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CONTENT

S.No.	TITLE	P.No.
1.	GROWTH AND PERFORMANCE OF REGIONAL RURAL BANKS IN INDIA – AN EXPLORATORY DATA ANALYSIS Bidhan Baidya, Dr. Pranam Dhar	1
2.	CUSTOMER ATTITUDE TOWARDS HOTEL TAMILNADU WITH SPECIAL REFERENCE TO TIRUCHIRAPPALLI Dr. R.Ramachandran	6
3.	FACTORS AFFECTING LOAN RECOVERY DR. M. B. M. Ismail	12
4.	EMPLOYMENT DYNAMISM OF FAST-GROWING ENTERPRISES IN INNOVATIVE BUSINESS RESEARCH Dr. P. Mariselvam	18
5.	INNOVATIVE TRENDS IN BUSINESS RESEARCH SPECIFIC TO BANKING SECTOR ON ADVENT OF DIGITAL PLATFORM A.Jainambu Gani, Dr. C. Paramasivan	23
6.	MANAGEMENT OF NON-PERFORMING ASSETS Dr.Sailesh Sandipam	28
7.	THE STRENGTH AND OPPORTUNITIES IN GAUGING THE EFFICIENCY OF WOMEN MANAGERS P.Nandhini, Dr.N.Murugeswari	31
8.	PROGRESS OF FINANCIAL INCLUSION IN INDIA - AN ANALYTICAL STUDY Mr. K.Santosh, Dr.S.E.V.Subrahmanyam, Dr. T.Narayana Reddy	36
9.	WOMEN ENTREPRENEURS DEVELOPMENT THROUGH MARKETING ASSISTANCE SCHEME IN KARNATAKA – A STUDY Dr. Siddaraju V.G	42
10.	DOES TOURISM SECTOR LEADS TO ECONOMIC DEVELOPMENT IN INDIA Dr. N.Manimozhy, Dr. G.T.Vijayalakshmi	46
11.	FEMINIST RESEARCH EPISTEMOLOGY AND METHODOLOGY M.S. Sameem Banu, A.Ramija Bee	49
12.	CITATIONS- THE BEST MEASURE OF RESEARCH QUALITY IN INDIA Bonita Lynette Cooper, Dr.N.Murugeswari	54
13.	NOVEL INNOVATIONS LEADING TO COPY RIGHTS IN SOCIAL SCIENCE RESEARCH A. Jayasree	60
14.	ANALYSIS INVESTIGATION ON DAY TO DAY EXPENSES MANAGEMENT OF CEMENTCOMPANIES IN INDIA Miss.J.Jeya, Dr.S.Elango	65
15.	POLICY HOLDERS OPINION ON SPECIAL FEATURES OF LIC Dr.R.Hariharan, A.S.Mythili	69
16.	A STUDY ON PRISON INDUSTRY IN TAMIL NADU Dr.C.Paramasivan	71
17.	PASSENGERS PERCEPTION ON-BOARD AND OFF-BOARD SERVICES OF SOUTHERN RAILWAY (WITH SPECIAL REFERENCE TO SALEM ZONE) Dr. N. Sakthivel, A.Dhamayanthi	75
18.	BEHAVIOUR OF MILK PRODUCERS TOWARDS COOPERATIVES IN THENI DISTRICT Dr.A.Sulthan Mohideen	82

GROWTH AND PERFORMANCE OF REGIONAL RURAL BANKS IN INDIA – AN EXPLORATORY DATA ANALYSIS

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ABSTRACT

Banks play an important role in mobilization and allocation of resources in any country. Rural people in India are facing problems in the inadequate supply of credit. The major source of credit to rural households, particularly-low income working households, has been the informal sector. Informal sector advances loans at very high rates of interest; the terms and conditions attached to such loans have given rise to an elaborate structure of intimidation of both economic and non-economic conditions in rural population in India. RRBs were established in India in 1975 essentially for the purpose of taking banking service to the doorsteps of rural people, particularly in places without banking facilities.

Keywords: rural households, commercial viability, agriculture, trade commerce, industry

Introduction

Banks play an important role in mobilization and allocation of resources in any country. Rural people in India are facing problems in the inadequate supply of credit. The major source of credit to rural households, particularly-low income working households, has been the informal sector. Informal sector takes loans at very high rates of interest. The terms and conditions attached to such loans have given rise to a complicated structure of bullying of both economic and non-economic conditions in rural population in India.

RRBs were established in India in 1975 essentially for the purpose of enchanting banking service to the doorsteps of rural people, particularly in places without banking facilities.

Reform & Merger Process

In the wake of introduction of financial sector reforms in 1991-92, the commercial viability of RRBs emerged as the most crucial factor in deciding about their desired role due to their limited business flexibility with hardly any scope of expansion/diversification, smaller size of loans with higher exposure to risk-prone advances and professional efficiency in financial deployment. To strengthen RRBs and improve their performance many initiatives have been taken by the Government of India and the Reserve Bank of India (RBI). As part of the comprehensive restructuring programme, recapitalization of RRBs was initiated in the year 1994-95. The process continued till 1990-2000 and covered 187 RRBs with aggregate financial support of Rs.2188.44 crore from the

shareholders, viz., Government of India, State Governments and sponsor Banks in the ratio of 50:15:35.¹ Further, the branch licensing policy for RRBs has been liberalized. Under the new norms, empowered committees at the regional offices of RBI clear RRB application to open new branches. The branches of RRBs may undertake government business including conducting foreign exchange business with the prior approval of the concerned Government authority and RBI. These banks have also been allowed to open extension counters at the premises of the institutions of which they are principal bankers after obtaining license from the concerned regional office of the RBI. The RRBs need not obtain permission of RBI for the installation of ATMs at the branches and extension counters for which they hold licenses issued by RBI. They are also permitted to open off-site ATMs after assessing the cost and benefit. As against the earlier policy of opening a large number of branches in far flung rural areas, RRBs have been permitted to merge/close down their unprofitable branches and the branch licensing policy for RRBs is almost at par with that for commercial banks. Now RRBs compete with the commercial banks in rural credit market of India. RRBs give loans for agriculture and rural development while commercial banks also serve needs of commerce and industry in rural areas.

In 2005-06, the Government of India initiated the process of structural consolidation of RRBs by amalgamating RRBs sponsored by the same bank within a State as per the recommendations of the Vyas Committee (2004). The amalgamated RRBs were expected to provide better customer service due to better infrastructure, computerization of branches, pooling of experienced work force, common publicity, marketing efforts etc., and also derive the benefits of a large area of operation, enhanced credit exposure limits and more diverse banking activities. As a result of the amalgamation, the number of RRBs was reduced from 196 to 86 as on 31st March, 2009.

Thus, under the amalgamation process, 145 RRBs have been amalgamated to form 45 new RRBs.

Identification of the Research Gap

As none of these studies analyze the performance after amalgamation took place in after the year 2006, i.e., during the post-merger period till date, there is a need for carrying out the present study.

Objectives of the Study

The specific objectives are given as:

1. To assess the growth pattern of RRBs;
2. to examine the credit distribution of RRBs;
3. to evaluate the geographical distribution of RRBs; and
4. To recommend some workable suggestions to augment the performance of RRBs in India.

Research Design

The present study is investigative and exploratory in nature and makes use of secondary data.

Nature and Sources of Data

The relevant secondary data have been collected mainly through the databases of Reserve Bank of India (RBI), National Bank for Agricultural and Rural Development (NABARD) and also the Annual Reports of different RRBs (Virtual copies). The journals like the Banker and the Journal of Indian Institute of Bankers have also been used for the purpose. The study has two parts. The first part of the study is confined only to the specific areas like **number of branches, district coverage, deposits mobilized, credits and investments** made by the Indian Regional Rural Banks (RRBs) for the 10 years period starting from 2004 to 2013. In the second part of the study, specific data has been taken from the virtual copies of the Annual Reports of different RRBs, based on certain indicators like Net Worth,

Capital Employed, Profit before Interest, Depreciation & Taxes, Profit before Depreciation & Taxes, Profit before Interest & Taxes, Profit Before Taxes, Profit After Taxes and Available Current/Cash Profit = PAT + Receivables – Payables.

Tools for Analysis

- For the first part, Tabulation and Graphical Presentation method has been used.
- For the second part, tools like J-B Statistics, Annova F-Test, Welch F-Test, Principal Component Analysis, Unit Root Test and Granger's causality test has been used.

Eviews 6 package has been used for the purpose.

Structural Growth of Regional Rural Banks

Since their inception in 1975, the RRBs have grown rapidly in structure and strength. From a modest beginning with five banks covering 11 districts of five states with 17 branches, as many as 196 RRBs are operating in 518 districts of 26 states with a branch network of 14446 as on 31st March 2004. The rural branch network of RRBs accounts for nearly 37 percent of the total branch network of schedule commercial banks in India. The growth of RRBs in terms of structure since 1975 is given in Table 2. It is clear from Table 2 that after the first year of its inception in 1975, a sharp increase has been recorded during the next year in which the number of bank were went up to 40, covering 84 districts with a branch network of 489. It is also clear from the Table-1 in each successive year the number of RRBs, district covered and number of branches had significantly increased.

Table-1 : Growth of Regional Rural Banks in India

Source: RRBs Key statistics

Thus, just after passing 12 years since its inception there was as many as 196 RRBs operating with 13353 branches covering 363

districts till the end of 1987 onwards the number of RRBs is constant but the number of branches has increased to 15938 as on 31st March 2011. The reason for increasing districts is mainly because of bifurcation and trifurcation of old district in various states.

The RRBs had been conceived to develop rural economy by providing credit and other

Year	Number of RRBs	Number of Branches
1974-75	6	17
1975-76	40	489
1976-77	48	1187
1977-78	51	1753
1978-79	60	2420
1979-80	85	3279
1980-81	107	4795
1981-82	124	6191
1982-83	150	7795
1983-84	173	10245
1984-85	188	12606
1985-86	194	12838
1986-87	196	13353
1987-88	196	13920
1988-89	196	14079
1989-90	196	14443
1990-91	196	14527
1991-92	196	14539
1992-93	196	14543
1993-94	196	14542
1994-95	196	14509
1995-96	196	14497
1996-97	196	14461
1997-98	196	14475
1998-99	196	14499
1999-00	196	14301
2000-01	196	14311
2001-02	196	14450
2002-03	196	14433
2003-04	196	14446
2004-05	133	14484
2005-06	94	14494
2006-07	90	14520
2007-08	90	14761
2008-09	86	15181
2009-10	82	15480
2010-11	82	15938
TREN D	122.0853	4612.839

facilities for the purpose of development of agriculture, trade, commerce, industry, and other productive activities to the targeted poor people in the rural areas. However, with the advent of financial sector reforms in early nineties, the RRBs were allowed to extend credit facilities to rural non-target group also to a limited extend.

Coverage of Districts and Manpower Deployment

Table 2 : Coverage of Districts and No. of Staff Employed in RRBs in the Last 10

Years

Source: RRBs Key statistics

It is evident from the above table, that, no. of districts coverage by the RRBs increased from 516 to 618 during the last 10 years and no. of staff employed decreased from 69547 to 68778, in spite of increase in the number of districts covered, which clearly depicts that automation and use of ICT in RRBs has incased the district base in spite of decrease in human resource.

Table 3 : Components of Total Capital/

Year	Number of Districts covered	Number of staff Employed
2002-03	516	69547
2003-04	118	69249
2004-05	523	68912
2005-06	525	68629
2006-07	534	68289
2007-08	594	68005
2008-09	616	68526
2009-10	616	68542
2010-11	618	68778

Funds of RRBs

(Rs.Crores)

Source: RRBs Key statistics

It is evident from the above table that percentage of owned funds have declined and that of borrowed funds have increased over the last 10 years, whereas total capital has increased about four-fold, i.e., from INR 9465 crores to INR 39242 crores, which indicates the growth potential of RRBs in India and also the clear intention to invest in more funds in this sector.

Table 4 : Deposits and Loans of RRB over

Year	Owned Fund	% to Total Funds	Borrowed Funds	% Total Fund	Total Funds
2002-03	4666	49.30	4799	50.70	9465
2003-04	5438	54.20	4595	45.80	10033
2004-05	6181	52.80	5524	47.20	11705
2005-06	6647	47.65	7303	52.35	13950
2006-07	7286	42.70	9776	57.30	17062
2007-08	8733	43.17	11494	56.83	20227
2008-09	10910	46.14	12736	53.86	23646
2009-10	11020	47.24	18770	52.76	29790
2010-11	12026	48.02	27216	51.98	39242

the years

Source: RRBs Key statistics

From the above table it is very much clear that both deposits outstanding and loan outstanding have increased tremendously over the last 10 years but percentage of deposits have increased largely than that of loans provided by RRBs, which also substantiates the growth potentials of the RRBs.

Table 5 : Credit Deposit Ratio of RRBs in India

Year	Deposits	Loans
2002-03	50098	22158
2003-04	56350	22114
2004-05	62143	32870
2005-06	71329	39713
2006-07	83144	48493
2007-08	99093	58984
2008-09	120189	67802
2009-10	145034	82819
2010-11	174041	101039

Source: RRBs Key statistics

It is evident from the above table that the C/D ratio of RRBs in India has increased from 44.2 per cent to 60.40 per cent over the last 10 years, which is indicative of the growth of that particular type of banking sector.

Findings from the Detailed Analysis**(i) Structural Growth of Regional Rural Banks**

Year	CD Ratio
2002-03	44.2
2003-04	46.3
2004-05	52.8
2005-06	55.6

2006-07	58.3
2007-08	59.5
2008-09	56.4
2009-10	58.7
2010-11	60.4

After passing 12 years since its inception there was as many as 196 RRBs operating with 13353 branches covering 363 districts till the end of 1987 onwards the number of RRBs is constant but the number of branches has increased to 15938 as on 31st March 2011. The reason for increasing districts is mainly because of bifurcation and trifurcation of old district in various states. The RRBs had been conceived to develop rural economy by providing credit and other facilities for the purpose of development of agriculture, trade, commerce, industry, and other productive activities to the targeted poor people in the rural areas. However, with the advent of financial sector reforms in early nineties, the RRBs were allowed to extend credit facilities to rural non-target group also to a limited extend.

(ii) Coverage of Districts and Manpower Deployment

Number of districts coverage by the RRBs increased from 516 to 618 during the last 10 years and no. of staff employed decreased from 69547 to 68778, in spite of increase in the number of districts covered, which clearly depicts that automation and use of ICT in RRBs has incased the district base in spite of decrease in human resource.

(iii) Components of Total capital /funds (Rs crore)

Percentage of owned funds have declined and that of borrowed funds have increased over the last 10 years, whereas total capital has increased about four-fold, i.e., from INR 9465 crores to INR 39242 crores, which indicates

the growth potential of RRBs in India and also the clear intention to invest in more funds in this sector.

(iv) Deposits and Loans Outstanding of RRB in India

Both deposits outstanding and loan outstanding have increased tremendously over the last 10 years but percentage of deposits have increased largely than that of loans provided by RRBs, which also substantiates the growth potentials of the RRBs.

(v) Credit Deposit ratio of RRB in India (%)

The C/D ratio of RRBs in India has increased from 44.2 per cent to 60.40 per cent over the last 10 years, which is indicative of the growth of that particular type of banking sector.

Conclusion

Depending on the context and applications, the term 'performance' may have different connotations. Keeping in consideration the varied activities being performed by rural regional banks, any appraisal of their performance may become meaningful with its underlying objectives. In the present study, for the performance of Regional Rural Banks an attempt has been made in terms of certain defined, parameters, like growth pattern of RRBs; the credit distribution of RRBs; and the geographical distribution of RRBs. Till the birth of RRBs in India, branches of commercial banks and co-operative banks in thousand numbers were operating in the rural areas. But despite of such large network of bank branches, the credit needs of rural India was quite inadequate. As a constituent extensive of commercial banking network, the RRBs have achieved tremendous growth in term of number of bank and its branches.

References

ibid, p.265

CUSTOMER ATTITUDE TOWARDS HOTEL TAMILNADU WITH SPECIAL REFERENCE TO TIRUCHIRAPPALLI

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ABSTRACT

“Tourism is the temporary, short-term movement of people to destinations outside the place where they normally live and work and their activities during their stay at these destinations” (Bur Kart, 1974). So tourism is primarily a summation of movements of the people and their activities at places outside their normal ‘beat-area’. Such destinations may lie within the national boundary of the country of the visitors or outside. Hence their movements result in domestic tourism and foreign tourism. The present study aims to find out the customer attitude towards hotel Tamilnadu at Tiruchirappalli. Result proves that Customers differ in their opinion about the food facilities in the restaurant.

Keywords: Customer Attitude, Customer, Demographic variables, Tourism and Hotel.

Introduction

The trend towards eco-tourism holidays is sustainable, nature-based and environmentally friendly and now it is tourism industry’s fastest growing sub-sector. It is also expected that the world-wide annual growth will be 10-15 percent. Governments both States and Central and tourism industry are taking all the steps to promote eco-tourism with economic and social sensitivity in a big way. That is why, now with a package tour, one could see the globe in almost 18 days flat without worrying for boarding, lodging and travel. The World Tourism Organization has estimated that the number of international tourists arrival is expected to double to 937 million by 2010. So tourism represents a huge boon to the world economy. With result this developing industry will also have lasting impact on the environment.

Hotel Industry: Picture View

Accommodation facilities constitute a vital and fundamental part of tourist supply. Among the important inputs which flow into the tourist system is tourist accommodation, which caters to international tourists forming a vital component of the tourism superstructure and an important feature of the total tourist image of the country. An adequate supply of accommodation suitably tailored to the requirements of the tourist market is one of the basic conditions of tourism development. The provision of accommodation facilities and their growth should, at the same time, be regarded in a much broader context as they make an important contribution to the economy as a whole, by stimulating economic development, social contacts and commercial activities. In the promotion of tourism, or all the constituents of

the tourist industry, accommodation sector thus constitutes the most important segment. Tourism is, to a great extent, dependent on the type and quantity of accommodation available.

Role of Tamil Nadu Tourism Development Corporation in Promoting Business:

Tamilnadu Tourism Development Corporation plays an important role in serving the needs of the needs of the tourist booth domestic and international. The TTDC popularly known is started by the government of Tamilnadu. It has network of chain of Hotel throughout Tamilnadu. Tamilnadu Tourism Development Corporation engages in providing transport arrangement and provides excellent chain of hotel in important tourist places: The TTDC Hotel Property located in the prime places of every major town and cities.

Hotels Run By Tamilnadu Tourism Development Corporation (T.T.D.C.)

The hotel run by T.T.D.C can be classified under the following heads:

S.No.	Hotels
1.	Motels
2.	Camping site
3.	Boat Houses
4.	Telescope Houses
5.	Youth hostel
6.	Hotel in Hill Station
7.	Resort hotel
8.	Hotel in commercial places

Consumer Behaviour-A Way Forward

Consumer behaviour may be as a psychological, social, and physical behaviour of potential customers as they become aware of, evaluate, purchase, consume and tell other people about purchase and services. The study of consumer behaviour is concerned with the decision process involved in purchase, and the whole behaviour of a person while making purchases is termed as consumer behaviour.

Consumer behaviour is determined to a large extent by the social, psychological, and

economic factors and it is necessary for a manager to understand the factors for proper planning of marketing strategies. The reasons why consumers buy particular products or brands are due to buying motives. All buying behaviour starts with motivation. A motive is a stimulated need that an individual seeks to satisfy. These motivations can be bioorganic or psychogenesis needs and motives are influenced by perceptions. These perceptions are in turn influenced by customers' habit, fashion, education, and advertisement. Demand for goods varies with race, climate, income, education, religion and occupation. So, the seller's task is to fulfill the consumers' desire for his products by influencing the factors, which influence the motives of a consumer. The behaviour that consumers display in searching for purchasing, using, evaluating, and disposing of products and services that they expect. The study of consumer behaviour is the study of how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items. It includes the study of what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, and how often they use it.

Apart from the aforesaid study, consumer behaviour research goes far beyond these facets of consumer behaviour and considers the uses that the consumers make use of the goods they buy and their subsequent evaluations. For example, a person may experience dissatisfaction with his choice of an automobile, perhaps because of continuing service problems. They may communicate their dissatisfaction to friends, and in turn influence their friends' future automobile purchases. Each of these possible consequences of consumer post purchase dissatisfaction has significant ramifications for automobiles marketers, who have to build post purchase strategies into their promotional campaigns.

Related Review of Literature

The study needs to understand the gap on

research and hence the following previous studies are gone: Bhatia (2003) The study needs to understand the gap on research and hence the following previous studies are gone: In the words of Bhatia, "Consumer behaviours mean those acts of individuals directly involved in obtaining and using economic goods and services, including the decision processes that proceed and determine those acts. It is the process whereby individuals decide what, when, where, how and from whom to purchase goods and services".

Norman R.F. Maier (2003) Consumer behaviour is always the product of two things, the nature of the individual who behaves, and the nature of the situation in which the individual finds himself and Bernard Berelson and G.A. Steiner (2004) have observed, human behaviour itself is so enormously varied, so delicately complex, so obscurely motivated that many people despair of finding valid generalizations to explain and predict the actions, thoughts and feelings of human beings despair, that is, of the very possibility of constructing a science of human behaviour.

Chib, Som Nath (2005) Marketing has viewed buying behaviour as, "a subset of the universal set of human behaviour and as such, it is concerned with all the behaviour manifestations associated with the search, screening and selection aspect of the purchase and use of manufactured products and services whereas, Dube, Rajiv (2005) "The buying behaviour is the decision process and physical activity which the individuals engage in evaluating, acquiring, using or disposing of goods and services" and Janta, G. (2006) Consumer behaviour is also defined as "psychological, social, and physical behaviour of potential customers that they become aware of, evaluate, purchase, consume, and tell others about products and services".

Research Design

A research design is a master plan specifying

the methods and procedures for collecting, analyzing the needed information; it is a framework for the research plan of action. The present study has undertaken the descriptive research design in order to describe something such as demographic characteristics of consumers who are staying in Hotel Tamilnadu. The descriptive study is concerned with determining frequency with which something occurs (or) how two variables vary together. This study is made to describe the consumers' preference and satisfaction about Hotel Tamilnadu with respect to socio-economic characteristics on which is called descriptive study.

Research Objectives

1. To find out the opinion of customers regarding reception courteous service, and good behaviour in Hotel Tamilnadu.
2. To discuss the change in attitude of customers in relation to gender, nationality and education qualification.

Data Mobilisation and Techniques

The data collection pertaining to the study involves only on the basis of primary data. The primary data are collected by means of questionnaire and survey. 250 samples are collected from consumers, who are stay in the Hotel Tamilnadu, Tiruchirappalli. The researcher found difficulties in getting information regarding the annual income of the respondents. The respondent does not want to make any suggestion. Due to the limitation of time factor the researcher has confined his study in selected place. The necessary data is to be collected from 250 samples to be selected randomly in Tiruchirappalli district from August to October 2015.

Area Profile

Tiruchirappalli(Trichy) is a prominent centre of education in Tamilnadu on Par with Chennai, Coimbatore and Madurai. The Chola courts at Uraiyur and Jayamkonda Cholaapuram

had assemblages of learned courtiers, elder scholars and poets. Srirangam temple which lies on the banks of river Kaveri has many religious philosophers, who were propagated “Vedas” and ‘Prabandhams’. The famous Rockfort temple also served as a Jain Monastery, where the Jain teachers and philosophers stayed and spread education. It should also be mentioned that besides many poets, scholars and grammarians, Thayumanavar, a Tamil Sage of renowned learning, began his teachings with Tiruchirappalli as his headquarters. So it is clear that since remote past Tiruchirappalli serves as a glorious centre of learning.

Ancient Centre of Learning

Trichy district has been a seat of ancient civilization. Education in earlier period was imparted by the teacher to the pupils who gathered around him and came to live in his house as members of his family. The family functioned as a domestic school, an ashram or heritage where the mental faculties of the pupils were developed by the teachers by constant attention and personal instruction. The making of man was regarded as an artistic and not a mechanical process. The aim of ancient education was the developing of pupils personality, his innate and latent capacities. In ancient period, temples played a vital role in imparting education. They offered protection to the learned Brahmins. The itinerary Saiva devotees visited many temples in the district and versified the Gods of the places they visited, Sambandar, Appar and Sundarar, the authors of Devarnam used to address the public during to the hotel by their friends.

their itinerary of the value of Saiva philosophy. Though there were poetesses during the Sangam period, whose verses were found in Ahananuru, Purananuru and other corpus of Sangam literature and later during the age of the Bakthi Movement such as Andal and Karaikal Ammaiyar, it is said that “education was not so popular among women in the district”.

Data Processing

After scoring all the questionnaires, data were computerized besides certain manual analysis done. In the beginning, the code sheet was prepared according to the requirement. The data was analyzed statistically using appropriate, descriptive and inferential techniques and the level of significance were used in addition to the descriptive statistics for supporting the results.

Results and Discussion

Table 1 Showing the frequency distribution for the customers opinion about their

Opinion	Number	Percentage
Regular Guest	22	8.8
Company Advertisement	16	6.4
Travel Agency	93	37.2
Friends	30	12.0
Local Representatives	10	4.0
Other Sources	79	31.6
Total	250	100

introduction to the hotel

Source: Compiled from primary data.

