single factor and reliability was acceptable with a Cronbach's $\alpha = .88$.

Table 4 Employee Perceptual Performance Measure

SNo.	Items	ICC1	ICC2	Alpha
1	This organization's performance is much better than the performance of our main competitors.	.32	.75	
2	This organization is achieving its full potential	.20	.61	
3	People are satisfied with the level of performance of this organization	.27	.69	
4	This organization does a good job of satisfying its customers	.19	.60	
	Total	.24	.66	.88

Because the employee measure of performance came from multiple respondents in most cases (avg. of 3 employee responses per organization) I also conducted agreement analysis to test for consensus between the different raters of performance within each organization to understand if the responses from the multiple employees in each organization could be effectively combined for a single employee performance measure. Aggregation statistics suggest a group level influence on employee perceptions of performance (average ICC(1) = .24). Reliability of group means was a bit low,

but at an acceptable level as well (average ICC(2) = .66).

Conclusion:

In addition, my study strengthens our understanding of the HRM to performance relationship by ruling out alternative performance drivers as the cause for the observed relationship between HRM and performance. In this way, my study provides a more thorough test of the HRM to performance relationship. While not fully supported, this research also provided evidence for various contingency relationships. By testing these relationships in the context of small

businesses, this research provides a foundation for future research. Because of the role they play in our economy, the importance of small businesses and understanding the relationship between HRM and their performance is of significant importance. In addition to this, continued research using the context of small businesses has the potential to provide valuable benefits in furthering our understanding of this complex relationship and making significant strides in demonstrating that the relationship is indeed causal.

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A STUDY ON BUYING BEHAVIOUR OF THE CUSTOMERS TOWARDS CO-OPTEX PRODUCTS IN SIVAGANGAI DISTRICT

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ABSTRACT

Consumer behaviour is an integral part of human behaviour and cannot be separated from them it. In fact, the consumer behaviour is a sub-set of human behaviour. This does not mean that all human behaviour is consumption oriented. Multiple factors affect consumer behaviour, among them take in need economic status, beliefs and values, culture, personality, age and education. Human behaviour refers to the total process by which individuals interact with their environment. Every attitude, action, and motivation that people have as a part of human behaviour.

Keywords: Buying Behaviour, Consumer Behaviour, Co-Optex Products.

Introduction

The terms “Buying Behaviour” and “Consumer Behaviour” are found to be used interchangeably, though some suitable differences are there. Consumer Behaviour refers to the Buying Behaviour of ultimate consumers, those persons who purchase products for personal or household use, not for business purpose. Buying behaviour may be viewed as an orderly process whereby the individual interact with his or her environment for the purpose of making market place decision on product or service.

Objectives of the Study

The objectives of the study are as follows:

- ❖ To study the theoretical framework relating to consumer behaviour of Co-optex products.

- ❖ To study the profile of Co-optex and its products.
- ❖ To analyses the consumer behaviour relating to preference, Reasons, source to buy, quantum of purchase and so on.
- ❖ To study the influencing factors to buy Co-optex product.
- ❖ To offer suggestions based on findings of the study.

Methodology

This study is an empirical research based on the survey method. It is a blend of both the descriptive and the analytical methods of study. An interview schedule was prepared for finding the buyer behaviour of Co-optex products. The secondary data have also been collected from books, journals, websites, Co-optex showrooms

and unpublished M.Phil thesis on the subject. Stratified sampling technique is used for data collection among the customers. For the purpose of the study the researcher has selected 120 customers from Sivagangai District. The sample considers 120 respondents. Most of the analysis

is based on the responses show in the form of frequency table relevant statistical technique. Such as “Percentage analysis, Chi-square test, and Garrett ranking” were used for analyzing the data. The data so collected were tabulated, analyzed and presented in this report.

Table-1
Socio Economic Background of the Respondents

S.No	Demographic Factors	No. of Respondents	% to the total
1	Age		
	Below 20	4	3
	20-30 years	36	30
	30-40 years	34	28
	Above 40 years	46	39
2	Gender		
	Male	34	28
	Female	86	72
3	Educational qualification		
	Up to school level	44	37
	Under graduate	28	23
	Post graduate	38	32
	Professionals	10	8
4	Occupation		
	Government	46	38
	Private	58	49
	Business	10	8
	Agriculture	6	5
5	Marital Status		
	Married	100	83
	Un-Married	20	17
6	Monthly income		
	Less than Rs.10,000	20	16
	Rs.10,001 to Rs.20,000	26	22
	Rs.20,001 to Rs.30,000	18	15
	Above Rs.30,000	56	47
7	Place of living		
	Urban	54	45
	Rural	46	38
	Semi-urban	20	17
8	Influence of family size		
	Below 3	14	12
	3-6	100	83
	Above 6	6	5

- 39 per cent of the sample respondents are fall under the age group of above 40 years.
- 72 per cent of the respondents are female.
- 37 per cent of the respondents are studied in upto school level.
- 49 per cent of the respondents are employing in private sector.
- 83 per cent of the respondents are married.
- 47 per cent of the respondents are earned income of above Rs. 30,000.
- 45 per cent of the respondents are living in urban area.
- 83 per cent of the respondents are family size in 3-6 members.

Table – 2
Consumer behaviour towards Co-Optex Products

S.No	Demographic Factors	No. of Respondents	% to the total
1	Usual purchase from Co-optex		
	Sarees	52	44
	Dhoties	4	3
	Towels	4	3
	Bedsheets	24	20
	All the above	36	30
2	Sarees sale from co-optex		
	Pure silk	52	43
	Pure cotton	68	57
3	Sale from dhoties		
	Silk dhoty	34	28
	Cotton dhoty	86	72
4	Buying preference		
	Price	20	17
	Quality	82	68
	Design	12	10
	No specific reason	6	5
5	Reason for buying from co-optex		
	Fashion	28	23
	Prestige	26	22
	Variety of items	42	35
	Designs	24	20
6	Source of publicity of co-optex product		
	Newspaper	20	18
	Television	16	13
	Friends & Relatives	46	38
	Radio	4	3
	Co-optex schemes	34	28
	Others	Nil	Nil

7	Co-optex product - customer influence Factors		
	Quality	80	67
	Advertisement	12	10
	Price	12	10
	Style	6	5
	Availability	2	1
	Friends & Relatives	8	7
8	Customer opinion of co-optex product		
	Inadequate Designs	42	35
	Higher prices	30	25
	Poor quality	2	2
	Unaware of the product	46	38
9	Purchase frequency of Customers		
	Below 3 times	16	13
	3 to 6 times	62	52
	6 to 9 times	14	12
	Above 9 times	28	23
10	Seasonal Sales		
	At working place	28	23
	At home	42	35
	At function	30	25
	At festivals times	20	17
11	Co-optex of regular customer		
	Yes	100	83
	No	20	17
12	Preference of shop choice		
	Accessibility	26	22
	Reasonable price	34	28
	Other support	38	32
13	Sales quantity		
	Below Rs.1000	10	8.33
	Rs.1000-Rs.2000	30	25
	Rs.2000-Rs.3000	50	41.7
	Rs.3000-Rs.4000	20	16.7
	Above Rs.4000	10	8.33
14	Seasonal preference of purchase		
	Summer	38	32
	Rebate times	36	30
	At seasonal time	22	18
	At the time of exhibition	8	7
	At the time of festivals	16	13
15	Customer purchase plan		
	Yes	96	80
	No	24	20

16	Mode of purchase in co-optex Cash Credit Both	92 10 18	77 8 15
17	Price changed & it's customer impact Cheaper price Reasonable price Higher price Very higher price	16 40 54 10	13 34 45 8
18	Sales schemes Adi Deepawali Pongal Exhibition One free for two products	14 54 18 10 24	12 45 15 8 20
19	Limitators of co-optex product Yes No	26 94	22 78
20	Future purchase Definitely Not sure Definitely not	84 26 10	70 22 8

- 44 per cent of the respondents are buying sarees.
- 57 per cent of the respondents are using pure cotton sarees.
- 72 per cent of the male respondents are buying cotton dhotis only and not other products.
- 68 per cent of the respondents are buying Co-optex product mainly for the purpose of quality.
- 35 per cent of the respondents told variety of items available in Co-optex.
- 38 per cent of the respondents are known about the Co-optex product through friends and relatives.
- 67 per cent of the respondents are influenced to purchase by quality in this product.
- 38 per cent of the respondents are selecting the Co-optex product by unaware of the product.
- 52 per cent of the respondents are buying from Co-optex products 3 to 6 times in a year.
- 35 per cent of the respondents are using the Co-optex products at home.
- 83 per cent of the respondents are regular customer by Co-optex products.
- 432 per cent of the respondents opined that they prefer the particular shop for other support.
- 41.7 per cent of the respondents are sales of goods in Co-optex by Rs.2000 to Rs.3000.
- 32 per cent of the respondents are preferred to purchase in summer times only.
- 80 per cent of the respondents are having preplan to purchase Co-optex product.
- 77 per cent of the respondents are purchased goods for cash.
- 45 per cent of the respondents are feel the price of this product is higher.

- 45 per cent of the respondents are preferred during deepawali offer.
- 78 per cent of the respondents are not facing any problems while using of this product.
- 70 per cent of the respondents will purchase the Co-optex products in the future definitely.

Suggestions

- ❖ Co-optex should introduce the product to suit the needs of all age group of people.
- ❖ The Co-optex could offer more designs.
- ❖ Most of the respondents are expecting changes in the Co-optex product.
- ❖ It should announce more schemes to attract the customers.
- ❖ The Co-optex should reduce prices of the product. It will increase more sales.
- ❖ Samples could be provided to rural areas to create the awareness of Co-optex products.
- ❖ Advertisement is a major tool of sales promotion. It will capture the mind of the consumers.
- ❖ The Co-optex should announce more coupon prices for its product.

Conclusion

Handloom is a traditional cottage industry offering millions of employment opportunity to millions of weavers in India but recently the industry is facing lot of problems and going towards the decline stage. Though there are various reasons which acts as the factors responsible for the extinction of handloom sector, promotion is one of the key area and hence the considerable efforts has to be put for the survival of the handloom products.

It has been proved in a number of cases that the better the firm understands its consumers, the more likely it becomes successful in market place. The management of Procter and gamble stated our business is based on understanding the consumer and providing the kind of products that the consumer wants. We place enormous emphasis on our product development area and our marketing area, and on our people knowing the consumer.

Knowledge of consumer behaviour would render immense help for planning and implementing marketing strategies. For example, buyer's reactions to a firm's marketing strategy have great impact on the firm's success.

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AGRARIAN RELATIONS AND SOCIAL MANAGEMENT OF WATER IN PUDUKKOTTAI, TAMIL NADU

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ABSTRACT

This article investigates the struggles in the use of tank cascade landscapes in the context of land use and agrarian transformations in Pudukkottai District in Tamil Nadu. It is observed that land use transformations in tank cascade landscapes in the past caused several adverse ecological responses that led to severe environmental crisis with an alarming scale of soil erosion and sedimentation. This eventually transformed the social and material character of the agrarian landscape of the region. It argues that soil erosion and sedimentation are geographical expressions of political economy relations at specific locations, implying a new form of social differentiation in terms of access to and control over land and water resources.

Keywords: Landscapes, Water Resources, Political Economy, Geographical Expressions

Tanks (small to large reservoirs) of South India are humanly-devised complex ecosystems. Monsoon rain is an important source of water for agriculture and other human use in semi-arid regions of India, including Tamil Nadu state, of which temporal and spatial variation in rainfall are major characteristics. In response to this climatic variability, people and societies have created numerous surface storage structures to conserve rainwater for further use. These form part of a culture and history of adaptations transforming nature into productive resources. Tanks are examples of this nature-society interface (Ludden 1985; Sengupta 1993). Tamil Nadu has a total of 39,200 tanks of varying size and capacities. These tanks are locally known as eri, kulam, kuttai, kanmai, enthal, thangal,

etc., depending upon the functions they perform. Thus, in Tamil Nadu tanks are inherently part of the physical landscape and social memory. However, it has often been stated, these tank systems are in decline, particularly since the 1960s, both in terms of area and in terms of the social systems that governed the functioning of tanks. This narrative of tank decay has become so influential that it has almost become a defining element of tanks.

Being associated with decay and neglect, tanks become ammunition for those who make polarised arguments in debates about developmental agendas. The wider context is the debate on the relevance and significance of big dams and the rationality of managing large-scale canal irrigation by state agencies that are often

criticized for ever increasing financial, environmental and social costs. One school of thought idealizes tanks as alternatives to large-scale canal irrigation systems in terms of economic efficiency, social equity and ecological sustainability, glorifying community traditions as an alternative to bureaucratic meddling. In contrast to this standpoint another school of thought, which is pessimistic about the relevance of surface irrigation systems (both large-scale and small-scale, including tanks) in India today, eulogizes the role of groundwater in sustaining agricultural and economic growth, vociferously arguing for the conversion of tank systems into groundwater recharge structures instead of keeping them as surface irrigation infrastructure. However, both of these arguments fail to acknowledge the different trajectories of tank use, in the context of Tamil Nadu, as the process of 'reordering' in irrigated landscapes (see Manimohan 2013 for a summary of the debate).

Then, how should one envision the current state of irrigation tanks? How could one capture the dynamism exhibited by tank systems? In this article an attempt has been made to answer these questions by employing a case study method that overcomes the limitations in understanding the tank commons in Tamil Nadu.

Tamil Nadu is not a homogeneous geographical unit and Pudukkottai is not a typical climatic region of Tamil Nadu. Pudukkottai is basically a dry tract with high temperatures (40° C in May) and potential evapotranspiration rates. It receives an average annual rainfall of 920 mm (Gandhi 1985). Most rainfall is concentrated in two monsoon seasons: the southwest monsoon and the northeast monsoon. The former begins in July and ends in September, and the latter occurs between October and December. However, the northeast monsoon, which accounts for about two-thirds of the annual precipitation, is unpredictable and erratic, frequently associated with cyclones, and short spells of heavy rainfall (Ratnavel and

Gomathinayagam 2006). Tanks capture rainfall runoff during these monsoon cycles. A tank is formed by throwing an earthen embankment across the drainage line of a valley to capture the rainfall and surface runoff. Generally, tanks are not found in isolation but formed in cascades where the surplus flow of one tank in the upstream is released to the next tank in the downstream through a drainage canal. Consequently, a series of tanks located at varying levels share the entire flow of a cascade (Sakthivadivel et al. 1996; Mosse 2003; Manimohan 2013).

Materials and Methods

This chapter reports the major findings of a research project on the changing use of tank cascade landscapes in Pudukkottai region in Tamil Nadu between 2000 and 2002, with subsequent short visits in 2005 and 2015. Case study method of research was used in the study (Yin 1994). Information was gathered combining both qualitative and quantitative methods. It involved a rapid survey of 19 interlinked tanks in Vallanadu cascade (wet zone) and 85 tanks in Sathiyamangalam cascade (dry zone). Further fieldwork was carried out using semi-structured interviews, key informant interviews and participant observation methods. Household census was undertaken in two villages representing both the wet and dry cascades respectively, followed by a detailed socio-economic survey of tank users in the two villages. The wet cascade is located in Alangudi Taluk and the dry cascade stretches in two taluks: Kulathur and Pudukkottai (see Map 1).

Major Findings

This chapter focuses on changing use of land and water resources in a tank-irrigated agrarian landscape in Pudukkottai region in Tamil Nadu. It aims to understand the pattern of social management of tank irrigation in the context of changing land use and agrarian relations. It illustrates the nature and character of agrarian

and environmental change in this region. Two distinct landscapes evolved as wet and dry zones respectively, characterized by commercial farming in the former and subsistence farming in the latter. These agrarian social characteristics, along with the natural properties of the landscapes, shape the process of tank water management in both zones. This transformation is driven by a combination of several forces that has posed new challenges on the functioning of interlocking tank cascades, which are the subject of discussion in the following sections.

Agriculture till 1970

Agriculture was practised in Pudukkottai combining different methods conducive to the prevailing natural and social environments. This section describes the way farming was organized until the early 1970s in the study region in order to provide a context to understand the changes in the subsequent periods.

As rainfall and climatic conditions are varied and uncertain, agriculture in Pudukkottai evolved in such a way that the cropping cycle had corresponded to the cycle of monsoons. Crops were grown in two seasons locally known as *kalam* and *kodai*.

Kalam - the first season - normally begins in July or August and cultivation commences in accordance with rainfall. The two monsoon seasons characterize the *kalam* (the southwest monsoon and the northeast monsoon). Hence *kalam* extends over six to seven months into January or February. *Kalam* is the main cultivation season, in which paddy was the principal wet crop in tank ayacuts (*nanchei*). *Kodai* (summer) cultivation commences in February-March and ends in July-August. Various strategies were adopted in farming to work with the tank environment. In *kodai*, short-term paddy, millets and vegetables were cultivated in the tank ayacut in accordance with water availability and moisture level of the fields soon after the harvest of *kalam* crops.

Kodai crops were mostly protected by irrigation from sand-bed-shallow-wells, operating swing baskets.

Millets, oilseeds and pulses were major rainfed crops in the rainfed lands (*punchei*). Vegetables and garden crops were cultivated in garden lands (*thottam*) supported by wells. Both in garden and dry lands mixed cropping and crop rotations were generally practiced. It was not only a practice to maximize the diversity of production and spread risk, but also to enrich soil fertility through recycling of withered leaves from plants grown on the fields. The method of cultivation also ensured protection of soils from erosion.

Environmental change and agrarian relations

Until the 1970 agriculture and irrigation practices in Pudukkottai roughly corresponded to the natural and climatic conditions. The management of water was structured by the prevailing exploitative production relations. A significant shift occurred at the end of the 1970s, driven by several factors. Land use transformations in the upper catchment of tanks and changes in agrarian relations are primary causes of this shift. The role of the state was very crucial in bringing about this change.

Land use changes in tank catchments in Pudukkottai stem from five important component: i) conversion of forests into plantations, ii) establishment of social forestry plantations on tank foreshores, iii) intensification of farming on the higher slopes, iv) soil conservation measures in dry lands, v) mining and quarrying and, vi) legal barrier for removing silt. They heavily influenced flow regimes, producing rapid surface runoff during the monsoon period, which in turn mostly determine erosion of soils. This led to dramatic environmental crisis with an alarming scale of soil erosion and sedimentation. Siltation reduces the water holding capacity of tanks and channels and becomes a severe threat to the long-term

sustainability of the landscape. Besides, a strong causal connection was found with changing agrarian relations and difficulties in the maintenance of tanks mainly in clearing accumulated silt.

During the post-independence period with the introduction of land reforms and other legislative measures in favour of labour, previously marginalised sections of society felt free from old relations of hierarchy and dominance through which social power was articulated in the operation and maintenance of tank systems. Generally, labour becomes casualised, transforming tied labour relations into wage labour. New forms of labour contract have emerged with piece rate wages for specified tasks. In addition, the growth of non-farm activities in the economy attracted a significant proportion of rural population. This in turn has brought profound changes. It has not only reduced the availability of labour in the farm sector but also opened up space for cultural assertion of lower caste/class labour. This has challenged the ruling values in society, negating the semiotic meanings attached to labour and allows refusal to perform socially and culturally low-status works such as desilting of tanks and channels.

Changing tank cascades

The changing land use and agrarian relations have put the tank systems in such a condition that they have lost their storage capacity to a considerable extent. A survey of tank capacity in Pudukkottai revealed that a third of the capacity of tanks is lost due to sedimentation. It is a substantial loss. The immediate response to reduced capacity of tanks due to soil erosion and sedimentation was the emergence of wells and borewells in the tank command areas. This situation compelled farmers to find additional/alternative sources of water for crops. It is in this circumstances and a matter of coincidence that farmers adopted

modern water extraction technologies in tank command areas that were promoted during the 1970s as part of the green revolution. This is also a case of technological solution for a socio-ecological problem

This eventually transformed the social and material character of the agrarian landscape. As a result, two distinct landscapes have evolved as wet and dry zones, in an otherwise dry region. Within the constraints and possibilities posed by ecology and different patterns of socio-economic development, wet and dry cascade villages register variable levels of adoption and growth of modern water extraction technologies. In both the wet and dry zones, resourceful farmers invested in borewells and wells in order to escape from the crisis posed by soil erosion and sedimentation (which caused a decline in the effective capacity of tanks). However, well owners in the dry zone face insufficient water supply from their wells as the terrain overlies hard rock aquifers, which limits their farming activities. But the groundwater potential is rich in the wet zone and is becoming the major source of growth.