It is inferred from the table that 93 % of them get introduced to the hotel by travel Agency, 79 % of them get introduced to the Hotel by other etc., the remaining get introduced

Table 2 Showing the frequency distribution customer's opinion about available in hotel

Opinion	Taste of the food		Room service		Restaurant service	
	Number	Percentage	Number	Percentage	Number	Percentage
Good	78	31.2	94	37.6	142	56.8
Satisfactory	172	68.8	141	56.4	78	31.2
Bad	-	-	15	6.0	30	12.0
Total	250	100	250	100	250	100

Tamil Nadu

Source: Compiled from primary data.

As per the customers opinion (31.2%) of the customers give good opinion about the taste of the food and (68.8%) of the customers are satisfied. So majority of the customers are satisfied about the taste of the food. As per the customers opinion (37.6%) of the customers give good opinion about the room service, (56.4%) of the customers are satisfied and 6.0% of the customers give bad opinion. So majority of the customers are satisfied about the room service. As per the customers opinion 56.8% of the customers give good opinion about the restaurant service, 31.2% of the customers are satisfied and 12.0% of the customers give bad opinion. So majority of the customers are satisfied about the restaurant service.

Opinion	Good	Satisfactory	Total	X ²	DF	LS
Yes	78 (31.2)	126 (50.4)	204	25.56	1	0.01
No	0 (0.00)	46 (18.4)	46			
Total	78	172	250			

Table 3 Showing the cross table for the customer's opinion about any food restaurant on the basis taste of food

Source: Compiled from primary data.

Ha: Customers differ in their opinion about the food facilities in the restaurant.

It is seen from the table that those who are taking food in the restaurant, they are satisfied about the food facilities 31.2% of them says good opinion. Consumers who externally, they differ in their opinion that they are not satisfied as much this difference of opinion is confirmed

Variable	N	Mean	SD
Stay at Hotel	250	2.28	0.3
Reception	250	1.06	0.6
Staff behaviour	250	1	0.06
Overall maintenance	250	1	0.06
Cleanliness – Room	250	1.06	0.6
Service facilities	250	1.06	0.6
Quality of the Food	250	1.73	0.4
Cleanliness - Boarding	250	1.5	0.5
Tariff - charge	250	2.11	0.9
Charge - Food stuff	250	1.5	0.5

by the calculated chi-square value, which is significant at 1% and 5% level. Hence the hypothesis is accepted.

Table 4 Descriptive Statistics

Source: Compiled from primary data.

The mean value of stay at hotel for total respondents is 2.28. It is higher than the other mean value. So all the respondent's feel pleasant to stay in Hotel Tamil Nadu hotels. Next tariff

Variable	Gender	Education	Nationality
Stay at Hotel	0.109	-0.21	-0.04
Reception	-0.089	0.13	-0.08
Staff behaviour	-0.233	0.13	-0.08
Overall maintenance	0.032	0.07	-0.22
Cleanliness – Room	0.281	0.06	-0.03
Service facilities	0.133	0.06	-0.04
Quality of the Food	0.035	-0.22	0.021
Cleanliness - Boarding	0.05	-0.24	0.03
Tariff - charge	0.11	0.04	0.16
Charge - Food stuff	-0.04	0.11	0.19

charge mean value is 2.11, which infers the customers feels the tariff charge is good that is normal when compare to others.

Table 5 Showing inter correlation between personal variable and other variables

Source: Compiled from primary data.

As per the inter correlation table shown here in the case of Gender except staff behaviour and charge of food stuff and reception all others are positive correlation's then in the case of Education quality of the food, cleanliness of the room, stay at hotel all others are positively correlated and in the case of Nationality except cleanliness of the boarding, charge-food stuff, tariff charge quality of the food all others are negatively correlated.

Customer Care Principles

1. Maintain the attitude of relationship marketing. Instead try to find out if give customer a chance to take and if willing to listen they tell you exactly what important to them.
2. Try people to call you no matter what time it is. They are your customers and want to

take care of them moreover they are the paying masters.

3. Everybody should be customer service rep and in fact that is how the customer goes it any way. If the Walter is rude or the sales person is not helpful the customer thinks that he has got terrible service no matter how friendly warm and helpful, the people in the customers' service department might be and he is right.
4. Customers wants service organisation to look good be responsive be assuring the emphatic and above the entire reliable customer wants firms to do what they say they are going to do. Nothing makes a customer madder than a business that does not do what it promises.
5. Nobody likes to hear they have done a lousy job but criticism from customers is more valuable than praise. It is word-of mouth developing the marketing strategy.
6. They always try to thank their customers for doing business with them and always try to thank employees for doing a good job both of them are equally important.
7. If want to keep the business give customers exactly what they ask for or even more without any hesitation. If can do anything less you might as well offer them nothing because it will have lost their good will.
8. Whatever they do whether it is the service you provide or the way your set up your office, make sure there is new factor, something that will grab people attention and make them notice that have sweated for the details.
9. If an idea works in anything can be putting certain it well work in another. People are just not that different from one another.

Conclusion

To conclude, formally people are aware of Hotel Tamil Nadu and their services. Many domestic tourists think that the services of hotel

Tamilnadu are for government official only. So T.T.D.C should evolve a long term marketing strategy to boost up its image among the public and also find the effective ways of implementing the strategy. In the changing scenario of sophistication in the service industry T.T.D.C. should modernize its property, to cater to the needs of the ever changing tourist demand.

Scope for Further Study

The present research highlights some new information's that are all used for new researchers. A research study on such nature can be conducted in customer attitude towards Hotels in other districts and also make a comparative study to the research gap

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FACTORS AFFECTING LOAN RECOVERY

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ABSTRACT

There are number of previous studies that have identified number of factors for the loan recovery in the foreign contexts, in different timelines and in diverse industries. As far as Sri Lanka is concerned, there are rare studies for identifying the factors of loan recovery in Peoples' Bank. Thus, this study attempts to focus on factors that contribute loan recovery with People's Bank. This study collected data from 100 loan borrowers of Peoples bank branches in Ampara District. This research collected data using questionnaire. This study carries out factor analysis and correlation analysis. Value of KMO is 0.585 which is satisfactory. Based on the results of the study, it is concluded that all the four variables such as collection policy, credit policy, weather and government changes are the factors that explain the loan recovery.

Keywords: Factors, Loan, Recovery.

Introduction

Studies have proved that banks are playing a major role in a country's economy, because they provide number of services which is lead to a country's economic development. Albeit, there is intense competition in the banking industry of Sri Lanka. This is because the industry is much more attractive in terms of long-term returns on investors' fund and profit attractiveness. In Sri Lanka, People's Bank is one of the largest government banks in Sri Lanka, offering a wide range of banking and related financial services. The bank has 347 branches and 487 ATMs that offer People's Bank customers a multitude of services of the highest quality in a customer-focused manner. People's Bank maintain a larger amount of customers who are engaged in loans (Odongo, 2004). At present, there is an increasing trend

and the problem of loan recovery. Loan recovery is the process which involves the procedures that the bank uses to collect its money from the debtors. It's how loans disbursed to client are paid back (Henni, 1998). It is a measure undertaken by the lending institution to ensure the repayment of loans by its clients (America, 2003). Presently, the states banks are undergoing programmed eradicate its recovery problem burden with state sponsored loans and to make the bank more complete and increase their productivity and profitability. Bank lending involves the risk that the borrowers will not be able or willing to honor their obligations (Feder and Just, 1980). This is why number of previous studies have identified number of factors for the loan recovery in the foreign contexts, in different timelines and in diverse industries. As far as Sri Lanka is concerned,

there are rare studies for identifying the factors of loan recovery in Peoples' Bank. Thus, this study has focused on factors that contribute loan recovery with People's Bank.

Research Problem and Objective

Contradictory viewpoints of different studies confirm that research issue lies on loan recovery. This study raise "what are the factors that contribute to loan recovery" as research question. "Factors that contribute to loan recovery" are set as objective of this study.

Significance of the Study

This study is significant in several ways. Studies have found that late payment is instrumental for risk. Financial institutions are continuing to face similar challenges of loan default like any other financial institutions in Sri Lanka. The money went out to customers are often paid late or not paid at all leaving the bank exposed to default risk (International Credit Manual, 2003; Holden, 1986). Thus studies like this may take actions for avoiding risks. Studies have found that loan recovery makes the problem of credit administration. Poor loan repayment in developing countries has become a major problem in agricultural credit administration, especially to smallholders who have limited collateral capabilities (Okorie, 2004). Once the loan recovery becomes problematic banks will be in troublesome in long terms. Banks have to effectively manage the loan recovery. If banks want to manage about loan recovery it is crucial to know about the factors that contribute to loan recovery.

Review of Literature

Ismail (2013) studied about corporate social responsibility in selected local commercial banks of Sri Lanka. This study considered 4 local commercial banks for collecting data. It is concluded that all four banks such as NTB, HNB, CB and SB undertake their CSR on education. NTB, HNB and CB undertake their

CSR on health. NTB and HNB undertake their CSR on environment. In addition, CB and SB undertake their CSR on disaster and entrepreneurship. Ismail (2012) studied about corporate social responsibility in People's Bank of Sri Lanka. It was concluded that People's Bank carry out number of corporate social activities. Ismail (2012) studied about service quality and bank client satisfaction in South Eastern Region of Sri Lanka. Study concluded that service quality has relationship and impact on client satisfaction. Ilmudeen and Ismail (2012) studied about risk assessment in transaction processing system from the basis of quantitative and qualitative risk assessment of Hatton National Bank in Ampara Coastal Belt Area. Ismail (2010) found few determinants that affect satisfaction of retail customers in banking industry in the Eastern Province of Sri Lanka.

Hinh, Donald and Ha-Chin (2012) studied about the determinants of bank loan recovery rates. It was found that loan characteristics are more significant determinants of recovery rates than are borrower characteristics prior to default. Industry and macroeconomic conditions are relevant in the case of bank loan recovery. Oni, Oladele and Oyewole (2006) studied about factors influencing loan default among poultry farmers in Ogun State of Nigeria. A total of 100 poultry farmers were randomly sampled from the study area. Probit model was employed to determine and analyse the factors influencing default in loan repayment in the study area. Descriptive statistics were also employed to describe the socio-economic characteristics of the farmers. Finding revealed that majority of the farmers in the study area are educated. About 55.0 percent of the farmers source their credit from formal financial institutions. Result from the probit model revealed that flock size of the farmers significantly influence default in loan repayment at ($P < 0.10$) level. Age of the farmers significantly influence default in loan repayment at ($P < 0.01$) level, while Educational level and Income of the farmers also

significantly influence default in loan repayment at ($P < 0.05$) level.

Mark (1995) studied about means to improve information transfer and loan repayment performance. This study collected data from the FINCA group credit programme in Costa Rica. This study studied about viability and cost effectiveness of group credit as a means to transmit information on borrower creditworthiness. Groups that screened members and used local information had lower delinquency rates than those that did not. However, less than half the groups had positive rates of economic return. Beatrice (2012) studied about the factors that affecting loan delinquency in Microfinance Institutions in Kenya. External and internal economic environments are viewed as critical drivers of loan delinquency occurrence. The study target population considered and comprised 49 Micro Finance Institutions registered by Association of Microfinance Institutions of Kenya (AMFIK). The study found evidence that there exist a positive and significant ($\hat{\alpha} = 9.937$, t -value 5.016) relationship between loan delinquency and microfinance institutions specific factor. In addition self help groups specific factor was found positive and significantly ($\hat{\alpha} = 6.090$, t -value 3.097) related to loan delinquency. Further external factor was found positive and significantly ($\hat{\alpha} = 2.549$, t -value 2.069) related to loan delinquency performance in microfinance institutions in Kenya.

Methodology

Population and Sampling

Peoples bank has a customer base that exceeds 14 million. There are 487 branches all over the Island where every district has its own people's bank branches. Due to the time period and difficulty, researcher selected only Ampara district from which 100 borrowers were selected.

Data Collection Technique

This research collected data using

questionnaire. Questionnaire had two components such as personal profile and research variables. The major divisions of the questionnaire are related to collection policy, credit policy, weather and government change.

Data Analysis

This study carries out factor analysis and correlation with the support of SPSS that has a version of 20. Correlation analysis helps to find out the relationship among variables and their strengths of association.

Results and Discussion

Kaiser-Meyer-Olkin Measure of Sampling Adequacy and Bartlett's Test of Sphericity

Kaiser-Meyer-Olkin Measure is used to measure the sampling adequacy. Value of KMO is 0.585. This value is satisfactory. This study considered 100 respondents. In terms of the value of this result, 100 respondents are enough for the study. Next to KMO, Bartlett's Test of Sphericity is enumerated by approximate chi-square. Value of this approximate chi-square is 39.917 with 6 degrees of freedom. Value of Bartlett's Test of Sphericity is also significant. Test results indicate that KMO and Bartlett's Test of Sphericity are satisfactory. These values are tabulated in Table 1.

Table 1: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.585
Bartlett's Test of Sphericity	Approx. Chi-Square	39.917
	Df	6
	Sig.	.000

Communalities

Communalities explain how variables are correlated with one another. In terms of the previous studies, value of initial communality and extracted communality should be 1 and greater than 0.6. Initial communalities for collection policy, credit policy, weather and government changes are 1 respectively. Extracted communalities are greater than 0.6

for all variables. Thus, each variables explain a significant amount of variation. Values of initial and extracted communalities are tabulated in Table 2.

Table 2: Communalities

	Initial	Extraction
Collection Policy	1.000	.713
Credit Policy	1.000	.769
Weather	1.000	.646
Government Changes	1.000	.723

Total variance

This study considered collection policy, credit policy, weather and government changes. In this study, two factor components create around 71% of the total variance. These two factor components have eigenvalues greater than 1 i.e. 1.454 and 1.396 respectively. Before rotation and after rotation, these two factor components have generated around 71% of total variance. Related figures are presented in table 3.

Table 3: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.454	36.354	36.354	1.454	36.354	36.354	1.452	36.300	36.300
2	1.396	34.907	71.261	1.396	34.907	71.261	1.398	34.961	71.261
3	.640	15.998	87.259						
4	.510	12.741	100.000						

Factor score and rank

Factor scores have been calculated for factor components. The first factor component is composed of collection policy and weather that has a factor score of 0.803064 which is ranked

into 2. Similarly, the second factor component that is composed of credit policy and government changes has a factor score of 0.864322 which is ranked into 1. Table 4 tabulates factor scores and factor ranks.

Table 4: Factor scores and factor ranks

Factor component 1	Factor loadings	Component score coefficient	Factor Score	Factor component 2	Factor loading	Component score coefficient	Factor Score
Collection Policy	-0.740	-0.507	0.37518	Credit Policy	0.852	0.608	0.518016
Weather	0.788	0.543	0.427884	Government Changes	0.694	0.499	0.346306
			0.803064				0.864322

Correlations

Studies have found that there are different values for Pearson correlation. Based on the values of Pearson correlation, the strength of association between variables vary. Altman and Bland (1983) stated that the Pearson correlation coefficient, r , can take a range of values from +1 to -1. A value of 0 indicates that there is no association between the two variables. A value that is greater than 0 indicates a positive association. That is, as the value of one variable increases, so does the value of the other variable. A value that is less than 0 indicates a negative association. That is, as the value of one variable increases, the value of the other variable decreases. Hinkle, Wiersma and Jurs (2003) highlighted that the stronger the association of the two variables, the closer the Pearson correlation coefficient, r , will be to either +1 or -1 depending on whether the relationship is positive or negative, respectively. Achieving a value of +1 or -1 means that all your data points are included on the line of best fit - there are no data points that show any variation away from this line. Values for r between +1 and -1 (for example, $r = 0.8$

or -0.4) indicate that there is variation around the line of best fit. The closer the value of r to 0 the greater the variation around the line of best fit. Altman and Bland (1983); Hinkle, Wiersma and Jurs (2003) have categorized the Pearson correlations into three major categories such as small, medium and large. These values are tabulated in Table 5.

Table 5: Correlation Coefficient

Strength of Association	Coefficient, r	
	Positive	Negative
Small	0.1 to 0.3	-0.1 to -0.3
Medium	0.3 to 0.5	-0.3 to -0.5
Large	0.5 to 1.0	-0.5 to -1.0

(Source: Altman and Bland, 1983; Hinkle, Wiersma and Jurs, 2003, Ismail, 2015)

Correlations have been calculated between collection policy, credit policy, weather & government changes and Loan Recovery Index. Those values are 0.513, 0.784, 0.421 and 0.420 respectively. These values explain that collection policy and credit policy explain high strength of association. At the same time weather and government changes explain moderate level of strength.

Table 6: Correlations

		Collection Policy	Credit Policy	Weather	Government Changes	Loan Recovery Index
Collection Policy	Pearson Correlation	1	.323**	-.292**	-.085	.513**
	Sig. (2-tailed)		.001	.003	.403	.000
	N	100	100	100	100	100
Credit Policy	Pearson Correlation	.323**	1	-.019	.307**	.784**
	Sig. (2-tailed)	.001		.852	.002	.000
	N	100	100	100	100	100
Weather	Pearson Correlation	-.292**	-.019	1	.274**	.421**
	Sig. (2-tailed)	.003	.852		.006	.000
	N	100	100	100	100	100
Government Changes	Pearson Correlation	-.085	.307**	.274**	1	.420**
	Sig. (2-tailed)	.403	.002	.006		.000
	N	100	100	100	100	100
Loan Recovery Index	Pearson Correlation	.513**	.784**	.421**	.420**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Conclusion

Value of KMO is 0.585. This value is satisfactory. Bartlett's Test of Sphericity which is enumerated by approximate chi-square of 39.917 with 6 degrees of freedom. Extracted communalities are greater than 6 for all variables. These two factor components have eigenvalues greater than 1 i.e. 1.454 and 1.396 respectively. Before rotation and after rotation, these two factor components have generated around 71% of total variance. The first factor component is composed of collection policy and weather that has a factor score of 0.803064 which is ranked into 2. Similarly, the second factor component that has a factor score of 0.864322 which is ranked into 1. Correlation values are 0.513, 0.784, 0.421 and 0.420 respectively. These values explain that collection policy and credit policy explain high strength of association. At the same time weather and government changes explain moderate level of strength. Based on the results of the study, it is concluded that all the four variables such as collection policy, credit policy, weather and government changes are the factors that explain the loan recovery.

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EMPLOYMENT DYNAMISM OF FAST-GROWING ENTERPRISES IN INNOVATIVE BUSINESS RESEARCH

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ABSTRACT

Observed from a comfortable distance, and with the benefit of hindsight, innovations can give the illusion of sudden flashes of inspiration, defining moments which transform the economy, almost overnight. For a long time, economists treated the appearance of innovations and new technologies as exogenous “acts of God” which, whilst certainly having an impact on the economy, could not be explained by economic analysis. As innovations and new technology have emerged as the primary driving force of economic development, viewing them as inexplicable “Acts of God” gives little guidance to policymakers concerned with the performance of the economy. I will attempt to argue that, taking a closer look, innovation is best viewed as a process over time characterized by searching, experimenting and learning.

Key Words: Innovation, Productivity, Performance, Acts of God, Business Innovation

Introduction

Innovation generally refers to changing or creating more effective processes, products and ideas, and can increase the likelihood of a business succeeding. Businesses that innovate create more efficient work processes and have better productivity and performance. For businesses, this could mean implementing new ideas, creating dynamic products or improving your existing services. Innovation can be a catalyst for the growth and success of your business, and help you adapt and grow in the marketplace. Being innovative does not mean inventing; innovation can mean changing your business model and adapting to changes in your environment to deliver better products or services. Successful innovation should be an in-built part of your business strategy, where you create a culture of innovation and lead the way

in innovative thinking and creative problem solving. Businesses that innovate create more efficient work processes and have better productivity and performance.

Business Innovation

There are several reasons why the generation of new ideas can be critical to your business's success. Although every organization will have its own priorities and sector-specific issues to balance, businesses that fail to innovate run the risk of losing ground to competitors, losing key staff, or simply operating inefficiently. Innovation can be a key differentiator between market leaders and their rivals.

Responding to Trends and Competition

Innovation can help you discover what opportunities exist now, or are likely to emerge

in the future. Successful businesses not only respond to their current customer or organizational needs, but often anticipate future trends and develop an idea, product or service that allows them to meet this future demand rapidly and effectively. Innovation will help you stay ahead of your competition as markets, technologies or trends shift.

Research Methodology

Research is a way to find out the result of a given problem on a specific matter or problem that is also referred as research problem. In Methodology, researcher uses different criteria for solving/searching the given research problem. Different sources use different type of methods for solving the problem. Innovation generally refers to changing or creating more effective processes, products and ideas, and can increase the likelihood of a business succeeding. Businesses that innovate create more efficient work processes and have better productivity and performance.

Table 1- Innovation in Enterprises

Firm size	Science graduates			Other graduates		
	Innovation active	Not innovation active	All	Innovation active	Not innovation active	All
Small	5.7	1.6	4.1	9.4	3.6	7.2
Medium	4.7	2.6	4.1	7.8	5.2	7.1
Large	5.3	0.9	3.4	8.1	2.3	5.7
All	5.2	1.4	3.8	8.3	3.2	6.4

Innovation to Contribute to Addressing Social Challenges

The 12th Five-Year Plan (2012-17) seeks to address social challenges, especially poverty and exclusion, by catalyzing a growth process that will promote more inclusive development. “Inclusive Innovation” initiatives that focus on innovation outcomes benefiting poor and excluded groups therefore receive particular attention. Innovation activities of the poor themselves are also important. Initiatives have been, or will be, launched to promote inclusive innovations, such as India’s Inclusive Innovation Fund (IIF). The IIF is expected to mobilize USD 3.2 billion (INR 50 billion) and

will support enterprises that develop innovative solutions for the “bottom 500 million” in India. About USD 320 million (INR 5 billion), or some 10% of the total, was raised by July 2012. India’s National Innovation Foundation, created in 2000, supports grassroots innovators, i.e. those from poor and excluded groups, at various stages of the innovation process.

Table 2: - The 25 most innovative sectors based on the innovation coefficient

S.No	NACE Rev. 2, 3-digit (groups)	Coefficients CIS*KIA
1.	Research and experimental development on natural sciences and engineering	0.82
2.	Software publishing	0.66
3.	Trusts, funds and similar financial entities	0.64
4.	Research and experimental development on social sciences and humanities	0.62
5.	Satellite telecommunications activities	0.6
6.	Computer programming, consultancy and related activities	0.58
7.	Manufacture of pharmaceutical preparations	0.58
8.	Wireless telecommunications activities	0.56
9.	Other information service activities	0.55
10.	Manufacture of basic pharmaceutical products	0.54
11.	Fund management activities	0.54
12.	Radio broadcasting	0.52
13.	Television programming and broadcasting activities	0.52
14.	Monetary intermediation	0.52
15.	Manufacture of pesticides and other agrochemical products	0.51
16.	Reinsurance	0.5
17.	Manufacture of communication equipment	0.49
18.	Manufacture of instruments and appliances for measuring, testing and navigation; watches and clocks	0.48
19.	Architectural and engineering activities and related technical consultancy	0.48
20.	Manufacture of air and spacecraft and related machinery	0.48
21.	Manufacture of computers and peripheral equipment	0.48
22.	Manufacture of irradiation, electromedical and electrotherapeutic equipment	0.46
23.	Insurance	0.45
24.	Manufacture of military fighting vehicles	0.43
25.	Management consultancy activities	0.43

Note: For the 3-digit NACE Rev. 2 groups for which CIS2008 statistics could not be compiled, the corresponding 2-digit scores were assigned and highlighted in grey. KIA coefficients for the economic activities which are below the reliability threshold of 20,000 employed persons (for European aggregate)

are presented in *italic*.

Calculation of Cis Cores

CIS aims at capturing a broad range of innovation activities such as product and process development and marketing and organizational changes. A total of 33 CIS 2008 variables distributed among four groups, and reflecting the different aspects of innovation, were used to rank economic sectors according to their innovation intensity. These variables were assigned equal weights so that, for instance, R&D performers and marketing innovators are given the same weight when constructing sectoral innovation intensities. This addresses the concern that the innovation performance of some sectors, especially services, is not linked to R&D performance only, as has traditionally been the case in manufacturing. The methodology of calculating CIS-based sector-specific scores can be summarized as:

1. Firm-level data from CIS 2008 survey from European countries, weighted by their statistical representativeness, were pooled together for each NACE 3-digit level sector.¹⁹ This approach has the main advantage of being able to account for the relative importance of the countries included in the analysis. This on the other hand leads

to statistics that are more heavily influenced by the behavior of respondents located in the biggest countries surveyed; it also assumes that non-surveyed firms behave in exactly the same way as their surveyed counterparts do.

2. For each CIS 2008 dichotomous variable considered, sectors' 'performance' was obtained as the ratio of the number of firms answering 'yes' to the total number of firms answering the same question. Conversely, for those variables asking respondents to quantify investment or amounts (e.g. innovation-related expenses), sectors were ranked on the basis of average expenditure per respondent firm.
3. For each of the 33 CIS 2008 variables considered and included in the four different groups created (see Table 11 from OECD), business sectors were ranked according to their relative

'performance' and given a score proportional to their position in the ranking: the first sector in the ranking is attributed the highest score, the second one is attributed the highest score minus one, and so on until the last sector in the ranking, which only receives 1 point.