Small and poor peasants in both zones reacted differently to the ecological crisis. In the dry zone, most of them continue to do farming as a subsistence option, combining it with non-farm employment of lower remuneration. They cultivate a single subsistence crop - mainly paddy - during the northeast monsoon season depending on tank water. Men migrate mainly due to the adverse environmental consequences. Consequently, a substantial amount of the population has left agriculture in the dry zone villages. In the wet zone, small and poor peasants use their farmland intensively along with the resourceful farmers. Landholders who do not own a well 'buy' water from well owners. A market for water has emerged, which is embedded in the prevailing labour relations. Groundwater-led agrarian development in this zone has paved the way for growing socio-

economic differentiation and commoditization. Consequently, the rate of accumulation and the level of class differentiation are higher in the wet zone than in the dry zone, characterized by commercial farming in the former and subsistence farming in the latter.

In the dry zone, tank management institutions get reshaped along with the emergence of new elements of subsistence farming that articulates within the scope of commercialized agriculture. This process indicates the significance of continuity and change in the aspects of tank management practices that evolved and transformed through ages. The principle of minimisation of risk dictates the strategic action in the management of water in the dry zone. This is manifested in the different strategies of tank water allocation and distribution followed and agricultural practices adopted under varying hydrological conditions in a given agricultural year or even within a crop season. Moreover, the management of tank water in the dry zone is not only based on the irrigation requirements of crops in the *ayacut* but it also includes water for domestic uses such as bathing, washing of clothes and other uses including fisheries, livestock rearing and recharge of wells. This pattern of resource use and management coincides with the nature and character of the farming system evolved in this zone.

Conclusion

In this chapter an attempt has been made to understand the process of change in and around tank systems using case study method to study the functioning of the interlocking tank cascades in Pudukkottai region in Tamil Nadu. The changing land and water use around tanks are spatially varied and far more complex. This not only implies changes in agronomic practices,

hydrological conditions and the level of soil moisture, but also signifies transformations of the social character of the agrarian economy. Both the wet and dry zones exhibit change, but of different forms, in water management practices, cropping patterns and degree of commoditization. The changing land and water resources use in tank cascades in recent history indicate the shifts in the balance of power among various social classes.

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A COMPARATIVE STUDY OF HOUSING FINANCE PLANS OF HDFC LTD., AND OTHER SELECTED FINANCIAL INSTITUTIONS.

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ABSTRACT

About two decades back, turning the dream of owning the home into reality was a daunting task for the common man due to non availability of affordable home loans. But now due to the proliferation of home loans and Housing Finance Companies (HFCs), a common man can aspire to own a roof over his head. The emergence of lenders for housing finance in India such as HFCs, Commercial Banks, Cooperative sector etc has widen the scope of housing finance industry in India.

Keywords: Housing Finance Companies, Commercial Banks, Cooperative sector

Introduction:

A Housing Finance Company (HFC) is a company which mainly carries on the business of housing finance. For commencing the housing finance business, an HFC is required to have the following in addition to the requirements under the Companies Act, 1956:

- (a) Certificate of registration from NHB
- (b) Minimum net owned fund of Rs. 200 lakhs (w.e.f.16.02.2002)

Meaning of Housing Finance

The terms "Housing Finance" or "Home Loan" means finance for buying or modifying a property. The different housing loan products could be classified as :-

- (a) Home Loans
- (b) Home Extension Loans
- (c) Home Improvement Loans
- (d) Land Loans
- (e) NRI Loans
- (f) Home Equity Loans
- (g) Short Term bridging Loans

Basis of Selection of HFCs for Comparative Study

There are number of home loan providers including Commercial Banks and HFCs, but here we are making comparison between the few HFCs because of two reasons,

first the prime business of HFCs is providing housing finance, Secondly the banks have prime goal of credit creation and lending for other purposes also. Thirdly as we have undertaken the detailed study of HDFC Ltd which is also a Housing Finance Company registered under section 29 A of the National Housing Bank Act 1987. For the purpose of comparison, we have conducted a survey to know the most preferred HFCs by the home loan seekers. As a result we found that people do prefer those HFCs which are either associated with a Public sector bank or have a high rate of creditworthiness. For instance the popular HFCs among masses are BHW Birla Home Finance Ltd, BOB Housing Finance Ltd, Can Fin Homes Ltd, HDFC Ltd, Dewan Housing Finance Ltd, HUDCO Ltd, ICICI Home Finance Company Ltd, IDBI Home Finance Ltd, and LIC Housing Finance, PNB Housing Finance Ltd. With the view to make comparison more genuine we have selected the three housing Finance Companies which comes under the same regulation laid by NHB, which are offering almost similar home loan products and have a high rate of creditworthiness as compare to others. These Housing Finance Companies are HDFC Ltd, LIC Housing Finance Ltd, and PNB Housing Finance Ltd.

Assumptions for comparison:

- (a) These three HFCs come under the regulations laid by National Housing Bank.
- (b) These Companies are enjoying the similar rate of Creditworthiness and client base.
- (c) The loan products which have been compared are exclusively for housing needs of individuals or residential purpose for Individuals.

Housing Development and Finance Corporation Limited (HDFC Ltd.)

Both in terms of business volume and market standing, HDFC stands head and shoulder above the competition in the home loan segment.

With an expertise gathered over 25 years of existence in the business, HDFC has managed to create an impressive loan portfolio that caters to varied housing finance needs. The Loan Products offered by HDFC Ltd are:

- (a) HDFC Home Loan (b) Home Extension Loan (c) Home Improvement Loan (d) Short Term Bridging Loan (e) Land Purchase Loan (f) Loans to Professionals for Non Residential Premises (g) Home Equity Loan.

LIC Housing Finance Limited (LIC HFL)

LIC Housing Finance Ltd is one of the largest Housing Finance companies in India which was incorporated on 19 June 1989 under the Companies Act 1956. It was promoted by Life Insurance

Corporation of India and went public in the year 1994. The Authorized Capital of the company is Rs 1000 Millions (Rs 100 Crores) and its paid up capital is Rs 850 Millions (Rs 85 Crores).

The main objective of the company is to provide long term finance to the individuals for the purchase, construction. Repair and renovation of new or existing flats or houses.

The Loan products offered by LIC Housing Finance Ltd are:-

- (a) Griha Prakash (b) Loan for Purchase of Vacant Plots (c) Home Loans for NRIs (d) Scheme for Pensioners- Before Retirement & After Retirement (e) Corporate Employees Housing Loan Scheme (f) Loans for Staff Quarters (g) Loans for Office Premises (h) Line of Credit to Corporates (i) Loan to Cooperative Societies (j) Loan to Public Agencies (k) Loan to Builders (l) Home Entity Loan (m) Loan to Professionals

PNB Housing Finance Limited (PNBHFL)

It is the wholly owned subsidiary of Punjab National Bank, one of the leading Nationalised bank. It is engaged in providing

housing loans for purchase, construction and upgradation of the dwelling unit. The company offers the loans for the purchase of house / flat from development authorities and also from private builders or group housing societies as well as for renovation and repairs. PNB provides loans to individuals against mortgage of their existing residential immovable property situated in urban/semi-urban/metro centres. By mortgaging their existing immovable property, borrowers can avail of loans for purposes such as education, marriage of children, family

function, foreign travel, medical expenses etc. The income from operation for the quarter ended on 30 September 2007 was Rs 5297.96 lakhs and for the half year ended on 30 September 2007 it was Rs 10293.92 lakhs.

The Loan products offered by PNB Housing Finance Ltd are :

(a) Apna Ghar Yojana (b) Ghar Sudhar Yojana (c) Loan Against Property (d) Loan for Commercial Property (e) Future Rental Securitization (f) Line of Credit Facility (g) Non Housing Loans to Builders & Bodies Corporate.

Table Showing the Features of Homeloan Products Offered by the Given HFCs

	PNB Housing Finance Limited	Housing Development & Finance Corporation Limited	LIC Housing Finance Limited
Name of the Home Loan Product	Apna Ghar Yojana	HDFC Home Loan	Griha Prakash
Purpose	Purchase of house/flat from Development Authorities such as DDA/HUDA/PUDA /RHB etc. Purchase of house/ flat from private builder/groups housing societies. Construction of House.	Purchase of house/flat from private builder/groups Purchase of flat, row house, bungalow from Developers. Purchase of existing Freehold properties.	Purchase of properties in an Purchase of houses/flat from Development Authorities and from private builders/groups housing societies.
Eligibility	(a) Individuals in permanent services or having their own business (Resident or Non-Resident) (b) Age of the applicant should not be more than 60 years in case of businessman or self employed.	(a) Individuals who are Salaried Employees, or Self Employed Businessman or Professional. (b) Home loans can be applied for either individually or jointly.	(a) Individuals who are Salaried Employees, or Self Employed Businessman or Professional. (b) Home loans can be applied for either individually or jointly.

Loan Amount	Minimum- Rs100000 The loan amount is ascertained on the basis of repayment capacity as determined by PNBHFL taking into account the income, age, qualification and occupation of the applicant. Maximum- 80% of the cost of property including stamp duty and registration charges.	Minimum- No Limit Amount Determined by HDFC Ltd is based on applicant's requirement. Maximum- 85 % of the cost of property including the cost of the land and based on the repayment capacity of an applicant.	Minimum- Rs25000 Maximum- Rs10000000 The loan amount is upto 85% of the total cost of property including stamp duty and registration charges.
Term of Loan	Upto 20 years.	Up to 20 years subject to retirement of an applicant.	Upto 20 years or Retirement age or 70 years of age, whichever is earliest.
Security	Security for the loan is the first charged by way of equitable or registered mortgage of the property to be financed and / or such other collateral securities as may be necessary.	Security for the loan is a first mortgage property to be financed. The title deeds are to be deposited in this concern or such other collateral security may be necessary.	(a)Equitable Mortgage of House or Flat. (b) One Guarantor. Or any existing or new policy under any acceptable plan of insurance issued by LIC.
Margin	The margin amount is 20 % of the total cost of project.	The margin amount is 15% of the total cost of project.	The margin amount is 15% of the total cost of project.
Front End Charges	Upto Rs 500000 – 1.25% Above Rs.5,00,000 & upto Rs 10,00,000 - 1.00 %	0.50 % of the loan sanctioned.	1.00 % of the loan sanctioned
Modes of Repayment	(a)Equated Monthly Installments (EMI). (b) Graduated Repayment Plan. (c) LIC linked Payment Plan. (d)Balance Payment Facility.	(a)Step Up Repayment Facility. (b)Flexible Loan Installment Plan. (c)Tranche Based EMI. (d)Accelerated Repayment Scheme.	Equated Monthly Installment on Monthly Rest Basis.

Rate of Interest	As on 7-01-2008 Upto the Loan Amount of Rs1000000 Fixed Rate: 12.50% Floating Rate: 11.50%	As on 7-01-2008 No limit for Loan Amount in case of Fixed Rate. Fixed Rate: 13% Upto the Loan Amount of Rs. 2000000 Floating Rate: 10.25%	As on 7-01-2008 There is a fixed range of loan amount i.e Rs25000 to Rs10000000. Fixed Rate:12.25% Floating Rate: 10.25%
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Source: Information Brochure of PNB Housing Finance Ltd.,

www.pnbhfl.com, www.lichfl.com, www.hdfc.com, Interviewing the staff of the given HFCs as on January 7,2008.

Comparison of Loan Product For Purchase/Acquisition/Self Construction

The Loan product for the purpose of purchase and self construction offered by PNB Housing Finance Ltd. is “APNA GHAR YOJANA”, by Housing Development & Finance Corporation Ltd. is “HDFC HOME LOAN “ and by LIC Housing Finance Ltd. is “GRIHA PRAKASH”. But HDFC Ltd is also offering loan for the purchase of existing freehold property without any hassle as it has mention it in its informational source. PNBHFL can also entertain the additional pledge of marketable securities or shares at its own discretion. The margin amount is 20 %, 15 %, 15% in PNBHFL , HDFC and LICHFL respectively. This shows that for taking the loan of Rs 10 lakhs, one has to deposit Rs 200000 to PNBHFL or Rs 150000 to HDFC or Rs 150000 to LICHFL. The margin amount which is to be deposited in the loan account first is similar in case of HDFC & LICHFL and comparatively more in PNBHFL. The HDFC has given the more facility to its customers regarding the repayment of loans, it has given the four plans such as Step Up Repayment Facility, Flexible loan Installment plan, Tranche based EMI and Accelerated Repayment Scheme. The PNBHFL has also given three ways of repayment, such as EMI, Graduated Payment plan, LIC Linked

plan and Balance Payment Facility. But LICHFL has given only one way of repayment that is Equated Monthly Installment (EMI) on monthly rest basis. The rate of interest is also high on small amount of loan and comparatively less on huge amount of loan. It is not attractive for customers as the amount required for improvement or extension is always less than the amount required for purchase or construction. The HDFC is charging the 0.50% as the front end charges at all levels of loan amount .It is simplified and convenient for the customer to understand .The rate of interest is also comparatively less on the amount less than Rs 20 lakhs .It is also favourable for the customer. The LICHFL has also more simplified rules & regulation regarding the front end charges and the rate of interest which are appropriate according to the market. The modes of repayment are same as in case of home loan products in all the three HFCs.

Findings & Suggestions:

This analysis of the housing finance plans of HDFC, PNBHFL and LICHFL reveals that although all these HFCs are suppose to be the best three HFCs preferred by most of the customers , but the HDFC has been showing more consumer friendly policies having limited terms and constraints. The HDFC has been considering the interest of masses specially MIG and LIG. Otherwise the LIG is considered to be the most neglected group by the private Housing Finance Institutions. On January 31, 2008, HDFC Ltd. Has announced that it has reduced

its retail prime lending rate (RPLR) by 25 basis points with effect from February 1, 2008. The reduction in rates will benefit all its existing borrowers.

1. It has been observed that the agriculture lands of suburban are being purchased by the builders and after that conversion of land is made for the use of MIG and HIG and also for making educational Institutional estates but it neglects the urban poor. It is again proves to be beneficial for the HIG and MIG only. The Government should control the conversion of land use and this type of land should be used to construct the houses for LIG and EWS.
2. The RBI and NHB must lay down specific guidelines for all public and private sector banks and Housing Finance companies to invest a fixed amount every year in the proposed project "National Shelter Fund".
3. The RBI should issue the guidelines for all commercial banks and all HFCs to charge a low rate of interest on home loans for Low

income groups and that rate should be uniformly charged by all lenders.

4. The better way to surmount the problem of housing shortage in India is not only making a policy for housing but setting up a plan for the project "HOUSING FOR ALL" is required.

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THE ROLE OF GEORGE JOSEPH IN VAIKOM SATYAGRAHA

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ABSTRACT

George Joseph was born the eldest child of C.I Joseph at Chengannur, a town in the Travancore state and now a part of the Indian state of Kerala. George studied at the Madras Christian College and did M.A. in Philosophy at the University of Edinburg before doing law at the Middle Temple, London in 1908. During his stay in London, he came into contact with many prominent Indian freedom fighters. He was also interested in social services too. He was very much active in Vaikom Satyagraha. Here is an attempt to analyse the participation of George Joseph in Vaikom Satyagraha and on the opinions of M. K. Gandhi on it.

Keywords: George Joseph, Freedom Struggle, Vaikom, Satyagraha, Movements

Introduction

George Joseph was born the eldest child of C.I Joseph at Chengannur, a town in the Travancore state and now a part of the Indian state of Kerala. His younger brother, Pothan Joseph became a famous journalist and editor of several news papers. George studied at the Madras Christian College and did M.A. in Philosophy at the University of Edinburg before doing law at the Middle Temple, London in 1908. During his stay in London he came into contact with many prominent Indian freedom fighters. Having completed his studies, he returned to India in January 1909. As a freedom fighter, he was also interested in social services too. He was very much active in Vaikom Satyagraha. Here is an attempt to analyse the participation of George Joseph in Vaikom Satyagraha and on the opinions of M. K. Gandhi on it.

His role in Freedom Struggle

On Joseph's return from London in 1909, he initially set up practice at Madras before shifting to Madurai. He hosted at his house in Madurai several leaders of the freedom struggle including Gandhiji, C. Rajagopalachari, Srinivasa Iyengar and K. Kamaraj during their visits there. It is worthy to mention here, Subramania Bharathi composed his Viduthalai, a well known patriotic song while staying at Joseph's residence.

Participation in Home Rule and Non Cooperation Movements

In 1917, Joseph was invited by Annie Besant to go to England along with her, Syed Hussain and B. V. Narasimhan to talk about Home Rule there. The Britishers however foiled this bid, arresting them when the ship chartered

to reach Gibraltar. Subsequently deporting them back to India. When P. Varadaraju Naidu was arrested for making a speech at the George Joseph assisted Victoria Edward Hall. George Joseph assisted C. Rajagopalachari who appeared for Naidu in the case. Joseph was the leader of the Rowlatt Satyagraha in Madurai, organising meetings, fasts and hartals during the satyagraha and during the Non Cooperation Movement he relinquished his lucrative legal practice and joined the movement.

Trade Unionist and Editor

Joseph played an important role in setting up the trade union movement in Madurai to organise the textile mill workers there. The union's initial struggles resulted in higher wages and reduced work hours for the mill workers but soon the mill owners and the government came together to bring about a collapse of the union. Joseph edited the Nehru Allahabad based newspaper 'The Independent' during 1920 – 21. Until his arrest on charges of sedition and the subsequent closure of the paper. He also succeeded Rajagopalachari to the editorship of Gandhi's 'Young India' in 1923.

Role in Vaikom Satyagraha

In 1923, T. K. Madhavan was invited as a special guest to the 38th session of the Indian National Congress held in Cocanada. The Congress president, Muhammad Ali, asked him to introduce a resolution for the formation of an all – India committee to work towards the eradication of untouchability and to set up special provincial committees to carry out this work under their general direction. However, Madhavan found that an all India committee for the eradication of untouchability had been set up the previous years, although no move had been made towards grass root action by forming regional committees. At a meeting of the Kerala Provincial Congress on 20th January 1924 in Ernakulam on Madhavan's initiative, an 'Untouchability Committee' was formed. On 6th

February 1924, the committee decided to choose Vaikom to start their anti untouchability campaign.

Vaikom was chosen mainly because it represented some of the worst features of casteism associated with temple worship in Travancore. In Vaikom, there was a famous Siva temple which was an important centre of pilgrimage. Round the outer perimeters of the temple lay roads used for ceremonial processions to the temple and whose access to Ezhavas, Pulayas, Parayas and other outcaste Hindus were restricted to particular points only, shown by notices known as *theendal palaka*. Similar restrictions were not placed on the movement of Christians and Muslims on these roads.

On 29th February 1924, the Congress Anti Untouchability Committee organised a public meeting at Vaikom attended by a number of Ezhavas and Pulayas besides high caste Hindus and others. George Joseph was invited to speak at the meeting but was unable to attend. On 30th March 1924, from the morning the venue of Satyagraha was packed with volunteers who came from different parts of the country. They were clad in Khadi dress, wore garlands and Gandhi cap, with Congress flag fluttering in front, they marched to the shout of "*Mahatma Gandhi Ki Jai, Satyagrahi Ki Jai*" and chanting devotional songs. Before leaving the ashram, Satyagrahis were instructed by the leaders to be calm under all provocations. The method adopted by the Congress was to send small batches of volunteers, including *Avarnas* and *Savarnas* to prohibited areas. The first batch included A. Bahuleyan (*Ezhava*), Kunjappan (*Pulaya*) and Govinda Panicker (*Nair*) and they proceeded to the prohibited route on the west side of the temple. The police stopped them and when they persisted, they were arrested under Section 134 of the Criminal Law and charged under Section 90. The District Magistrate ordered that the accused should be bound over for six months. The accused declined to offer sureties and the

District Magistrate sentenced them each to undergo simple imprisonment for six months.

On 31st March 1924, another batch of a *Nair* and two *Ezhavas*, advanced to the prohibited area and they were arrested and duly charged. Of these the *Nair* apologized and the case against him was dropped. But the others refused to give surety and they were sentenced. At the instance of the police, the District Magistrate issued a search warrant for the seizure of letters and literature, connected with the campaign of the Congress Untouchability Committee since they disobeyed the orders of the District Magistrate. The declaration of about fifty persons, including the above six accused, volunteered to work on behalf of the Untouchability Committee at the risk of imprisonment or personal injuries to the extent of death were seized. Other materials were also collected to justify a security case against the leaders of the movement.