Table 3 Data used for the Innovation Output Indicator 2014

Country		Year	PCT	KIA	GOOD	SERV	DYN
EU28	EU	"2012"	4.0	13.9	53.4	49.5	17.9
	EUx	"2012"			59.7	56.0	
Belgium	BE	"2012"	4.0	15.2	46.7	42.9	15.6
Bulgaria	BG	"2012"	0.4	8.3	25.7	28.6	16.2
Czech Republic	CZ	"2012"	0.7	12.5	62.5	34.8	18.7
Denmark	DK	"2012"	6.6	15.5	42.9	68.1	18.5
Germany	DE	"2012"	7.8	15.8	65.8	58.1	19.1
Estonia	EE	"2012"	2.3	10.8	40.8	42.5	14.7
Ireland	IE	"2012"	2.4	20.1	47.9	78.6	21.8
Greece	EL	"2012"	0.4	12.3	18.8	54.0	16.8
Spain	ES	"2012"	1.7	11.9	44.3	33.2	15.9
France	FR	"2012"	4.2	14.3	57.1	41.1	20.8
Italy	IT	"2012"	2.1	13.2	49.3	33.3	15.3
Cyprus	CY	"2012"	0.3	16.9	36.0	41.9	16.7
Latvia	LV	"2012"	0.5	10.3	29.0	35.6	11.3

Lithuania	LT	"2012"	0.4	9.1	31.9	14.2	12.3
Luxembourg	LU	"2012"	1.7	25.4	56.1	73.6	18.8
Hungary	HU	"2012"	1.5	12.5	66.2	28.8	19.1
Malta	MT	"2012"	0.7	17.0	51.3	23.7	17.5
Netherlands	NL	"2012"	5.5	15.2	42.7	31.8	16.2
Austria	AT	"2012"	5.4	14.2	55.1	32.2	17.2
Poland	PL	"2012"	0.5	9.7	48.2	33.6	19.3
Portugal	PT	"2012"	0.6	9.0	36.5	33.5	14.7
Romania	RO	"2012"	0.2	6.5	50.2	49.2	16.0
Slovenia	SI	"2012"	3.2	14.1	53.3	25.7	15.3
Slovakia	SK	"2012"	0.5	10.1	61.7	31.3	19.2
Finland	FI	"2012"	10.5	15.5	40.4	43.9	17.1
Sweden	SE	"2012"	10.1	17.6	51.4	41.8	18.9
United Kingdom	UK	"2012"	3.3	17.8	53.8	66.4	18.6
Croatia	HR	"2012"	0.8	10.4	39.4	17.6	15.0
Turkey	TR	"2012"	0.6	5.0	34.1	22.0	13.3
Iceland	IS	"2012"	3.0	17.5	11.8	51.4	16.7
Norway	NO	"2012"	3.4	15.3	11.6	54.0	15.4
Switzerland	CH	"2012"	8.0	20.5	63.0	25.0	19.0
United States	US	"2012"	3.9	17.1	50.2	45.6	18.4
Japan	JP	"2012"	11.2	17.2	74.4	31.6	19.1
EU28	EU	"2011"	4.0	13.6	53.5	48.8	18.2
	EUx	"2011"			59.4	55.5	
Belgium	BE	"2011"	3.8	14.8	46.7	42.5	17.3
Bulgaria	BG	"2011"	0.4	8.7	25.9	27.7	14.5
Czech Republic	CZ	"2011"	0.9	12.3	63.1	32.9	17.0
Denmark	DK	"2011"	7.0	15.6	42.3	66.5	21.7
Germany	DE	"2011"	7.8	15.1	65.4	56.7	18.5
Estonia	EE	"2011"	2.4	10.7	39.6	41.0	16.2
Ireland	IE	"2011"	2.8	19.7	50.2	77.7	21.8
Greece	EL	"2011"	0.4	11.3	21.3	54.7	16.6
Spain	ES	"2011"	1.6	11.8	47.2	31.9	15.9
France	FR	"2011"	4.3	14.4	56.2	42.0	20.8
Italy	IT	"2011"	2.1	13.4	50.1	33.5	17.2
Cyprus	CY	"2011"	0.6	15.1	38.1	44.9	15.5
Latvia	LV	"2011"	1.2	9.0	30.4	36.5	9.5
Lithuania	LT	"2011"	0.3	8.9	32.4	14.7	12.3
Luxembourg	LU	"2011"	1.8	24.8	49.3	75.7	21.0
Hungary	HU	"2011"	1.5	13.1	68.5	29.2	18.7
Malta	MT	"2011"	0.3	16.4	49.4	23.0	16.8
Netherlands	NL	"2011"	6.3	14.9	43.2	31.0	16.4
Austria	AT	"2011"	5.2	14.0	53.9	31.2	16.7
Poland	PL	"2011"	0.5	9.3	49.5	32.5	15.6
Portugal	PT	"2011"	0.7	9.1	36.8	31.2	14.1
Romania	RO	"2011"	0.2	6.5	50.4	47.5	16.0
Slovenia	SI	"2011"	3.2	13.7	54.3	26.6	17.0
Slovakia	SK	"2011"	0.4	10.5	60.3	24.5	16.9

Source: JRC calculations. Note: 'EUx' refers to Extra-EU trade for GOOD and SERV.

Robustness Analysis

Monitoring innovation at the national scale across the Member States and with respect to non-EU benchmark countries raises practical

challenges related to the quality of data and the combination of these into a single number. Robustness analysis is a necessary step to ensure the transparency and reliability of an

indicator, to enable policy-makers to derive informed and meaningful conclusions, and to potentially guide choices on priority setting and policy formulation. The JRC applies robustness analysis to assess the IOI for the conceptual and statistical coherence of its structure, and for the impact of key modeling assumptions on the country scores. The JRC has already tested the conceptual coherence of the IOI in its first release using principal component analysis. The structure of the IOI has been fixed at that time. A potential revision of the framework can be envisaged in five to ten years.

The statistical coherence of the IOI is tested using the Pearson correlation ratio (the non-linear equivalent of the Pearson correlation coefficient), which enables computing nominal

weights such that the components are all equally balanced.

Conclusion

India is a very large country and a fast-growing emerging economy. It is the global hub of offshore knowledge-intensive IT services and IT industry. However, its growth rate has slowed somewhat in recent years and poverty continues to be a major challenge. Innovation is seen as critical to India's socio-economic development. Through its national strategy, Decade of Innovations 2010-20, the government is committed to strengthening S&T capacities. The objective is to increase GERD to 2% of GDP with a doubling of the business contribution by 2020.

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INNOVATIVE TRENDS IN BUSINESS RESEARCH SPECIFIC TO BANKING SECTOR ON ADVENT OF DIGITAL PLATFORM

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ABSTRACT

The aim of this paper is to study on how innovative trends in banking transactions built in FinTech platform. The studies shows how innovation in business research is supported by collection of big data. Superiority of big data from traditional technique is highlighted. This big data has a wide exposure, got viral, greater engagement etc. Based on big data collected, banking activities take a dive board namely FinTech with all banking transactions innovatively working on digital media to use the technology of smart phones and other allied applications on digital platform. Presently RBI and Government support and encourage every bank to get into digital platform to synergize banking activities which reduce revenue leakage, financial inclusion, fraud prevention etc. Many start-ups started using the government initiatives which are customer centric and resulting every individual financial transactions monitored by government.

Keywords: Innovation, Business research, big data, digital platform, FinTech, bank start-ups, digi bank

Introduction

Research in general means support for human civilization, existence, development etc. In business parlance, research is applying techniques and nuances of business science to the art of business management where business evolve around uncertainty due to:

- a) Macro factors affecting business environment such as demographic, economic, politico-legal, social, cultural, technological or natural factors
- b) Micro factors affecting business environment are competitors, customers, dealers, suppliers or both

Innovation in Business Research

With increasing in globalization, every business forced to continue the business process calibration and to re-arrange innovation strategies to remain in the global economy. The innovative ideas in business research suggest the following agenda to be followed.

Invest in research: This can make business to create and innovate new products and services, adding new features to the current product. Further, it involves marketing techniques and cost reduction. The R&D will suggest the strategies to be followed:

Learn to fail can be categorized as:

- a) Fail often: Going out and trying many ways of doing things in finding out on what is wrong and what more can be done. Also do less which does not work.
- b) Fail fast: If something not working, stop work in that direction
- c) Fail cheap: Find inexpensive way to experiment

It is suggested not to measure yourself against someone else merits. So the key to business growth is to stay true to your brand and ensure you are providing to your current and potential customers with as much value as you possibly have to give. This focused value added approach with self patience will challenge you and push you towards next level in business. Patience is not the ability to wait but how you act while you are waiting. Hence, set methodical goals and deadlines.

Alliance in acquire: These are two pillars to grow strategically but all businesses would not adopt both alternative mechanisms for attaining goals. Consequently, they take over firms already collaborated with and vice versa, firms like CISCO use Alliance in acquire appropriately to grow faster than rivals do.

Innovation is one of the key ingredients for brand growth. Consumers always like to purchase new products in the market. Study finds two-thirds (63%) of customers like to buy new products introduced in the market and further more than half (57%) purchased a new product during their last visit to shopping. But in general during economic slump consumers confidence dip and resulting to manufactures often pull back their innovating efforts during such down trends. With this economic uncertainty during past two years, most industries choose to focus on their core business rather than innovating new business propositions.

The present innovative business trend in business research look various platforms to

innovate. The top five market research trends are given below.

Mobile Market Research: This mobile marketing research industry is now booming. With this, the ability to access to consumers thoughts, emotions and experiences in real time became an exciting prospect. They take advantages of real time feedback and incorporated into marketing strategies. Surveys became no longer sufficient. This type of research ensure entire suite of qualitative and quantitative tools which are available on mobile devices. Added to such surveys, further it integrates document, image and video upload into this. This allows participants to record video selfies and document rich. It is highlighted under mobile market research, people are using mobile devices to browse the internet than on personal computers. 60% of cell phone users are now using smart devices. So market research is optimized for mobile users just like any other website. Almost 900 million population in India use mobile phones, out of which 250 million access internet through mobile as estimated till February, 2016. 80% users access internet through smart phones. According to e-marketer estimate, over one-third of consumers worldwide or over 2.56 billion people will be using smart phones by 2018. CNET's study revealed that mobile internet traffic reached 60% whereas that of desktop has declined to 40%.

Role of Society: Nowadays research is increasingly becoming social. Further this social listening will become integrated into business intelligence. There also, it resulted in community based natural discussion. Here community blogging helps providing customers long-feedback and engage socially around these focal points by increasing use of blogs and combine them with social listening tools to get immediate feedback. Market research is generally on robotic bases such as calls from twitter, facebook etc. Here two fold approaches is needed to get better results and treating

customers like people who can be engaged over a time period. In all cases user experience is a key factor as incentives to the research outcome.

Agile Market Research: This is extremely simple. It is an iterative and adaptive process which uses small teams to incorporate feed back into marketing strategy as quickly as possible. This will result in proliferation of online research and the demand of content marketing as key drivers to this trend. The smart phone survey though is booming, many big companies are opting integrated surveys such as opinion polls in twitter / facebook and organized feedbacks direct from society as one to one. So, companies who need quality data has to depend on best surveys in all perspectives and from better feedbacks from personalized questionnaires.

Improved standards: Now the present standards of market research have improved. So now companies understand customers' needs in a holistic manner. The decreasing prices, access to participants and an increase in research quality has driven this change faster than ever before.

We have to make sure the research standards are not only high, but are setting the pace for the industry to follow. This pin line platform is supported by a whole host of all features, from full international capabilities to an integrated data analysis backed by a team who will serve for this project. Improved standards of market research called the companies as better research hub, and people who are aware of statistics, data are taken into account. Such people steam ahead. This massively relevant data will give better predictive approach to the research and mega insights along with traditional research techniques will yield improved standards.

Consolidation of Market Research: As research becomes easier to conduct and more readily available, the choices for companies are overwhelming which lead to seek a completed and consolidated solution whether it is

outsourced or working with only one set of research tools. So the research solution should combine all qualitative and quantitative, on line and mobile tools into one single easy-to-use platform. With the ever flowing data from all avenues cited above, resulting in a big qualitative and quantitative data.

The Continuing Innovation Process

Every now and again we come up with ideas which are new, better, different and unique. We often come across terms like Revolutionary innovation, Evolutionary innovation, Stage-gate process, Funnel approach and such innumerable vocabulary given by innovative thinkers. The very purpose of business innovation is to give an edge from other competitive business circle. When businesses are protective over their ideas, they grow up and they approach towards market research with reservation. Their customers' insight ideas put them onboard. So such establishments are not ready but still considering different options available. But once they have better ideas, they will get into action and keep in touch which on the other hand creates some sort of hesitation to show their hands on innovation cards. Hence the intellectual property (IP) crops up.

IP is one of the most important elements in any business. People with innumerable ideas for existence and development may not be suitable for the business practices. Many brainstorming techniques and ideas develop management strategies. They are designed to separate the good from the bad. There are many ideas which are commercially viable and valuable but businesses cannot put a trade mark stamp on such ideas at every stage and so they are kept in abeyance. The innovative thinkers keep such ideas behind the doors until further down on the development process. Hence time is crucial. The longer a business thinks about it, the longer they prepare, consider, re-analyze so on so forth and take more time and leave the competitors to catch them up. A longer process always results in higher cost with a new product

which is not contributing to sales till date and it never looks good on the balance sheet. So let us not squash the idea before it got a chance to get off.

All the above result in Big Data which is a collection of data from traditional and digital sources inside and outside the company that represents a source for ongoing discovery and analysis. Such data may be:

Unstructured data which comes from information that is not organized or easily interpreted by traditional databases or data models, and typically, it is text-heavy. Metadata, Twitter tweets, and other social media posts are good examples of unstructured data.

Multi-structured data refers to a variety of data formats and types and can be derived from interactions between people and machines, such as web applications or social networks. A great example is web log data, which includes a combination of text and visual images along with structured data like forms or transactional information. As digital disruption transforms communication and interaction channels and as marketers enhance the customer experience across devices, web properties, face-to-face interactions and social platforms, multi-structured data will continue to evolve.

Once you start tackling big data, you will learn what you do not know, and you will be inspired to take steps to resolve any problems. Best of all, you can use the insights you gather at each step along the way to start improving your customer engagement strategies. That way, you will put big data into marketing to work and immediately add more value to both your offline and online interactions.

Superiority of Digital Inputs Than Traditional Techniques in Business Research

Level playing field: Any business can compete with any competitor regardless of size with a solid digital marketing strategy.

Traditionally a smaller retailer would struggle to match the finesse of the fixtures and fittings of its larger competitors. Online, a crisp well thought out site with a smooth customer journey and fantastic service is superior.

Reduced cost: Business can develop its online marketing strategy for very little cost and can potentially replace costly advertising channels such as Yellow Pages, television, radio and magazine.

Simple to measure: For measuring traffic to your site, use Google Analytics to measure specific goals to achieve for your website or blog. Most packaged email marketing solutions provide good insight into how many people are opening, reading and converting from your emails.

Real time results: Ensures not to wait weeks for boosting business like one would have to wait for a fax or form to be returned. One can see the numbers of visitors to a website and its subscribers increase, peak trading times, conversion rates and much more at the touch of a button.

Refinement of strategy: Basically anything that you capture with customer journey can be reported on and honed for greater success at the fraction of the cost of traditional marketing. Marketing online enables to refine strategy at any point in time and see any improvements or opportunities for further refinement almost instantaneously.

Brand Development: A well maintained website with quality content targeting the needs and adding value to target audience can provide significant value and lead opportunities. The same can be used for utilizing social media channels and personalized email marketing.

Far greater exposure: Businesses can be seen anywhere in the world from one marketing campaign. The cost to do these using traditional methods would be considerable. And once the key word search content is optimized in

your website, one can see a long-term return on investment and will be fairly low cost to maintain ranking. All sales flyers get passed around instantly by your customers and prospects. Online, using social media share buttons on your website, email and social media channels enable your message to be shared incredibly quick.

Greater engagement: Digital marketing encourages prospects, clients and followers to take action, visit your website, read about your products and services, rate them, buy them and provide feedback which is visible to your market. So it does not take long for good publicity to enhance the prospects of business.

Conclusion

Increased globalization forced business houses to calibrate and re-arrange innovation strategies in this global economy. The need of investment in research is emphasized by using innovation in research which may consolidate all business activities to the common goal of business to sustain and grow. That means every business house continue to innovate. All the business innovation process though yield in big data whether unstructured or multi structured they give real time results to realize, adapt and grow.

The technological development on digital platform helped to revolutionize the banking sector to a greater extend without customers coming to brick and mortar store of banks. It envisaged all customers to get almost all services on touch and go. This technology ensures the government authority from leakage of revenues, recurring cost, reduced work force, financial inclusion etc. It is high time every traditional banker to get into board of digital technology platform to grow. Digital banking platform open up financial services for International players in India. It is the outcome of India's globalization scheme which in turn play an integral role in the rapid economic development of the country.

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MANAGEMENT OF NON-PERFORMING ASSETS

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ABSTRACT

The bank assets are of two types – performing assets and non-performing assets. Performing assets are those assets by which the banks get regular income. Non-performing assets are those assets by which the bank doesn't earn any income from them. Also banks have to set aside considerable amount of their profits as provision for the non-performing assets. Non-Performing Assets (NPAs) have an impact on the bank's profitability, asset quality, capital adequacy, productivity and finally the competitiveness among the peers. The banks should keep their balance sheet healthier by increasing the standard assets and reducing the NPAs. The NPAs affects the bank's balance sheet and also the profit and loss account. The banks need to curb the NPAs by adopting different procedures like suit file, SARFAESI or compromise to minimize the borrowers' liability.

Keywords : Cash recovery, Restructuring, Debt Recover Tribunals, Sarfaesi, Write off

Objectives Of The Study

To discuss various recovery measures adopted by banks in various situations.

Methodology

The study is based on live situations which the banks are adopting in the present days and discusses the various tools for management of NPAs. Some of them are

1. Cash recovery
2. Restructuring
3. One time settlements and Compromises
4. Debt Recover Tribunals
5. SARFAESI
6. Write off

(i). Cash recovery

The cash recovery strategy is to recover the part amount or full amount in an NPA account which has direct impact on the outstanding of

the loan. The NPA level reduces to the amount of cash recovered. Also in some instances, due to the cash recovery the loan account can be upgraded from NPA to standard account. The banks follow this strategy in soft NPAs, which means the accounts which have become NPAs in the last twelve months.

(ii). Restructuring

Restructuring of loan accounts are undertaken in case of viable projects that are facing problems, which can be overcome with timely remedial action. Such loan accounts are normally in standard advance category showing signs of slippage or in sub-standard category.

The banks have created a restructuring mechanism to restructure their standard assets and sub standard assets. The banks were given guidelines to restructure their Agricultural loans, retail loans, MSME loans and Institutional Credit loans. In short, banks are given guideline to restructure all the loans.

Restructuring involves change in terms of the sanctioned loan. It includes alteration of repayment period, amount of instalment, rate of interest which will be suitable for a borrower as per his cash flows and to repay the dues on time.

Need for Restructuring:

A need for restructuring of a loan account could arise due to any one of the following problems:

- Failure of monsoons, crop damage, low productivity etc for agriculture loans.
- Increase in prices of raw materials; fall in demand of the goods etc for industries.

The banks are now a days following up this strategy in case of Small and Medium Enterprise accounts to reduce their quantum of NPAs in their balance sheet.

(iii). One time settlements and compromises

One time settlements in short called OTS is followed by banks now-a-days to reduce their NPA level in their Balance sheets. The strategy is to accept some minimum bench mark amount (as per the bank's policies) and to close the account with the unpaid part written off from their books. On the other hand, banks also give to pay the outstanding amount in parts say within 3 months to close the NPA account.

Compromise is a simple mechanism where settlement of dispute takes place by mutual consent. It is a non-legal remedy where court proceedings are not involved. Both the parties to the dispute will come together and negotiate to settle the dispute by sacrificing something from both the parties.

In the recent past, particularly during last quarter of the financial year, banks will give a good compromise amount to release the liabilities of the borrowers and guarantors from their loans.

(iv). Debt Recovery Tribunal (DRT)

The banks have every right to approach the court regarding the NPA borrowers to recover their dues. But the process of approaching the court and getting the final verdict is a

cumbersome process as the courts have huge pending cases with them. With this back drop, a separate Act named Recovery of Debts due to Banks and Financial Institutions act came into force in 1993 commonly known as DRT. It was established to expedite adjudication proceedings and speedy recovery of non-performing assets. The DRTs are quasi-judicial institutions set up to process the suits filed by banks and financial institutions against the NPA customers. These tribunals can deal with cases of Rs 10 lac and above.

Procedure for filing in DRT:

- An application with requisite fee and documentary evidences
- If the above are accepted then the summons are issued by the DRT
- The borrower may become ex-parte (absence of defendant) nor the defendant can file a written statement within 90 days of the summons
- Proof affidavit is filed by the applicant
- A hearing date will be set by the Presiding Officer of the DRT
- Final hearings will be done and the Presiding Officer passes the final decree
- A recovery certificate will be passed to the Recovery Officer of the Tribunal who has the responsibility of recovering the dues and hand over it to the concerned bank

(v). SARFAESI Act 2002:

The name SARFAESI stands for Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002. This is an effective tool in the hands of the Bank to enforce the security interest and recover the dues thereby reducing NPAs without the intervention of courts. Before enforcing security interest, banks should ensure that the borrowal accounts comply with the following criteria

- The account has to be NPA as per Reserve Bank of India guidelines.
- The contractual dues in the account should be more than Rs.1.00 lakh.

- The contractual dues remaining unpaid should be more than 20% of the principal and interest.
- The security interest should not be created on agricultural land. However, agricultural implements like tractor, tillers etc can be enforced if charged as security to bank.
- Assets under pledge, lien, lease and hire purchase are not covered. The NPAs should be backed by securities charged to the bank by the way of hypothecation, mortgage or assignment are covered under this act.

Banks can give a notice in writing to the defaulting borrower to discharge his liabilities within 60 days. This is called demand notice. If the borrower fails to comply with notice, banks may issue possession notice which is called constructive possession. The possession notice has to be pasted on the property and the notice should be published in atleast two leading news-papers within 7 days of taking constructive possession. In case the borrower refuses peaceful handing over of the assets, Bank can also file an application before the relevant Chief Metropolitan Magistrate / District Magistrate Court for taking physical possession of the assets. The banks are supposed to issue sale notice after 30 days of issue of possession notice. If the borrower fails to pay within 30 days of sale notice, the bank has every right to sell the property.

Since the process of SARFAESI can put pressure on the borrowers within 120 days (60 days for demand notice, 30 days for possession notice and 30 days for sale notice), banks are following up this strategy usually in housing loans, mortgage loans and other loans where the collateral securities like vacant sites and buildings are charged to the bank.

(vi). Write-off

Write off means to remove the non-performing assets (which are in loss category) from the books of the bank. The banks forego the overdue interest and principal which is supposed to be charged from the customer. Once

the account is written off, it has the impact on the provision and profit of the bank.

- Usually banks will write off the accounts in the following instances
- Account is classified as loss asset.
- When there are no prospects of further recovery either by compromises or suit file etc
- 100% provision is held in the account.
- Time barred debts

Findings

The banks are now days adopting measures like SARFAESI and Compromises which were proven very effective in the recent past.

Conclusion

The banks are mounted with NPAs and proper recovery mechanism should be adopted to make the bank's balance sheet healthier. There is no hard and fast rule to adopt the particular procedure described. The recovery mechanism is based on many factors like cost involved, time required to recover the dues, consent of the borrower and overdue amount of loan.

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THE STRENGTH AND OPPORTUNITIES IN GAUGING THE EFFICIENCY OF WOMEN MANAGERS

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ABSTRACT

A Manager is the person responsible for planning and directing the work of a group of individuals, monitoring their work, and taking corrective action when necessary. For many people, this is their first step into a management career. Managers may direct workers directly or they may direct several supervisors who direct the workers. The manager must be familiar with the work of all the groups he/she supervises, but does not need to be the best in any or all of the areas. It is more important for the manager to know how to manage the workers than to know how to do their work well.

Keywords : Operations Managers, Design Engineering supervises, planning, directing, monitoring

Introduction

A manager may have the power to hire or fire employees or to promote them. In larger companies, a manager may only recommend such action to the next level of management. The manager has the authority to change the work assignments of team members.

Definitions of Managers

“Managers are people who do thing right, while leaders are people who do right thing”.

“ The best example of leadership is leadership by example”.

“ The most important quality in a leader is that of being acknowledge as such”.

A manager's title reflects what he/she is

responsible for. An Accounting Manager supervises the Accounting function.

An Operations Managers is responsible for the operations of the company. The Manager of Design Engineering supervises engineers and support staff engaged in design of a product or service. A Night Manager is responsible for the activities that take place at night. There are many management functions in business and, therefore, many managers titles. Regardless of title, the manager is responsible for planning, directing, monitoring and controlling the people and their work.