The success of Satyagraha during the two days and these gentle behaviour of the police towards the Satyagrahis, created a feeling of frustration in the minds of the orthodox oppositionists which added spleen to their cold apathy towards the issue of allowing the lower castes the rights in question. K.P. Kesava Menon admits that: "We were under the impression that they could be won over by Satyagraha. On the contrary they turned more bitter and ireful than before". The Anti – Untouchability Committee and the Congress deputation had not done enough spade work among the *Savarna* oppositionists to affect a change of heart in them. Gandhi was well aware of this serious defect in the movement. Rumours were afloat that a *Nayar* - *Ezhava* confrontation was impending. So on the advice of a few worthies of Vaikom, the Satyagraha was suspended for a few days.

Meanwhile, the orthodox oppositionists tried to draw the wool over Ghandiji by making him disapprove of the Satyagraha campaign. Two Iyer brothers from Bombay, met Gandhiji

at Juhu and representing the cause of orthodox section in Vaikom, strove to convince him that the disputed roads were private roads owned by Brahmin Trustees of the Temple and that the Satyagraha was ill conceived and untimely, which would make the entire orthodox section enemy of Congress. Even though he did not place much credence on the averred facts, Gandhi was certainly not in favour of the Satyagraha by the Anti Untouchability Committee. That being so, he thought that it would be wiser on the part of the organizers of the campaign to suspend it for a time and wrote to K.P. Kesava Menon to that effect. He even advised the agitators to wait till Pandit Malaviya visited Vaikom to mediate a settlement.

During these days, the leaders of the movement made concerted efforts to produce a change of heart within the orthodox camp but it was a vain attempt to change a deep rooted custom or superstition in a week's time. Anonymous letters were sent to the Satyagraha camp. The objective of this was to warn the leaders.

The Government's displeasure, more obtuse and outspoken than the priestly prejudice, came down on the Satyagraha leaders. At the instance of the police, the District Magistrate issued a search warrant for the seizure of letters and other literature connected with the campaign. During that time, many persons volunteered to work on behalf of the Anti Untouchability Committee, at the risk of imprisonment or personal injuries to the extent of death and they were seized. On 6th April 1924, the District Magistrate ordered the arrest of T. K. Madhavan, K. P. Kesava Menon, K. Kelappan Nair, A.K. Pillai, K. Velayudha Menon and T.R. Krishnaswami Iyer for disturbing the peaceful atmosphere at Vaikom.

The Satyagraha was restarted on 7th April 1924. T.K Madhavan and K. P. Kesava Menon disobeyed the order and moved into the prohibited area. They were duly arrested and sentenced to

six months simple imprisonment each. A day previously, M. K. Gandhi wrote to George Joseph at his family home in Chengannur “as to Vaikom, I think you should let the Hindus do the work. It is they who have to purify themselves. You can help by your sympathy and by your pen, but not by organising the movement and certainly not by offering satyagraha. If you refer to the Congress resolution of Nagpur, it calls upon the Hindu members to remove the curse of untouchability.”

Gandhi was advising George Joseph that if he wished to participate in a campaign against untouchability, he should do so within his own community. It is clear from K. M. Panikar's Autobiography that he was behind the campaign to remove George Joseph from the leadership of the Vaikom Satyagraha. However, Gandhi's words of counsel were overtaken by events. With the arrest of Kesava Menon, George Joseph was asked to rake up the leadership. From the time of his arrival in Travancore in the middle of March 1924, George Joseph had been actively involved in the planning and execution of the Vaikom Satyagraha. Now, under his leadership, the agitation continued with greater vigour until the authorities changed their tactics. On the advice of Pitt, the Commissioner of Police, were set up round the perimeter of the Vaikom Temple. This change in tactic infuriated George Joseph who wrote to the District Magistrate on 10th April: “I need not hide from you the Committee's feeling that the Government has not played the game fairly. It has imposed upon the volunteers an unnecessary and superfluous amount of suffering verging on torture, but I do not make any compliant about it.”

On 11th April, George Joseph informed Gandhi of the change in tactics. He telegraphed “Vaikom Satyagraha assumed new phase. Police preventing access. Refuses to arrest. Satyagrahis have got down front road fasting. More satyagrahis intend following daily. Advise if change procedure necessary. Urgent.” A reply

from Gandhi was received next day ‘Omit fasting but stand or squat in relays with quiet submission till arrested.’ At the same time Gandhi sent George Joseph a letter in which he explained why he was against fasting in the present situation. Gandhi ended his letter by counselling a change in the tactics needed to make the satyagraha more effective.

“You must be patient. You are in an Indian state. Therefore, you may wait in deputation on the Dewan and the Maharaja. Get up a monster petition by the orthodox Hindus who are well disposed towards the movement. See also those who are opposing. You can support the gentle, direct action in a variety of ways. You have already drawn public attention to the matter by preliminary satyagraha. Above all, see to it that it neither dies nor by impatience becomes violent.”

On 11th April 1924, George Joseph was arrested and sentenced to six months imprisonment. Before leaving for the Central Jail in Trivandrum, he cabled Gandhi ‘Am arrested. Satyagraha must continue. Overwhelming public support and numerous volunteers. Leadership only needed. Send Devdas (Gandhi's son) or Mahadeo (Mahadev Desai, Gandhi's Secretary). Wife remains in Chengannur. Asking for blessing.’ The plea went unanswered. Rajagopalachari who had been directly approached by George Joseph to take over the leadership on the grounds that he was ‘physically unequal strain of campaign’. However, Gandhi had his own reservations about bringing leaders from outside. With George Joseph's arrest and the lack of effective leadership, the movement drifted along on spent steam, though punctuated by individual acts of heroism. Gandhi's strictures about their not using fasting as a weapon and not accepting help outside Kerala did not help matters. Neither did the impending monsoon which left a number of volunteers at the mercy of the elements. The final victory was achieved only ten years later when on 12th November 1936,

the Maharaja of Travancore issued the first Temple Entry Proclamation of its kind in India.

George Joseph in Jail

George Joseph wrote a letter to Susannah in Malayalam from Trivandrum Central Jail contain a similar mixture of the personal, philosophical and political ruminations found in his earlier prison letters from the North. There were four prisoners to each cell. Prisoners washed their own clothes and kept their cells clean. Food was prepared for the inmates of each mess, consisting of a block of cells. It is ironic, given the reason for his imprisonment, that the cook chosen for George Joseph's mess was a Tamil Brahmin whose food was described in one letter as 'something that everyone could eat'! Prisoners were locked in their cells at 7 p.m and lights switched off at 10 p.m. every night. Political prisoners were allowed as many books and writing material they needed. George Joseph even had his own typewriter in his cell. Each prisoner was allowed to write and receive one letter daily. Visitors were allowed once a week on Sundays. There were regular visits by both Susannah and the children.

Conclusion

George Joseph, a Kerala Christian was a stalwart fighter for India's freedom. He was closely associated with Mahatma Gandhi, Nehru, C. Rajagopalachari, Vallabhai Patel and others of the high pantheon of national leaders. He was an Edinburg educated, London trained barrister and a journalist also. He played an important role in setting up the trade union movement in Madurai.

In Vaikom Satyagraha, his involvement was led to a nationalist struggle. It marked a point at which a number of his cherished principles came under attack. His view of the need to separate religion from temporal affairs, his promotion of secularism in thought and deed his belief in a strong central authority over the states and his vision of the future of minorities in an independent India.

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AN EVALUATION STUDY ON SUB PLAN FOR SCHEDULED CASTE IN TAMILNADU

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ABSTRACT

Scheduled Caste in India is a most backward group, they are economically, socially, and politically poor people. Most of the people situated in below poverty line. So, the central and state government to provide various schemes and offers for that people. The financial institutions also to provide financial assistance for education, entrepreneurship, standard of living, and other activities, particularly National Scheduled Caste and Finance Development Corporation (NSFDC) and Tamil Nadu Adi-draavidar Housing Development Corporation (TAHDCO), is fully to provide the Sub Plan for Scheduled Caste development. This paper shows the Sub Plan for Scheduled Caste in Tamil Nadu level.

Keywords: SC, Scheduled Caste Sub Plan, Status of SC, Reservation system for SC

Introduction

In India 167 million dalits, constituting over 16 percent of the total population, As members of the lowest rank of Indian society, dalits face discrimination at almost every level from access to education and medical facilities to restrictions on where they can live and what jobs they can have. The discrimination against the dalits is especially significant because of the number of people affected. Dalits are divided into leather workers, street sweepers, cubblers, agricultural workers, and manual scavengers. the latter group is considered the lowest of the low and officially estimated at one million, and traditionally is responsible for digging village

graves, disposing of dead animals, and cleaning human excreta. Moreover, discrimination for dalits does not end if they convert from Hinduism to another religion. The dominant castes maintain leadership positions while dalit members of these religions are after marginalized and flagrantly discriminated against. The dalit activity is more than 80 percent among daily labourers and agriculture sector activities in Tamil Nadu. Half of dalit population is landless or has less than one acre of land each.

Scheduled Caste

Dalit are one of the most vulnerable groups in the society with age old traditions and systems. Dalits are considered as the early origin of the

country which consists of people from almost all the walks of religious and historical perspectives. These people are continuously oppressed by various groups of people due to their social rejection and economic dependence. Dr. Ambedkar, a social reformer in the country had taken painful efforts to uplift these people and struggled to fight against all kinds of socio-economic discrimination and violation against their people through constitutional provisions. In this regard, reservation policy has been formulated and extended till date. Even now, dalits are facing a lot o socio-economical discrimination and violations in the country. The socio economic status of dalits in depressed and they are low income generating people. As for the literacy level of dalit community, most of them are illiterates in their society. There has been dalit education for the longer development of the socio-political equalization of the society. Most of dalits are landless, agricultural labourers working for daily wages in the state. (Mariselvem 2014)

Status of Scheduled Caste in Tamil Nadu

In Tamil Nadu, there are 32 districts, 215 sub-districts, 1097 towns and 15979 villages as

per census 2011. The total population of Tamilnadu stands at 72138958 according to 2011 census. Of this, Scheduled caste population is 1,44,38,445, the rural population stands at 37.19 million and the urban population at 34.95 million.

Tamil Nadu has the highest proportion of the scheduled castes among the states of India. However, their process of modernisation has not broken the bond of case occupation, but certainly the modernisation of their traditional hereditary occupations is taking place. The Scheduled Caste groups have found opportunities of mobility not only in their age old occupations but have also ventured into some other activities which earlier were in the reserve of higher caste. Therefore, it is predominantly better off amongst the Scheduled castes who have become business and industrial workers. The explorations into their background reveal that they are young, educated and largely the natives of the place. The Scheduled castes have empowered themselves in the political and social spheres. (Paramasivan 2013)

Reservation System for Scheduled Castes

Table No. 1 - Tamil Nadu Reservation Scheme

S. No	Main Category	Sub Category	Reservation Percentage for each Sub Category	Reservation Percentage for each Main Category
1.	Backward Class (BC)	General	26.5%	30%
		Muslims	3.5%	
2.	Most Backward Class (MBC)			
3.	Denotified Community (DCN)			20%
4.	Scheduled Castes	Only Scheduled Castes	15%	18%
		Only for Arunthathiyar	3%	
5.	Scheduled Tribes			1%
	Total Reservation			69%

Source: www.director of census operations Tamil Nadu, 2011.

Different Sub Castes in Scheduled Castes in Tamilnadu

Scheduled Caste in Tamilnadu such as Adi Andhra, Adi Dravida, Adi Karnataka, Ajila, Arunthathiyar, Ayyanavar, Baira, Bakuda, Bandi, Bellara, Bharatar, Chakkiliyan, Chalavadi, Chamar and muchi, Chandala, Cheruman, Devendrakulathan, Dom and dombara and paidi and pano, Domban, Godagali, Godda, Gosangi, Holey, Jaggalli, Jambuvulu, kadaiyan, Kakkalan, kalladi, Kanakkan and Padanna, Kavara, Koliyan, Koosa, Kootan and Koodan, Kudumban, Kuravan and Sidhanar, Madari, Madiga, Malia, Mala, Mannan, Mavilan, Moger, Mundala, Nalakeyava, Nayadi, Padannan, Pagadai, Pallan, Palluvan, Pambada, Panan, Panchama, Pannadi, Panniandi, Paraiyan and Parayan and Sambavar.

Table No. 1 shows that the Reservation policy of the Tamilnadu in the employment.

30 percent Reservation for Backward class of which 3.5 Percent exclusively for Muslims.

20 percent Reservation for MBC, DNC and 18 percent Reservation for Scheduled Caste of which 3 percent exclusively for SC-A. One percent Reservation for Schedule Tribes.

Total Reservation is 69 percent in Tamilnadu and remaining for Open categories.

Table No. 2 indicate that the Population of Scheduled Caste by district as per the 2011 census. Total population of SC in Tamil Nadu recorded as per the 2011 census is 1,44,38,445.

Villupuram Districts is the highest (10,15,716) SC population consist district in Tamil Nadu with 7.03 percent followed by Kanchipuram (6.56%) and Thiruvallur (5.69%) district. Lowest SC population was recorded in Kanyakumari district with (0.51%) followed by Perambalur (1.21%) and Ariyalur district (1.22%).

Table No.2 - Population of Scheduled Castes by Districts 2011

S. No	State/District	Total Scheduled Caste	Per-centage
1.	Tamil Nadu	14438445	100
2.	Chennai	779667	5.39
3.	Kanchipuram	948081	6.56
4.	Thiruvallur	821646	5.69
5.	Cuddalore	763944	5.29
6.	Villupuram	1015716	7.03
7.	Vellore	860212	5.95
8.	Tiruvannamalai	565329	3.91
9.	Salem	580512	4.02
10.	Namakkal	345392	2.39
11.	Dharmapuri	245392	1.69
12.	Krishnagiri	267386	1.85
13.	Erode	369483	2.55
14.	Coimbatore	535911	3.71
15.	Thirupur	395876	2.74
16.	The Nilgiris	235878	1.63
17.	Tiruchirappalli	466561	3.23
18.	Karur	221385	1.53
19.	Perambalur	175289	1.21
20.	Ariyalur	176230	1.22
21.	Thanjavur	455062	3.15
22.	Nagapattinam	509767	3.53
23.	Thiruvarur	430927	2.98
24.	Pudukkottai	284804	1.97
25.	Madurai	408976	2.83
26.	Theni	258200	1.78
27.	Dindigul	452376	3.13
28.	Ramanathapuram	249008	1.72
29.	Virudhunagar	399831	2.76
30.	Sivagangai	227746	1.57
31.	Tirunelveli	569714	3.94
32.	Thoothukudi	347895	2.40
33.	Kanyakumari	74249	0.51

Source: Census of India 2011.

Table No.3 - Literacy Rate of Scheduled Castes by Districts 2011

S. No	State/District	Total Scheduled Castes Literacy Rate	
		Total	Rank
1.	Tamil Nadu	73.26	
2.	Chennai	83.63	2
3.	Kanchipuram	77.31	8
4.	Thiruvallur	78.34	7
5.	Cuddalore	71.44	19
6.	Villupuram	66.76	28
7.	Vellore	79.14	5
8.	Tiruvannamalai	71.41	20
9.	Salem	69.08	22
10.	Namakkal	66.00	29
11.	Dharmapuri	68.85	25
12.	Krishnagiri	68.46	27
13.	Erode	59.23	32
14.	Coimbatore	68.94	24
15.	Thirupur	61.46	31
16.	The Nilgiris	81.47	3
17.	Tiruchirappalli	78.49	6
18.	Karur	69.44	21
19.	Perambalur	71.71	17
20.	Ariyalur	64.93	30
21.	Thanjavur	76.26	10
22.	Nagapattinam	77.07	9
23.	Thiruvarur	75.50	11
24.	Pudukkottai	73.97	14
25.	Madurai	73.28	16
26.	Theni	69.00	23
27.	Dindigul	68.58	26
28.	Ramanathapuram	73.47	15
29.	Virudhunagar	71.67	18
30.	Sivagangai	74.26	13
31.	Tirunelveli	75.30	12
32.	Thoothukudi	79.67	4
33.	Kanyakumari	88.91	1

Source: Census of India 2011.

Table No.3 Indicate that Literacy Rate of Scheduled Caste by Districts 2011.

Overall literacy rate of Scheduled Caste as per 2011 Census is 73.26 percent.

Kanyakumari Districts placed first with 88.91 percent of literacy followed by Chennai 83.63 percent with second Rank, The Nilgiris Districts placed third with 81.47 percent of literacy followed by Thoothukudi 79.67 percent with fourth Rank, Vellore Districts placed fifth with 79.14 percent of literacy followed by

Table No. 4 - Literacy Rate

S. No	District/State	General 2011 (%)	Scheduled Caste 2011 (%)	Scheduled Tribes 2011 (%)
1.	Tamil Nadu	80.09	73.26	54.34
2.	Chennai	90.18	83.63	84.47
3.	Kanchipuram	84.49	77.31	54.90
4.	Thiruvallur	84.03	78.34	53.96
5.	Cuddalore	78.04	71.44	55.65
6.	Villupuram	71.88	66.76	44.38
7.	Vellore	79.17	79.14	50.75
8.	Tiruvannamalai	74.21	71.41	46.81
9.	Salem	72.86	69.08	51.85
10.	Namakkal	74.63	66.00	60.65
11.	Dharmapuri	68.54	68.85	57.09
12.	Krishnagiri	71.46	68.46	47.74
13.	Erode	72.58	59.23	46.91
14.	Coimbatore	83.98	68.94	55.75
15.	Thirupur	78.68	61.46	54.23
16.	The Nilgiris	85.20	81.47	60.76
17.	Tiruchirappalli	83.23	78.49	75.40
18.	Karur	75.60	69.44	83.23
19.	Perambalur	74.32	71.71	65.36
20.	Ariyalur	71.34	64.93	50.37
21.	Thanjavur	82.64	76.26	68.38
22.	Nagapattinam	83.59	77.07	62.90
23.	Thiruvarur	82.86	75.50	71.35
24.	Pudukkottai	77.19	73.97	68.81
25.	Madurai	83.45	73.28	71.69
26.	Theni	77.26	69.00	45.65
27.	Dindigul	76.26	68.58	51.90
28.	Ramanathapuram	80.72	73.47	62.67
29.	Virudhunagar	80.15	71.67	63.87
30.	Sivagangai	79.85	74.26	69.44
31.	Tirunelveli	82.50	75.30	69.28
32.	Thoothukudi	86.16	79.67	65.12
33.	Kanyakumari	91.75	88.91	80.66

Source: Census of India 2011.

Tiruchirappalli 78.49 percent with sixth Rank, Thiruvallur Districts placed seventh with 78.34 percent of literacy followed by Kanchipuram 77.31 percent with eighth Rank, Nagapattinam Districts placed ninth with 77.07 percent of literacy followed by Thanjavur 76.26 percent with tenth Rank, Krishnagiri Districts placed twenty seventh with 68.46 percent of literacy followed by Villupuram 66.76 percent with twenty eighth Rank, Namakkal Districts placed twenty Ninth with 66.00 percent of literacy followed by Ariyalur 64.93 percent with thirtieth Rank, Thiruppur Districts placed thirty first with 61.46 percent of literacy followed by Erode 59.23 percent with thirty second Rank.

Overall literacy rate of Tamil Nadu to 80.09 percent as per the 2011 censuses, but SC literacy rate is only 73.96 percent and ST literacy rate is 54.34 percent.

SC literacy rate is more than average in Chennai 83.63, The Nilgiris 81.47 percent, and Kanyakumari 88.91 percent. SC Literacy more than average in Thoothukudi 79.67 percent, and Thiruvallur 78.34 percent, Tiruchirappalli 78.49 percent, and Kanchipuram 77.31 percent and Nagapattinam 77.07 Percent and Thanjavur 76.26 percent, and Thiruvarur 75.50 percent, Tirunelveli 75.30 percent, and Sivaganga 74.26 percent and Pudukkottai 73.97 percent, and Perambalur 71.71 percent, and Viruthunagar 71.67 percent, and Ramanathapuram 73.47 percent, and Tiruvannamalai 71.41 percent, and SC Literacy more than average in Karur 69.44 percent, and Theni 69.00 percent, and Salem 69.08 percent, and Coimbatore 68.94 percent,

and Dharmapuri 68.85 percent, and Krishnagiri 68.46 percent, and Namakkal 66.00 percent, and Villupuram 66.76 percent, and Thiruppur 61.46 percent, and Ariyalur 64.93 percent, and SC Literacy Low average in Erode 59.23 percent.

Scheduled Caste Sub Plan:

Under the Scheduled Castes Development Bureau, the ministry implements Scheduled Caste Sub Plan (SCSP) which is an umbrella strategy to ensure flow of targeted financial and physical benefits from all the general sectors of development for the benefit of Scheduled Castes. Under the strategy, States/UTs are required to formulate and implement special Component Plan (SCP) for Scheduled Castes as part of their Annual Plans by earmarking resources. At present 27 States/UTs having sizeable SC population are implementing Scheduled Caste Sub Plan.

The main objective is to give a thrust to family oriented schemes of economic development of SCs below the poverty line, by providing resources for filling the critical gaps and for providing missing vital inputs so that the schemes can be more meaningful. Since the schemes/programmes for SCs may be depending upon the local occupational pattern and the economic activities available, the States/UTs have been full flexibility in utilizing SCA with the only condition that it should be utilized in conjunction with SCP and other resources available from other sources like various Corporations, financial institution etc. The state Government have been given flexibility in choice of schemes to be implemented out of Special Central Assistance, within the overall frame work of the scheme.

Table No. 5 - Scheduled Caste sub Plan (SCSP) flow (Target) and expenditure Since X FYP Period (Rs. in Lakhs)

Year	Annual plan outlay (APO)	Flow target			Expenditure			FT to Exp %
		Divisible	Indivisible	Total	Divisible	Indivisible	Total	
2010-11	2006800.00	382783.50	41289.00	424072.50	398631.12	22369.39	421000.51	99.27
2011-12	2353500.00	500749.52	0.00	500749.52	449196.72	0.00	449196.72	89.70
2012-13	2800000.00			610860.80			540512.08	88.48

Source: Adi Dravidar and Tribal welfare Department, Chennai-9.

Table No.5 shows that Scheduled Caste sub plan (SCSP) flow (Target) and expenditure since X FYP period. In the year 2010-11, Annual Plan outlay amounted to Rs. 2006800 Lakhs. Flow target divisible amounted to Rs. 382783.50 Lakhs, Individual categories amounted to Rs. 41289.00 Lakhs and total flow target amounted to Rs. 424072.50 Lakhs. Expenditure divisible amounted to Rs. 398631.12 Lakhs, Indivisible categories amounted to Rs.22369.39 Lakhs and total Expenditure amounted to Rs. 421000.51 Lakhs. In the year 2011-12, Annual Plan outlay amounted to Rs. 2353500.00 Lakhs. Flow target divisible amounted to Rs. 500749.52 Lakhs, Indivisible categories amounted to Rs. 0.00 Lakhs and total flow target amounted to Rs. 500749.52

Lakhs. Expenditure divisible amounted to Rs. 449196.72 Lakhs, Indivisible categories amounted to Rs.0.00 Lakhs and total Expenditure amounted to Rs. 449196.72 Lakhs. In the year 2012-13, Annual Plan outlay amounted to Rs. 2800000.00 Lakhs. Flow target divisible amount not applicable, individual categories amount not applicable and total flow target amounted to Rs. 610860.80 Lakhs. Expenditure divisible amount not applicable, indivisible amount not applicable and total Expenditure amounted to Rs. 540512.08 Lakhs.

Flow Target to Expenditure shows that 99.27 percent in the year 2010-11, 89.70 percent in the year 2011-12, and 88.48 percent in the year 2012-13.

Table No.6 - Annual Progress on Scheduled Castes Sub Plan (SCSP) 2012-13
(Rs.in Lakhs)

S. No	Sector/Heads of Development	Annual Plan Outlay	Flow to SCSP	Expenditure	Flow to EXP
1.	Agriculture crop husbandry	127984.25	25646.43	12481.49	48.66
2.	Soil & water conservation	19713.95	1446.00	1486.84	97.25
3.	Animal husbandry	34847.27	78188.48	8946.35	11.44
4.	Reg.of co-op. societies	27784.02	4025.00	3212.35	79.80
5.	Rural development	284285.65	86341.61	73315.24	84.91
6.	Community development	131277.27	47798.71	48450.52	98.59
7.	Industries and minerals. (Handloom & Testiles)	52365.50	6400.00	8996.00	71.14
8.	Transport: Roads and Bridges	152235.21	31500.02	31521.08	99.93
9.	General expenses	282904.95	46555.11	35672.20	76.62
10.	Sport and youth services	752.67	89.73	60.06	66.93
11.	Medical and public health	170311.59	44242.76	44377.97	99.69
12.	Water supply and sanitation	143281.23	18690.00	15623.28	83.59
13.	Housing	8431.16	2753.52	2588.68	94.01
14.	Urban development	244584.30	5257.18	9029.31	58.22
15.	Welfare of SCs	83078.72	51733.67	42217.26	81.60
16.	Social security and welfare	427359.14	101857.31	94436.63	92.71
17.	Nutrition	57367.18	26251.35	29041.29	90.39
18.	Labour & Employment	42878.51	15583.92	11612.59	74.51
19.	Special Programme Implementation	350000.00	87500.00	67442.94	77.07
20.	Others Depts. Where no funds earmarked under SCSP.	158557.43	-	-	
	Total	2800000.00	610860.80	540512.08	88.48

Source: Adi Dravidar and Tribal welfare Department, Chennai-9

Table No.6 Indicate that Annual Progress on Scheduled Castes Sub Plan (SCSP) 2012-13.

As regards agricultural crop husbandry sector, Annual Plan outlays amounted to Rs.127984.25 Lakhs flow to SCSP amounted to Rs. 25646.43 Lakhs and Expenditure amounted to Rs. 12481.49 Lakhs, Flow to expenditure is 48.66 percent.

On the whole, annual plan outlay amounted to Rs.2800000.00 Lakhs, Flow to SCSP amounted to Rs.610860.80 Lakhs, Expenditure amounted to Rs.540512.08 Lakhs, Flow to SCSP to Expenditure is 88.48 percent.

Suggestion and Conclusion:

Scheduled Caste in Tamil Nadu is one of the dominant communities with more than 20 percent of the total population in the state. Majority of the Scheduled caste one belongs to agriculture based with low income categories. Though Tamil Nadu is considered as one of the well developed state in the country, status of the Scheduled caste is not yet improved. Still different types of discrimination, violation, atrocities and other types of untouchability existing against the Scheduled caste. Reservation policy and sub plan are focusing the Scheduled caste as socio-economically empowered from various periods but, what happened in the real sense is one of the major question. Allocation of sub plan and distribution to various sectors are placed attractively in the paper, not in reality. Allocation of sub plan money not reached the real beneficiaries due to various reasons. Therefore, there should be a special attention to reach the sub plan allocation to the concerned Scheduled Caste in the state and the government must undertake an evaluation study on effectiveness and impact of the sub plan and its impact on socio economic empowerment of Schedule Caste in the state. Implementing schemes and establishing institutions are not enough to fulfil the needs of the marginalised people, there should be a periodical review about

the schemes and its impact on the life of the beneficiaries. Hence, this study concludes, effectiveness of the sub plan and its allocation to each sectors needs to revise according to its reaches to the Scheduled Caste in Tamil Nadu.

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SERVICE FAILURES, CUSTOMERS' COMPLAINING BEHAVIOR FOR SERVICE RECOVERY IN BANKING INDUSTRY

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ABSTRACT

The purpose of this research paper is to trace out the issues pertaining to the conceptual and theoretical phenomenon of service recovery, how it applies to banking public and how customers' evaluate service recovery efforts taken by the service providers and what leads to higher customer satisfaction. It is also needed further to understand the important aspects/ attributes of service recovery efforts of banks to address the customers concern and to what extent are they satisfied in these aspects. The academic efforts and the resultant findings will be of immense benefit not only to banks to improve the service recovery practices but also make the customers to be sensible in complaining the service failures/ deficiencies and the expected satisfactory response of the bankers thereon. These things are theoretically approached through the conceptual model developed and explained below.

Keywords: service failures, banking industry, customer retention, strategic advantage

Introduction

Presently, the banking industry is facing a distinguished competitive environment at the backdrop of globalised scenario as they not only compete among each other but also with non-banks and other financial institutions for their sustained development. Most bank product developments are easy to duplicate and when banks provide nearly identical services, they can only distinguish themselves on the basis of price, quality with the service edge. Therefore, customer retention is potentially an effective tool that banks can use to gain a strategic advantage

and survive in the volatile environment. The argument for customer retention is relatively straightforward. It is obvious that superior service alone is not sufficient to satisfy customers. Prices are also essential, if not more important than service and relationship quality. Furthermore, service excellence, meeting client needs, and providing innovative products are essential to succeed in the banking industry. Most private banks claim that creating and maintaining customer relationships are important to them and they are aware of the positive values that relationships provide. Despite the consensus

regarding the importance of offering high quality services, service failure remains challenging one for almost every business in the world. The prevalence of service failure in retail service settings and the growth in importance of the service sector in the world's economy both point to the need for a better understanding of the role that service recovery should play in today's marketplace. Customers share their views and describe why they think banks should make efforts to resolve their complaints.

Review of Relevant Literature

Service recovery has been defined as actions undertaken by service providers to address service failures and the set of processes that firms employ to attempt to provide a remedy for those failures (**Battaglia, Borchardt, Sellitto & Pereira 2012**). **Johnston and Michel (2008)** found that an organization's service recovery procedures led to three distinct outcomes: customer, process, and employee recoveries. **Michel, Bowen and Johnston (2009)** suggest to integrate customer recovery, process recovery, and employee recovery effectively for a successful service recovery, thus they define service recovery as "...the integrative actions a company takes to reestablish customer satisfaction and loyalty after a service failure (customer recovery), to ensure that failure incidents encourage learning and process improvement (process recovery) and to train and reward employees for this purpose (employee recovery)". Service recovery is especially important in the banking sector as highlighted by **Younas and Jan (2012)** "Customers may avoid complaining about minor service failures, however, in the financial institutions like banks there are no minor service failures as it is the dealing of money". **Press, Ganey, and Hall (1997)** revealed that service recovery is one of the most important issues to banking customers and that "well handled problems or complaints produces customers who are actually more loyal than those experiencing no problems at all". Thus,

service recovery could be seen as the second opportunity a business has to make things right for a customer, as the business failed the first time to do so properly (**Bowen & Johnston, 1999**). Effectively managing complaints would also have a major impact on customer satisfaction and intentions to switch (**Ahmed & Amir, 2011**), as service recovery failure is considered one of the major causes behind customers' decision to exit a service (**Keaveney, 1995**). This would be especially important in the context of Indian banking industry, because according to **Colgate and Hedge (2001)**, "defection is not just occurring in a small isolated set of firms but is a widespread facet of the Indian banking industry".

'Service Failure, Customers' Complaining Behavior' – Conceptual Issues

Service recovery is usually preceded by a complaint of a dissatisfied customer. However, over the years the trend in literature shows that only a small percentage of dissatisfied customers complain (**Peppers & Rogers, 2004**). In the case of banks, although 63% of consumers are dissatisfied with the bank services, only 11% complain to their banks (**Press, Ganey, & Hall, 1997 cited in Chebat, Davidow & Codjovi, 2005**). According to **Malhotra, Ndubisi and Agarwal (2008)**, a private has a stronger impact on defection than public complaints in the context of retail banking sector. Thus, it is important to investigate the reasons and circumstances that facilitate or deter customers from complaining with reference to complaining behavior in the banking industry, **Valenzuela (2008)** in his work on the Chilean banking industry stated that on the basis of past literature there were two plausible reasons as to why customers do not complain. The first reason was the inherent negative attitude that people have towards complaining (**Davidow & Dacin, 1997**). Secondly, customers perceived that companies have a negative attitude towards complaint resolution (**Lau & Ng, 2001**). **Siddiqui &**

Tripathi (2010) found four types of customers in terms of their complaining attitude in the context of the Indian banking sector: non-complainers, switchers, prompt complainers and positive thinkers, and the majority of the customers (61%) belonged to the non complaining group. They further found that many of the customers of the non complaining group do not know where and how to complain. **Al-Foqahaa (2010)** found that customers' complaining behavior is negatively affected by lack of information as to whom they complain perceived justice, and the expected costs and efforts of complaining in Palestine. In addition, customers' education level, frequency of bank visits and the type of problem were also found to have an impact on complaining behavior, but gender, age and income had no effect (**Al-Foqahaa, 2010**). In the context of India, there is a dearth of studies regarding the factors affecting customer complaining behavior towards Banks. **White and Yanamandram (2004)** found that customers' complaining behaviour towards financial services was found to differ according to three variables, namely: account type, length of time dissatisfied, and gender such as (a) cheque account holders complain less frequently than other account holders, (b) the more the times that the customer had been dissatisfied with a financial service, the higher the number of times that the customer tend to complain, and (c) women make more complaints to financial institutions than men. They further found a number of reasons for customers' dissatisfaction towards financial institutions, such as lack of branch locations, high interest rates on loans, low interest rates on savings, long waiting times, numbers and volume of account fees, high account fees, poor counter service, e-banking confusion, poor telephone banking service, and various other reasons. **Colgate and Hedge (2001)** found that customers' complaint at least twice before they exit their banks. According to **Colgate and**

Hedge (2001), 'service failures' are the most influencing factor on customers' propensity to complain followed by 'denied services' and then 'pricing problems', but demographic differences do not have a reasonable impact on complaining behaviour among the bank customers. Thus, from the literature review, it appears that the nature of the problem (perceived severity of the problem), attitude towards banks' complaint resolution, the level of confidence of receiving a positive outcome from the bank, the level of relationship with the service provider, knowledge about where to complain and how to complain, perceived easiness/complexity of complaining process, and various demographic and psychographic factors tend to be the predicting variables for complaining behavior of banking customers.

Customers' Complaining Process

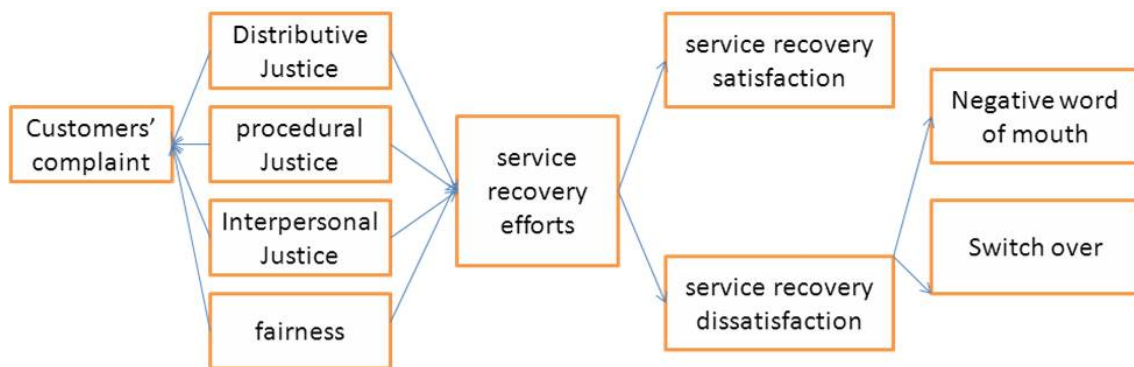
Customer complaining behavior can be seen from the discussion is a fairly complex activity, and the 'modus operandi' by which customers complain is of significant importance to service providers. The complaint process normally begins with a trigger caused by an unfavorable negative incident which triggers an unfavorable service experience (**Tronvoll, 2012**). **Kim, Wang and Mattila (2010)** presented a conceptual model of customer complaining behaviour which suggests that initial dissatisfaction from a service failure leads to cognitive appraisal, which in turn will determine the customers' coping strategies (i.e., doing nothing, complaining to a third party, spreading negative word-of-mouth, or deciding to make a complaint). If customers' make a complaint, then they evaluate the recovery effort in terms of fairness and form their recovery satisfaction judgments, which in turn will lead to behavioral outcomes such as switching, word of mouth (WOM) or loyalty. In line with complaining behaviour, it is also significant to identify the channel(s) used by customers to complain to

service providers, as various types of encounters (e.g., personal, phone, and electronic) are available for customers' to lodge complaints. Earlier studies (**Tax & Brown, 1998**) predicted that the proliferation of technology would facilitate customer complaints. **Tax and Brown (1998)** stated that the increased accessibility of customer service personnel via mobile phones, e-mail, and toll-free numbers might encourage customers to complain, because it minimizes the time and cost overrun to make a complaint. **Andreassen and Streukens (2012)** developed a conceptual model to understand customers' intention to adopt online complaining and found the attitude toward online complaining is positively related to the extent customers believe online complaining to be useful, easy to use, and enjoyable. They further found that the effect of attitude on intention to use online complaining is moderated by situational factors (e.g., intensity

of dissatisfaction and outcome expectations) but is not affected by individual customer characteristics (i.e., inherent novelty seeking and need for social interactions).

Customer complaining behavior augmented by technology driven services encounter was further studied by **Snellman and Vihtkari (2003)** who found that in the Finnish banking industry, there were no significant differences in the complaining rates of customers who complained via traditional means and those who complained via technology mediated service encounters. The research conducted to date suggests that more work is needed, as the findings of industry specific customer complaining behavior will have interesting implications for designers of service recovery mechanism. Especially, more investigation is needed in the banking customers' complaining behavior, as the existing literature clearly depicts a knowledge gap in this area.

Conceptual Research Model



Service Recovery Efforts – An Evaluation

How customers' evaluate service recovery efforts of service providers and what leads to higher customer satisfaction is another important aspect of academic inquiry within the broader literature of service recovery. It is well known in the service recovery literature that customers' evaluate three types of fairness when

evaluate service recovery efforts: distributive justice (fairness of the outcome of the business' response), procedural justice (fairness of the process by which decisions are made), and interactional justice (fairness of the organization's representative's attitude and personal interaction with the customer) (**Tax & Brown, 1998**). **Hess and Ambrose (2010)** extended it to a four factor

model: distributive, procedural, interpersonal, and informational justice. Numerous researchers have investigated how various aspects of these fairness dimensions impact customer satisfaction about service recovery efforts. **Gelbrich and Roschk (2011)** empirically validated a path model depicting organizations responses (compensation, favorable employee behavior, and organizational procedures) positive influence justice perceptions (distributive, interactional, and procedural justice) which positively affect post complaint satisfaction (transaction-specific and cumulative satisfaction), and in turn has a positive impact on customer behavioral intentions (loyalty and positive word of mouth). **Battaglia et al. (2012)** revealed that speed of recovery and empowerment are important aspects of service recovery dimensions from the distinguished operating environment. In Australia complaints handling standard (currently adopting AS-ISO-10002-2006) provides thirteen 'essential elements' of effective complaints handling: commitment, fairness, resources, visibility, access, assistance, responsiveness, no charges, remedies, data collection, systemic and recurring problems, accountability, and review of which eight elements fall into front-office and the remaining five belong to back-office category . They further found that dissatisfactory service recovery effort of the banks was the major reason for the switching behavior of customers. However, these limited research efforts are completely inadequate to identify how customers evaluate service recovery efforts of banks.

Conclusion

In banking industry, establishing long-term relationship with valuable customers is only possible by creating trust among the customers in the bank. The trust is gained through satisfactory service recovery that leads to increase customers' confidence toward the bank. To increase PDJ, banks should develop specific procedures and guidelines to help service counter staff and branch managers to recover service

failure such as waving the service fees for the failed transaction due to bank's mistake. To overcome such a situation , training programs should also be designed in such a way to develop accurate and comprehensive procedures to address the customers' complaints as quickly as possible to solve the issues within the justifiable timeframe. Service failure is a nightmare for every organization. No matter how large or small the organizations, service failure is inevitable and it may tarnish the reputation if nothing is done to rectify the problems, at the earliest. Therefore, service recovery should be a culture to every organization. Focus should be given to the three dimensions of justice theory that have been mentioned earlier. Extensive studies have proven that distributive justice, procedural justice, and interactional justice influence the service recovery satisfaction. Even though customers are sometimes difficult to be satisfied especially after service failure, organization should do something to compensate the tangible and intangible losses of the customers. Service recovery paradox claimed that recovered customers can be more satisfied if the organization is able to solve their problems compared to those customers who never experienced failures. The incorporation of brand evangelism will contribute new perspective to service recovery body of knowledge. To the researchers knowledge, no service recovery study has incorporated brand evangelism to date. Therefore, it is vital to investigate the influence of recovery satisfaction towards brand evangelism.