Statistics about Managers and Women Managers

The worldwide statistics shows that in 2000-2002 women's overall share of

managerial jobs was between 20 percent and 40 percent in 48 countries. As far as senior management positions are concerned female representation is much less. Women take 20 percent of senior managerial positions in the US and 19 percent in the world on an average. In US and Europe 25 percent of companies do not have women in senior management at all. Female representation is even less as far as board membership is concerned. According to European Board Women Monitor(2004) conducted by the European Professional Women's Network (EPWN) an average proportion of women board directors in European countries were reported to be 8 percent varying from 2 percent in Italy and up to 22 percent in Norway. This indicator is reported as 13.6 percent for US. The International Business Owners Survey (IBOS) 2004 11 conducted by Grand Thornton outlines that 42 percent (59% globally) of business in India include women in senior management positions, but women occupy percent (19% globally) of the senior management posts available.

As evident from the data above, India is lagging far behind world's average in female representation in management. Indeed, it is hard to imagine that women constituting 48 percent of population (Census 2001), 48 percent of the marginal and 17 percent of the main workers (Census 2001), they take only 2-3 percent administrative and managerial positions. This discrepancy clearly sheds light on the solid "glass ceiling" that Indian women face in their professional careers.

Characteristics of Women Managers

- Priority attention to external and internal customers needs.
- Empower, rather than control, subordinates.
- Emphasize improvement rather than maintenance.
- Emphasize prevention.
- Encourage collaboration rather than

competition.

- Train and coach rather than direct and supervise.
- Learn from problems. When a problem exists.
- Continually try to improve communication.
- Continually demonstrate their commitment to quality.
- Selection of suppliers on the basis of quality.
- Establish organizational systems for quality effort.
- Encourage and recognize team effort.
- Leaders of both genders shared well above average levels of abstract reasoning and idea orientation. Interestingly, the women leaders were lower than their male counterparts in thoroughness.
- Women leaders scored significantly lower than male leaders in external structure and cautiousness. And they have very high scores in abstract reasoning.
- The women leaders scored significantly higher than male leaders in ego- drive, assertiveness, willingness to risk, empathy, urgency, flexibility and sociability.
- The women leaders were in the mid-range on ego strength which was lower, though not significantly, than male leaders.

Need for Women Managers

- Compassion of Decision Making
- Different perspectives to business problems
- Focus on process, not just outcomes
- Greater attention to details
- Willingness to go an extra mile
- Sensitivities to human relations

Thinking Differently

- Women and men thinking Differently
- Women are more relationship oriented than men
- Women pay more attention to processes than men

- Women like consensus building more than men
- Women emphasis collaboration more than men
- Women support innovation more than men
- Women empower subordinates less than men
- Women See power as a personal goal
- Women treat subordinates poorly than men

Leading Differently

- Women need develop management style comfortable for men
- Women need to act more like men
- Men and women display similar leadership traits
- Women prepare interactive style
- Women and men adopt different leadership style
- Men prepare command and control style
- Command and control is more effective for men
- Women cannot lead in command – control style

Objectives of the study:

- To study the efficiency of women managers by the strength and opportunities
- To study the need for analyzing the efficiency of women manager

Methodology:

It is a conceptual paper which use of reviews already conducted research.

SWOT Analysis:

Strengths of Indian Women as Managers

- Ability to network with colleagues
- Ability to perceive and understand situations
- Strong sense of dedication, loyalty and commitment to their organizations
- Ability to multitask

- Collaborative work style—solicit input from others, with respect for ideas
- Crisis management skills
- Willingness to share information (interactive leadership style)
- Sensitivity in relationships (e.g., compassionate, empathetic, understanding)
- Behaving in a gender-neutral manner

Weakness of Women Managers

- Emotional behavior
- Back seat of women leader to submit to men leaders
- Lack of authoritarianism
- Lower expectations than men
- Discrimination
- Networking

Opportunities of Women Managers

- Equal opportunity policy. Commitment of top executives to gender equality, making middle managers aware and accountable and adopting a range for measures vital for ensuring the success of equal opportunities policies at the enterprise level.
- Recognition of best practice through awards at the national level can be important incentives to enterprises in promoting women.
- Recruitment and promotion procedures, to be transparent. The selection panels should have women representatives. If the women are not there at senior positions, the enterprise must induct them from outside and outsource them.
- It is essential that clearly defined job descriptions are established free of gender bias and that there is an objectives system of job evaluation, and a well structured management performance appraisal system.
- It is good for enterprises, institutions, organization and governments to set largest and goals and to monitor progress.

- The challenges and opportunities provided to the women of digital era are growing rapidly that the job seekers are turning into job creators.
- They are flourishing as designers , interior decorators, exporters, publisher, garment manufacturers and skills exploring new avenues of economic participation.
- In India, although women constitute the majority of the total population, the entrepreneurial world is still a male dominated one.
- Women in advanced nations are recognized and are more prominent in the business world.
- Women should be given opportunities for strategic assignments and job rotation to improve their promotion prospects to higher echelons of management.
- Upward mobility and career progression should be more flexible to allow women more opportunities, based on their ability and competence.
- Career and succession planning and the tracking of women in enterprises and organizations, helps them gain visibility and experience, as well as provide a mechanism for monitoring their progress.
- Adopting objectives policies of internal recruitment combined with the necessary job and coping skills training can give more opportunities to women to advance in their career.
- 15 percent of senior managers might be female in India, but that number probably won't increase dramatically until girls are given the same educational opportunities that boys are. While men have an 81.3 percent literacy rate, women are at an appalling 60.6 percent.

Threats of Women Managers

- If you know that someone in your workplace is facing domestic violence, your best plan

of action is to do a threat assessment.

- A threat assessment helps the team create a realistic safety plan. It helps teach your workplace reps about domestic violence. It also gives them a way to communicate information about risk to those who need it.
- A threat assessment can also help the justice system identify high-risk offenders and provide helpful information to develop appropriate treatment plans.
- By doing a threat assessment, you are trying to find out how likely it is that violence will occur. By gathering and evaluating personality, historical, and situational information you can offer an informed opinion about the risk of violence in the future.
- This process can serve as a preliminary screening of dangerousness and inform you if a person's life may be at risk. Remember that it is best to involve a threat assessment specialist in the gathering of this critical information.

Conclusion

The fact that women make good manager's is true. But it doesn't mean Men are not Good Manager's. We all are born with Some Weakness & Strengths. And Women's have the power to convert their weakness into their strengths and unutilized the opportunities by minimizing the threads. And anyone who possesses the qualities like creativity, commitment, flexibility, versatility, confidence, etc can become good managers. The powerful managerial skills exhibited by women and the attitude towards learning something completely define them as better managers.

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PROGRESS OF FINANCIAL INCLUSION IN INDIA - AN ANALYTICAL STUDY

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ABSTRACT

Financial Inclusion plays a vital role in inclusive development of the Indian economy. It helps to improve the financial literacy and accessibility of basic financial services such as credit, deposit, insurance, remittances and pension services to the target groups such as weaker sections and low income groups at an affordable cost. In Indian economy where the vast majority of the population is still very poor, financial inclusion is of great significance to them. For the poor, access to finance and ensuring the optimum utilization of resources they possess is major challenge. The present study depends on secondary data. In this study gives a clear picture about the progress of financial inclusion in India and also identify the challenges for achieving financial inclusion. It found that it is necessary to improve the financial inclusion by extending and delivering of banking services to the rural areas particularly marginalized groups. If the mentioned suggestions are followed by the banking sector it is useful improve the financial inclusion in rural areas and it leads to strengthen the people socio-economically.

Keywords: ATMs, Banks, CRISIL Inclusix, Financial Inclusion, GOI, RBI

Introduction

The Indian economy switched gears in the early part of this century and has been growing at a healthy pace since then. As India forges ahead with the vision to become an economic behemoth in the next few years, the average level of prosperity attained by its populace and the degree of equitable distribution of wealth will, in no small measure, be determined by the scale of inclusive growth that would have achieved.

Financial inclusion is not a recent phenomenon. In India it can be traced back to 1904 in India, when the co-operative movement began in the country. A focal event in its evolution was the bank nationalization program in 1969, when 14 major commercial banks were nationalized, and the lead bank scheme was, subsequently, introduced. As a consequence, branches were opened in large numbers across the nation, even in areas that were until then unreachable by banks.

Definition of Financial Inclusion

Although the target groups may be different from county to country or region to region, financial inclusion refers, in its broadest sense, to the delivery of financial services at affordable costs to all sections, particularly weaker section.

A Committee on financial inclusion (2008) headed by Dr. C. Rangarajan defined financial inclusion as, “The process of ensuring access to financial services and timely and adequate credit where needed by vulnerable groups such as weaker sections and low income groups at an affordable cost”. CRISIL defines financial inclusion (2013) as, “The extent of access by all sections of society to formal financial services, such as credit, deposit, insurance and pension services”.

Background of Financial Inclusion

The efforts to include the financially excluded segments of the society in the formal financial system in India are not new. The concept was first introduced by the RBI in 2005 and branchless banking through banking agents called Bank Mitra (Business Correspondent) was started in the year 2006. In the year 2011, the Government of India gave a serious push to the program by undertaking the “Swabhimaan” campaign to cover over 74,000 villages, with a population more than 2,000 (as per 2001 census), with banking facilities.

Crisil Inclusix

CRISIL Inclusix is India’s first comprehensive measure of financial inclusion in the form of an index. It is a relative index that has a scale of 0 to 100, and combines three very critical parameters of basic banking services—Branch Penetration (BP), Deposit Penetration (DP) and Credit Penetration (CP)—together into one single metric. For each of these parameters, CRISIL evaluates financial inclusion at the national/state/district level vis-à-vis a defined ideal. A CRISIL Inclusix Score of 100 indicates the ideal state for each of the three parameters.

CRISIL Inclusix Scores have been divided into the following four categories that indicate different levels of the financial inclusion.

CRISIL Inclusix Score	Level of Financial Inclusion
> 55	High
Between 40.1 and 55.0	Above Average
Between 25.0 and 40.0	Below Average
< 25	Low

Literature Review

Diganta KR. Mudoi, in his article (2012) entitled “A study and analysis of financial inclusion in India”, mentioned that the Public-Private partnerships can contribute to financial inclusion with government offering the appropriate regulatory framework and incentives to service providers, and private operators increasing their institutional outreach and range of services. Models of banking sector can use to expand financial access include retail banking, wholesale banking in partnership with MFIs, and Franchise (or) agent banking.

Atul Raman, in his article (2012) entitled “Financial Inclusion and Growth of Indian Banking System” recommended that setting up financial literacy centers and credit counseling at pilot basis launching a financial literacy campaign etc., leads to increase the economic growth, raising living standard of people, equality etc.

Statement of the Problem

Ever since India’s independence in 1947, the biggest priority for the nation has been its economic growth through financial inclusion of the vast population of the country. For the growth of the economy we need to ensure access to appropriate financial products and services to the less advantaged section of the population and bring them into the mainstream for developmental activities.

So, the present study is undertaken to analyze the progress of financial inclusion in India and identify the challenges for achieving financial inclusion.

Objectives of the Study

The following are the objectives of the present study.

- Ø To analyze the progress of financial inclusion in India.
- Ø To know the status of financial inclusion in India using CRISIL Inclusix.
- Ø To identify the challenges achieving of financial inclusion.

Research Methodology

The present study depends on secondary data. The secondary data was collected from the various websites and various articles and journals.

Financial Inclusion in India

Financial Inclusion is an important priority of the Government. The objective of Financial Inclusion is to extend financial services to the large hitherto un-served population of the country to unlock its growth potential. In addition, it strives towards a more inclusive growth by making financial available to the poor in particular.

Position of Households Availing Banking Services

The following table presents position of households availing banking services as per Census 2001 and 2011.

Table No.1. Position of Households availing Banking Services

Households	As per Census 2001			As per Census 2011		
	Total No. of Households	No. of households availing banking services	Per cent	Total No. of Households	No. of households availing banking services	Per cent
Rural	138,271,559	41,639,949	30.1	167,826,730	91,369,805	54.4
Urban	53,692,376	26,590,693	49.5	78,865,937	53,444,983	67.8
Total	191,963,935	68,230,642	35.5	246,692,667	144,814,788	58.7

Source: www.financialservices.gov.in

The above table states that the position of households availing banking services in India as per Census 2001 nearly 35.5 per cent it means 64.5 per cent of the population didn't have any formal financial services but as per Census 2011 it was 58.7 per cent it means 41.3

per cent of Indian people didn't get banking services. It can be observed that in the rural area number of households availing banking services as per Census 2001 is 30.1 per cent and it is increased to 54.4 per cent as per Census 2011 followed by in the urban area as per Census 2001 it is 49.5 per cent and it is increased to 67.8 per cent as per Census 2011.

Bank Branches and ATMs

Population Group-wise number of branches of Scheduled Commercial Banks (SCBs)

The following table presents the population group-wise number of branches of Scheduled Commercial Banks (SCBs) as on 31st March, 2011 to 31st March, 2015.

Table No.2. Population Group-wise number of branches of Scheduled Commercial Banks (SCBs) as on 31st March, 2015

March 31 st	Rural	Semi-Urban	Urban	Metropolitan	Total
2011	33923	23089	17629	16255	90896
2012	36546	25834	18879	17274	98533
2013	39816	28546	19935	18092	106389
2014	45293	31530	21532	19275	117630
2015	48557	33766	23036	20498	125857

Source: www.rbi.org.

The above table represents the population group-wise number of branches of Scheduled Commercial banks. It can be observed that population group wise the number of branches in rural area is gradually increased from 33923 as on 31st March, 2011 to 48557 as on 31st March, 2015 and in Semi-Urban area, the number of branches are also gradually increased from 23089 as on 31st March, 2011 to 33766 as on 31st March, 2015 and in Urban area, the number of branches are increasing from 17629 as on 31st March, 2011 to 23036 as on 31st March, 2015 and in the Metropolitan area, the number of branches are increasing from 16255 as on 31st March, 2011 to 20498 as on 31st March, 2015.

Percentage of Branch Network of SCBs

The following table presents the percentage of population group-wise number of branches

of Scheduled Commercial Banks (SCBs) during 2010-11 to 31st March, 2015.

Table No.3. Percentage of Branch Network of SCBs as on 31st March, 2015

As on March 31 st	Rural (%)	Semi-Urban (%)	Urban (%)	Metropolitan (%)	Total
2011	37.32	25.40	19.39	17.88	100.00
2012	37.09	26.22	19.16	17.53	100.00
2013	37.42	26.83	18.73	17.01	100.00
2014	38.50	26.80	18.30	16.39	100.00
2015	38.58	26.83	18.30	16.29	100.00

Source: www.rbi.org.

The above table represents the percentage of branches of Scheduled Commercial Banks in India. It can be observed that the percentages of branches in Rural area is gradually increasing from 37.32 per cent as on 31st March, 2011 to 38.58 per cent as on 31st March, 2015 and in the Semi-Urban area, it is also increasing from 25.40 per cent as on 31st March, 2011 to 26.83 per cent as on 31st March, 2015 and in the Urban area, it is gradually decreasing from 19.39 per cent as on 31st March, 2011 to 18.30 per cent as on 31st March, 2015 and in Metropolitan area also it is gradually decreasing from 17.88 per cent as on 31st March, 2011 to 16.29 per cent as on 31st March, 2015.

Bank Group and Population Group-Wise Number of Functioning Branches

The following table presents the Bank Group and population group-wise number of functioning branches during 2010-11 to 31st March, 2015.

Table No.4. Bank Group and Population Group-wise No. of Functioning Branches as on 31st Mar, 2015

Bank Group	Rural	Semi-Urban	Urban	Metropolitan	Total
SBI & Its Associates	8029	6593	4304	3622	22548
Nationalized Banks	21228	16428	12604	11325	61585
Other Public Sector Banks	377	528	479	378	1762
Private Sector Banks	4302	6457	4521	4698	19978
Foreign Banks	8	12	57	247	324
Regional Rural Banks	14613	3748	1071	228	19660
Grand Total	48557	33766	23036	20498	125857

Source: www.rbi.org.

From the above table it can be observed that the Nationalized Banks have majority branches in Rural, Semi-Urban, Urban and Metropolitan areas, RRBs have majority branches in Rural

area. SBI and its Associates have majority branches in Rural followed by Semi-Urban, Urban and Metropolitan areas. Private Sector Banks plays a major role in Urban and Metropolitan areas.

Number of ATMs of Scheduled Commercial Banks (SCBs)

The following table presents the number of ATMs of Scheduled Commercial Banks (SCBs) in India during 2010-11 to 30th November, 2015.

Table No.5. Number of ATMs of Scheduled Commercial Banks (SCBs) during 2010-11 to 30th November, 2015

As on	ATMs			%		
	Off-site	On-site	Total	Off-site	On-site	Total
31.03.2011	34377	41268	75645	45.45	54.55	100
31.03.2012	48141	47545	95686	50.31	49.69	100
31.03.2013	58254	55760	114014	51.09	48.91	100
31.03.2014	76676	83379	160055	47.91	52.09	100
30 th Nov, 2015	95544	96664	192208	49.71	50.29	100

Source: www.rbi.org.

From the above table it is observed that the number of ATMs of Scheduled Commercial Banks (SCBs) at off-site tremendously increased from 34377 as on 31st March, 2011 to 95544 as on 30th November, 2015. On the other hand, the number of ATMs of Scheduled Commercial Banks at on-site gradually increased from 41268 as on 31st March, 2011 to 96664 as on 30th November, 2015. Furthermore the percentage of ATMs of Scheduled Commercial Banks at off-site is 45.45 as on 31st March, 2011 and it is gradually increased to 49.71 per cent as on 30th November, 2015. But the percentage of ATMs of Scheduled Commercial Banks at on-site is 54.55 as on 31st March, 2011 and it is gradually decreased to 50.29 per cent as on 30th November, 2015.

Status of Financial Inclusion in India Using Crisil Inlucis

The following table presents status of financial inclusion in India using CRISIL Inlucis.

Table No.6. Status of Financial Inclusion in India using CRISIL Inclusix

CRISIL Inclusix	Inclusix Score	Change	Level of Financial Inclusion
2009	35.4		Below Average
2010	37.6	2.2	Below Average
2011	40.1	2.5	Above Average
2012	42.8	2.7	Above Average
2013	50.1*	7.3	Above Average

Source: CRISIL Inclusix Index

*The index value of 50.1 for fiscal 2013 is not directly comparable with the index value of 42.8 for fiscal 2012 as data for MFIs is available only for the fiscal 2013.

The above table states that financial inclusion in India using CRISIL Inclusix score shows positive trend. In the Inclusix 2009 score is 35.4 it means the level of financial inclusion is below average and in the Inclusix 2013 score is 50.1 it means the level of financial inclusion is above average.

Challenges for Achieving Financial Inclusion

The broad challenges involved in financial access to low income families are set out below.

- Lack of awareness
- Supply factors
- Socio-economic factors
- Geographical factors
- High operational cost
- Terms and Conditions
- Psychological and Cultural barriers
- Approach of Bankers
- Legal Identity
- Age factor
- Literacy level
- Gender Issues

Findings

From the above analysis the following findings are made.

- Ø The position of Households availing Banking Services as per Census 2011 is 58.7 per cent. It means that 41.3 per cent of the Indian population doesn't have any access

to formal financial services.

- Ø In the rural area number of households availing banking services as per Census 2001 is 30.1 per cent and it is increased to 54.4 per cent as per Census 2011 followed by in the urban area as per Census 2001 it is 49.5 per cent and it is increased to 67.8 per cent as per Census 2011.
- Ø The number of branches of Scheduled Commercial Banks (SCBs) in the rural and semi-urban areas is gradually increasing but in the urban and metropolitan areas decreasing it means the banks mainly concentrating on rural areas to improve financial inclusion in rural areas.
- Ø The Branch Network of Scheduled Commercial Banks is increasing in rural and semi-urban areas since 31st March, 2011.
- Ø The Nationalized Banks plays a major role in all areas and RRBs plays a major role in Rural areas followed by Private Sector Banks plays a major role in Urban and Metropolitan areas.
- Ø The number of Bank ATMs (SCBs) is increasing at off-site and on-site but the percentage of ATMs at off-site is increasing and at on-site is decreasing during 2010-11 to 30th November, 2015.
- Ø The CRISIL Inclusix Index, in the year 2009 inclusix score is 35.4 and in the year 2013 the inclusix score is 50.1. It means the level of financial inclusion in India is improved from Below Average level in 2009 to Above Average level in 2013.
- Ø CRISIL Inclusix score in 2013 is 50.1 it means the level of financial inclusion in India is Above Average level.

Suggestions

- Ø The Scheduled Commercial Banks (SCBs) should conduct awareness campaigns about the products and services offer by them to increase the financial inclusion.
- Ø Most of the rural and semi-urban people are illiterates. So the banks should conduct

awareness campaigns about the operation of ATMs and Mobile Banking services.

- Ø As per Census 2011 rural population in India is 68.84 per cent. So the banks should concentrate and extending banking services to the rural people to achieve greater financial inclusion.
- Ø The RBI and Banks can concentrate to improve the financial inclusion with adoption of new technology to provide and extending banking services to the rural people.
- Ø The Government of India, RBI and Banks can frame effective measures to achieve the financial inclusion in India.
- Ø The Banks also conduct awareness campaigns about advanced technological developments in banking services it is useful to the customer to adopt those services and also lead to improve the financial literacy in the rural areas.
- Ø In the rural areas Business Correspondents (BC) plays a major role in achieving financial inclusion. So they are feel free to clarify doubts arises from the rural people it is most important.

Conclusion

From the supply side, distance from branch, branch timings, cumbersome documentation and procedures, unsuitable products, language barriers and staff attitudes all contribute to exclusion. On the demand side, Lack of awareness, low incomes, poverty, traditional peoples and illiteracy are among factors that lead to low demand for financial services and, consequently, to exclusion. It means for achieving of financial inclusion to overcome both supply and demand factors. India has adopted several measures to advance financial inclusion. So the financial exclusion it means

people doesn't have any access in formal financial services. Hence it is necessary to improve the financial inclusion by adopting new models for delivering and extending of banking services to the rural areas particularly low income and marginalized groups.

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WOMEN ENTREPRENEURS DEVELOPMENT THROUGH MARKETING ASSISTANCE SCHEME IN KARNATAKA – A STUDY

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ABSTRACT

Women entrepreneurs occupy an important position in the industrial economy of the country because of low investment requirement, high potential for gainful employment generation and wider dispersal of industries in rural and urban areas. The economic development of advanced countries of the world has been attributed to the growth of women entrepreneurs. Karnataka state also implementing various schemes for the upliftment of the women through Karnataka State Women Development Corporation. In this background, the present study has been made an attempt to study the performance of the Marketing Assistance Scheme for the development of Women Entrepreneurs in Karnataka. The study shows that six districts have got maximum stalls and amounts sanctioned which shows the maximum facilities provided to women entrepreneurs under marketing assistance schemes. The data shows that the percentage of physical and financial achievements shows fluctuations.

Keyword: Marketing Empowerment and Entrepreneurship

Introduction

Women entrepreneurs occupy an important position in the industrial economy of the country because of low investment requirement, high potential for gainful employment generation and wider dispersal of industries in rural and urban areas. The economic development of advanced countries of the world has been attributed to the growth of women entrepreneurs. In advanced countries the majority of Micro, small and medium enterprises have been managed by women. The Micro, Small and Medium Enterprises (MSMEs) sector has emerged as a highly vibrant and dynamic sector of the Indian economy over the last five decades. MSMEs not only play crucial role in providing large employment opportunities at comparatively lower capital cost than large industries but also

help in industrialization of rural & backward areas, thereby, reducing regional imbalances, assuring more equitable distribution of national income and wealth. MSMEs are complementary to large industries as ancillary units and contribute enormously to the socio-economic development of the country.

Fast changing global economic scenario has thrown up various opportunities and challenges to the MSMEs in India. While on the one hand, many opportunities are opened up for this sector to enhance productivity and look for new markets at national and international level, it has also, on the other hand, put an obligation to upgrade their competencies to meet the competition as new products are launched at an astonishing pace and are available worldwide in short time. Micro, Small &

Medium Enterprises do not have any strategic tools / means for their business/ market development as available with large industries. In the present competitive age, Marketing is one of the weakest areas wherein MSMEs face major problems.

Marketing, a strategic tool for business development, is critical for the growth and survival of micro, small & medium enterprises. Marketing is the most important factor for the success of any enterprise. Large enterprises have enough resources at their command to hire manpower to take care of marketing of their products and services. MSME sector does not have these resources at their command and thus needs institutional support for providing these inputs in the area of marketing. Ministry of Micro, Small & Medium Enterprises, inter-alia, through National Small Industries Corporation (NSIC), a Public Sector Enterprise of the Ministry, has been providing marketing support to Micro & Small Enterprises (MSEs) under Marketing Assistance Scheme. Karnataka state also implementing various schemes for the upliftment of the women through Karnataka State Women Development Corporation.

According to Rizvi and Gupta (2009) government-sponsored development activities have benefited only a small section of women, namely the urban middle class. This may be primarily due to their level of education, access to information and family support. Singh (2008) identifies the reasons & influencing factors behind entry of women in entrepreneurship. He explained the characteristics of their businesses in Indian context and also obstacles & challenges. He mentioned the obstacles in the growth of women entrepreneurship are mainly lack of interaction with successful entrepreneurs, social un-acceptance as women entrepreneurs, family responsibility, gender discrimination, missing network, low priority given by bankers to provide loan to women entrepreneurs.

In this background, the present study has

been made an attempt to study the performance of the Marketing Assistance Scheme for the development of Women Entrepreneurs in Karnataka. This study is based on secondary data and data were collected from economic survey reports, books and journals.

Analysis Discussion

In a society that has been determined for equal status, empowerment of women should be among the top priorities. Considering the Mager number of women, 40 percent of the entire women population in the country below poverty line, desperate measures had to be on the cards. In the year 1987, when the Govt. of Karnataka established the Karnataka State Women's Development Corporation, otherwise known as KSWDC, a huge step was taken in this direction. As per Memorandum of Association of KSWDC, there is a set of specified objectives according to which the company functions for the welfare of the women in need.

Karnataka State Women's Development Corporation has been implementing various schemes such as Udyogini, Women Skill Training Programme, Devadasis Rehabilitation programme, Marketing Assistance Scheme for the upliftment of the women. The Marketing Assistance scheme was sanctioned by the Government of Karnataka during 1997-98 only. So under this scheme, Karnataka State Women's Development Corporation is providing marketing facility by organizing exhibitions at the District Level and the State Level also.

In recent past the State Level exhibition and District Level exhibitions are organized at Bangalore and every district headquarter each year also. And to organize an exhibition and the sale of products at the district level, the Corporation provides Rs.25,000 to 35,000 as a grant to the Asst. Directors/Deputy Directors of WCDD and A 3-day exhibition cum sale of products is organized at the district level also.

Generally the Corporation also organizes a six-day State level exhibition cum sale once in a year in Bangalore to these exhibitions prove to be an efficient platform for the interaction of the Women Entrepreneurs and potential customers only. The exhibitions, besides promoting good sales, also provide a forum for marketing of their products also. The following are the objectives of the scheme.

- To create Marketing avenues and linkages
- To organise exhibitions cum sales throughout the State for the products manufactured by women entrepreneurs

The products for sale in the exhibition are broadly categorized into as following

1. Garments
 2. Handicrafts
 3. Goods Items
 4. Miscellaneous
- A stall measuring 10 x 10 feet with 3 tables, 2 chairs, table cloth, lighting facility and a name-board is provided to each Women entrepreneur.
 - Round the clock security with fire extinguishing service is provided at the State level exhibition. The Women entrepreneurs of the Rural Districts are provided with a free lodging facility in Bangalore for 6 days with free transport from the place of accommodation to the exhibition place and vice versa.
 - The State level exhibition is organized on the 8th of March of every year on the eve of International Women's Day.

Progress of the Marketing Assistance Scheme

Generally, under this scheme, Karnataka State Women's Development Corporation is providing marketing facility for the products manufactured by women entrepreneurs by organizing exhibitions at the District Level and the State level also. In this context, the following

table 1 depicts the details of no. of stalls and amount sanctioned during 2011-12.

Table – 1: Progress under Marketing Assistance Scheme to the Districts in Karnataka

Sl. No	Details of the Districts	Total number of Stalls	Total Finance
1	Bagalkot	30	30,000
2	Belgaum	35	35,000
3	Bellary	35	35,000
4	Bidar	25	25,000
5	Bijapur	30	30,000
6	Chamarajanagara	25	25,000
7	Chikmagalore	35	35,000
8	Chitradurga	30	30,000
9	Dakshinakannada	25	25,000
10	Davanagere	30	30,000
11	Dharwar	25	25,000
12	Gadag	25	25,000
13	Gulbarga	35	35,000
14	Hassan	30	30,000
15	Haveri	25	25,000
16	Kodagu	25	25,000
17	Kolar	35	35,000
18	Koppal	25	25,000
19	Mandya	35	35,000
20	Mysore	30	30,000
21	Raichur	35	35,000
22	Shimoga	30	30,000
23	Tumkur	30	30,000
24	Udupi	25	25,000
25	Uttarkannada	30	30,000
	Total	890	14,99,000

Source: KWDC, Bangalore.

The table 1 shows that during the year 2011-12 under marketing assistance scheme to the districts 890 stalls are sanctioned and Rs.14,99,000 were sanctioned in order to undertake economic activities also. The table reveals that Bellary, Belgaum Chikmagalore, Gulberga, Mandya, Raichur and Kolar districts have got maximum stalls i.e. 35 each and the amounts sanctioned 35,000 each which shows the maximum facilities provided to women entrepreneurs. Further, the following table 2 depicts the progress of the marketing assistance scheme in Karnataka from last five years.

Table - 2: Progress of the Marketing Assistance Scheme (Rs. lakh)

Year	Target		Achievement		% of Achievement	
	Physical	Financial	Physical	Financial	Physical	Financial
2011-12	1520	65.00	1426	28.40	93.8	43.7
2012-13	1520	100.00	1367	32.98	89.9	33.0
2013-14	1520	100.00	1728	32.75	113.7	32.8
2014-15	3975	110.00	2908	86.67	73.2	78.8
2015-16*	3150	86.40	2026	61.30	64.3	70.9

* Upto December 2015

Source: KWDC, Bangalore.

Table 2 shows the details of the progress of the marketing assistance Scheme in Karnataka from 2011-12 to 2015-16. During 2011-12, Rs.65.00 lakhs has been provided in the budget and Rs.28.40 lakhs has been spent covering 1426 beneficiaries' under this scheme. It is proposed to cover 1520 beneficiaries under this scheme. During 2012-13, Rs.100.00 lakh has been provided in the budget and, Rs. 32.98 lakh has been spent covering 1367 beneficiaries'. It is proposed to cover 1520 beneficiaries under this scheme during 2012-13. During 2015-16, Rs.86.40 lakhs has been provided in the budget to cover 3150 women, of which Rs.61.30 lakhs has been spent covering 2026 beneficiaries' up to December 2015. The percentage of physical and financial achievements show that during 2011-12 only 93.8 and 43.7 percent was achieved in physical and financial target. But it decreased to 89.9 and 33.0 percent was achieved in physical and financial during the next year, i.e. 2012-13 respectively. Though, physical achievement is increased to 113.7 percent, but financial achievement decreased to 32.8 percent in 2013-14. The data clearly show that the physical and financial achievement shows fluctuation from 2011-12 to 2015-16.

Summary and Conclusion

The study shows that six districts have got maximum stalls and amounts sanctioned which shows the maximum facilities provided to women entrepreneurs under marketing assistance schemes. The data show that the percentage of physical and financial

achievements shows fluctuations. Today, when businesses are facing a severe crunch in entrepreneurial talent, if women don't play a meaningful role in business, then half of the country's potential talent pool will remain under-utilized. Regarding marketing skills, women entrepreneurs have the problem of access to markets as their marketing skills are weak compared to male entrepreneurs. This is a major barrier for them to expand business or enter into business. Maintaining existing business and access to fresh business requires strategic marketing skills. This is the most commonly repeated problems faced by women entrepreneurs after finance. In this context, the marketing assistance scheme is providing marketing facility for the products manufactured by women entrepreneurs by organizing exhibitions at the District Level and the State level also. Therefore, marketing skills, management skills and technology skills have to be improved in women owned businesses. This encourages other women to enter into self-employment.

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DOES TOURISM SECTOR LEADS TO ECONOMIC DEVELOPMENT IN INDIA

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ABSTRACT

Tourism is an important instrument which will urges the socio-economic development in terms of employment generation, foreign exchange earnings, contribution towards GDP etc. Tourism industry is growing to the big industry next to petroleum industry. This article highlights the importance of the tourism, present position of tourism in India, its contribution towards foreign exchange, employment opportunities and foreign visitors to India.

Keywords: Tourism, socio-economic development, Gross Domestic Product..

Introduction

The word “tour” is derived from the Latin word “tornare” and the Greek word “tornos”, which means lathe or circle, the movement around a central point. The word “Tourism” is derived from the term ‘TOUR’ means “a journey from place to place or time to be spent at a station or rambling excursion”. In short “Tourism is the act or travel for predominantly recreational or leisure purposes, supporting the massive industry of tourism to cater the tourist needs of transportation, accommodation, food, entertainment, recreation, health and social contact”.

Tourism plays a crucial role in developing the socio economic conditions of individual and thereby of the country. Tourism industry helps the country to earn foreign currencies and it will generate employment opportunities both

directly and indirectly to large segment of the society. This sector has probable to produce extra employment opportunities through its multiplier effect on the economy. Through tourism India contacts with other civilizations and its effect were reflected through its languages, traditions, customs, cultures, music, dance, religious functions, art and crafts etc., It has become the greatest and fastest emerging industry in India for expansion, diversification and modernization. Tourism has other potential to motivate other sectors like agriculture, horticulture, handicraft, transport, communication, education, etc. It will also provide the additional opportunity of sustainable human development through eradication of poverty, rehabilitation of environment, empowerment of women through various handicrafts which can be sold out in famous tourist places.

Tourism – An Indian Scenario

Tourism has become known for its various attractive and nature beauty tourist places and it attracts visitors from all the angles (360°). Due to Foreign Tourist Arrivals (FTA) it grown as a very large industry by providing foreign exchanges, GDP contribution, employment opportunities. It starts with the abundance of natural beauty from Himalayas on the north, cool breezing see on the east, eye-catching places in the west and south. India is renowned for its cultural and religious festivals. The

cultural inheritance and tradition was interrelated with the development of tourism in India. There has been enormous development over the years in Foreign Tourist arrival to India due to a range of efforts made Government by means of various schemes. Foreign Tourist Arrivals (FTAs) in India increased from 2.65 million in the year 2000 to 7.74 million in 2014. The Foreign Exchange Earnings from the tourism industry were increased from 3,460 million in 2000 to 19,657 million in the year 2014.

Table 1.1. Foreign Tourist Arrivals/FATs in India and Foreign Exchange Earnings/FEE (US million) Tourism in India, 2000-2014

Year	Foreign Tourist Arrivals (in nos.)	Percentage Change Over Previous Year	Foreign Exchange Earnings (Rin crore)	Percentage Change Over Previous Year	Foreign Exchange Earnings (in Million US\$)	Percentage Change Over Previous Year
2000	26,49,378	6.7	15,626	20.6	3,460	15.0
2001	25,37,282	(-) 4.2	15,083	(-)3.5	3,198	(-) 7.6
2002	23,84,364	(-) 6.0	15,064	(-) 0.1	3,103	(-) 3.0
2003	27,26,214	14.3	20,729	37.6	4,463	43.8
2004	34,57,477	26.8	27,944	34.8	6,170	38.2
2005	39,18,610	13.3	33,123	18.5	7,493	21.4
2006	44,47,167	13.5	39,025	17.8	8,634	15.2
2007	50,81,504	14.3	44,360	13.7	10,729	24.3
2008	52,82,603	4.0	51,294	15.6	11,832	10.3
2009	51,67,699	(-) 2.2	53,700	4.7	11,136	(-)5.9
2010	57,75,692	11.8	64,889	20.8	14,193	27.5
2011	63,09,222	9.2	77,591	19.6	16,564	16.7
2012	65,77,745	4.3	94,487	21.8	17,737	7.1
2013	69,67,601	5.9	1,07,671	14.0	18,445	4.0
2014	77,03,386	10.6	1,20,083	11.5	19,657	6.6

Source: Ministry of Tourism Report.

It is commonly recognized that the tourism resources in the country have the probable to generate appreciably higher levels of demand from the domestic and international markets, and, if oppressed intelligently in a sustainable manner, can prove to be the memorable engine of growth for the economy. Table 1.1 clearly depicts how much the tourism industry in India

is enhancing its development through Foreign Tourist Arrivals and Foreign Exchange Earnings.

Besides Foreign exchange Earnings the Tourist industry contributes towards GDP growth and employment generation. The following table shows the contribution of Tourist Industry towards GDP and Employment opportunities of the country.

Table 1.2 Contribution of Tourism in GDP and Employment (in %)

Year	Contribution of Tourism in GDP of the Country (%)			Contribution of Tourism in Employment of the Country (%)		
	Direct	Indirect	Total	Direct	Indirect	Total
2009-10	3.68	3.09	6.77	4.37	5.80	10.17
2010-11	3.63	3.05	6.68	4.63	6.15	10.78
2011-12	3.66	3.08	6.74	4.94	6.55	11.49
2012-13	3.74	3.14	6.88	5.31	7.07	12.36

Source: Ministry of Tourism Report

From the Table 1.2 we can clearly understood that the contribution of Tourism sector towards GDP both directly and indirectly shows an upward symbol i.e. in 2009-2010 6.77% and in the year 2012-13 it was increased to 6.88%. Also in terms of Employment generation both directly and indirectly also it shows the upward trend i.e. in 2009-10 it was 10.17% and in the year 2012-13 it was increased to 12.36%. It shows that the tourism industry in India plays an active role in the socio-economic development of an individual and the nation.

Conclusion

India has many tourist attractions that have curative abilities and are competent of providing worthwhile experiences of life. India has the Himalayan ranges in the north, and a long coastline surrounded by three sea in the south.

India is rich varied different landscapes, charming historical sites and majestic cities, hygienic beaches, peaceful mountain retreats, cultures and festivities to enjoy and revitalize. From the discussion we can conclude that the tourism acts as an agent for socio economic development of Individuals and the Nation. It suggests that tourism sector should be strengthening through public-private-partnership (PPP) in order to attract visitors and further it suggests that there should be proper provision for tourist guides in order to attract the Foreign Tourist visitors which will enhance the tourism industry as a potential sector in India.

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FEMINIST RESEARCH EPISTEMOLOGY AND METHODOLOGY

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ABSTRACT

Feminist research is nothing but a research which has been done by the person with women/ gender perspective on various issues related to women for their development and empowerment. Irrespective of sex any one can do the feminist research but they should be sensitized with gender and they should implement the processes as gender neutral. There is no single definition of "feminist research" but many authors point out certain key elements as defining features. These features help distinguish feminist research from either traditional social sciences research, research that studies women, or research that attends to gender but without an agenda for change. The kinds of questions, methodologies, knowledge, and purpose brought to the research process makes feminist research distinguished from other traditional social science research. It is a conceptual paper which describes the definitions, principles of feminist epistemology, methodology and how it distinguished from other social science research.

Key words: Feminist Research, Feminist Research Epistemology, Methodology

Introduction

Feminist Research is a research done by, for and about women. Feminist research is nothing but a research which has been done by the person with women/ gender perspective on various issues related to women for their development and empowerment. Irrespective of sex any one can do the feminist research but they should be sensitized with gender and they should implement the processes as gender neutral. There is no single definition of "feminist research" but many authors point to certain key elements as defining features. These features help distinguish feminist research from either traditional social sciences research,

research that studies women, or research that attends to gender but without an agenda for change. The kinds of questions, methodologies, knowledge, and purpose brought to the research process makes feminist research distinguished from other traditional social science research.

Ollivier and Manon Tremblay (2000) identify three defining principles of feminist research. First, feminist research is characterized by its double dimension. As opposed to traditional research, their objective includes the construction of new knowledge and the production of social change. Historically, feminist research has been informed by women's struggles against the multiple forms

of oppression. Second, feminist research is grounded in feminist values and beliefs. It seeks to include feminism within the process, to focus on the meanings women give to their world, while recognizing that research must often be conducted within institutions that are still patriarchal. Feminist principles inform all stages of research, from choice of topic to presentation of data, acting as the framework guiding the decisions being made by the people involved in the research. Third, feminist research is characterized by its diversity. It is an interdisciplinary and transdisciplinary, it uses different methodologies, and it is constantly being redefined by the concerns of women coming from very different perspectives. Feminist research requires such issues as antiracism and diversity, democratic decision making, and the empowerment of women, including traditionally marginalized women are addressed.

Judith Cook and Mary Margaret Fonow (1986) identify five basic epistemological principles in feminist methodology. They are

1. Women and gender as the focus of analysis;
2. The importance of consciousness raising;
3. The rejection of subject, object and historical standpoint;
4. A concern with ethics and
5. An intention to empower women and change power relations and inequality.

Judith Cook principles of epistemology of feminist research is detailly explained with perception of some feminist are as follows,

Focus on Gender and Women's Perspective

One of the key points of feminist research is its central concern with gender. The belief that the positions and powers of men and women are different in this social world, therefore this factor plays an important role in the research process. The conventional social science is considered as largely an expression of men which represent the male dominance voice in

the patriarchal society (Smith, 1987). The knowledge about women's lives and experiences are either absent or has been constructed by men from their own perspective. The traditional social research has investigated men's social world and the areas which are of interest to them. The experiences of women in public places are consciously made invisible or are produced from male perspective. The exclusion of women's voices and experiences in the production of knowledge are matter of concern for the feminist researchers.

Lather (1988) argued that the main purpose of the feminist research is to overcome the invisibility and distortion of female experience. It further argues that the concerns, perspectives and experiences of women provide the base of feminist research. Issues which are of interest to women provides the starting point for conducting research which embodies the experiences of women in the real world by using their own interpretation and using their own language. Feminist research studies women's lives focusing on their views and experiences which had previously been ignored by the social science researches. Traditionally, Maguire (1987) argued the concepts of objectivity, knowledge and reasons of the social world were produced by men and have become the dominant and objective view of the social world. Feminists argue that such analysis ignores gender differences and experiences and that conventional social science is male biased. As Hammersley (1992) argued;

The importance of consciousness rising;

Consciousness raising is the method of understanding and experiencing the women's experiences and for understanding and resisting for patriarchy. Consciousness raising is an important contribution of feminism. Consciousness raising a rhetorical strategy utilized extensively by feminist in the 1970's to give voice to women's experiences, remains an important part of developing feminist awareness today. It is central to the process of

creating a critical awareness of our culture. It was adopted by contemporary feminist.

Rejecting Hierarchy in Research Relationship Feminists are critical about the way the sociological researches gather data.

Oakley (1981) for example argued that a typical non-structured interview would not include pre-coded questions; it however cannot preclude the emotional detachment of researcher from those being researched and in controlling the situation. The researcher acts as a 'sponge' soaking up of information, whereas the subjects are 'passive givers of information' (Maynard, 1994:15). The feminists reject this power hierarchy between the researcher and the researched. They have argued that the research process should not be mere a means of collecting data; it should rather be a mean of sharing information with the personal involvement of the researcher in the research setting. Hammersley (1992:190) therefore suggested that feminists reject hierarchy on three points. First on the ethical grounds which means that feminist consider hierarchical relationship in the research process as unethical. It is believed that only non-hierarchical relationship can best reveals the true realities of women's lives. Second point is on methodology. It is feminist believe that the truth can only be discovered through establishing authentic relationships with the research participants. Feminist believe that structured hierarchical relationship will distort the data gathering process. And finally, if the research is to be effective in consciousness-raising, then it is important to engage the respondents into the research process (Hammersley, 1992)

Furthermore, Stanley and Wise (1983) also rejected the hierarchical relationship between the researcher and the research participants and argued that it treat people as mere research objects available to the researcher to conduct research on. Morally, the treatment of people as objects (research object or sex object) is unjustifiable. Feminist are concern about

ensuring the accuracy of the information that depicts the lives and experiences of women. It is suggested that the researcher is required to take the finalized information back to the research participants for its verification because they are the real owner and experts of their personal life experiences. It is a known fact that within the traditional social science researches, the whole research process is owned by the researcher. Feminist research tries to restructure and remove the inequalities with respect to the notion of ownership of knowledge produced in the research process (Wolf, 1996). Feminist research tries to keep the authenticity and originality of the way participants give meaning to their life experiences which is a part of the efforts for changing the power inequalities in feminist research. Hammersley (1992) argued that it is difficult to avoid the hierarchical relationship in the research process. Practically it is impossible for the researcher to interview anyone and whenever he wants. There has to be some control over some part of the research process. Research is actually a very small and marginalized part of people's lives. In addition, he stated that there are a number of women holding powerful positions and feminists cannot avoid hierarchical relationships in dealing with them.

Goal of the Research Feminists argue that research for the sake of research is insufficient

The change of status quo must be the starting point of the scientific inquiry (Mies, 1983). Instead of being a tool to uphold the dominant masculine views of the world, feminist believe that research must serve the interests of women. This is not to suggest that feminist research must be an abstract free from proper investigation but instead must have the commitment for bringing social change. Feminist research are not meant for simply seeking and presenting the data and information, it is rather aims to provide recommendations for policy change with the researcher being a part of the collective efforts involved in political activity. Therefore, feminist

research is not about women but research for women to be used in changing their sexist society. The commitment of the feminist research is based on the underlying motivation that research and action cannot be separated in the research process. In part, a commitment to bring societal changes entails a commitment to the research participants. The active involvement of women in the research process provide them opportunity and space to pose questions and critically assess their personal life experiences. It also helps in identification of the connections and links between events in their lives and connecting them to the social world. The identification and understanding of personal experience and connecting them with the social relations is important because it facilitate the analysis of personal experiences and transformation.

Empowering Women through Research

The best way of empowering women is education and knowledge about their issues and the assertion that our personal life experiences are just a part of the larger social structure. www.ccsenet.org/jpl Journal of Politics and Law Vol. 5, No. 4; 2012 206 Hammersley (1992) argued that for many feminists, the primary goal of research is not the production of valid knowledge. For them, emancipation of women is more important to be achieved through the research process. In addition, Mies (1983) stated that the research which until now has been used as instrument for the dominant and the legitimatization of elite powers, must now serve the interests of the exploited and dominated groups, especially women. Hammersley (1992) criticized the notion that empowerment of women should be the sole goal of feminist research. He argued that in today's world, there are various sources of oppression like race, ethnicity, sexuality and class; it is therefore extremely difficult to build a single model of oppression. For example how can we reduce racial oppression to class oppression? Moreover, we will find many people, who

would be classified both as oppressed and oppressors at the same time. For example, a black woman living in a Western society would be classified as one of the oppressors when the focus is on international exploitation of different societies (Hammersley, 1992).

Flexibility in selecting Methodology

Feminist research methodology differs from traditional research. It actively seeks to remove the power imbalance between research and subject; it is politically motivated that it seeks to change social inequality; and it begins with the standpoints and experiences of women. A wide range of methods, both qualitative and quantitative, are available to feminist researchers. Instead of focusing on which type of research is better, it makes more sense to allow the context and purpose of the research to guide the choice of research tools and techniques. There is no one method or strategy for feminist research. The particular situation or context should guide the methodological choices, instead of having a trust in the method as appropriate for every context and situation (Greaves et al., 1995, p. 334).

Distinguished form other Social Science Research

The argument is made on the basis of certain characteristics which are claimed to be the main features of feminist research distinct from traditional social science research; researching on women issues and focusing on gender relations. In other words, a feminist research is carried out by a woman and drawing on the experience of women living in a world where they are subordinate to men. Many writers have distinguished feminist research from others on four distinct grounds which include focusing on gender relations, the validity of personal experience as against conventional emphasize on scientific method; rejecting hierarchy in research relationship between the researcher and the researched; and the adoption of emancipation of women as the goal of research.

Conclusion

From perception of various feminist this paper concludes that, Feminist research is concerned with studying the issues facing women at its starting point. It seeks to search and explore the social dynamics and relationships in patriarchal society from women's perspective. Feminist research is not just adding women to the research equation or engaging women as researchers. Feminist research takes into account women's viewpoint as the base of the research. Such research proceeds from a standpoint that values women's experience, needs and ideas of the social world. Feminist research also aims at bringing changes and eliminating gender imbalances in the world. It would be wrong to suggest that feminist researchers consider feminist research as one unified research methodology. There is no agreement on what feminist research is and should be. Feminist researchers have put forward in diverse methods which help in facilitating diverse knowledge about social

phenomenon. Feminist reject objectivity and talk about subjectivity and the partial truth of the social world.

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CITATIONS- THE BEST MEASURE OF RESEARCH QUALITY IN INDIA

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ABSTRACT

Internationally, citation as an indicator of research quality is the current benchmark in a scientific culture where publishing one's research is priority. Yet, is a citation measurement relevant in India where the numbers of internationally and locally visible publications are quite modest. This paper examines the current state of Indian research in both the international and local context, including the motivations and challenges Indian scientists face in publishing. Using citation as a sole measure of quality and its relevance for Indian researchers is also examined. Finally, alternate strategies for research quality measurement are suggested and the advantages and difficulties of these methods discussed.

Key Words: Citation, Indian Research, Quality measurement, Publications

Introduction

The national scientific strength and worldwide scientific influence of a country may not always develop in parallel. India represents one such case. Over the past many years India has been growing in scientific strength through: increasing funding opportunities; opening new science institutions; developing scholarships for young science students; and increasing in expenditure for research and development. Although much research happens at major Indian science institutions, quantity does not always translate into quality. An increasingly important question for Indian funders and research institutions, as research volume increases, is how to measure the quality of this research. A large proportion of Indian research often goes unnoticed in the international arena

due to lack of their publication in visible, popular and prestigious journals. A recent compilation of bibliometric data from international journals includes comparative data on Indian citations between 2003 to 2008. This showed that there is an improving trend of publications and citations in some disciplines. The number of humanities, social sciences and business papers are still quite low, while medical, engineering, biological sciences, physical sciences, environment and mathematics are fields where there is a significant upward trend.

Despite the increase in absolute number of papers, India's position in the world, in terms of research publications, is not as high as might be expected. India ranked 13th for citations and 21st for papers among the 149 top-performing

countries in all fields of science, technology and medicine. But when a measure for quality was introduced it dropped in rank to 119. This drastic drop in quality ranking is important to examine. Was the methodology of capturing quality valid or skewed towards specific countries or research fields or were Indian academics not able to demonstrate quality? We still do not have definitive answers to these questions however, before arriving at measurement methods, it is important to understand research and publishing behaviour among Indian scientists.