Implications To The Stakeholders

This research paper is beneficial to employees in any organizations in general and the banking sector employees in specific, across the globe. It is the responsibility of everyone in the organization to provide the best service to the customers. In the event of service failure, employees have to react immediately and managers should always support employees

service recovery efforts. Service failure without resolution will lead to customer defection. This paper is expected to provide significant insights to managers on the appropriate ways to recover the service. Managers can consider distributive justice (fair refund, replacement, coupon, voucher), procedural justice (fair and flexible policies/procedures), and interactional justice (effective communication) when recovering from the service failures. Employees should be emphasized the importance of service recovery in promoting customer satisfaction.

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ENVIRONMENTAL IMPACT OF INDUSTRIAL EFFLUENTS IN THOOTHUKUDI DISTRICT

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ABSTRACT

Environment is a situation which surrounds us. It influences directly and indirectly on the lives and livelihood of human beings, animals and plants on the earth. Human beings are an integral part of the natural environment which is endowed with good natural resources like air, water, land and biodiversity like flora, fauna, forest, mountain and glaciated. Human beings are only having the capability to utilize all the natural resources. Environmental problems may arise due to over utilization of available natural resources caused by the economic growth, population growth, urbanization, industrialization, intensification of agriculture, rapid increase in the power fuel uses and so on.

Key Words: Globalization, Urbanization, FDI, WTO, IMF, World Bank.

Sustainable Vs Unsustainable Development

In the era of globalization everybody seeks to be growth and development. Especially the developing countries like India, South Asian nations, Latin America and African countries are trying to be achieving the growth through industrialization. For promoting these they encouraged globalization, urbanization, FDI etc... It creates enormous positive externalities as employment, poverty reduction, labour standard, education etc... At the same time globalization lead food crisis, global warming, financial crisis etc... International organization such as WTO, IMF, World Bank these also threatening the developing countries. Within these constraints developing countries are trying to achieve the growth. Industrialisation is the key factor of the

development of the developing countries. It helps to achieve variety of social objectives, but at the same time it leads loss of natural resources, climate change, air, water and soil pollution these are all the negative externalities due to the industrialisation. This will be worsening the development of the developing countries. So there is an essential for the sustainable development, then only we overcome all these global problems.

Environmental problems in India

Now India is facing an alarming rate of environmental degradation. India is the sixth largest and second fastest country in producing the Green house gases. Three largest cities in India are considered as the most polluted city in the world. A report by TERI noted that India losses at least 10% of national income due to

environmental degradation. It also noted that the availability of fresh water is declined as two third. The water requirement of major water consuming industries such as agro based, fertilizer, petrochemical and refineries are increased 40 times. (Sancheeta Ghosh, year unknown)

In India we classify the environmental problem in to two broad categories; first one is problems due to poverty and underdevelopment and another one is problem due to developmental processing like industrialization and urbanization (B.P. Paul). India is a second largest populated country it is a great burden increase the pressure on space and resources. As a rapid growth of population it is difficult to accommodate and feed all the people. It significantly influences the depletion of the natural resources and creates environmental pollution. As a result of poverty most of the population depends on the natural resources for fulfill their basic needs(food, fuel, shelter, employment etc...) it lead deforestation, it creates several environmental problems such as soil erosion, flood, drought, less rain fall, Global warming, loss of bio diversity etc... The second category is unintended side effects of the development process of achieving growth. Later one is severely affects the environment.

Industrialisation and urbanization has growing faster than the population growth. Industrialisation affects environment in various ways polluting the atmosphere, especially in terms of air and water quality it becomes a threatening one. India wishes to achieve the rapid economic growth through industrial development. For promoting the industrial development our government launched deliberate economic policies of economic growth. After the independence India followed mahalanobis model which give priority to investment goods and industrial sector (Anil K. Lal et el 2005). During the planning period our government gives special importance to industrial development regularly. In the last two decades our economy attains rapid economic development through industrialization. (Kazuya Fujime). After the implementation of the globalization rapid industrial growth severely affects the environment. It imposed a considerable social cost and a livelihood impact has become a major threat to the sustainable development.(Prakesh Nellyat).

Urbanization is associated with higher incomes, improved health, higher literacy, improved quality of life and other benefits. But along with these benefits of urbanization it has

Table No: 1 - India: Urban Population 1901 – 2001

Year	Urban population (million)	Percentage of Urban to total population	Decadal growth rate (percent)
1901	29.9	10.8	-
1911	25.9	10.3	0.4
1921	28.1	11.2	18.3
1931	33.5	12.0	19.1
1941	44.2	13.9	32.0
1951	62.4	17.3	41.4
1961	78.9	18.0	26.4
1971	109.1	19.9	38.2
1981	159.5	23.3	46.1
1991	217.6	25.7	36.4
2001	306.9	30.5	41.0
2011	377.1	31.6	17.6

Source: Ministry of Urban Affairs

environmental and social ills. They are poor quality housing, lack of water supply and sanitation facility and lack of proper waste disposal facilities it leads to spread of communicable diseases. India urban population is the second largest urban populations in the world at the time of independence only 15% of peoples were lived in urban area. Now 30.5% of populations are living in urban area (Dhirendra Kumar, year unknown).

Increasing the urbanisation has resulted that increasing the amounts of solid waste. It is estimated that 20-50 percent of the solid waste generated remains uncollected. Continuous increase in the urbanisation and their growing amounts of waste has reduced the recycling capabilities of local rivers and lakes. These problems are related with urban effluents, nutrient loading of local waters is one of the most serious problems. Poor water resource management also contributes the water problems also. Transportation systems are a major contributor to the decay of urban environment and reduced quality of life in the metropolitan areas due to their contribution to atmospheric emissions, noise and risk of accidents. Poor maintenance of vehicles, degraded condition of roads and use of un-pure fuels primarily precipitate the problems of air and noise pollution arising from operation of motorized vehicles. These are the major environmental problems due to the urbanizations

In India industrial sector took only 3% of water consumption per year. But it emits 55,000-million m³ wastewater per day among that 68.5-million m³ wastewater is directly dumped in to the river and streams without the proper treatment. Waste water from industrial activities, which contains toxic organic, and in organic pollutant some of them are non-degradable. These pollute the environment in a long period. In our country 50% of urban pollution in the form of industrial effluent, heavy metals from

thermal power, tannery and mining activities. (World Bank 1999)

In India every year 50 million cubic meters of untreated sewage water are dumped into the river. In our country domestic sector contributed to high level of emission of wastewater. Of these 22 largest cities of our country emitted 7,267 million liter wastewater per day (CSE 1999). Inadequate treatment of human and animal waste is the major reason for water related disease in our country. Water borne sewage system is used to dispose the human excreta, this is system are also used by the industries to emit their wastes particularly they discharge the chemical contaminated wastewater which having cadmium, lead and chromium. These are highly toxicant the levels of these poisons are 10 or 20 times greater than the sewage wastes (Chang, page and Anasno 1995). Irrigation is also severely affected by the water pollution.

Environment situation in Tuticorin

Tuticorin is a city and a Municipal corporation which situated in Thoothukudi district. It is the tenth largest city in Tamil Nadu (after Chennai, Coimbatore, Madurai, Trichy, Salem, Vellore, Tiruppur, Tirunelveli and Erode). This city is traditionally known for its pearl fishery and shipbuilding. This district has represented 70 % of the state salt production and met 30 % requirement of India. (NIC, 2009)

There are two Industrial Estates in Tuticorin district one at Kovilpatti with 11 units and the other at Thoothukudi with 20 units. The former is managed by SIDCO and the latter by SIPCOT. Small Scale Industries such as match industries, food-based and metal-based industries are generally concentrated in Kovilpatti and Thoothukudi taluks.

Industries in Tuticorin district

Tuticorin is one of the fastest growing industrial cities in Tamil Nadu, which has large number of industries including power, chemicals,

fisheries etc. There are 2,200 and above Small Scale Industries registered in the district and about 12 major industries. They are engaged in the production of cotton and staple yarn, caustic soda, PVC resin, fertilizers, soda-ash, carbon dioxide gas in liquid form etc., The important major industries are SPIC, TAC, Dharangadhara Chemical Works, Loyal Textails Ltd., Madura coats Ltd., Sterlite Copper Industries, Kilburn Chemicals, Ramesh Flowers, Nila sea foods, Deva and Co., and Transworld Granite Industries. They are providing great employment opportunity to rural people. (District Statistical Hand book of Tuticorin 2009)

There are large numbers of red industries in Situated in Tuticorin district. Red industries mean highly polluting industries. The following table shows number of red industries in Tuticorin district.

Table No: 2 Red Industries in Tuticorin district

Sl.No	Particulars	Total
1.	Large Scale	49
2.	Medium Scale	17
3.	Small Scale	193
	Total	259

Source: Pollution control Board 2010

Tuticorin is one of the important districts which have large number of red category industry. It has 49 large scale, 17 medium scale and 193 small scale red industries. Apart from that number of industries located in Tuticorin region. It is evident that Tuticorin is worsely affected by the industrial pollution.

Economic Development of Tuticorin

The scope for industrial growth is very high in the case of Tuticorin. Now it is slowly transforming into a Sakthi City from Pearl City. The export and import activities through Tuticorin Port have increased by over 1.5 times. (THE HINDU Jul 20, 2010). The Confederation of Indian Industry has come out with a vision

statement for Thoothukudi 'Vision 2025' which states that the per capita income of the city's citizens will triple to be around Rs.1,13,000 per annum by 2025 (Business Line March/09/2010). But generally most of the scholars are in agreement that most of these developments will take at the price of enormous environmental degradation.

Environmental Ranking

Due to the extreme growth of the industrialisation, Tuticorin city was worsenly affected by air and water pollution. Based on the environmental situation and ground water quality, government of India prepared the list of cities which has more than one lakh population. In Tamil Nadu, Tuticorin is the worst city which has highly affected by pollution.

Table No: 3 Environmental ranking of Tamil Nadu City

Sl.No	City	Rank	Marks
1.	Tiruchy	6	59.020
2.	Chennai	13	53.630
3.	Allanthoor	20	50.240
4.	Tiruppur	84	40.760
5.	Coimbatore	92	40.490
6.	Vellore	161	37.350
7.	Ambathur	235	33.460
8.	Cuddalore	254	32.400
9.	Thiruvettiur	264	31.710
10.	Dhinduggal	276	30.640
11.	Tuticorin	284	30.150

Source: Compiled from Dhina Malar 12-05-2010

The above table shows that environmental raking of Tamil Nadu city. Tiruchy has the better position in Tamil Nadu and it has the sixth rank in all over the India. It got 59.020 marks. Their study also noted that Chennai, Allanthoor, Tiruppur, Coimbatore and Vellore cities are growing to attain better environmental position. They also noted Ambathur, Cuddalore, Thiruvettiur, Dhindugal and Tuticorin cities are worsen in the environmental situation. In Tamil Nadu Tuticorin got the last rank, it get 284th rank

and 30.150 marks. It is evident that industrialisation played a negative role in economic development.

Industrial pollution Threatens Thoothukudi

Thoothukudi is developing fast industrially. Along with the growth of industry environmental problems also grown in the city, it creates several health hazardous. The major red industries such as SPIC, TAC, HWP, DCW Thermal power plant, Sterlite and Kilbern Chemicals have offered considerable employment opportunity; the waste discharges from these industries threaten the environment, both aquatic and surface. The thermal power station not only dumps the heated water but also for dump the fly ash in the locality.

Water pollution

The groundwater quality problems are mainly due to contamination by geogenic and man-made sources; and sea water intrusion due to over-abstraction of groundwater along the coasts. The geogenic contamination can be attributed to over-abstraction causing lowering of water table and disturbing the contaminated geological structures. The man-made contamination is mainly due to large-scale urbanisation, industrialisation and agricultural activities. Groundwater quality is being increasing threatened by agricultural, urban & industrial wastes, which leach or are injected into underlying aquifers.

Table No :4 Water Quality Data in Thoothukudi district 2010

Well No	Taluk	Village	TDS	NO3	Ca	Mg	Na	K	Cl	SO4	CO3	HCO3	F	pH	EC_
			mg/l	mg/l	mg/l	mg/l	mg/l	mg/l	mg/l	mg/l	mg/l	mg/l	mg/l		micromhos/cm
93008A	Kovilpatti	Ettayapuram	2883	6	208	156	521	31	1078	432	0	659	0.4	7.6	5000
28008D	Vilathikulam	Marthandampatti	9026	56	400	279	2645	31	4609	422	0	781	1.5	7.4	15500
93105	Tiruchendur	Arumuganeri	1127	6	56	83	244	31	355	46	0	573	1.1	7.2	2000
93109	Tiruchendur	Tiruchendur	6005	6	200	255	1725	31	3191	288	0	580	0.8	7.8	10300
28024D	Thoothukudi	Melathattaparai	2542	66	416	131	244	31	752	408	0	537	0.3	7.6	4280
28028	Vilathikulam	Thathanuthu	1111	27	160	73	133	10	383	60	0	348	0.4	7.7	1920
93130	Thoothukudi	Thoothukudi	791	18	76	39	140	31	152	58	0	433	0.4	8.4	1360

Source: TWAD Board 2010

The Environmental Protection Agency (EPA), which regulates public water supply, allows for a TDS maximum contamination level (MCL) of 500 PPM. Anything above 1,000 PPM is considered unfit for human consumption. But in the case of above mention and villages cities most of them has crossed the normal limit. Apart from that, the presence of Ca, Na, Cl are beyond the prescribed level. The major causes for this problem are SIPCOT, SIDCO, DCW and geogenic problems.

Conclusion

Uncontrolled and unplanned industrial growth is the main causes for the deterioration

of the natural resources. Pollution from the industries affects the agricultural land, in courses of time the productivity of the land decreases and new industries are started in these places. This is one another major reason for the excessive pollution of this region. The untreated effluents are directly dumped in to the river creates water scarcity. The government does not enforce the water act and industrial act efficiently. The important responsibility of the industrial sector is to be set up the proper treatment plant and control the pollution. If the pollution affects the environment, human and agriculture, industries are responsible to pay the compensation to the Victims.

The environmental problems of today

whether it is air pollution, water pollution, ozone depletion, deforestation, environmental degradation, mismanagement of waste etc... it severely affects the life of the earth. Every person and institutions has to play the assigned role to the best of their capability and save the earth for future generation.

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CONCEPTUAL FRAMEWORK ON TECHNOPRENEURSHIP

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ABSTRACT

Technology is one of the dominated factors in the present day industrial establishment. Application of technology is transformed into technology based business play a key role in the entrepreneurship. Technopreneurship it is a simple entrepreneurship in a technology intensive context. It is a process of merging technology prowess and entrepreneurial talent and skills. Technopreneurship is one of the emergent concepts in the topical developments in business particularly in developing countries. This paper makes an attempt to disclose the conceptual background of the Technopreneurship.

Keywords: *Technopreneurship, entrepreneurship, technology, industrial establishment*

Introduction

Entrepreneurship is one of dynamic tools to endorse the economic development of the country which facilitate to accomplish the sustainable and balanced growth. Promoting entrepreneurship is the mission of the country that accelerates the employment generation, income generation, improving life style and removal of poverty. Therefore every country concentrates to promote the entrepreneurship through its innovative policies and incentives. India is one of the emerging countries in the field of entrepreneurship with multi dimensional aspects, which makes specialized financial institutions at national and state level, technical consultancy organizations and other specialized institutions to encourage the entrepreneurship which is connected with technology and innovations.

Technopreneurship it is a simple entrepreneurship in a technology intensive context. It is a process of merging technology prowess and entrepreneurial talent and skills. Technopreneurs is the person who destroys the existing economic order by introducing, new products and services, by creating new forms of organizations and by exploiting new raw materials. More opportunities and prospectus are associate with technopreneur in the recent origin. Therefore the proposed research work provides an opportunity to explore the issues and challenges of technopreneur with respects to new start up.

What is Technopreneur?

Technopreneur can be defined only with help of his or her application of technology in the business. A person who sets up a business concerned with computers or similar technology.

A technopreneur is an entrepreneur who is technology savvy, creative, innovative, dynamic, dares to be different and take the unexplored path, and very passionate about their work. They take challenges and strive to lead their life with greater success. They don't fear to fail.

What is Technopreneurship?

Now a day new types of entrepreneurs are emerging owing that the nature of specialised skills and innovations. Technopreneur is the person who destroys the existing economic order by introducing, new products and services, by creating new forms of organizations and by exploiting new raw materials. It is someone who perceives an opportunity and creates an organization to pursue it.

Who is Technopreneur?

Definition of the Technopreneurs have been given by various experts in different situations, the following are the major definition cited by the experts

A person who destroys the existing economic order (creative destruction) by introducing new products and services by creating new forms of organizations and by exploiting new raw materials. (Schumpeter, 1934)

A person who undertakes risks (by creating an enterprise or business) that has the chance of profit (or success). Technopreneurs distinguish themselves through their ability to accumulate and manage knowledge, as well as their ability to mobilize resources to achieve a specified business or social goal. (Kuemmerle, 2002)

The technopreneur is a bold, imaginative deviator from established business methods and practices who constantly seeks the opportunity to commercialize new products, technologies, processes, and arrangements. (Baumol, 2002)

The technopreneur distinguishes logic from tradition, tradition from prejudice, prejudice from common sense and common sense from

nonsense while integrating a variety of ideas from diverse groups and disciplines. (Manuel Cereijo, 2002)

Technopreneurship

Technology is a magical word that has transformed the world today. Not only has it made life easier, in fact much easier, it has also accelerated it. Most of the work is done simply in minutes without much ado. Technology is nothing but the usage and knowledge of tools, crafts, organizational methods and systems to solve certain problems or provide services.

Entrepreneurship, like technology has added another dimension to the human life. It is impossible to not notice that all forms of employment today have arisen from some or other form of entrepreneurial venture. Entrepreneurship and technology both are products of the human genius and equally marvellous is the compound that is formed by merging the two together for benefit of the society. There have been various forms of entrepreneurship that have developed over the ages. From entrepreneurship for profitable purposes to social entrepreneurship, the world is now welcoming *Technopreneurship*.

Technopreneurship is a jargon that stands for the merging of technology with the entrepreneurial skills. Simply put, a Technopreneur is an entrepreneur who is tech savvy and is using technology for the purpose of entrepreneurship.

Conceptual Aspects Of Technopreneurship

Cezar Scarlat (2014) the aim of the paper is to launch a provocative discussion on the newly coined term Technopreneurship, and even newer concepts as Technowledge (technology knowledge) and, therefore, Technowledgepreneurship (technology knowledge entrepreneurship). Mostly conceptual, based on significant literature survey, the paper explores the entrepreneurship bordering

areas, and the discussion stimulated by this paper may be important for scholars and entrepreneurs alike.

Honorata Dimapilis (2013) the objective of the study was to determine among the selected local entrepreneurs, how many of them are open to the idea of innovation and if they are, in what capacity have they innovated their business? Innovation for a business does not necessarily apply just for the overall make-up of the final product or service for it may also be in terms of the process that is used in the daily operations. The results of the study are significant for the academe particularly those engage in teaching entrepreneurship since it presents results indicating if entrepreneurs are applying innovation.

Selvarani.A and Kanagaraj Venusamy (2015) stated that, technopreneurship it is a simple entrepreneurship in a technology intensive context. It is a process of merging technology prowess and entrepreneurial talent and skills. (Technology + Entrepreneurship = Technopreneurship). A person who undertakes some risk that has the chance of profit. Technopreneur distinguishes themselves through their ability to accumulate and manage knowledge, as well as their ability to mobilized resources to achieve a specified business or social goal.

Okorie N.N, Kwa D.Y et.al. (2014) this paper focus on the relevance of adopting technopreneurship as a way of societal development, thus establishing the inter-relationship between the scientist, engineers and the business sector with aim of enhancing proficiency in research and development. This paper also has brought to the fore the critical need for underdeveloped and developing nations to realize and urgently begin to promote and appropriate technopreneurship as a way of life among its citizenry.