Publishing culture among Indian scientists

If citations are the internationally recognized method of measuring research quality, why are Indian academics as a whole not publishing and when they do, are not demonstrating their research quality? There could be several reasons academics in India do not publish. Firstly, as part of their developmental trajectory, young students in their undergraduate, postgraduate or doctoral/master's courses are rarely taught scientific writing formally, except in few centres. The doctoral thesis is an apprentice position where the student tends to emulate the guide who often acts a role model. If the guide is enthusiastic about scientific writing, the student learns the skills, but many may not.

Also, while many Indian researchers may be keen about showcasing their work to the world, the language of science can itself often act as a barrier. Most researchers are comfortable in their vernacular language. However, scientific writing today (even in India) is mainly in the English language. Unlike several European countries or China, where non English publications are common, there are no scientific journals in any of the Indian languages. In addition to the above factors, many researchers also are more interested in the local or regional relevance of their research, and what is meaningful to them may not be relevant to the international scientific

community. For example, climate studies in which local issues such as transpiration rates of different plants in the country or the varied topography of India may have a more regional relevance than being of global interest. There may be similar examples in public health research or even in social science research. Even if scientists openly and actively want to pursue a 'within India' focus, they are, unfortunately, not able to publish as much as they would like to due to the lack of specialized national journals.

There are also reasons associated with pressure of work: the number of faculty and research positions has only gradually started increasing in recent years. Till now the scientist has had to wear many hats (administrator, teacher, part of government bodies) and juggling these multiple roles without adequate back up in the department or lab often takes its toll. In medical science, for example, a clinician cannot opt to do only research and give up clinical work and researchers cannot have their time bought out. Research then takes lower priority and for many a 'clinician-researcher' scientific writing becomes a luxury. Another barrier mentioned by Indian scientists is the lack of encouragement of curiosity driven research and the need to 'grow the line of mission' research by large funding agencies. While the latter may have some merit for national priorities and policies it removes the 'charm' of research for the individual and consequently of writing about it.

So what does motivate to Indian scientists to publish? Motivations include those from the most altruistic (wanting to disseminate information) to the most egocentric (increasing one's CV for promotion) with several other shades of grey in between (such as for getting funding, awards and for the sheer pleasure of seeing one's name in print) However, there are even barriers to motivation. The standards for promotion are quite modest in the majority of institutions and universities (except for the elite

few) and citation statistics are not routinely calculated. In medical universities for example, the Medical Council of India's threshold for promotion of academics requires a minimum of four research papers in national or indexed journals and one in an international journal as eligibility criteria for a professor's post. He motivation to publish beyond this type of minimum requirement may not be very high.

The challenges with using citations as a quality measurement globally and specifically for Indian research:

The measurement of quality science and research has received much attention in recent years. Several measures have been used: metrics such as number of citations; the h- index [Hirsch index – an index that attempts to measure both the productivity and impact of the published work of a scientist]; and the amount of online access and weighted citations

Others are based on input (funding), throughput (number of student dissertations, infrastructure and personnel) and output (research publications). Peer review, both at application and dissemination stages has also been used as a method to measure quality. Some countries, like the Netherlands, have evolved fairly complex metrics such as the internationally standardized impact factor which is used to compare the mean citation rate of articles published by researchers with the mean citation rate worldwide in the field (self citations are excluded in both cases) .

The US uses the number of extramural grants as an important measure of research quality and success in addition to citations. None of these are without problems and bias and a recent opinion piece in Nature discusses the problems of putting too much faith in a single method - be it a number, a ranking or peer review system. For all methods used it is important to recognize that what might work in one setting or discipline, may not work in others because of unique ways of funding, types of

research, publishing behavior within disciplines and local or national socio-political-cultural factors related to scientific research. An article that examined research assessment exercises in various Asian countries mentioned how values such as group harmony and the need to avoid judgement and confrontation may act as barriers to quality assessment and some countries may not be completely transparent about their methods and results.

Evaluative bibliometric analysis has found that citation behaviour is complex. Why an article is cited or not cited is dependent on several factors. The purported advantage of using metrics is that they are objective and can be measured easily. Yet there are challenges with relying on metrics as the only method of measuring *quality*. Part of this challenge lies within using the citation index to capture research outputs. One review of research on citation behaviours which considered the findings from 30 research studies found that citations are dependent on several factors. These factors may be broadly classified as time dependent (how recent the article is), journal dependent (prestige, accessibility, visibility and internationality), field dependent (some subjects may be too specific to be cited by too many, the shelf lives of articles in certain specialties like engineering is much shorter compared to those in social sciences) and author/reader dependent (language of the article, social networks of the author, the number of co authors and prestige of the author). Articles which are contentious or debatable also attract a lot of citations even though they may contribute little to science or might be cited due to methodological problems and are known as negative citations. Additionally, self citations are also common and may not be obvious as part of the citation count unless specifically accounted for or declared by the scientist. The review also highlighted that highly published and thus cited papers may also be clustered around specific countries such as higher Gross Domestic Product (GDP) versus developing countries.

Indian scientific research appears to be invisible in the international science arena due to sheer paucity of published research. That which is published may not be cited either because it is not relevant (being more focused on local issues) or considered of inferior quality, however this is mere speculation as there are no studies that examine why Indian authors are not cited enough.

Most Indian journals are not included in international indexing systems due to irregularities in publication, like not being not published on time, or inadequate annual issues of Indian journals which are related more to economic factors rather than quality of research. Of the 5500 plus journals covered in the Pub Med system, just 39 (0.71%) are from India. Indian journals struggle to survive and often compromise on regularity and quality of print. Most editors find it difficult to get research articles and print the journal on time. Some journals with a highly motivated group behind them or with institutional support have been successful and are among those with the highest visibility. Barring a select few, most Indian scientists are not well known in international scientific circles and the reputation of an author has been shown to influence citation. In this ethos of citation behaviours, it would appear that Indian research is 'lost in sightation' and not read or cited. Using citation related metrics as the sole and the only yardstick may be inadequate to measure of *quality* of scientific work in any context and specifically in India (9, 24).

Measuring the quality of scientific publications and research in India

Measuring quality of research is an elusive concept, since quality has an objective component (scientific methodology) as well as a large subjective component which can vary with political or economic circumstances, cultural acceptance of work being undertaken, and uptake of the results of the research. While it is true that methodological quality is what is

sought after by most reviewers, a study may be of good quality but may have little relevance to local needs. Does this make for good quality research (methodologically, yes but may not be for its value to society). Quality hence can have different standards and consequentially its measurement can be simple or complex.

Major Problems Associated With Citation Analysis with reference to India

1. Biased towards the English language
2. Biased sample of journals articles from Western & affluent countries
3. Research theme of relevance to India and not internationally not cited
4. Indian literature not in international citation engines
5. Primary criterion for reference selection is not quality but utility in research
6. Review articles heavily cited [written by western authors]
7. Self citation and in house citation [more from those who are publishing more]
8. Delayed registration of citations due to delay in Indian journal publication

Publishing the unpublished

However, given that a lot of research is unpublished in India, how should one get access to this research? One way would be to maintain a registry of all research projects which could be maintained by funding agencies or universities where the research is being conducted. All research could be registered in the virtual registry with information regarding the aims, methods, implications, costs, funding and conflicts of interest. Once the research is completed and approved, the investigators should provide the results, discussions, and conclusions. Such a registry could be open access or available to those registered with the website, and increase visibility of research. It may be worth investing in reliable Indian databases for different academic disciplines by funding agencies or government science bodies.

A national citation index in India has already been created. The Indian Citation Index is a subscription based database of 200 Indian journals and has 35,976 articles in their database. However, this too may have the same problems as citations elsewhere. Specifically, Indian researchers are distinctive in their downplaying of the work of colleagues; particularly those working in the same field, and have a reluctance to cite the work of colleagues. Having open access low cost Indian journals is another option for Indian researchers to publish in peer reviewed Indian journals. As the use or uptake of the journal grows internationally, there is a greater chance that international peer review will happen, thus ensuring quality and the work will be read both by Indian and international academics. Online repositories of research that are open to peer review and feedback are fast becoming a reality, as the recent exercise conducted by the journal *Shakespeare Quarterly* has shown. The argument is that in the digital age this is a better way to assess the quality of work instead of relying on a few selected experts. While there may be advantages and disadvantages to this method of assessing quality, one cannot deny the power of open peer review which may be well be an answer to publishing problems faced by Indian scientists.

a) Indian citations & quality

Counting hits in Indian and international websites for Indian articles or assessing numbers of downloads, articles accessed or viewed may be another way of measuring research quality [as in the international arena] but, this reflects a 'sightation index' and does not necessarily guarantee that the research has been used in any meaningful way or its quality. It is important to note that research does not become better through more people reading, writing or talking about it! However, despite several methods to eliminate bias, it has been demonstrated that that this method was not entirely foolproof because the peer ratings may

also be biased based on individual preferences. There is also the question of what is measured when addressing quality in research. Is it just the methodological issues of the research or also the degree of impact it makes? There is thus a need for a new definition of the 'impact factor' that is not restricted by citation numbers. It needs to be redefined to include the impact the research has on society, environment, policy, the local and wider knowledge arena, and how much it helps in teaching and practice. If research has a strong impact, then the conclusions, results or outputs must have been accurate which would reflect that the work undertaken was high quality. However, in this instance the impact of research could sometimes take years to be actually realized – which could be one disadvantage of relying on this system alone.

b) Measuring research quality in India

Measuring quality has its own challenges and no perfect method is universally acceptable. It would be a speculation to propose a method from one's experience. This would need a research base, if not an evidence base. A qualitative research study examining what is important to determine academic and non-academic quality of research for India could show the way. Such research should involve scientists and researchers from different specialties who could discuss, debate and brainstorm to arrive at a consensus on the objective parameters to capture quality Indian research quality. In the absence of such research based indigenous parameters, an alternative measurement method is being suggested which would include both qualitative and quantitative measures.

Qualitative and Quantitative measures

Qualitative measures include ratings by peers and possibly end-user feedback on evidence of public value, impact on policy, providing ideas for new research, collaborations between different disciplines and research

transfer. The qualitative measures would seek to understand if the research added to its field through original, innovative research findings; if it expanded or challenged current knowledge; if it opened additional areas for a new research activity; or if it integrated and networked different approaches and/or disciplines through creative synthesis and reflected critically on research findings to guide the direction of further research. For a given piece of research a profile of quality on different dimensions may be obtained. This can be used as a summative score and rating or provide a profile on different dimensions. The quantitative measure would include the more conventional methods of grading outputs such as citations.

A combination of these two types of measurements would tap both into the methodological quality issues and what impact the research has made in practice, care, policy or discovery – therefore demonstrating the quality of the outputs. These would be reasonable and objective indicators of research worthiness. While there may be no absolute measure, any method of measurement should be efficient, maintain neutrality, and be transparent and not expensive. It should also look at continuity and credibility of the research.

Indian research needs to be viewed in the light of resources, support and value of the research conducted. While Indian research should contribute to the international pool of knowledge, it also needs to be utilized and valued locally. Research which does not use a stringent methodology due to cost factors may be of high quality within the limitations for Indian settings.

It should not be viewed as a compromise of standards but as something conducted under challenging and limiting circumstances.

Conclusion

Research can be evaluated by Indian or international experts who would assess the research against both the Indian and

international standards of excellence, and distinct Indian culture and circumstances. However, assessing each case by 360 degrees, though useful, maybe quite cumbersome, time consuming and costly. There may be value in each specialty deciding which aspects are more meaningful to measure, in their own field of research. A common method for all disciplines for evaluation may not be the answer, given the diverse set of motivations and needs for different research disciplines. The methods must be robust enough and have separate customized sections to satisfy the evaluation based on different requirements stemming from individual, business, economic, societal, environmental, altruistic and pure knowledge pursuit as well as political goals. In conclusion, it will be the performance measures of the global community that will decide how India based research is viewed by the international community. It is hence important for scientists in India to be cognizant of these methods rather than being reclusive. Indian research cannot hide and grow in a cocoon and needs to be connected to global measures while continuing to retain its local relevance.

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NOVEL INNOVATIONS LEADING TO COPY RIGHTS IN SOCIAL SCIENCE RESEARCH

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ABSTRACT

In this century, the research field is expanding its area with the advancement of modern or scientific techniques. Intelligent and enthusiastic researchers are coming forward to do research in novel areas utilizing all possible facilities. Recent directions of academic bodies compel faculties to somehow get doctorate in their areas of study, which may sometimes lead to violation of ethical standards. This is one of the reasons for inadequacy of innovations in research output in higher educational institutions. Fostering scientific temper in academic research, therefore, becomes the utmost necessity of this modern era. Investigation of human aspects through social science research, especially on women's studies needs a more in-depth study. Mere beating about the bush to have a research report to be kept in shelf is just a waste of time, labour and money of the public. Social behaviour of 'the esteemed' influences the society en masse, which is to be kept in mind while formulating theories in social science research. Thus a dedicated study in the areas mentioned as artistic, literary, feminist and such other social science fields can result in obtaining copy rights for the innovative research. Just like patents in scientific research, rights resulting from intellectual activity will encourage and guide posterity to pursue research in a meaningful way.

Key words: Enthusiastic researchers, ethical standards, scientific temper, copy rights, intellectual activity, innovative research.

Introduction

In this century, the research field is expanding its area with the advancement of modern or scientific techniques. Intelligent and enthusiastic researchers are coming forward to do research in novel areas utilizing all possible facilities. They can instill motivation and positive attitude through their innovative research findings. Such researchers with self confidence will be in control of their presentation and will be receptive to interactions. They will be able to explain all aspects of their findings logically to the needy.

But as in other fields, there is lack of innovation in research output in higher educational institutions due to various reasons. Fostering scientific temper in academic research, therefore, becomes the utmost necessity of this modern computer era.

Motivation

Recent directions of academic bodies for promotions compel faculties to somehow get doctorate in their areas of study, which may sometimes lead to violation of ethical standards. This is one of the reasons for inadequacy of innovations in research output in higher

educational institutions. Mere beating about the bush to have a research report to be kept in shelf is just a waste of time, labour and money of the public. Social behaviour of those in limelight influences the society en masse, which is to be kept in mind while formulating theories in social science research. Thus giving motivation for a devoted study in the areas mentioned as artistic, literary, feminist and such other social science fields is needed for obtaining copy rights for such innovative research.

Social science research

Social science research is conducted by social scientists in a systematic way. By 1960, private and public institutions began to use new qualitative or quantitative method worldwide as a tool for comprehensive research. Investigation of human aspects through social science research, especially on women's studies needs a more in-depth study. Artistic, literary, feminist and such other social science fields can obtain copy rights for novel and innovative research. Just like patents in scientific research, rights resulting from intellectual activity will encourage and guide posterity to pursue research in a meaningful way. Social science researchers conduct their study in a scientific manner probing on the main question faced by them in an area. Then they form a hypothesis, an educated guess on the point they explore to find out result, based on previous studies. Testing and proving the hypothesis through empirical research in an innovative way make the social research a fruitful one.

Criteria of good research

According to C.R. Kothari & Gaurav Garg, one expects scientific research to satisfy the following criteria.

1. Purpose of research should be clearly defined and common concepts to be used.
2. Research procedure to be described in detail to help others to do advanced research.
3. Procedural design to be planned carefully

to yield results that are objective.

4. Flaws to be reported, estimating their effects upon findings.
5. Analysis of data should be sufficient to reveal its significance.
6. Method of analysis should be appropriate.
7. Validity and reliability of data to be checked carefully.
8. Conclusions to be limited to those for which data provide adequate basis.
9. Greater confidence warranted if researcher is experienced person of integrity.

Good research must be systematic, logical, empirical and replicable. Systematic means research is structured with specific steps in specific sequence as per well defined rules. This will not rule out creative thinking but will reject use of guessing and intuition to arrive at conclusion. Research should also be guided by rules of logical reasoning. It should be related to one or more aspects of real situation and will deal with concrete data that provides a basis for external validity to research results. At last the research results could be verified by replicating the study and thereby building a sound basis for the findings.

Scientific misconduct

Scientific misconduct is the violation of the standard codes of conduct in scientific research. Career pressure, easiness of fabrication, laziness, etc., are said to be the motivations to do this misconduct. Thus fabrication, plagiarism, self-plagiarism, ghostwriting, suppression, misappropriation of data and violation of ethical standards and such other forms of scientific misconduct must be avoided to have innovations in social science research. All scholars should consider research as a holy activity for the benefit of the humanity. They should acknowledge properly whatever they take from the work of others so that the blessings of those forerunners will be with them. As father of our nation said, 'truth and non-

violence are as old as hills', which are essential also in research.

Copy rights

The areas like literary, artistic and scientific works go to the copy right branch of intellectual property. Performance of performing artists, broadcasts etc., are called as related rights. Computer programs in object code type assign copyright status of other literary and artistic works in machine readable form in computer system. The usual condition for copyright protection is that the work must be original. The International consensus regarding copyright protection of computer programs has been revealed in two international treaties, i.e., Article 10 (1) of the TRIPS Agreement and Article 4 of the WIPO Copyright Treaty. Similarly, Berne Convention contains rules for right of distribution, that is, right to control not only the initial sale of copies of the work, but also subsequent distribution of such copies through lending.

“Copyright is a right given by the law to creators of literary, dramatic, musical and artistic works and producers of cinematograph films and sound recordings. In fact, it is a bundle of rights including, *inter alia*, rights of reproduction, communication to the public, adaptation and translation of the work. There could be slight variations in the composition of the rights depending on the work. In the case of a literary work (except computer program), copyright means the exclusive right

- To reproduce the work
- To issue copies of the work to the public
- To perform the work in public
- To communicate the work to the public.
- To make cinematograph film or sound recording in respect of the work
- To make any translation of the work
- To make any adaptation of the work.

An artistic work means, a painting, a sculpture, a drawing (including a diagram, map,

chart or plan), an engraving or a photograph, whether or not any such work possesses artistic quality; a work of architecture and any other work of artistic craftsmanship.

Procedure for registration of a work under the Copyright Act, 1957:

- Copyright comes into existence as soon as a work is created and no formality is required to be completed for acquiring copyright. However, facilities exist for having the work registered in the Register of Copyrights maintained in the Copyright Office of the Department of Education. The entries made in the Register of Copyrights serve as *prima-facie* evidence in the court of law. The Copyright Office has been set up to provide registration facilities to all types of works in New Delhi” – MHRD, GOI.

Need for novel innovations

Lot of home work is needed before finalizing a research finding to make it flawless at the implementation level. The basic aims should be

(a) careful use of public resources (b) flawless implementation of the findings (c) judicious use of emerging trends and (d) benefit to at least a few people.

(a) Careful use of public resources.

Whatever be the reason, there seems to be lack of co-ordination between different agencies of the country in taking up various research projects. As a result, people have to face severe hardships to obey directions and to keep several documents containing their details for various purposes. Lot of public fund will be wasted for such overlapping data collections. When it is assigned to private unskilled labours, the result will be repetitions, errors, oversights and again waste of money. When error occurs in documents prepared by public servants, for a second time public is forced to take leave from their place of work and go to that office to see that the staff assigned for that duty is not there

for carrying out correction. Taxpaying public has the right to be treated in a better way than a robber. Thus such complications and hardships are to be avoided in data collection by all agencies for all type of research.

(b) Flawless implementation of the findings

Before the researchers take up the findings for implementation, there should be a thorough study of the implications of the work. The general tendency seen in these days is first implementing projects and later rectifying defects of the system. This is an unhealthy practice leading to waste of money, time and manpower. It is also a proof of inefficiency in implementing innovations in research fields. There may sometimes see defects only after implementation, which can be corrected at a specific point of time sans affecting a set of similar candidates adversely. For example, recently, University Grants Commission has decided to change the proforma for Performance Based Appraisal System for promotions, fitting in evaluation of teachers by their regular students therein. Similarly, researchers of novel areas in women studies should see that their findings are implemented in a productive way, beneficial to the needy.

(c) Judicious use of emerging trends

In this Internet era, there are numerous novel areas of study, based on computers and Internet.

Social science researchers can utilize it for the benefit of the community as a whole, women in particular. Innovative research in online activities helps women to work comfortably from home, utilizing leisure time fruitfully.

(d) Benefit to at least a few people

Research is done by all using a lot of resources of the family and the society. If only the cost of evaluation including allowances is calculated, roughly Rs.30000/- on an average is seen spent from public funds per student before awarding a research degree. Research should, therefore be, absolutely useful to the

community. Researchers can rally round only a smaller area for such movement. Major portion of these activities have to be taken up by sponsors or public and private agencies of the country that facilitate innovative research in principal areas. When realization level is actively taken up, confining projects or research only to paper works will slowly give way to innovative and valuable research works. For example, when a social research was done in Kerala stating the difference of attitude towards incidents, comparing vast data of two dailies of two opposition parties, it is only a substantiation of well known facts. Such a good proof obtained through research shouldn't be shelved by the sponsor forever. The activity to be undertaken by the executive and judiciary to protect the right of people to know only ultimate truth is to be prioritized based on IPC 499 and 500.

Similarly, according to The World Bank's Gender Statistics database for 2012, more women, that is, 85.5% as compared to 80.6% of men, are self-employed in India. This research data can be utilized to offer better self employment facilities to women of India by public and private institutions here.

Innovations in Women's studies

As far as Women's studies is concerned, innovations in research in art, literature, computer, Internet, politics, crime, empowerment, equality, self employment, women psychology, employment in public sector or management problems can be undertaken to get copyrights for those works. Here the main points to be kept in mind are:

1. 'Women's studies' is a developing field with ample scope for innovations in research.
2. As in early research areas, researchers here could not do work detached from individuals.
3. Researcher should turn face away from scientific misconduct.

4. Use resources carefully and try to get the findings implemented by the institution.
5. Researcher to decide that her work should not be in shelf along with the vast number of research works here, sans patents or copyrights.
6. Have self confidence and never be disheartened if sufficient support is not received.
7. Use the positive online facilities of Internet to uplift women community.
8. Whatever possible by the researcher, to be done to carry out her findings for the betterment of women, because, 'something is better than nothing' (English).

Conclusion

In short, it can be stated that if a smart researcher decides to do innovative studies in novel areas, there is abundant areas in social science field in this Internet era. Just like patents in scientific research, rights resulting from intellectual activity will encourage and guide posterity to pursue research in a meaningful way. Thus women researchers should come forward to utilize all possible facilities and resources carefully so that her work should not be shelved for ever sans benefit to her contemporaries. Her better half also should remember, "cherishing the dreams of your better half will make your dreams fruitful"-Jayasree Venugopal.

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ANALYSIS INVESTIGATION ON DAY TO DAY EXPENSES MANAGEMENT OF CEMENT COMPANIES IN INDIA

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ABSTRACT

In this research an attempt has been made to analyse the ratios of select Cement Companies in India regarding current ratio, quick ratio, working capital turnover ratio, inventory to sales ratio, inventory to current assets, inventory to working capital, Raw material turnover ratio, work- in – progress turnover ratio, Finished goods turnover ratio, Debtors turnover ratio, Average collection period, Cash in current assets ratio, cash turnover ratio, Creditors turnover ratio, creditor to working capital, Creditor to cash, operating cash flow to sales, Debt – equity ratio, Interest coverage ratio, operating profit ratio, Gross profit ratio, net profit ratio, total assets turnover ratio, return on capital employed, Return on capital employed to Net Worth, Average payment period and Dividend payout ratio. Summary statistics tools such as minimum value, maximum value, standard deviation, co-efficient of variation and Trend analysis have been used.

Introduction

The history of the cement manufacturing in India can be traced back to 1889 when a private firm in Calcutta began manufacturing cement from Argillaceous. However, only in 1990s the cement industry took an organized shape. In 1914, the IndiaCement Company Limited started cement production in Porbandar with an output of 10,000 tones and a production of 1000 installed capacity. The world war ignited the initial momentum to the cement industry in India and the segment demonstrated geometric growth in terms of installed capacity, number of manufacturing units and the volume of output. The concrete association of India was established in the year 1926 to create awareness among the public with respect to the utility of cement in addition to promoting cement consumption.

Cement is a mixture of compounds, consisting mainly of silicates and aluminates of calcium, formed out of calcium oxide, silica, aluminum oxide, and iron oxide. Cement is manufactured by burning a mixture of limestone and clay at high temperatures in a kiln, and then finely grinded which results in clinkeralong with gypsum. The end product thus obtained is called ordinary Portland cement (OPC). In India, OPC is manufactured in three grades. Viz, 33 grades 43, grade and 53 grade, the number indicating the competitive strength obtained after 28 days, when tested as per the stipulated procedure.

Research problem

1. How did cement companies in India grow during the reform periods?
2. How do the sample cement companies have their own pattern of Working Capital?

3. In what way do they achieve their goals with the help of Working Capital Management?

Review of literature

Paul Mazwell – cook, (2007) his article on “ The current situation in China cement industry and its increased role on the international scene”. Stated that current situation in the Chinese cement industry is one of the unprecedented growth between 2001 – 2005, production increased from 66 metric tons to 430 metric tons, primarily due to the introduction of dry process production. China has also seen an increase in the business it does overseas. Chinese equipment is now helping to build production lines in the Middle East and there are possibilities for extending co-operation with Russia, India, Mongolia and Kazakhstan. As the cement industry looks to the future, four major themes stand out: the development of PC kilns, the elimination of old fashioned technology, restructuring and the impact of international corporations and financial group will have as they move into china.

Deepa, D and Umayya Salmya Shahan (2007) presented an empirical study on liquidity management of leading automobile company from 1995 – 2006. The researchers observed that the liquidity position was not good during the study period. In order to improve liquidity position of the company, it was suggested to utilize its assets in an effective manner, increase cash balance and reduce its current liability.

Research objective

1. To study the origin and development of cement companies in India.
2. To review the profit of select cement companies in India.
3. To analyze the Working Capital Management of select cement companies in India.

4. To compare the Working Capital Management of Select Cement Companies India.

5. To consolidate findings and Affor suggestions for improvement of Working Capital Management of Select Cement Companies in India.

Research Hypothesis

The following hypothesis are framed and tested in this study:

- Ø There is no significant difference between the growth rate current assets and shareholders' funds.
- Ø There is no difference between the growth rate of gross profit and sales.
- Ø There is no significant difference between the growth rate of sales and total liabilities.
- Ø There is no significant difference between the growth rate of current assets and current liabilities.
- Ø There is no significant relationship between income and total liabilities.
- Ø There is no significant difference between the growth rate of total assets and shareholders' funds.
- Ø There is no inter relationship among the components of working capital.

Data analysis and interpretation

Name Of The Companies	Min. Value	Max. Value	Mean Value	Std. Deviation	C.V (Percent)
ACC CEMENT	0.96	1.43	1.12	0.15	13.13
AMBUJA CEMENT	1.5	2.29	1.90	0.27	15.31
ULTRATECH CEMENT	0.99	1.5	1.24	0.17	13.97
GRASIM CEMENT	1.15	8.74	2.33	2.28	97.86
INDIA CEMENT	0.65	5.47	2.25	1.15	51.15
JK CEMENT	1	2.88	1.66	0.57	33.97
MADRAS CEMENT	1.54	2.39	1.96	0.29	15.94

Source:AnnualReports of the select cement Companies.

Tests of Equaity of Group Mean and Univariate Anova's

Independent ratio	Wilk's lambda	F (DF=1, 5)	Sig.
Current Ratio	0.875	0.714	0.437
Quick Ratio	0.587	3.523	0.119
Working Capital Turnover	0.319	10.694*	0.022
Inventory Turnover	0.839	0.956	0.373
Inventory to Sales	0.012	427.743**	0.000
Inventory to Current Assets	0.531	4.411	0.090
Inventory to Working Capital	0.569	3.793	0.109
Raw material Turnover	0.828	1.040	0.355
Work- in- Progress Turnover	1.000	0.000	0.992
Finished Goods Turnover	0.549	4.102	0.099
Debtors Turnover	0.715	1.991	0.217
Average Collection Period	0.671	2.452	0.178
Cash in Current Asset	0.845	0.918	0.382
Cash Turnover	0.671	2.453	0.178
Cash to Total Fund	0.858	0.824	0.406
Creditor Turnover	0.907	0.512	0.506
Creditors to Inventories	0.903	0.539	0.496
Creditor to Working Capital	0.691	2.238	0.195
Creditors to Cash	0.753	1.642	0.256
Operating cash flow to Sales	0.990	0.052	0.829
Debt Equity Ratio	0.337	9.826*	0.026
Interest Coverage	0.422	6.856*	0.047
Operating Profit	0.921	0.427	0.542
Gross Profit	0.770	1.492	0.276
Net Profit	0.677	2.389	0.183
Total Asset Turnover	0.704	2.104	0.207
Return on Capital Employed to Net Worth	0.995	0.028	0.875
Average Payment Period	0.800	1.252	0.314
Dividend Payout Ratio	0.996	0.019	0.895

**significant at 1 percent level.

Results and discussion

1. The man inventory to sales ratio ranged from 1.08 to 12.55 among the Companies and it is higher in IndiaCement whereas it is least in ACC Cement during the period of study. The least C.V 19.20 percent inIndia cement indicates the consistent performance of this ratio.
2. The mean Inventory to current asset ratio ranged from 48.98 to 67.36 among the companies and it is higher in AmbujaCement whereas it is least in IndiaCement during the period of study. The least C.V 10.85 percent in JK Cement indicates the consistent performance of this ratio.
3. The mean inventory to working capital ratio

ranged from 1.27 to 10.38 among the companies and it is higher in Grasim Cement whereas it is least in madras cement during the period of study. The least C.V 22.15 percent in JK Cement indicates the consistent performance of this ratio.

4. The mean raw material to turnover ratio ranged from 1.29 to 5.52 among the companies and it is higher in Grasim Cement whereas it is least in IndiaCement during the period of study. The least C.V 16.56 percent in Ultra tech cement indicates the consistent performance of this ratio.
5. The mean work in progress to turnover ratio ranged from 10.61 to 17.12 among the companies and it is higher in Grasim cement whereas it is least in ACC cement during the period of study. The least C.V 11.77 percent in Ultra tech Cement indicates the consistent performance of this ratio.
6. The mean finished goods to turnover ratio ranged between 21.52 to 48.81 among the Companies and it is higher in Madras Cement whereas it is least in Grasim Cement during the period of study. The least C.V 15.68 percent in ultra tech cement indicates the consistent performance of this ratio.
7. The mean Debtors turnover ratio ranged from 7.78 to 38.38 among the companies and it is higher in Ambuja Cement whereas it is least in India cement during the period of study. The least C.V 25.20 Percent in IndiaCement indicates the consistent performance of this ratio.
8. The mean Average collection period ranged from 13.60 to 5014 among the Companies and it is higher in IndiaCement whereas it is least in ambuja cement during the period of study. The least C.V 29.38 percent in IndiaCement indicates the consistent performance of this ratio.

Conclusions

Working capital Management is important part firm in financial management decision. The

present study point out that the overall position of the working capital of select cement companies is satisfactory, but there is a need for improvement in certain factors. The major portion of the current assets is in the form of inventory. The investment in current assets should consider liquidity profitability and solvency. The companies should also try to maintain adequate quantum of liquidity all the times by keeping considerable proportion of various components of the working capital in relation to the overall current assets. It is very important to trade off between liquidity and profitability by properly arranging the needed funds at right time, period and source.

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POLICY HOLDERS OPINION ON SPECIAL FEATURES OF LIC

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ABSTRACT

The Present study is an attempt to analyse the policy holders of LIC relating the special features of LIC. The responses were collected through a questionnaire containing 5 statements features of LIC. The responses of the sample respondents of 75 have been recorded and analysed.

In this study an attempt has been made to analyse the features of LIC from the policy holders point of view. The following statements has been made.

1. LIC has been providing better services and get better public reputation.
2. LIC has created a better survival benefit than the private.
3. LIC has been educating self help and mutual help to the policy holder.
4. LIC has provided safer retirements and annuities.
5. LIC has been providing better awareness in health care.

A Sample of 75 policy holders opinion regarding the above has been made a tabulated and analysed . For the purpose of analysis Kolmogorov Sminov test (KS Test) has been attempted. The formula for KS test is $D = O - E$
 D- Refers to Calculated Value

O- Refers to Cumulative Observed Proportion

E- Refers to Cumulative Expected Proportion.

O is calculated on the basis of observed frequency that is the actual rating given by the

respondents. Cumulative expected proportion is calculated on the basis of expected proportion. Since there are five gradation for each gradation 0.201 assigned as expected proportion. On the basis of expected proportion cumulative expected proportion is calculated. For each gradation the difference between cumulative observed proportion and cumulative expected proportion is calculated. The highest difference will be taken as calculated value. The calculated value is compared with table value. If the calculated value is more than the table value the null hypotheses is rejected on the other hand if the calculated value is less than the table value the null hypothesis is accepted.

Table 1 Statement 1: LIC has been providing better services and set better public reputation

S.No	Opinion	Observed Number	Observed Proportion	Cumulative Observed Proportion	Expected Proportion	Cumulative expected Proportion	O-E =D
1	Strongly agree	27	0.36	0.36	0.20	0.20	0.16
2	Agree	24	0.32	0.68	0.20	0.40	0.20
3	Cannot decide	9	0.12	0.80	0.20	0.60	0.20
4	Disagree	9	0.12	0.92	0.20	0.80	0.12
5	Strongly disagree	6	0.80	1.00	0.20	1.00	0.00

Source: Primary Data

Calculated Value:0.28(is the largest difference) , Table value at 95% ,Confidence value: 1.36=0.17

As the calculated value (0.28) is greater than the table value (0.17) The null hypothesis “There is no difference in the rating given by the respondent on the statement LIC has been providing better services and better public reputation has been rejected. As such there is difference in the ratings given by the respondents.

Table 2 Statement 2: LIC has created a better survival benefits than the private

S.No	Opinion	Observed Number	Observed Proportion	Cumulative Observed Proportion	Expected Proportion	Cumulative expected Proportion	O-E -D
1	Strongly agree	18	0.24	0.24	0.20	0.20	0.04
2	Agree	32	0.42	0.66	0.20	0.40	0.26
3	Cannot decide	3	0.05	0.71	0.20	0.60	0.11
4	Disagree	13	0.18	0.89	0.20	0.80	0.09
5	Strongly disagree	9	0.11	1.00	0.20	1.00	0.00

Source : Primary Data

Calculated Value = 0.26 (ie the largest difference) , Table value at 95% confidence level + 1.36/ =0.17

As the calculated value (0.26) is greater than the table value (0.17) the null hypothesis “ There is no difference in the rating given by respondent in the statement “ LIC has created a better survival benefits then the private is rejected. As such there is difference in the rating given by the respondents

Table 3 Statement : LIC has been educating self help and mutual help to the policy holders

S.No	Opinion	Observed Number	Observed Proportion	Cumulative Observed Proportion	Expected Proportion	Cumulative expected Proportion	O-E -D
1	Strongly agree	48	0.63	0.63	0.20	0.20	0.43
2	Agree	22	0.30	0.93	0.20	0.40	0.53
3	Cannot decide	0	0.00	0.93	0.20	0.60	0.33
4	Disagree	5	0.07	1.00	0.20	0.80	0.20
5	Strongly disagree	0	0.00	1.00	0.20	1.00	0.00

Source : Primary Data

Calculated Value = 0.53 (ie the largest difference) ,Table value at 95% confidence level + 1.36/ =0.17

As Calculated value (0.53) is greater than the table value (is 0.17) the null hypothesis “ There is no difference in the rating given by the respondents on the statement “ LIC has been

educating self help and mutual help to the policy holder is rejected. As such there is difference in the rating given by the respondents.

Table 4 Statement 4: LIC has provided safer retirements and annuities.

S.No	Opinion	Observed Number	Observed Proportion	Cumulative Observed Proportion	Expected Proportion	Cumulative expected Proportion	O-E -D
1	Strongly agree	21	0.28	0.28	0.20	0.20	0.08
2	Agree	32	0.43	0.71	0.20	0.40	0.31
3	Cannot decide	14	0.19	0.89	0.20	0.60	0.29
4	Disagree	5	0.07	0.96	0.20	0.80	0.16
5	Strongly disagree	3	0.04	1.00	0.20	1.00	0.00

Source : Primary Data

Calculated “D” Value = 0.31 (ie the largest difference) ,Table value at 95% confidence level + 1.36/ =0.17

As the calculated value (is 0.31) is greater than the table value (is 0.17) the null hypothesis “ There is no difference in the rating given by the respondents on the statement LIC has provided safer retirements and annuities is rejected. As such there is no difference in the rating given by the respondents.

Table 5 Statement 5: LIC has been providing better awareness in health care.

S.No	Opinion	Observed Number	Observed Proportion	Cumulative Observed Proportion	Expected Proportion	Cumulative expected Proportion	O-E -D
1	Strongly agree	29	0.39	0.39	0.20	0.20	0.19
2	Agree	28	0.38	0.77	0.20	0.40	0.37
3	Cannot decide	0	0.00	0.77	0.20	0.60	0.17
4	Disagree	10	0.13	0.90	0.20	0.80	0.10
5	Strongly disagree	8	0.10	1.00	0.20	1.00	0.00

Source : Primary Data

Calculated “D” Value = 0.37 (ie the largest difference) ,Table value at 95% confidence level + 1.36/ =0.17

As the calculated value (ie 0.37) is greater than the table value (is 0.17) the null hypothesis “ There is no difference in the rating given by the respondents on the statement “LIC has been providing better avenues in health care is rejected. As such there is difference in the ratings given by the respondents.

The foregoing analysis shows that the entire hypotheses have been rejected. It shows that the respondents have shown a clear difference in giving their importance to the statements mentioned above. Thus each statement has positive attitude of each respondents according to their importance of ratings.3. Survey on Quality of Services- National Council of Applied Economic Research, New Delhi 1983.

A STUDY ON PRISON INDUSTRY IN TAMIL NADU

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ABSTRACT

Prisons serve the public by keeping in safe custody those committed by the courts and treating them with humanity and helping them lead a useful life in society as law abiding citizens after their release from the prison. Prison in India is an age old concept. In the early periods, unused old forts were used as prison where the persons who acted against the government were lodged. During the period of the Sultanate, there were no regular prisons. Prisoners are one segment of the population who are treated as a special category under the custody of court of law for their involvement in illegal activities or against the government. In India, prison is an age old concept from ancient periods but in British periods it was regularized and a model prison was constructed and a special Act was enacted to systemize the prison administration in India.

Keywords : Prison, Safe custody, Human rights approach, Anti-national, Rehabilitation

Introduction

The words 'Prison' and 'Goal' derived from the Latin words which mean to "Seize" and "Cage" respectively. The Oxford English Dictionary defines prison as, "A place properly arranged and equipped for the reception of persons who by legal process are committed to it for safe custody while awaiting trial or punishment". Prison is one of the complicated and pathetic places where the convict and the under trial persons are lodged because of their involvement in illegal or unlawful activities. It is the universal phenomenon which had an ancient history from the age old periods. System and treatment of prison and prisoners have been changing owing to growing evaluation of the human rights approach. In the early periods, prison was one of the places where the anti-social and anti-national persons were lodged, but now it has been changing, and even if the

prisoners are convicts, they are treated as human beings and his/her rights are protected by law. That rehabilitation steps are being taken to create a new life after imprisonment is quite common all around the world. With this view, the present paper discusses the prison industries in Tamil Nadu.

Prisons In Tamil Nadu

The Presidency Jail for women in Vellore, was the first prison constructed in Tamil Nadu during the year 1830 followed by Madras "Penitentiary" during the year 1837 and thereafter all other prisons were constructed one by one up to the year 1872. After Independence Central Prison, Puzhal was the only prison constructed during the year 1981 and some additional accommodation was made in other prisons. All the prison buildings are more than 150 years old.

Review Of Literature

Bhattacharya has devoted many years of first-hand study to the subject of prison reform and penal reform in general which is very near to his heart. Looking at world penological literature we do not find very many examples of High Court judges appearing in the role of reformers and interesting themselves in all the details of this unpopular topic with the enthusiasm and knowledge exhibited by author.

The prison is a community within the community. It is a social system which despite occasional disruption, function reasonably well (Cloward, 1960).

Srivastava (1977) has concluded in his study that prison as a system may develop a sub-rosa organization and may maintain all those institutional characteristics which form an essential part of any social organization. In such a social system a prison is once again able to maintain a status and role in the prison community.

Datir's 'Prison as a social system' (1978) is the first comprehensive work on the subject in India. Vidyabhushan has written a work called "Prison Administration in India" and Dr. Barkar has also given us an account of modern prison system in India. The work of these scholars deal with one aspect of prison system. His comprehensive, historical, analytical study had concluded with certain deeper theoretical debates connected with the

prison as sub system, and its relation to specific larger-class society. His book suggests many ideas which can be analyzed in a more fundamental manner.

George H. Grosser in his "External Setting and Internal relations of the Prison" provides an introduction to the prison as a social system through a general discussion of its relationship to larger society, its internal dynamics, including patterns of deviance and control, and some implications of its organizational structures to the stated goal of treatment.

John Galtung in his "The Social Functions of Prison", analyses the social functions of the prison. He brings to his work the necessary academic scholarship in the social sciences plus the direct experience of his incarceration in a Norwegian prison as a conscientious objector.

Table No 1 - Prisons in India and Tamil Nadu

Category of Prisons	Number		Percentage to India
	India	Tamil Nadu	
Central Prisons	131	9	6.87
Special Prison for Women	19	3	15.78
Borstal School	20	12	60.00
Special Sub Jails (Men : 2 Women : 3)	37	5	13.51
District Jails	364	9	2.47
Sub Jails (Men : 87 Women : 8)	758	95	12.53
Open Air Prison	54	3	5.56
Others	04	-	-
Total	1387	136	9.80

Source: Tamil Nadu Prison Department

Table no 1 indicates that there are 9 central prisons, 3 special prisons for women, 12 borstal schools, 5 special sub jails, 9 district jails, 95 sub jails and 3 open air prisons in Tamil Nadu.

Table No 2 - Prison Industry

Sl. No	Name of the Prison	Industries
1	Central Prison -I, Puzhal	Sealing Wax, Tag Making, Weaving
2	Central Prison, Trichy	Manufacture of Wash well soap, Weaving of Gauze & Bandage cloth and Woollen Blankets, Book Binding and flat file making
3	Central Prison, Madurai	Hand Made Paper, Weaving manufacture of flat files & covers
4	Central Prison, Vellore	Boot making Industries, Weaving of bandage & Gauze cloth, Binding, flat file making

5	Central Prison , Salem	Aluminum Industry, Black smithy Industry, Hand Made paper flat file making & binding
6	Central Prison, Coimbatore	Weaving, Tailoring, Book Binding, Hand Loom Spinning, manufacture of T.C. Cloth, Carpet, Raincoat, Mosquito Net, convict cloth, uniform garment and flat file making
7	Central Prison, Cuddalore	Weaving (Gauze and Bandage)
8	Central Prison, Palayamkottai	Handmade paper, Weaving of bandage & Gauze Cloth Manufacture of flat file cases and covers
9	Special Prison for Women, Vellore	Tape Making, Twisted thread making and Bandage
10	Borstal School, Pudukottai	Manufacture of Phenyl, Tag making

Source: Tamil Nadu Prison Department

Weaving is the most common industry in almost all the central prisons.

The above table no 5 indicates the prison industry in each central prison in Tamil Nadu.

Table No 3 - Prison Industries in Tamil Nadu

Industry	Prison
Coir production unit	Central Prison, Cuddalore
Hollow Block Brick-making unit	Central Prison, Trichy Central Prison, Madurai
Bakery Unit	Central Prison – I Puzhal
Removing of thread from the Baniyan Waist	Central Prison, Coimbatore and Special Prison for Women, Puzhal
Agharbathi Making	Special Prison for Women, Vellore.

Source: Tamil Nadu Prison Department

Bazaars

Apart from the general training and industry in prisons in Tamil Nadu, some of the special production units are functioning such as coir production unit in central prison, Cuddalore; hollow block brick making unit in central prison, Tiruchirappalli and Madurai; bakery unit in central prison-I Puzhal; removing of thread from the baniyan waist in central prison Coimbatore and special prison for women, Puzhal and Agharbathi making unit in special prison for women, Vellore.

A Bakery Unit has been established in Central Prison-I, Puzhal at a cost of Rs. 45.00 Lakh. Bakery products such as Bread, Bun, Cookies etc., are prepared by the prisoners in this unit and supplied to the prisons and sold to the public at a nominal rate in the Prison

Terry Cotton & Poly Viscose uniform clothes required for the Police, Fire and Rescue Services and Prison Department in Tamil Nadu are being manufactured in the Weaving Industry in Central Prison, Coimbatore. This industry is being upgraded by installing new modern power looms, at a cost of Rs. 150.00 Lakh, to augment the production capacity and attain self-sufficiency.

Handmade Paper Units are being established in all Central prisons at a cost of Rs. 90.00 Lakh.

Prison Bazaars

Prison bazaar is one of the novel concepts which helps to market the prisoner's products in the prison industry. Now a days it is very

popular in all the central jails in Tamil Nadu. In order to channelize the manpower of the prisoners towards a positive direction and to provide an opportunity of reformation and rehabilitation to the prisoners confined in prisons PRISON BAZAARS were established in Central Prison Complexes. The articles manufactured in the prisons, such as Bakery items, Paper cups, Greeting Cards, Leather Shoes, Wallets, Mineral Water, Nursery Products, Detergent Soap/Powder, Candles, Mosquito Net, Rain Coat, Ready Made Garments, Honey, Masala Powder, Handicrafts etc., are sold to the public at nominal rates, in this Bazaar, under the brand name of "FREEDOM". An outlet of the PRISON BAZAAR is functioning in the Prison Head Quarters also.

Business standard (2012) under a new initiative called 'Freedom', the Tamil Nadu government has decided to sell products including clothes and bakery products made by the jail inmates in the state through a 'prison bazaar'. The programme has been launched at the Central Prison at suburban Puzhal in Chennai. Tamil Nadu chief minister J Jayalalitha had earlier announced the setting up of prison bazaars with an investment of Rs 10 lakh, in May last year. These would sell cloth, bakery products, footwear, soaps and masala products among others. It is part of the state's efforts to provide an opportunity for reformation and rehabilitation to the prisoners. After Chennai, Coimbatore would be the next in line to get a bazaar, which would be ready this month. The products will be priced at a nominal rate, and will be available at the prisons between 9 am and 9 pm.

Conclusion

Industries are the backbone of the economic development of the country which help to generate income, employment, purchasing power, utilization of local resources etc.

Developing countries like India need more industries to meet the demands of the people. Therefore government has taken serious steps to promote the industries through entrepreneurship development activities. But it has been reached only in limited aspects. Many people are having entrepreneurial competence, but they could not practice because of lack of awareness or poor supportive mechanism. If the environment is suitable, any one and even prisoners can start the industry. In our country almost all the central jail have certain type of industrial units which make a lot of products by prisoners. As such prison industry in Tamil Nadu is also contributing significantly to the economic development of the state. Weaving, Tailoring, Bread making, Handle making, Brick making, and Food products making are very popular in the prison industry of Tamil Nadu. Prisons Bazaar is one of the milestones in the history of prison reforms, which transform the prisoners into entrepreneurs. This kind of practice will be very useful to the prisoners to become successful entrepreneurs after competing their imprisonment.

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PASSENGERS PERCEPTION ON-BOARD AND OFF-BOARD SERVICES OF SOUTHERN RAILWAY (WITH SPECIAL REFERENCE TO SALEM ZONE)

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ABSTRACT

This study aims to analyse the passengers' perceptions towards on-board and off boards services of Southern Railway, with special references to Salem Railway Zone. The study has observed that majority of respondents were found to have poor discernment about: the staff courtesy levels at the railway station counters, rest room facilities, with infrequent announcement, ventilation, seats, stairs availability in platforms as poor and grievances / redressals procedures. The study found that passengers have claimed that the luggage storage facilities, food and water hygiene, and security of their luggage as inadequate inside the train. The passengers were found to be annoyed with the railway staff on the board and 80 per cent of the passengers have said that they do not get food or refreshments on frequent intervals, when they are on the board.

Key Words: Indian Railways, Passengers Perception, On-Boards Services, Off-Boards Services

Introduction

India is one of the largest countries in terms of its geographical size which requires efficient means for long-distance transportation. The public transport, being primary mode of transport remains as a powerful yardstick to measure the overall development of a nation. For one and a half century, the Indian Railways has been the principal mode of transport in India. Indian Railways (IR) has been the prime mover of the nation and has the distinction of being the largest railway system in Asia and the second largest railway system in the World under single management. In the global context

the Indian Railways is the second largest system in the world under a single management. It is one of the largest transportation and logistics networks of the world which runs 19,000 trains. It runs 12,000 trains to carry over 23 million passengers per day connecting about 8,000 stations spread across the sub-continent. The total number of passengers booked during 2013-14 stood at 8,535 million, compared 8,602 million in 2012-13 and this figure slightly dropped to 8228 million in 2014-15. Most of the cities, metros and states are connected by the railways. In India it is the most preferred mode of transportation for commuters and the long distance travellers.

Statement of Problem

In the recent past the dominance railway services in the passenger category are well challenged by rapid growth in road and air transportation. In a diverse society like India, transportation competition is keen, and passengers (or travelers) demand higher services and safety in their transportation choices. The ultimate success of railway services in India is depends upon the satisfaction of the passengers. It becomes inevitable to obtain the patronage from its passengers to raise its image in the Indian economy. The level of satisfaction of the railway passengers largely depends on the extent to which needs and expectations are being fulfilled. It is necessary for the railways to assess the level of satisfaction of its passengers in order to build strong service network base for its future sustainability. Moreover, the railways by providing satisfied services can increase its revenue by attracting more number of passengers across various socio-economic classes. Drawing theoretical evidences from the above discussion this study aims to analyse the passengers' perceptions towards on-board and off boards services of Southern Railway, with special references to Salem Railway Zone.

Review of Literature

Brief summary of literature reviews is presented in this section of the study.