Nurwahida Fuad and Abdul Manaf Bohari (2013) concludes that, in context of technopreneur business, competitive advantages is the top most issues that facing by women entrepreneurs especially for sustaining their market position and profitability. The dramatically change of technopreneur landscape has exposed the women technopreneur with some of global challenges. This study has adopted the model of Porter Five Forces by Michael Porter to understand the competitive advantages as faced by women technopreneur.

Syed Khurram Ali Jafri et.al. (2013) suggested that, sustainable growth of firms is highly related to the Technopreneurship development robustness in a region. Where importance of innovative capability in development of a technology based firm had been considered inevitable, the essentiality of managing this innovative capability for long-term business success has evolved vividly in the recent years. Literature reveals dire need of research on attaining sustainable growth in women owned SMEs.

Reza Vazifeh Dolatabadi and Mohammad Reza Meigounpoory (2013) in their article, effective factors on the process of technological corporate-entrepreneurship in active technology companies in the field of nanotechnology in Iran are being evaluated and identified and eventually offered a new conceptual model of corporate technopreneurship process in active knowledge-based technological firms in nanotechnology area. The results of this paper can be used for the optimization of corporate nano-technopreneurship of active knowledge-based technological firms in all of world countries.

Hemantkumar P, Bulsara et.al. (2013) suggested that, the best solution to solve a problem of unemployment, in country like India, is to have as many Job Creators as possible, so we need Entrepreneurs. Various

Government and Non-Government agencies are doing lot of work to promote Entrepreneurship. Particularly Government of India is doing great work to promote Techno-Entrepreneurship by providing support through various agencies under the umbrella of Department of Science and Technology (DST). This paper will show a research gap, in the context of India, in the area of Techno-entrepreneurship through Technology Business Incubation.

Benyamin Lakitan (2013) observed that, there is no doubt that technopreneurship must be encouraged and facilitated. However, all aspects of technopreneurship should be carefully and comprehensively examined in order to fully understand the challenges in every phase of the technopreneurship development. Policy of the HEI and RDI in developing technologies should be properly directed and their R&D capacity should be continuously improved such that they will be able to create technologies relevant to user's needs, technically reliable, and economically competitive.

Kasthoory Rajalingam (2014) noted that, the term "technopreneur" is relatively new and is positioning its prominence through the linkages of science, engineering and management. It is a job description, which has unfolded through the realization that the knowledge of entrepreneurship is insufficient with the absence of a sound grounding of technological related substance. Hence, this green paper presents an authorial perspective as to how the role of technopreneur will be able to construct an ethical business climate with a special emphasis on nanotechnology.

Hanis Syazwani Kamarudin and Sulaiman Sajilan (2013) in their article, the creative industries are fast becoming an important income generator for a nation's economy. This is evidenced in a report by the United Nations Conference on Trade and Development (UNCTAD), confirming that the creative

industries generate income and job opportunities. This paper looks at the barriers to the success of animation technopreneurship and possible factors that may well contribute to the success of this field of enterprise.

Abdul Talib Bon (2010) this study purpose is to provide a new model and concept to develop excellence centre for technopreneurship studies in the university. The research focus of the technopreneur centre goes beyond the domain of traditional interdisciplinary technology. The objectives of developing excellent centre to give focus as a guidance and exercise centre to students and staffs in successful technopreneurs.

Muhammad Harlanu and Agus Nugroho (2015) this study is to find out the actual existing entrepreneurship education profile at vocational school and teachers' perception regarding the importance development of technopreneurship education model at school. Some governmental vocational schools in Semarang were investigated. This study worked on descriptive qualitative and quantitative methods.

Hardi Emrie Rosly, Junainah Junid et.al. (2015) suggested that, Creativity is the act of coming up with an idea. In order to contribute to economic growth, entrepreneurs are currently adapting creativity in their business operations. This study seeks to find out level of creativity of science and technology (S&T) cluster students' of University Technology Mara (UiTM) and how does it affect them in terms of technopreneurship intention.

Dutse.A.Y, Ningi.S.I et.al. (2013) the study identified and reasserts the position of microfinance as a central policy and research issue in the development of technopreneurship and enterprise growth among MSMEs in Nigeria. With these potentials, the desired output such as to improve national productivity and competitiveness will be achieved.

Mohd Abdullah Jusoh and Hazianti Abdul Halim (2006) it is evidenced by the commitment put by the government to support entrepreneurial activity around the country by having various “farming” programs such as incubation programs and communication programs for technopreneurs to grow. Future research could comprehensively examine the effectiveness of the development process by comparing the technopreneurs who undergone the process until graduation with the technopreneurs who do not go through the process.

Mohd Asruladlyi Ibrahim et.al. (2015) highlighted that, tele centre is one of the methods used by the government to bridge the digital gap in Malaysia. Issues and matters of this study are how far the effectiveness of tele centre in helping to bridge the digital gap and developed technoprenur. Data were collected through interview and observation. Cumulative data were analysed in descriptive. The study found that this programme is capable to give big impact on the socio-economic community.

Vera Pujanis et.al. (2015) this study investigates e-commerce adoption in small business and developing country such in Indonesian case and small travel Enterprises (STEs). The research study focuses on electronic travel (e-travel) adoption as a subdivision of electronic commerce (e-commerce) in Padang, West Sumatra Province. The research would be undertaken descriptively using purposive sampling technique is used for 5-STE's as the no adoption e-travel.

Prabjot Kaur and Mahesh Belwal (2011) the case study in this paper demonstrates the potential for developing entrepreneurship in rural areas of India by bringing their new thoughts into execution within the set boundary of limited resources. The innovation (Bio gas from kitchen domestic waste) as shown in the study has proved that nothing is useless i.e. even the waste lying aside the road and residues from

the kitchen can come into purpose if a person has an attitude of seeing it useful (not scrap) and could utilize it optimally resulting into bio gas.

Kevin Walker (2012) this paper, using Shane's entrepreneurial process model, seeks to determine what processes, procedures, and organizations are critical in terms of creating an environment conducive toward encouraging researchers to form new firms, university spin-offs, based on their research.

Conclusion

Entrepreneurship is a way of thinking and acting that is opportunity obsessed, holistic approach and leadership balanced for the purpose of wealth creation. Searches for change, responds to it, and exploits it as an opportunity. Innovation is the specific tool of entrepreneurs, the means by which they exploits change as an opportunity for a different business or a different service. *Technopreneurs are skilled in applied creativity, thrive in response to challenge, and look for unconventional solutions. They experience challenges, create visions for solutions, build stories that explain their visions, and then act to be part of the solution. Therefore there is a vast growth opportunities for the technopreneurship in the world particularly in the developing country. Technology based start-up should be the alternative solution to the sustainable and inclusive enlargement; hence Technopreneurship is needed in an hour for the consistent growth of the economy of the country.*

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MICRO ENTERPRISES WITH WOMEN SELF HELP GROUPS- AN OVERVIEW

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ABSTRACT

The promotion of a new enterprise, in fact, is similar to the birth of child with one difference that is the gestation period for a business unit varies according to the nature of work undertaken by it. The entrepreneur is both the mother and midwife in this operation and as such he has to bear the birth pangs and the initial botheration of bringing up the infant. The first foremost step in starting a small business is to find out a suitable business idea and give a practical shape to the idea. The entrepreneur should be convinced that idea is, in fact, a sound one and likely to give reasonable return on his investment. The search for an appropriate business idea is a complicated exercise because the entrepreneur comes across innumerable business opportunities. To choose a business idea, skill, foresight and ingenuity are required on the part of the entrepreneur. So in this study analyzed about the women entrepreneurs.

Keywords: Women Self Help Group, Micro finance, Entrepreneur, Sickness, Micro Enterprise

Introduction

Women form a part of a human resource. Unless this section of the population is given opportunities to prove their capabilities, the development would be imperfect. It was in the ancient period the women were recognized equally with men and in fact they were head of the households and participated equally in decision making like men. It is only when surplus emerged and commercial production started, markets came to play a role. It is in this juncture there came a change in the role of male and

female. There came the gender division of labour mainly bringing men to outside, paid employment and women in unpaid and domestic work. The gender disparity was the result since this period and women had continuously and constantly discriminated in getting their due share in the development process. The gender disparity prevailed in various areas including literacy, education, nutrition and health, employment, decision making, participation in politics and executive positions, property rights, etc.

Self Help Groups:

Self Help Groups (SHGs) are fast emerging as powerful tool of socio – economic empowerment of the poor in our rural areas. The Self Help Groups is a small body formed by the people for meeting their specific objectives, particularly credit. However local literature shows that Self Help Groups have been developed for a wide range of populations, including the mentally ill and their families, persons with disabilities and their care – givers etc.

Definition Of Micro Enterprises:

The term micro enterprise refers to different entities and sectors depending on the country. In Australia, it refers to a business with a single owner – operator, having up to 20 employees.

In the United States, a different model is used, but the stated goals and core values are similar. Here, a microenterprise is defined as a business with five or fewer employees. Many of the businesses have no employees other than the self – employed owners.

Objectives:

The specific objectives of the study:

- To examine the upcoming institutionalization of small credit lending / micro financing and its impact on women's empowerment as against informal lending.
- To analyse the impact of micro financing, outreach and performance, socio – economic impact on women
- To study the working pattern of Women Self Help Groups.
- To know the Signals and Symptoms of Women SHGs Sickness and measures to prevent sickness

Micro Finance and Rural Poor:

The micro finance that is popular at present is not new. The micro credit and lending

had been in practice since man started trade. The micro credit, which is claimed to be contributing to women through SHGs, was in existence prior to it in the name of IRDP, DWCRA etc. In all these programmes finance has been the central focus. Given that finance is backbone of all economic activities, in alleviating poverty the Financial Institutions and the micro credit assume significance. They play a significant role in transferring funds from surplus to deficit sectors but hardly the formal banks concentrate on rural poor borrower particularly in backward areas. The banks that dealing with rural borrowers may not be profitable or financially sustainable feel it. It is necessary in the financial dealings to have knowledge about the borrowers in understanding the purpose of loan, ability of the borrowers to repay it and the creditworthiness and strategic skills of the borrowers. Hence the formal sector continued to concentrate on urban borrowers leaving the rural areas to informal lenders. Unlike the urban corporate borrowers, the rural borrowers are ignorant, lack opportunities, run very small-scale enterprises of self-employment category etc. This ignorance is better exploited by the informal lenders who operate in local areas in small scales, having a physical proximity with the borrowers and accordingly has perfect information about the borrowers. Such characteristics are observed with formal sector and hence the transaction cost of investment will be high for the formal sector, given the high risk and low returns on capital of such rural borrowers. So borrowers keep themselves away from formal sector and vice versa.

Micro Financing in India:

The micro financing schemes in India came with the introduction of SHG concept by NABARD for the first time in the government sector. In the non-government level, Self-Employment Association of Women [SEWA] founded by Ela Bhatt was the first of its kind as Grameen Bank in Bangladesh. Later on several other organizations such as RASS, SHARE in

Hyderabad, MYRADA in Karnataka and WWF in Chennai and various organizations in various parts of Southern India proved to be very successful in empowering women economically through the micro credit programmes. SEWA has pioneered an economic revolution amongst the poorest women of Gujarat since 1972.

The NABARD concept of SHGs is extensively prevalent in India. NABARD a bank for rural development has conceived the concept of SHGs with full support and vigour and succeeded in establishing that Self-Help is the best help to progress. There are three approaches emerged in the SHG concept.

- [i] NGOs facilitated SHGs in which the NGOs would be helping the members to form the group and arrange to get the support from financial agencies directly just playing a facilitator's role.
- [ii] NGO intermediated in which not only the NGO would form and organize the groups but also extend credit directly to members either getting from banks or other promotional agencies.
- [iii] Directly formed SHGs, which are formed by the banks and credit, extended directly to them without any facilitating or intermediating agencies.

Working pattern of Self Help Groups

- Self Help Group collects deposit from their members and length to needy member for production purpose and for subsistence and consumption needs.
- Self Help Group also takes loans from banks to meet the needs of their members.
- Non – Government Organization helps the Self Help Group in processing raw materials and marketing the produce.
- Entire loan amount disbursed to Self Help Group is refinanced by National Agricultural bank for Rural Development to the financing bank.

Micro Finance through SHGs – An Overview

The evolution of micro finance, its contribution to women development and rural poor and concept of SHGs and the issues and strategies associated with SHGs. Before doing it a brief account on women in development, the policies of women empowerment would be discussed. Negative publicity of press that there is lack of women in high-level positions lead to the appointment of the first women assistant secretary general of the United Nations, Siplia succeeded to hold Women's conference with the themes of Equality, Development and Peace. But it was feared that the over emphasis on economic development may divert primary goals and called for greater investment in women as human resources [Trinker, 1984]. After the three world conferences, International women's year 1975, UN Decade for women 1976-1985, mid-decade conference in Copenhagen –1980, Nairobi conference in 1985, Women in Development concept became popular concept of government and others. Not that the official conferences but non-government organizations with limited delegate fee etc, provided forum for global interchange. The laws of equality very often not practiced or enforced in the face of custom and patriarchy except among the westernized middle class. Women in Development [WID] advocates argue that for poor women economic power help more than unenforceable laws. Women access to education, in western countries say US is already there. The focus was an equal technology and professional education. WID advocates feel welfare approach enforcing gender stereotypes of weak and dependent women and children on the other hand WID advocates say that economic activities as support to the key in improving women's status. WID practitioners emphasised or asserted that basic needs should be provided through self-sufficiency rather than welfare. Top-down approaches functions only as long as the donor agency continued to provide inputs. Self-sufficient programmes required changes in

behaviour and attitude that would occur only if the people understanding the reasons for change and also benefited from 63 them. Appropriate technology groups designed suitable trades for men and women. There are evidences that greater benefits are derived from new wells if women are consulted about their placement and how to use and repair spigots and pumps to them. But myths persist about their abilities and often left with labour intensive trade technologies and men with modern technology. Similarly women's roles in utilising and planning trees were long ignored by foresters, but now their knowledge on local species makes them a vital part of the new efforts at social forestry the maintenance for social not commercial use. Women enterprises tend to cluster at the micro end of the scale and to use profits for improving family nutrition or paying school fees has caused some commentators to dismiss women entrepreneurs as unbusiness like. They do not reinvest in their enterprise in order to expand. But their investment on human economy or human capital cannot be ignored at any cost or therefore they should be recognized. But this is one of the reasons for women entrepreneurs remain in small scale or micro end of scale and not expanding.

Women Participation in Economic Development as Entrepreneurs

Women entrepreneur is regarded as a person who accepts a challenging role to quench her personality needs and to become economically independent by making suitable adjustments in both family and social life. Why do women take to economic activities? The available literature provides conflicting perspectives; Bennett concludes "efforts to improve the position of Indian women must focus on women as economic actors. Women must not be recognized as mere recipient of public support, they are first and foremost economic agents. Making women more productive – hence more effective income earners – will reduce their dependency and enhance their status. Economic

success for women will improve their own lives and those of all Indian.

Features of Women Development Programmes:

Women from similar socio-economic background are organized into small groups. ?? Credit is available on an individual basis with group guarantee. Training and technology are used to enhance current needs. New types of income generating activities related to the domestic spheres are introduced. There is recognition in women projects to consider women's dual responsibilities and accordingly women-only projects focus more and more on activities that provide a realistic economic return. Sectoral programmes started recognizing their dual responsibilities in their designing. The combined welfare efficiency made underscores the women lives are not compartmentalised between household work or private and public. Their concerns are not either –or but both. The dichotomy does not seen by women themselves as work and family, house maker and economic actor. Organizing is itself is an empowerment experience but ought not stop at the group level but mechanisms should be invented to allow women voice to be represented in integrated meetings. Project designers must think of the practical needs, say women may prefer direct assistance to meet survival needs for income earning opportunities a simply providing 64 work without considering [their already overburdened position] who controls labour and income in the family may only increase their stress rather than economic independence. The evaluation of any activity must not simply analyse in terms of the type of work or activity undertaken but in terms of whether such an effort addresses persistent inequalities. WID approach advocates economic independence as the key to free from male dominance. WID practitioners tried to account women's work, as most subsistence economic activity was not excluded in national incomes. 12-14 hours of work of women as farmers, food processors, providers of water and fuel, house

builders, traders, craft makers, brewers, weavers, potters etc none was considered as work. On this ground ILO scholars interested in employment have tended to dismiss micro-entrepreneurs as part of informal sector, which is not worthy of support. The profit is often reinvested but only on increasing nutrition or school fees. Investing in enterprise instead of nutrition and school fees may not be an overriding priority for women entrepreneurs. So instead of penalising the questioning of primacy of profit motive, programmes should be redesigned to accommodate this changing view.

Micro credit should help poor women in three ways:

First, by providing independent sources of income outside home, micro credit tends to reduce economic dependency of the women on husbands and thus help enhance autonomy. Second, the same independent sources of income together with their exposure to new sets of ideas, values and social support should make these women more assertive of their rights. Finally, micro credit programmes – by providing control over material resources, should raise women's prestige and status in the eyes of husbands and thereby promote intersperse consultation. The government has been introducing several programmes to enhance income and employment among the rural poor.

Conclusion

India is a male dominated society and women are assumed to be economically as well as socially dependent on male members. The absolute dependence seems to be diluted among the high and middle class women as they become aware of personal needs and demand absolute equality. Women SHGs face lots of problems at

their personal as well as entrepreneurial development. So in this study researched about the women SHGs. Micro financing and small credit lending function is going very smoothly. And also working pattern of Women SHGs is going to a proper channel. Even though, frequently facing some problems and it has some sickness. So it is to be changed as healthful. Then the Government and its Officials, NGO's and public to be encourage the Women SHGs, if they are encouraged by them means it will be better for their highly successful.

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A SOCIO-ECONOMIC PERSPECTIVE ON THE OCCUPATIONS OF NARIKKURAVARS IN TAMIL NADU

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ABSTRACT

The Community of Narikkuravars is one among several tribal communities in India. They do not have a fixed habitation and prefer to be nomadic. History of Narikkuravars could be traced to North India. They might have migrated from Mount Aravalli or Mewar or Gujarat into Tamil Nadu sometime in the Sixth Century AD. There are several views on the origin of the Narikkuravars. Narikkuravars pursued different occupations as the means of their livelihood. The present article highlights the occupations and changing trends of Narikkuravars in detail.

Keywords: Narikkuravar, Vagri, Kuruvikkarar, Nomads, Occupations, Tribe

Introduction

The Community of Narikkuravars is one among several tribal communities in India. They do not have a fixed habitation and prefer to be nomadic. Narikkuravars are reported in the States of Tamil Nadu, Kerala, Andhra Pradesh, Calcutta, Rajasthan, Gujarat, Madhya Pradesh, Delhi, Uttar Pradesh and Odisha. According to the 2002 Census, their population in Tamil Nadu was estimated to be 47,520 which constitute 0.08 percent of Tamil Nadu.

Origin of Narikkuravars

History of Narikkuravars could be traced to North India. They might have migrated from Mount Aravalli or Mewar or Gujarat into Tamil Nadu sometime in the Sixth Century AD. There are several views on the origin of the Narikkuravars.

- According to one version, they must have migrated due to unwillingness to become Muslims during the Muslim rule in North India.
- According to the second theory, they might have accompanied the Mughals during the invasion of India.
- The third version maintains that they might have been soldiers in the Shivaji's Army and when the Marathas were defeated, they might have migrated instead of embracing Islam.

The third theory, posited by Vishnu Dasan, Professor of Govt Arts College, Cuddalore, maintains that Narikkuravars, earlier employed by Shivaji as soldiers, were scattered during the Muslim invasion. Since they did not prepare to

become Muslims and the Maratha army was already defeated by the Muslim rulers, they were compelled to seek shelter in the mountainous regions. It was during their stay the mountain regions that they picked up the nomadic habits of moving around for the purpose of hunting. They continue to be nomads even after they shifted to Tamil Nadu as Narikkuravars.

Etymology of Narikkuravar

Nari + Kuravar = Narikkuravar. 'Nari' is the Tamil name for 'fox' which is known for its cunningness. 'Kuravar' stands for people living on a hill top. Since Narikkuravars hunt these foxes for meat and, sell their teeth, skin etc., for their living, they are called Narikkuravars.

Occupation

Narikkuravars pursued different occupations as the means of their livelihood.

Hunting

In the early period, hunting was their main occupation. They knew during which months hunting would be very advantageous. They normally hunt in the Tamil months of *Purataci* (September-October) to *Thai* (January-February) and they avoided the Tamil month of *Margazhi* (December-January) because that is the season of hatching and they did not want to kill the mother birds which would be feeding the young ones.

They hunt in the night during certain months. They hunt small animals like birds, fox, wild boar, hare, wild cat, wild civet, toddy-cat, with the help of gun. They also set trap to capture grey partridge, grey quail, jungle fowl, and wild dove. They also use net to capture birds, fox, wild boar, hare, wild cat, wild civet, and toddy-cat. They also use explosives to hunt down fox. Since foxes damage standing crops and villagers seek the help of Narikkuravars for hunting down the foxes. They use the fat from goat to hunt foxes. They melt this fat and it is mixed with pepper. The foxes are drawn to the smell of fat.

Since it is mixed with gun powder, when the fox bites are fate-coated peppers, it explodes. They use the gun which is licenced by the Government. They hunt with the help of gun birds like crane, duck, cuckoo, fowl, crow and stork.

Hunting Area

Karur, Thuraiyur, Udumalaipettai, Ramanathapuram, Madurai, Kovilpatti, Rajapalayam, Poolangudi, Siravachur, Mayiladuthurai, Pudukkottai, Nagappattinam and Chidamparam are the major hunting areas of Narikkuravars.

Bead Making

The selling of bead garland is their main occupation now. One can always find them making these bead garlands. They also carry the instruments necessary for making bead garlands wherever they go.

Purchase Centre of Raw Materials

They procure raw materials for bead making from various places like Delhi, Madurai, Agra, Renikunda, Mumbai, Chennai and Tiruchirappalli.

In the making of bead garlands, women also play an equally important role along with men. One can find Narikkuravar women making this bead garlands, wherever they are – at home, watching TV or in a cinema theatre or travelling in a bus. They reported to the Researcher that while they travel from place to place for purchasing raw materials, they sometimes do not pay the train tickets or bus tickets.

Ammi Kothuthal (Grinding Machine)

Traditionally, grinding stone is used for various purposes like grinding the rice for making idly. The grating of the grinding stone has to be periodically roughened in order to increase its grating efficiency. Narikkuravar women do this grinder roughening very efficiently. In the early period, these women were paid in kind. They

were paid in millet (*kambu*), ragi (*kelvaragu*), rice (*nel*), sorghum (*solam*), tamarind (*puli*), dhal (*paruppu*), and paddy.

Catapult-Making

In the beginning Narikkuravars made catapults for their own use. They used this catapult for hunting. They made catapult with the help of Y-shaped wood, attached with a sling. At present, the Y-shaped wood has been replaced by Y-shaped plastic mould. Narikkuravars produce these catapults for sale in village fairs and in public places. Farmers use these catapults for driving away the birds.

Trade

Narikkuravar Community is engaged in certain commercial activities. They sell on the streets what they manufacture. They make garlands of beads, catapults, plastic flowers, fish hook, stings used for fishing. They also gather honey, herbs with medicinal value and sell them for profit. They normally sell their products in places where people gather in large numbers. They are normally found in places where religious festivals are celebrated. For example, during Thaipusam and Panguni Uthiram in Murugan Temple, Vailankanni Festival, festival in Srirangam and Samayapuram Mariamman Temple and festivals in other places are normally the places which are preferred by them for their commercial activities.

They reported to the Researcher that though their sales were moderate in local places, the sales of their products in other states and also abroad are very profitable. Narikkuravars from Devarayaneri, Pudukkudi and Poolangudi frequently travel to places like Singapore, Kuwait and Malaysia for purposes of trade. They also travel to places like Mumbai, Kerala, etc for trading their products. Government-sponsored exhibitions reserve a special stall for displaying their products. Even banks are now prepared to advance loans for improving their business prospects. Some Narikkuravars borrow money

from private money lenders, for promoting their business.

Fishing

Narikkuravars also know the art of fishing. They use fishing rod or fishing net to catch fish in ponds or in running waters. They take this catch of fish to the urban places for sales. Narikkuravars living on the seashore, normally become fishermen.

Honey-Gathering

Since the Narikkuravar Community is basically a tribe of hunters, they are familiar with the forest and they know exactly where honeycombs could be found. They use ropes to climb steep rocks or tall trees to collect the honey. They use sickle, plastic bucket etc in the process of collecting honey. They normally cover themselves with sack cloth and guard themselves from the attacks by honey bees. The honey collected by them is cleaned and put in bottles. In the early days, they used to sell the bottles of honey on the streets. But now they sell them to merchants of native medicines.

Tattooing

The practice of tattooing can be traced to the period of Mughals when they used a hot iron rod to make a mark on the forehead of a slave. The Narikkuravars use tattooing on the foreheads to remind the person that he is a member of the Narikkuravar Community. The Narikkuravar Community employs a unique method of tattooing. They make a paste, consisting of soot, mother's breast milk, castor oil and turmeric. They use a needle, dipped in this paste, to make a tattoo mark on the forehead. The modern world of tattooing has been mechanised.

Narikkuravars were aware of the fact that an untreated needle might cause serious infections like AIDS. Therefore, they sterilize needles and prevent the possibility of any infection. This basic knowledge of infection is remarkable in community which is basically a nomadic tribe.

Retail Trade

Narikkuravar Community does not stop with selling what they produce. They also buy from wholesalers and sell them in their own organised fashion. In places where people congregate, they sit on the floor and display the retail products. They deal with money purse, comb, balloon, waist string, black and red thread, framed pictures of gods, rubber band, funnel, cleaning brush, dolls, mirrors, plastic bangles, glass bangles, camphor, nail polish, lipstick, saffron powder, false hair (*sovuri*), collyrium or mascara for the eye, hooks, needles, garland of beads, naphthalene balls and colour powder used for *kolam*.

The Researcher observed that Narikkuravars in the Samayapuram Settlement sold these retail products in the Tiruchirappalli Chatram Bus Stand. Narikkuravars from Madurapuri Settlements sold these retail products in the Thuraiyur Bus Stand.

Agriculture

Narikkuravar Community, being nomadic, did not undertake agricultural operations. But when they settled in certain places and when the Government donated agricultural land, they were tempted to take to agricultural practices. They learnt the art of cultivation from the farmers in the neighbourhood. When they could not take up agriculture directly, they leased their land to tenants, for agricultural purpose. Narikkuravar Community in Devarayaneri and Narikkuravars in Pudukkudi, enjoy this benefit of taking to agriculture because the Government donated some agricultural lands in the neighbourhood of these settlements.

Traditional Healthcare Medicines of Narikkuravars

The medical world of today has been witnessing tremendous changes. In spite of vast development in the field of medicine, the tribal people still practise traditional medicine. In the case of the Community of Narikkuravars, they go around and sell traditional medicine and in

some cases, they set up regular medical shops in urban areas.

Choice of Location for Selling their Medical Products

In the early days, they used to carry their traditional medicinal products in small bags and canvassed their products by visiting the households in every village and town. They used to claim that they were not in the habit of selling spurious drugs in one place and run away to another place. In fact, they claim that they stay in one place for a year or two and dispense their traditional medical products. In other words, the Community of Narikkuravars are known to stay in one place and dispense traditional medicine according to the medical needs of the population.

Method of Treatment

In the present world, there are several types of treatments like Allopathic, Ayurvedha, Yunani, Siddha, Herbal Medicine, etc. The Community of Narikkuravars employ the herbal medicine. In the case of herbal medicine, root, leaves, nuts, bark, flowers, different types of tuber and fruits are employed for the purpose of treatment. The advantage with herbal medicine is that it does not create any side effects as it normally happens in the Allopathic.

Method of using the Medicinal Herbs

Though the Community of Narikkuravars are not literate in the modern sense of the world, they are endowed with ample levels of traditional knowledge. This traditional knowledge helps the community to diagnose the diseases and prescribe appropriate herbal medicine for treating the symptoms. When they collect the medicinal plants, they separate them into roots, fruits, leaves, barks, etc., and keep them in the open to be dried. After they are dried sufficiently in the sunlight, they are partially grounded for medical use. These partially grounded plants are placed in separate covers. Sometimes, these plant parts are used in the raw form and sometimes, they are ground into dry powder. This traditional knowledge of herbal medicine is passed on from

generation to generation. The effectiveness of this medicine is evident from the fact that they are able to market these products even to this day.

In fact, some have emerged as very successful businessmen and employ twenty to twenty five Narikkuravar families for gathering, processing and marketing these medicinal plants. These business heads control twenty to twenty five Narikkuravar families and in the process, gain control over the gathering and processing of these products. When families go in search of these herbal plants, children are left in the care of relatives. Further, in the case of accidents like death during the process of gathering herbs in jungles, the business head of Narikkuravar group pays compensation to the affected party.

Diseases Cured by Narikkuravars

Gas troubles, headache, pain in the hand, leg, blood apoplexy, cystitis, blood pressure, nervous weakness, heat problems, piles, fistula, anus fistula, asthma, fertility problems, epilepsy, paralysis, bile coma, sprain, itch, insect bite, skin diseases, cholera, diabetes, dyspepsia, coma, etc. are some of the diseases cured by the Narikkuravar physicians, with the help of herbal medicine.

Conclusion

Colonial revenue policies considerably destroyed the traditional occupations of Narikkuravars. Now-a-days Narikkuravars are engaged in variety of activities but shortage of finance is a major problem and other problems thus emerge as corollary to it. The Researcher would like to appeal to the Government to support financially the Narikkuravar method of treatment and other works in order to help a larger number of people to benefit from this time-tested traditional medicine and also in the process, help the Narikkuravars to realize higher economic standards of living. And they demanded ST status; this is a problematic issue very long term the centre should take immediate steps to include the Narikkuravar as a ST list. This can also help these people to get more schemes and benefits from Government.

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FACTORS INFLUENCING AN EFFECTIVE TEAM BUILDING

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ABSTRACT

Team building is the most important widely accepted and applied organisational development intervention for organisational improvement. In recent years, teams have emerged as the important group phenomenon in organizations. Even though positive relation is expected between various aspects of team building towards the creation of an effective team in organizations, yet always a positive mind set of the organizations is important for that. The analysis of this research work has brought surface that effective team is built through the process of various factors contributing to the success of team building such as Group dynamic training, motivation and morale, group cohesiveness, communication, team spirit, and Group decision making which is never a standalone concept.

Keywords: Team Building, Group Dynamics, Motivation, Morale, Organisational Support.

Introduction

Team building is the most important widely accepted and applied organisational development intervention for organisational improvement. In recent years, teams have emerged as the important group phenomenon in organizations. Today teams are becoming increasingly popular many studies have been conducted in an attempt to isolate the factors that contribute most directly to team success.

Objectives of the Study

- The primary objective of the study is to evaluate relationship between various team building factors and creation of effective teams.

- To prioritize the team building factors in assisting the creation of teams.
- To suggest the recommendations to build an effective team.

Research Methodology

Primary data is used to gather the opinions of the employees working in engineering industries. The primary data is collected through the questionnaires which contains both open-ended and close-ended questions.

Sample

The sample of the study is the 100 employees of engineering industries in Chennai. Convenience sampling technique is used to collect data from the respondents.

Analysis and Interpretation

The collected data are tabulated analysed, interpreted through the following statistical tools:-

- Simple average method
- Rank correlation
- Weight average method

Table 1: Perception towards Training methods of team building

Response	Number of Respondents	Percentage
High	88	88
Medium	10	10
Low	2	2
Total	100	100

The above table indicates the difference in the perception of employees with respect to factors of training methods of team building. According to the perceptions, it indicates that 88% of the employees perceive high in terms of training methods. Similarly 10% of the employees perceive medium towards training; and only 2% of the employees perceive low towards training methods for creating an effective team.

Table 2 : Group dynamic training methods and usefulness in direct work situations.

Responses from employees of various departments						
Frequency Total (100)	55	26	7	7	5	
Our group has been provided with appropriate group dynamic training. (ranks given)	5	3	5	3	2	
Usefulness of training in direct work situation. (Ranks given)	3	4	3	2	1	

Value of R = 0.99994

Result: The correlation between group dynamic training to the team and its usefulness in direct work situation is highly positive.

Table 3: Perception towards motivation and morale factors of team building

Response	Number of Respondents	Percentage
High	80	80
Medium	15	15
Low	5	5
Total	100	100

The opinions of the employees surveyed represents that, 80% of the employees perceive high motivation; 15% of them perceive at medium level and 5% of them perceive low towards the factors of motivation and morale through team building process.

Table 4 Motivation and morale factors of team building

Responses from employees of various departments				
Frequency (Total 100)	70	10	15	5
Motivating team performance (Ranks given)	5	4	3	2
Boosting Morale (Ranks given)	4	2	2	1

Value of R = 0.99996

Result: The correlation between motivating team performance and boosting morale is highly positive.

Table 5 Opinion towards group cohesiveness factors of team building

Response	Number of Respondents	Percentage
High	78	78
Medium	17	17
Low	5	5
Total	100	100

The survey brought to sharp focus that 78% of the respondents have favourable opinion towards group cohesiveness which is high; 17% of the respondents perceive at medium level and remaining 5% of them felt low regarding group cohesiveness in creating an effective team.

**Table 6 Group cohesiveness factors
(unity and group integration)**

Frequency (Total 100)	Responses from employees of various departments			
	70	13	12	5
Working as unity (Ranks given)	5	4	4	3
Increased group integration (Ranks given)	3	5	3	2

Value of R = 0.99996

Result: The correlation between working as unity and increased group integration through team building is highly positive.

**Table 7 Perception towards
communication factor of team building**

Response	Number of Respondents	Percentage
High	75	75
Medium	18	18
Low	7	7
Total	100	100

The above table represents, that 75% of the employees possess high perception; 18% of them have at medium level and only 7% of the respondents possess low perception towards the communication factor of team building.

**Table 8 Communication factors of
Team building**

Responses from employees of various departments					
Frequency (Total 100)	60	15	11	7	7
Effectiveness of information flow (Ranks given)	5	5	3	3	2
Usefulness in creating effective team (Ranks given)	4	3	4	2	1

Value of R = 0.99995

Result: The correlation between information flow and usefulness in creating effective team is highly positive.

Table: 9**Perception towards factors of team spirit**

Response	Number of Respondents	Percentage
High	87	87
Medium	10	10
Low	3	3
Total	100	100

The above table indicates, that majority of respondents are highly satisfied (87%); 10% of respondents are moderately satisfied; and remaining 3% of them are least satisfied with the factors of team spirit in creating an effective team.

Table 10**Team spirit in creation of team
(recognition and trust among members)**

Responses from employees of various departments					
Frequency (Total 100)	50	27	13	6	4
Recognizing all as a team ((Ranks given))	5	4	4	3	2
Trust and confidence between team members ((Ranks given))	3	3	3	2	1

Value of R = 0.99995

Result: The correlation between recognizing all as a team and trust and confidence between team members is highly positive.

**Table 11 Perception towards working
pattern of team efforts**

Response	Number of Respondents	Percentage
High	75	75
Medium	18	18
Low	7	7
Total	100	100

From the above table, it is inferred that 75% of the respondents are highly satisfied; 18% of them are moderately satisfied; only 7% of the employees are least satisfied with working pattern of team efforts.

Table 12 Group decision making and measuring team performance

Responses from employees of various departments					
Frequency (Total 100)	60	15	11	7	7
Group Decision making (Ranks given)	5	5	3	3	2
Measuring Team Performance (Ranks given)	4	3	4	2	1

Value of R = 0.99995

Result: The correlation between group decision making and measuring team performance is highly positive.

Table 13: Organisational supportive factors of team building

Response	Number of Respondents	Percentage
High	80	80
Medium	15	15
Low	5	5
Total	100	100

The above table clearly shows that 80% of the respondents are highly satisfied; 15% of them are moderately satisfied; and 5% of them are least satisfied with the organisational supportiveness in creating an effective team.

Table 14 Provision of positive recognition for team achievements and sufficient autonomy for team.

Responses from employees of various departments				
Frequency (Total 100)	70	10	15	5
Sufficient autonomy for team (Ranks given)	5	4	3	2
Positive recognition for group achievements (Ranks given)	4	2	2	1

Value of R = 0.99996

Result: The correlation between sufficient autonomy for team and positive recognition for group achievements is highly positive.

Table 15

Weighted average for ranking various factors of team building in creating an effective team.

Factors	Respondents	Rank	1	2	3	Total	Rank
		Weighted Average	3	2	1		
Training	88		264	176	88	528	I
Motivation	80		240	160	80	480	III
Group Cohesiveness	78		234	156	78	468	IV
Communication	75		225	150	75	450	V
Team Spirit	87		261	174	87	522	II
Working pattern	75		225	150	75	450	V
Organisational support	80		240	160	80	480	III

Inference

From the above table, it is inferred that 'Training factors' of team building has been ranked first (528); factors of team spirit ranked next (522); motivational factors and organisational factors secured weighted average of 480 and hence both of them ranked third. The factors of group cohesiveness was placed in fourth category (468) and communication factor and working pattern of team building marked under last category in creating an effective team in engineering industries.

Important Inferences

- The major finding of the study is that there is positive relationship between the various factors of team building in creating an effective team in engineering industries.
- The most important factor which influences the creation of effective team is training methods.
- Factors of team spirit are also play an influencing factor next to training method.
- Group cohesiveness among the employees of engineering industries is also found good in creating an effective team.
- Communication and working pattern of team building found least influence towards the creation of team in engineering industries comparing to other factors.

Conclusion

Even though there is positive relation between various team building factors towards the creation of an effective team in engineering industries, the management is in the position to adopt the following measures to derive the wholesome fruitfulness of success through team building.

- Increase the communication flow between the management and employees; and among the team members.
- To create the integrated feeling among the employees.
- Make the worker's to participate in group decision making.
- Conduct daily meetings among the team members to activate them in an efficient manner.
- Organisation should recognize the achievements done by the team.
- Create the feeling of "We" instead of "I" through group recognition, and group promotional measures and group incentive methods.

The analysis has brought the researcher to a conclusion that an effective team is built through the process of various factors contributing to the success of team building such as Group dynamic training, motivation and morale, group cohesiveness, communication, team spirit, and Group decision making which is never a standalone concept.

A STATISTICAL COMPARATIVE STUDY ON VOLATILITY OF SUSTAINABILITY INDICES IN BSE - BY USING GARCH

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ABSTRACT

In the recent scenario government and investor community turned towards green economy. The uncertainty of current economic circumstance and climate condition, discussion about the capital market volatility is indispensable. Analysing the fluctuations of stock market would help the investor community to predict their return and affix their risk bearing ability. With that they can expect their respective stock to increase or decrease in price which compare to the whole market movement. Therefore, an attempt is made by this study to examine the volatility, stationarity of sustainability indices of BSE Ltd. namely BSE-GREENEX and BSE-BSE-CARBONEXEX. This study pertains GARCH (1,1) model to evaluate the volatility of GREENEX and BSE-CARBONEXEX indices. The study undertaken from April 2013 to March 2015 and the study found that BSE-CARBONEXEX index obtain more volatility than the GREENEX index during the study period.

Key Words: Sustainability, BSE-GREENEX, BSE-BSE-CARBONEXEX, GARCH (1,1), Volatility

1. Introduction

Sustainability is hold on a simple principle which denotes either directly or indirectly, Everything that we need for our endurance and well-being regards, on our natural environment. Sustainability makes and uphold the environment under which humans and nature can subside in fruitful deal, that allow pleasing the social, economic and other necessities of current and upcoming generations. In sculpting

more sustainable capital markets the stock exchanges contribution is inevitable. Due to climate change risk stock exchanges pay more attention to develop the corporate disclosure on sustainability performance. Globally recognized major exchanges have launched the robust corporate education programs and sustainability theme based indices also it regulated the minimum standards for the companies to list in sustainability disclosure. To create awareness

about these issues the United Nations created the Sustainable Stock Exchanges Initiative (SSE Initiative) in 2009. As part of this effort the Principles for Responsible Investment (PRI), the United Nations Environment Programme Finance Initiative (UNEP-FI), the United Nations Conference on Trade and Development (UNCTAD) and the United Nations Global Compact (UNGC) are co-organised to promote the disclosure on environmental, social and corporate governance (ESG) issues. In Asia, India is the first country which implemented sustainability indices namely BSE-GREENEX and BSE-CARBONEX at BSE Ltd in 2012. Both the indices are dealt with BSE-CARBONEX emission, the investor community may arise sort of perplexity which could be the better index for investment. The present study could help them by analyzing the level of volatility encountered in the respective indices since it is launched.

2. Review of Literature

The article entitled, **“Stock Market Volatility in Saudi Arabia: An Application of Univariate GARCH Model”**, by **Lakshmi Kalyanaraman (2014)**, study estimated the conditional volatility of Saudi stock market by applying AR (1)-GARCH (1, 1) model to the daily stock returns and found that Saudi stock market is characterized by volatility clustering.

Arowolo, W.B (2013), in his study on, **“Predicting Stock Prices Returns Using GARCH Model”**, the study forecasted properties of Linear GARCH model for daily closing stocks prices of Zenith bank Plc in Nigeria stocks Exchange and the study found that obtained supported the claim that the financial data are leptokurtic.

“Nigerian Stock Index: A Search for Optimal GARCH Model using High Frequency Data”, study by **OlaOluwa S. Yaya (2013)**, study examined the variants of GARCH models have been considered on Nigerian stocks

using All Share Index (ASI) as proxy and found selected for each of the GARCH distributions, HYGARCH(1,d,1) model is the overall best.

The paper entitled, **“Estimating Volatility of Stock Index Returns by Using Symmetric Garch Models”**, authored by **Mohd. Aminul Islam (2013)**, the study estimates volatility of financial asset returns of three Asian markets namely; Kuala Lumpur Composite Index (KLCI) of Malaysia, Jakarta Stock Exchange Composite Index (JKSE) of Indonesia and Straits Times Index (STI) of Singapore. Study found that positive correlation between the risk and return for all markets and Indonesian market which is found to be more volatile than the other two markets.

Pasupuleti Venkata Vijay Kumar and Piyush Kumar Singh (2011) in their article, **“A Study of Return, Liquidity of Sectoral Indices, Market Index Return of Indian Financial Market (BSE)”**, attempted to analyze the performance and liquidity of various sectoral indices of BSE on the basis of price returns by calculating the market efficiency coefficient and the study found that all the sectoral indices of BSE have more than one as MEC exhibiting the higher long term variance than short term variance of sectoral indices.

A study on, **“A Test of the GARCH (1, 1) Specification For Daily Stock Returns”** by **Richard A. Ashley And Douglas M. Patterson (2010)**, examined the ability of the estimated model to reproduce features of particular interest: various aspects of nonlinear serial dependence, in the present instance. Using daily returns to the CRSP equally weighted stock index, and they found that specification cannot be rejected; the model appeared reasonably adequate in terms of reproducing the kinds of nonlinear serial dependence.

The paper titled, **“Modelling Stock Returns Volatility In Nigeria Using GARCH Models”** by **Kalu O. Emenike (2010)**, this

paper investigates the behavior of stock return volatility of the Nigerian Stock Exchange returns using GARCH (1,1) model, the study found that volatility of stock returns is persistent in Nigeria.

The study titled, “**Predicting the volatility of the S&P-500 stock index via GARCH models: the role of asymmetries**”, by **Basel M. A. Awartani, Valentina Corradi (2005)**, in their study they examined relative out of sample predictive ability of different GARCH models, with particular emphasis on the predictive content of the asymmetric component. They found that for the case of one-step ahead pair-wise comparison, the GARCH (1,1) is beaten by the asymmetric GARCH models.

3. Need of the Study

Stock market plays a vital role in economic growth of our nation on the other hand the contributions of the individual and institution investor are also inevitable. The present study aims to investigate the volatility between GREENEX index and BSE-CARBONEX Index from BSE stock market to analyse the level of risk and fluctuation associated in the selected sample indices.

3.1 Objectives of the Study

- ❖ To analyse the volatility of selected sample indices.
- ❖ To examine the stationarity of selected sample indices.
- ❖ To compare the selected sample indices based on their volatility.

4. Methodology of the study

4.1 Sample selection

For the purpose of this study, the available two indices have taken from sustainability indices namely BSE-GREENEX and BSE-BSE-CARBONEX from BSE Ltd.

4.2 Source of the data

The study is mainly depends on secondary sources. The daily closing price of the sample indices were collected from the websites of respective exchange. Other relevant details were collected from various books, online journals and magazines.

4.3 Period of the study

The study has done for the two years from April 2013 to March 2015.

5. Analysis and interpretation

Table – 1 Descriptive Statistics for BSE-GREENEX Index during the study period from April 2013 to March 2015

Particulars	Value
Mean	0.000697
Median	0.000923
Maximum	0.043975
Minimum	-0.040198
Std. Dev.	0.010959
Kurtosis	4.687096

Source: Data collected from www.bse.com and computed by using SPSS 16.0

Table – 1 shows the results of Descriptive statistics of Mean, Median, Maximum, inimum, Standard Deviation and Kurtosis measures for the study period from April 2013 to March 2015. It is clearly indicates that the Mean value for the sample index were occurred in positive (0.000697) with the high Standard Deviation (0.010959). The highest return was went up to 0.043975 where as the lowest return was decreased in negative value of -0.040198. The Kurtosis measure of returns distribution was Leptokurtic during the study period.

Table – 2 Descriptive Statistics for BSE-CARBONEX Index during the study period from April 2013 to March 2015

Particulars	Value
Mean	0.000651
Median	0.001057
Maximum	0.035581
Minimum	-0.041784
Std. Dev.	0.011130
Kurtosis	4.323604

Source: Data collected from www.bse.com and computed by using SPSS 16.0

Table – 2 shows the results of Descriptive statistics of Mean, Median, Maximum, Minimum, Standard Deviation and Kurtosis measures for the study period from April 2013 to March 2015. It is clearly indicates that the Mean value for the sample index were occurred in positive (0.000651) with the high Standard Deviation (0.011130). The highest return was went up to 0.035581 where as the lowest return was decreased in negative value of -0.041784. The Kurtosis measure of returns distribution was Leptokurtic during the study period.

Table – 3 The Results of Augmented Dickey-Fuller test of BSE-GREENEX Index price returns during the study period from April 2013 to March 2015 – “Daily Returns”

Unit Root Test for BSE-GREENEX Index		t-Statistic	Prob.*
Augmented Dickey-Fuller test statistic		-13.72568	0
Test critical values	1% level	-3.4353	
	5% level	-2.8636	
	10% level	-2.5679	

Source: Collected from www.bse.com and computed by using E-Views 6

Table – 3 represents that the results of Augmented Dickey Fuller test for GREENEX Index for the period of the study from April 2013 to March 2015. The t-statistic

value (-13.72568) is lesser than the critical value at all levels of significance and the daily price returns of GREENEX Index reached stationarity in the level difference itself.

Table – 4 The Results of Augmented Dickey-Fuller BSE-CARBONEX Index price returns during the study period from April 2013 to March 2015 – “Daily Returns”

Unit Root Test for BSE-CARBONEX Index		t-Statistic	Prob.*
Augmented Dickey-Fuller test statistic		-13.91080	0
Test critical values	1% level	-3.4353	
	5% level	-2.8636	
	10% level	-2.5679	

Source: Collected from www.bse.com and computed by using E-Views 6

Table – 4 represents that the results of Augmented Dickey Fuller test for BSE-CARBONEX Index for the period of the study from April 2013 to March 2015. The t-statistic value (-13.91080) is lesser than the critical value at all levels of significance and the daily price returns of BSE-CARBONEX Index reached stationarity in the level difference itself.

Table – 5 Results of GARCH (1, 1) Model (Volatility) for GREENEX Index price returns during the Study period from April 2013 to March 2015 – “Daily Returns”

INDEX NAME	RESID(-1)^2 (A)	GARCH(-1) (B)	(A) + (B)
GREENEX	1.340877	-0.894084	0.446793

Source: Collected from www.bse.com and computed by using E-Views 6

From the above **table 5** the GARCH analysis was expound the volatility of GREENEX index during the study period from April 2013 to March 2015. The result clearly denotes that the selected sample index has obtained moderate volatility (0.446793) during the study period.

Table – 6 Results of GARCH (1, 1) Model (Volatility) for BSE-CARBONEX Index price returns during the Study period from April 2013 to March 2015 – “Daily Returns”

INDEX NAME	RESID (-1) ² (A)	GARCH (-1) (B)	(A)+(B)
BSE-CARBONEX	1.936789	-1.01815	0.918635

Source: Collected from www.bse.com and computed by using E-Views 6

Table – 6 exhibits the result of GARCH analysis of BSE-CARBONEX Index during the study period from April 2013 to March 2015. The above table shows that the sample index daily price return was obtained high volatility (0.918635) during the study period.

Table – 7 Comparison Results of GARCH (1, 1) Model (Volatility) for GREENEX Index and BSE-CARBONEX Index price returns during the Study period from April 2013 to March 2015 – “Daily Returns”

INDEX NAME	RESID (-1) ² (A)	GARCH (-1) (B)	(A)+(B)
GREENEX	1.340877	-0.894084	0.446793
BSE-CARBONEX	1.936789	-1.01815	0.918635

Source: Collected from www.bse.com and computed by using E-Views 6

Table-7 implies the comparison result of GARCH (1, 1) model analysis of GREENEX Index and BSE-CARBONEX Index during the study period from April 2013 to March 2015. The above table shows that the BSE-CARBONEX Index daily price return was obtained high volatility (0.918635) than the GREENEX Index daily price return (0.446793) during the study period.

Conclusion

The risk, return concept is very useful to the different market participants. This paper helps to understand the performance of the Stock Indices based on the analysis of results, all the indices are highly volatile during the study period. While comparing the both index with the results

of GARCH (1, 1) model the BSE-CARBONEX index mean return got highly volatile and also produced significantly low mean return than BSE-GREENEX index. Whereas GREENEX index associated with high risk and it also obtained positive return accordance to the golden words of stock market “High Risk – High Return” the investors can consider the BSE-GREENEX index for their investment portfolio if they wish to invest in sustainability indices.

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MATERNITY BENEFIT ACT, 1961 - JUDICIAL RESPONSE IN INDIA

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ABSTRACT

Women participation in workforce is significantly increasing. Maternity benefit Act, 1961 is one of the important legislation passed for the welfare of working women which aims to protect women. Despite five decades of enactment hurdles are still existing for its effective implementation and case laws are few as the litigation process from labour court/industrial tribunal to the apex court is too long. The Maternity Benefits Act, 1961 explicitly prohibits discrimination against women employees due to pregnancy, childbirth or other related medical conditions. But facts are different though removing an employee because she is pregnant is illegal, but it is hard to prove discrimination. Unless women work for a company that voluntarily offers maternity benefit, paid maternity leave doesn't exist. This applies only to full-time workers and women who work at small companies or business doesn't have any such access. Without access to maternity benefit, many low-income mothers are forced to choose between their economic security and their health. This paper focus on the challenges in implementation of Maternity Benefit Act and it analyzes the judicial response in implementation of the Act. It also argued that woman workers shall have minimal legal rights and social protection. This paper suggests that only through effective implementation of existing Act equality of woman workers can be availed and women can be empowered.

Keywords: Maternity, Empowerment, Protection, Legislation, Judiciary Introduction

Women's right and gender equality is the enabling provision of maternity protection. Variety of social and family related constraints compel women to confine themselves to household activities at their prime working age & early exit of women from labour market particularly reflected in urban areas where women face inadequate social and family support system. Various legislations that have been passed in India in favor of women to balance the deep inequalities that exist in our society. Maternity benefit Act is one such legislation where women's

right and gender equality is reflected. In spite of this the recent instances wherein a broadcast journalist, who was allegedly terminated by Zee News Ltd for being pregnant and the Bombay High court passed an interim order in favour of a woman The court upheld the order of the Labour Court and Industrial Court to reinstate the journalist, or deposit 50% of her wages every month with the court till the matter is ruled on. The Labour Court held that services of the Respondent No.1 could not have been terminated in view of the provisions of the Maternity Benefit

Act, 1961, so also her termination was in violation of Section 28F of the Industrial Disputes Act. The Bombay High Court in its judgement also pointed out the need to strengthen the Maternity Benefit Act 1961, due to a growing population of working women. Bombay High Court advised for the strict implementation of the Act, which ensures healthy and stress-free environment for a working woman. Arbitrary termination of service during the maternity period, not only affects the concerned woman employee, but creates a sense of despair and disillusionment amongst working women in general. In the 44th Indian Labour Conference, held in February, 2012, it has been recommended that Maternity Leave under the Maternity Benefit Act be increased from the present level of 12 Weeks to 24 Weeks.

Historically, maternity has been treated as a state of disability in women workers from undertaking any work during the few weeks immediately preceding and following child birth. With the emergence of the system of wage labour in the industrial undertakings, many employers tended to terminate the services of the women workers when they found that maternity interfered with the performance of normal duties by women workers. Many women workers, therefore, had to go on leave without pay during this period in order to retain their employment and to protect the economic rights of women there is need for maternity benefits for and to a female employee. Economic dependence of women is what never let women to get empower today. Women must be made economically independent and must take an active role in all sectors of business today.

Maternity Benefits and Indian Constitution:

The rights and privileges for the betterment of women are: right to equality in law (Article 14), right to social equality (Article 15), right to social equality in employment (Article 16) right to adequate means of livelihood (Article 39 (a)),

right to equal pay for equal work (Article 39(d)), right that the health and strength of workers both men and women are not abused (Article 39(e)), right to just and humane conditions of work and maternity relief (Article 42), and right to improvement in employment opportunities and conditions of the working women (Article 47). Article 15(3) of the Indian Constitution empowers the State to make special provisions for women. The main object of Article 15 (3) is based on “protective discrimination” keeping in view the weak physical position of women. The reason is that “women’s physical structure and the performance of maternal functions places her at a disadvantaged position in the struggle for subsistence, and her physical well-being becomes an object of public interest and care in order to preserve the strength and vigour of the race”. This provision has enabled the State to make special statutory provisions exclusively for the welfare of women. Article 21, Right to Life and Personal Liberty is not merely a right to protect one’s body but the guarantee under this provision contemplates a larger scope. Right to Life means the right to lead meaningful, complete and dignified life. It does not have restricted meaning. It is something more than surviving or animal existence. The meaning of the word life cannot be narrowed down and it will be available not only to every citizen of the country. Therefore, the State must guarantee to a pregnant working woman all the facilities and assistance that she requires while protecting her employment as well as her own and her child’s health. The Directive Principles of State Policy contained in Part IV of the Constitution of India, under Article 41 requires the State to make effective provision for securing the right to work and to education and Article 42 requires that the State shall make provision for securing just and humane conditions of work and for maternity relief. “Since Article 42 specifically speaks of “just and humane conditions of work” and “maternity relief”, the validity of any service rule and of an

executive or administrative action in denying maternity benefit has to be examined on the basis of Article 42 which, though not enforceable at law, is nevertheless available for determining the legal efficacy of the service rule and of the action taken.

The Object of the Maternity Benefit Act is to protect the dignity of motherhood. It aims at regulating employment of women employees all over the country. The act provides 12 weeks as the maximum period for which any working woman shall be entitled to maternity benefit. She can avail this benefit as 6 weeks up to and including the day of her delivery and 6 weeks immediately following the day of her delivery.

Eligibility for Maternity Benefit:

The Maternity Benefits Act applies to every factory, mine and plantation, and any shop or establishment which has had ten or more employees on any given day over the preceding year. Employees must also have worked in the establishment for 80 days in the 12 months preceding the date of delivery. They should inform their employer of the leave period at least seven weeks before the delivery date, and name the person to whom payment should be made in the case of absence or death. Any violations can be penalized with fines.

Substitution of new section for section 8: In the Maternity Benefit Act, 1961, regarding Payment of medical bonus, every woman entitled to maternity benefit shall also be entitled to receive from her employer a medical bonus of one thousand rupees, if no pre-natal confinement and post-natal care is provided for by the employer free of charge. The Central Government may before every three years, by notification in the Official Gazette, increase the amount of medical bonus subject to the maximum of twenty thousand rupees.

In the case of **B. Shah v. Presiding Officer, Labour Court**, the petitioner claimed that she was paid her maternity benefit wages by deducting the wage due to her on Sundays,

the Supreme Court defined the term “week” to include wages for 7 days including Sundays and not 6 days. The Court applying the principles of Article 4 of Convention No.103, i.e the Maternity Protection Convention (Revised), 1952 held that the Act was a beneficial social legislation and thus will fall under the purview of Article 42 of the Constitution of India.

The employer is not allowed to discharge or dismiss a woman employee while she is on maternity leave or to give notice of dismissal or discharge on a day that the notice will expire while she is on leave or to change and jeopardize her conditions of work in her absence. If during her pregnancy she is given notice of discharge or dismissal, she is still entitled to her maternity benefit and medical bonus. Gross misconduct, which has to be communicated to the woman in writing disentitles her from claiming her maternity benefit and medical bonus. The State government is given the power to make rules of what constitutes gross misconduct. The lacunae in these provisions are protection of employment per se during the periods of pregnancy, which are not under maternity leave.

The Act mandates the keeping of registers by employers. In order to evade giving the women these statutory benefits, the names of women workers are not entered in the register or the women are employed through contractors. In seasonal factories, employers do not maintain any record or service registers and do not pay benefits on the ground that the qualifying period for which the women should have worked is not satisfied. The Act mandates the appointment of Inspectors who are given the function of overseeing implementation of the Act but the number of inspectors is inadequate with insufficient women inspectors on the job. Further, the number of inspections under the Act are also insufficient.

Section 4 of the Act, denies the woman the right to get employed immediately after her pregnancy for 6 weeks for no legitimate reason.

Section 4 prohibits an employer from employing a woman during the 6 weeks immediately after the date of her delivery, miscarriage or medical termination of her pregnancy and also prohibits a woman from working in any establishment during the 6 weeks after her delivery. This prohibition is without any legitimacy and must be repealed.

Conclusion

Organizations are not open to hiring newly married women as these high-risk resources are 'bound' to get pregnant soon and turn into a burden or leave soon after. Women workers have dual responsibility of home and work. Mothers and motherhood have traditionally and, often patronisingly, been glorified in our country although employers clearly do not share this attitude. Despite the promises of the Maternity Benefit Act, 1961, pregnant working women continue to get a raw deal. Over two decades ago, in 1991, the Supreme Court had ruled in favour of pregnant employees in the celebrated **Neera Mathur Vs Life Insurance Corporation of India (LIC)** case wherein the Supreme Court directed LIC to reinstate her. Furthermore, on perusing the aforementioned declaration form, the Court was shocked to note that it required women candidates to provide information about the dates of their menstrual cycles and past pregnancies. The Court considered this to be an invasion of privacy of a person and violative of Article 21, which guarantees right to life and privacy. It, therefore, directed the LIC also to delete those columns from its future questionnaires. In 2012 **Indrani Chakraverty Vs. Idiom Consulting Ltd.** Indrani filed a criminal case against the company for violating the Maternity Benefits Act, 1961, and on July 26 last year she won Rs 7.5 lakh as settlement money from the company on orders from the Delhi High Court. Though there are a few reported cases many women cannot take their

fight to the courts. There is a misconception prevails that women in organized sector is provided with the benefits under maternity benefit Act but it is not true and experiences reveal the reality that maternity still pushes hundreds of women out of employment. A welcoming proposal is under consideration to increase the existing maternity leave from twelve weeks to twenty four weeks under the Maternity Benefit Act, 1961. Only through effective implementation of existing Act equality of woman workers can be availed and women can be empowered.

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SOCIAL EMPOWERMENT OF LOCAL PEOPLE TRUST (SELP Trust) is a non-profit social organization established in 2008 and registered under the Trust Act (Reg. No: 1617/2008). In order to help the research scholars and teachers of various levels, the trust has been publishing a quarterly journal entitled **SELP JOURNAL OF SOCIAL SCIENCE** - ISSN: 0975-9999 (P), 2349-1655(O), an International Journal on **RESEARCH EXPLORER** - ISSN: 2250-1940 (P), 2349-1647(O), an International Journal on **TAMILAIVU SANGAMAM** - ISSN: 2320-3412 (P), 2349-1639 (O) and proposed to release an International Journal on **SCIENCE EXPLORE**. And also the trust has published books on various title with ISBN.

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