Bharathi's (2010) research article aimed to analyse the customers' perception of Indian railways (special reference to Coimbatore region). The study found that the provision of adequate amenities is the prime factor which has great influence over the other factors that influences passengers perception towards service offered at Coimbatore railway junctions. The results of this empirical study concluded that the Indian Railways have to pay more attention towards Passengers' comfort inside the train, Cleanliness for waiting halls, platforms, compartment, etc., Adequacy security

arrangement, Concession given to various sections of society, Excellent lay out of platforms for restaurant, tea stalls, cools bars etc. The author suggests the railway administration may concentrate its attention towards enhancing these services. Reeti Agarwal's (2011) study observed that out of the various factors considered; employee behaviour has the maximum effect on satisfaction level of customers with Indian Railways as a whole. On the other hand Vishnuvarthan S. and Selvaraj A. (2012) commented that the passengers' perceptions towards the services provided by the Indian Railways (IR) differ according to their socio-economic characteristics. Jothi Mary .C's (2013) study findings concluded by stating that there exist no differences in the passengers' level of perception towards on-board and off-boards Services offered by the Southern Indian Railways services and their level of satisfaction. In a complementary to the Jothi's study Rajeswari and Santa Kumari's (2014) study concluded that Indian railways does not provide good quality of services that can meet their expectations. Kumar. P and Jitin .P (2015) study stated that passenger prefer railways for long distant travel. The study observed that majority of the respondents are facing problem of overcrowding or rush in railway compartments. The study found that the respondents prefer railways' service because it cheaper than other mode of transport.

The above discussed reviews provides a wider scope for the conduct of this study, as has been observed that passengers perception towards railway services differed according to the demographic and socio-economic status and the nature of railway facilities availed by them.

Objectives

- To assess the demographic and socio-economic status of railway passengers.
- To measure the railways passengers perception towards on-board and off boards services of Southern Railway Services.

Research Methodology

The research methodology of the study consists of two stages explorative and descriptive in nature. Filed survey form part of descriptive study, which is a fact finding investigation with adequate interpretation. Current study is aimed to conduct among the passenger who travels in train through the Salem Railway Zone. In total 264 trains' passes through the Salem Zone. Out of 264 trains' that passes through Salem zone, 15 per cent of Trains are expected to select as sample i.e., 40 trains that originate from Kerala and passes through Tamil Nadu and end at North India or North East destinations like Delhi, Guwahati etc. A sample of 30 respondents from each train was chosen as samples that in total summed to 1200 respondents. At the end of data collection it was observed that nearly twelve questionnaires contained incomplete information, these twelve questionnaires were deducted from actual samples, this study was confined to 1188 sample subjects.

Data Reliability and Validity

In this research work the reliability measure for the whole scale was measured at 0.780 which considered as acceptable. Again the reliability for all the constructs range between 0.803 - 0.697, which was again falls under acceptable margin. Similarly, the value of KMO's sample adequacy was rated at 0.688. Hence, construct of both validity and reliability in this research were considered as satisfactory. Moreover, result of Cronbach's alpha draws a significant amount of correlation between the variables tested.

Results and Discussions

Demographic and socio-economic profile of the respondents revealed that out of 1188 respondents' surveyed, 50.42 per cent of the sample populations' are female and 49.58 per cent of the respondents' are male, respectively. Followed by, it has been inferred that majority

i.e., 70.20 per cent of the passengers' are aged between 20-30 years and 14.98 per cent of the respondents' fall under the age group of 30-40 years. Similarly it has been inferred that 34.01 per cent of the respondents' are living single i.e., they are either separated from spouse or unmarried. It has been inferred that 33.16 per cent of the rail passengers' are unmarried and 32.83 per cent of them are married. Further it has been observed that 33.84 per cent of the respondents' earn between '.5000-'.10000 per month and 32.15 per cent of the sample subjects' monthly income ranges between '.10001-'.15000, respectively. It is evident that, 23.15 per cent of the railway passengers' are post graduates and 21.04 per cent of the sample populations' have pursued professional degree. Subsequently it has been observed that majority i.e., 73.15 per cent of the respondents' family constitutes of 2-4 members and 20.03 per cent of the sample populations' family consists of 5-7 members. Subsequently it has been observed that 35.10 per cent of respondents' reside in urban areas and 34.18 per cent of the passengers' live in the rural areas of Salem zone.

Table: 1 Passengers' Opinion Towards The Off Board/Platform Services Offered By Southern Railways

Factors	Cronbach's Alpha	Dimensions	Factor Loadings	Mean
Counter Services	.844	Number of counters available	.623	4.35
		Information display about the trains (schedules, departure & other details)	.789	4.28
		Staff availability at the counters	.763	4.09
		Staff courtesy	.701	3.96
		Digital equipment available for information	.649	4.11
Waiting Room Facilities	.843	Space availability	.736	4.10
		Hygiene & Cleanliness	.702	4.00
		Temperature & Humid	.729	4.17
		Maintenance conditions inside the room	.750	3.91
		Availability of chairs for resting	.703	3.98
Public Addressing System	.834	Rest rooms (Sufficiency of toilets/washrooms)	.703	3.98
		Clarity of announcements	.663	4.30
		Accuracy of announcements	.651	4.12
		Frequency of announcements	.800	4.04
		Reservation chart display	.779	4.09
Platform Services	.825	Information on train arrival & departure	.842	4.12
		Public help service counters	.658	4.13
		Stationary stalls	.520	4.06
		Availability of food courts/stalls	.767	3.93
		Porters availability	.650	3.94
Other Services	.838	Ventilation, seats, stairs availability	.763	3.82
		Cloak room facilities	.535	4.36
		Bank ATMs facilities	.735	4.23
		Parking Services	.795	4.07
		Taxis, Public conveyances, Medical facilities etc.,	.720	4.19
		Grievances / Redressal	.749	4.00

Source: Primary Data

The data presented in the above table infers the passengers' opinion towards the off board/platform services offered by the Southern Railways of India.

Counter Services

From the above data analysis it has been observed that, majority of the respondents' have said that there are adequate number of counters available in railways and it is ranked in first place with the mean score of 4.35. Followed by, the respondents' have said that the Information display about the trains (schedules, departure & other details) and digitalization of services are reliable in railway platforms. These variables are ranked in second and third position with the mean score of 4.28 and 4.11, accordingly. Whereas the respondents' have opined that the railway services like Staff availability and courtesy of the staff are not up to the standards. These factors are placed in fourth and fifth place with an average score of 4.09 and 3.96.

Waiting Room Facilities

The above table clearly infers that, majority of the respondents' have said that the temperature & humid maintenance conditions of waiting rooms are too good, it is ranked in first place with an average score of 4.17. Batch of sample populations' have opined that space availability, hygiene and cleanliness of railway waiting rooms are also good. These factors are ranked in second and third place with the mean score of 4.10 and 4.00. On the other hand, availability of chairs and rest rooms facilities of railway platforms are not adequate to them. These factors are ranked in fourth and fifth place with an average score of 3.98 and 3.91, respectively.

Public Addressing System

From the empirical data analysis it has been clearly observed that, most of the respondents' have agreed to the fact that the announcements

regarding the trains are clear and error free, it is ranked in first place with an average score of 4.30. Followed by the sample populations' have stated that the announcements regarding the arrival and departure are accurate, it is ranked in second position with the mean score of 4.12. Subsequently it has been observed that the respondents' have opined that the railway authorities need to give preference to reservation chart display and frequency of announcements regarding the arrival and departure of trains. These factors are placed in fourth and fifth place with the mean score of 4.09 and 4.04.

Platform Services

From the elaborate data discussion it has been observed that, the public help service counters provided in railway platforms are sufficient to them, it is placed in first rank with the mean score of 4.13. Similarly the respondents' the railway platforms avail sufficient number of stationary stalls and porter services. These factors are ranked in second and third place with the mean score of 4.06 and 3.94, respectively. Whereas the passengers' have opined that the services like availability of food courts/stalls, ventilation, seats and stairs provide in the railway platforms are adequate to them. These variables are ranked in fourth and fifth position with the mean score of 3.93 and 3.82, respectively.

Other Services

This passage of the data analysis deals with the other platform services offered by the Southern Railways of India. Majority of the passengers' have agreed that the cloak room facilities offered by the railways are sufficient to their needs, it is ranked in first place with the mean score of 4.36. Followed by, the sample subjects' have opined that the railway platform avail adequate number of ATMs, taxis, public conveyances, medical facilities etc. These variables are ranked in second and third place with the mean score of 4.23 and 4.19,

respectively. On the contrary, the respondents' have said that the parking and grievances / redressal services offered by Southern Railways are not satisfactory to them. These factors are placed in fourth and fifth position with an average score of 4.07 and 4.00, accordingly.

Table: 2 Passengers' Opinion Towards The On Board Offered By Southern Railways

Factors	Cronbach's Alpha	Dimensions	Factor Loadings	Mean
Basic Amenities	.816	Sufficiency of seats	.592	4.33
		Lighting & Fans	.614	4.15
		Seat Conditions	.822	4.00
		Space for Moving Inside the train	.697	4.15
		Luggage Storage Facilities	.694	3.91
Cleanliness	.828	Total cleanliness of the train	.817	3.95
		Hygiene & Cleanliness of compartments	.840	3.90
		Hygiene & Cleanliness of Toilets	.781	3.82
		Food & water hygiene	.742	3.66
		Cleanliness standard of pantry staff	.591	3.75
Security	.817	Security of self/Passengers	.801	3.94
		Security of luggage	.588	3.83
		Availability of Guards	.683	3.96
		Notices on safety Measures	.605	3.90
		Safety Cautions	.626	4.09
Staff Behaviour	.826	Behavior of railway staff	.744	4.14
		Behavior of Porters	.677	4.06
		Courtesy and helping tendency Ticket checkers	.855	4.11
		Behaviour of pantry staff	.536	3.86
		Behaviour of police guard	.678	4.08
Refreshment	.828	Refreshments affordability	.723	4.13
		Refreshments quality	.606	4.13
		Refreshments quantity	.728	4.24
		Frequency of Availability	.776	4.00
		Time-Taken For Delivery	.811	4.18

Source: Primary Data

The above table represents the passengers' opinion towards the on board/platform services offered by southern railways of India.

Basic Amenities

The above table clearly indicates that, majority of the passengers' have agreed that the trains enable adequate seat facilities to them, it is ranked in first place with an average score of 4.33. Similarly it has been inferred that the sample populations' are pleased with the on-board services like lightings, fans and space availability of trains. These factors are ranked in second place with the mean score of 4.15. However the respondents' frustrated by the seat conditions and luggage storage facilities of the

trains. These factors are ranked in fourth and fifth place with the mean score of 4.00 and 3.91.

Cleanliness

From the above data discussion it has been observed that, the sample populations' found to be pleased with the total cleanliness of the train, it is ranked in first position with the mean score of 3.95. Followed by it has been observed that the respondents' feel that the hygiene & cleanliness of compartments and toilets are reliable and satisfactory. These factors are ranked in second and third place with an average score of 3.90 and 3.82. Whereas the sample subjects' have said that cleanliness standard of pantry staff, food and water hygiene of southern railways have to be improvised for their convenience. These variables are placed with the mean score of fourth and fifth position with an average score of 3.75 and 3.66, respectively.

Security

It is evident from the above data analysis that, majority of the passengers' have said that they are happy with the precautionary measures taken by the Southern Railways, it is ranked in first place with the mean score of 4.09. Similarly the respondents' have opined that the respondents' are pleased with the on-board services like availability of guards and security given for self/passengers in trains. These factors are ranked in second and third place with the mean score of 3.96 and 3.94, respectively. On the contrary, the respondents' are worried by the notices on safety measures and security of luggage while travelling in trains. These variables are placed with the mean score of fourth and fifth position with an average score of 3.90 and 3.83, respectively.

Staff Behaviour

From the above data analysis it has been observed that the passengers' are motivated by the courteous nature of railway staff, it is ranked in first place with an average score of 4.14.

Batch of respondents' have opined that they are pleased with the courtesy and helping tendency ticket checkers and behaviour of police guards in the trains. These factors are ranked in second and third place with the mean score of 4.11 and 4.08. On the other hand, the passengers' are annoyed by the behaviour of porters and pantry staff in the train. These variables are placed with the mean score of fourth and fifth position with the mean score of 4.06 and 3.86.

Refreshment

The data presented in the above table clearly infers that, majority of the respondents' have opined that the quantity of food and beverages offered in the trains are fulfilling to them, it is ranked in first place with the mean score of 4.24. Subsequently it has been observed that they are pleased with the services like timely delivery, quality and affordability of the food products. These factors are ranked in second and third place with the mean score of 4.18 and 4.13, respectively. However the passengers' have opined that the Southern Railways fail to offer the food products frequently and are supposed to wait for longer time. This factor has been placed in fifth position with the mean score of 4.00.

Findings

The study has observed that on an average 79.20 per cent of respondents were found to have poor discernment about the staff courtesy levels at the railway station counters, 78.20 per cent of the respondents express poor perception about rest room facilities, 80.80 per cent claims discomfort with infrequent announcement, 76.40 per cent of the respondents perceive the ventilation, seats, stairs availability in platforms as poor and 80 per cent of the sample population says that grievances / redressals procedures as time taking or always ignored by the railway authorities. As far as the passengers perception towards facilities and services offered in-side the train, it has been observed that 78.20 per cent of passengers have claimed that the luggage storage facilities as inadequate.

A batch of 73.20 per cent of the passenger claim doubt on the food and water hygiene. Similarly, 76.60 per cent of the sample railway passengers claim doubt about the security of their luggage inside the railway coach, 77.20 per cent of the passengers were found to be annoyed with the railway staff on the board and 80 per cent of the passengers have said that they do not get food or refreshments on frequent intervals, when they are on the board. The study findings also reveal that passengers' experiences towards on-board and off-board services are influenced by their income class, regional hailing, frequency of travel, distance of travel and class of travel. In short, the socio-economic status of the railway passengers greatly influences the nature of services preferred by them and their perception towards it.

Conclusion

Indian Railways (IR) is considered as the life line of the India's transportations system. It has been instrumental in bringing about a social, cultural and economic revolution in our society and has been a strong uniting and integrating force. Though the Indian Railways (IR) enjoy being a monopoly in passenger services which are highly subsidised, still it is unable to keep their customer satisfied, there certainly there exists some service gap, which need immediate attention of correction to retain the customers from shifting to other mode of transportation offered by the private service providers either through road ways or in form of low cost airway services. Moreover, in a vast country like India, the railway has been the mode of transports for many poor and lower middle income class peoples, it won't be ethically that the railways continue to offer poor services, just by stating the socio-economic status of its majority passengers, the poor deserves more infrastructure and out rated services as the rich, and the Indian railways being part of Public Sector entity it is IR's moral duty to offer quality service to its passengers both on-the platform and in-side the train too.

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BEHAVIOUR OF MILK PRODUCERS TOWARDS COOPERATIVES IN THENI DISTRICT

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ABSTRACT

Tamil Nadu, all along, has been a pioneer in the Indian Cooperative movement. The very first Cooperative Society for dispensation of agricultural credit and that for distributing consumer articles was started here only. Cooperatives serve as key institutions for implementing many important socio-economic development programmes like agricultural credit, market intervention, and price support for agricultural commodities, public distribution etc., for the upliftment of rural population and especially the poor and down-trodden. The activities of these Cooperative Societies seek to promote economic welfare of the people particularly, farmers in the rural areas and consumers in the urban area. Urban Cooperative credit societies and banks cater to the economic need of the general public and small depositors and borrowers by providing all types of banking services. Thus, the policy of the Government is to promote and preserve the spirit of mutual help and cooperation among people in the field of agriculture credit, marketing, consumer welfare and such other areas as to bring about a positive and lasting change in the socio economic sphere in the state. The present study is an attempt to examine the attitude of milk producers towards cooperatives in Theni District.

Key words : Dairy, Milk, Co-operatives, Producers, Marketing cost

Introduction

Dairy Development activities in Tamil Nadu have reached majority of the potential villages of the State through sustained efforts like organization of societies, good animal health care, breeding plan and infrastructure development. It has been observed that 50% of the revenue villages in Tamil Nadu have come under co-operative ambit when compared to 6% in West Bengal and Bihar, 7% in Madhya Pradesh 14% in Uttar Pradesh and 24% in Rajasthan¹ The main reason for proper co-operative coverage in dairying activities in the State is due to regular and assured income to

the farmers even at times of severe drought and flood.

Introduction of Clean Milk Production practices by creating awareness and understanding among the persons handling milk from production point to milk processing and packing point, supported by strict quality assurance has given very good result. Raw chilled milk is brought directly from chilling Centers to dairies for processing and the era of milk processing twice has been totally eliminated. In Tamil Nadu, private and co-operative dairies together are procuring 43.45 Lakh Litres per Day (LLPD) of milk. Both the

sectors together are marketing 37.82 LLPD of milk. The processing capacity of the cooperative dairy sector is being utilized to the maximum.

Tamil Nadu co-operative dairies have catered to the milk needs of national milk grid successfully and had supplied milk and milk products to New Delhi, Kerala, Andhra Pradesh, West Bengal and Pondicherry. Dairy sector has assumed much significance by generating income not only to the rural farmers but also to the urban and sub-urban population by providing employment opportunities. Further the women folk also have self-employment opportunities. Tamil Nadu with a daily milk production of 145.88 lakh litres is one of the leading states in milk production in India. The milk cooperatives of Tamil Nadu, with the help from the government and National Dairy Development Board (NDDB) have played substantial roles in taking the state to the current position. The dairy development programmes in Tamil Nadu have been implemented through a wide network of co-operatives, which follow the 'Anand Model' of the state of Gujarat. The model follows three-tier structure where primary milk producers' co-operative societies remain at the base level. In the district level, there is a union of producers' co-operative societies, whereas, Federation of District Co-operative Milk Producers' Union remain at the top (state) level of the structure.

The chilling center at Theni is a constituent of Madurai District Cooperative Milk Producers' Union Ltd, Madurai. Theni chilling centre was constructed with a chilling capacity of 10,000 liters of milk per day which was later increased to 50,000 liters per day. At present around 40,000 liters of milk is chilled and sent to the Madurai union. The chilling centre collects milk from the door steps of the milk producer's co-operative societies at the village level. For convenient collection of milk the geographical area of the Theni district is divided into 16 routes and milk is collected from nearly 560 societies.

Dairy Development Department

The State Dairy Development Department was established in 1958. The administrative and statutory control over all the milk cooperatives in the State were transferred to the Dairy Development Department on 1.8.1965. The Commissioner for Milk Production and Dairy Development was made the functional Registrar under the Tamil Nadu Cooperative Societies Act. With the advent of 'Anand pattern' in the State of Tamil Nadu, Tamil Nadu Co-operative Milk Producers' Federation Limited was registered on 1st February 1981. The commercial activities of Department such as Milk Procurement, Processing, packing and sale of milk to the consumers etc., hitherto dealt with by the Tamil Nadu Dairy Development Corporation Ltd., were transferred to the newly registered Tamil Nadu Co-operative Milk Producers' Federation Ltd. In the wake of liberalization policy, private dairies have entered in the field of dairying and a number of mini and large private milk processing units are coming up in the private sector. Priority has been accorded for improving the performance of Co-operatives by adopting a systematic approach and proper strategy implementation in Milk Co-operatives.

Methodology

Data Primary data was collected at the village level from milk producer households

operating in the cooperative dairying systems. The sampling design followed in this study is a simple random sampling design. One percent of the 560 societies namely six milk producer societies have been selected by lottery method and a sample of 10 milk-producer member households from each society amounting to 60 respondents was selected by employing convenience sampling method. An Interview Schedule was administered to elicit

data from the respondents. In order to study the milk producer's attitude towards dairy cooperatives simple percentage analysis, Garrett Ranking and simple ranking have been used.

Profile of the sample households

The profile of the sample households in relation to income, family size, livestock holding pattern and experience in rearing cattle are presented.

Live stock holding pattern of the households

Table 1 Live stock Holding Pattern of the Households

SL. No	Number of Milch Animals	Number of households	Percentage
1	1	5	8
2	2-4	30	50
3	4-6	15	25
4	More than 6	10	17
	Total	60	100

Source: Primary data

Table 1 indicates that 50% of the sample households own 2 to 4 milch animals followed by 15 households owning 4 to 6 milch animals. More than 6 animals are owned by 10 households.

Family size wise classification of sample households

Table 2 Family Size of the Households

SL. No	Family Size of the Household	Number of households	Percentage
1	Less than 3	18	30
2	3-4	19	32
3	4-5	13	22
4	More than 5	10	16
	Total	60	100

Source: Primary Data

Table 2 shows that 19 households have 3 to 4 members in their families and 18 households have less than 3 members. Thirteen households have 4 to 5 members in their families and only

16% of the households have more than 5 members in their families.

SL. No	Income of the family	Number of households	Percentage
1	Less than 5000	23	38
2	5000 -10000	25	42
3	10000 -15000	9	15
4	More than 15000	3	5
	Total	60	100

Income status of the households

Table 3 Income status of Households

Source: Primary Data

Table 3 indicates that the monthly income of 42% of the households range between Rs.5000 to 10,000 followed by 38% of the households having an income of less than Rs 5,000 per month. Only 5% of the respondents have an income of more than Rs 15,000 per month.

Experiences in Cattle Maintenance

Table 4 Cattle rearing Experience of the Housholds

SL. No	Number of years	Number of households	Percentage
1	Less than 2	7	12
2	2-5	25	42
3	5 – 10	18	30
4	More than 10	10	16
	Total	60	100

Source: Primary Data

From table 4 it could be inferred that 25 households have 2 to 5 years of experience in cattle maintenance while 7 respondents have an experience of less than 2 years.

Milk marketing under cooperatives

In India around 65-70% of the total milk is handled by the unorganized sector of milkmen, vendors who collect the milk from local producers and sell the milk in both, urban and non-urban areas and only 30% of the milk is handled by the organized sector. In the organized dairy industry, the cooperative milk

processors have a 60% market share². The milk producer's cooperative societies emerged as solution to the hardships like low price, lack of bargaining power by the producers; and lack of infrastructure facilities for collection, storage, transportation, and processing encountered by the milk producer. Dairy co-operatives play a vital role in alleviating rural poverty by augmenting rural milk production and marketing. The benefits of dairy cooperatives are

- a. Offer an assured permanent market
- b. Offer inputs, Artificial Insemination, feed, and extension advice
- c. No limit to amount farmer can supply
- d. Farmers know their cash is safe
- e. Exert quality control over milk
- f. Farmers have sense of ownership
- g. Allow farmers to invest in cooperative assets
- h. Collection centers are usually not too far from the producers
- i. Do not place any limits on the amount farmers can supply
- j. Bonus payment

Primary Dairy Cooperatives under Aavin

A minimum of 25 or more individuals competent to contract under section 11 of the Indian Contract Act of 1872, owning milch animals, can form a Primary Dairy Cooperative Society, with one or more villages as its area of operation. Such persons have to approach the Circle Deputy Registrar's (Dairying) office functioning at the District for further guidance. The members of Primary Cooperative milk society have to supply milk to the Society which will procure milk on quality basis and they will receive milk cost once in 10 days / 15 days from the Society. Milch animals are provided with free veterinary health cover, artificial insemination and the supply of balanced cattle feed. Inductions of farmers on modern animal

husbandry practices are aimed at by upgrading the milch animals and thereby improving their productivity in the long run for the benefit of the members.

Reasons for selling milk to the Society

The societies were started to relieve the milk producers from the clutches of middlemen and to benefit the consumer with quality milk at low price. But the households vary in their perception about the society. Hence these are analyzed through Garrett's Ranking Technique. The results are presented in Table 5

Table 5 Reasons for selling milk to the Society

SL. No	Reasons	Mean Score	Rank
1	Regular uptake	57.76	II
2	Services to the animals	31.32	VI
3	Regular payment	55.34	III
4	Better Price	45.56	V
5	Loan facility	58.39	I
6	Absence of other agencies	51.72	IV

Source: Primary Data

Table 5 highlights that the first reason for selling milk to the society is the loan facility offered followed by the reason regular uptake. The third and fourth reasons for the selection of the societies were regular payment and absence of other agencies. Price offered had received the last rank.

Opinion about the benefits as a member of the society

An attitude scale has been devised for measuring the respondent's opinion about the benefits of being a member of primary milk producer society. To measure the level of opinion statements have were framed and each respondent was asked to express the most appropriate opinion for every statement. The opinions' were converted in to scores as per the method presented in Table 6

Table 6 Scores for five point scale

SL.No	Statements	Scores					Total Scores	Rank
		Strongly Agree	Agree	Neutral	Disagree	Strongly disagree		
		5	4	3	2	1		
1	The Union makes Payment on the basis of Fat and SNF(Solid Not Fat)	250	20	15	-	-	285	II
2	The Union collects milk at the doorsteps of the Society and so there is no transportation problem	280	16	-	-	-	296	I
3	The members of the Society are oriented in the training programmes of the union and they are beneficial.	100	40	36	16	10	202	V
4	The computed cattle feed of the union helps to improve the milk yield of the animals of the members	80	44	18	16	19	177	VI
5	The veterinary services provided by the union for the upkeep of the animal is satisfactory	75	88	33	14	5	215	IV
6	The cattle bought with the help of the society are insured and it is beneficial	90	84	18	20	5	217	III

Source: Primary Data

From Table 6 it could be inferred that the transportation service and the basis of payment for milk has secured the first and second ranks

respectively. The Insurance facility has secured the third rank. Veterinary services and training programmes offered by the union have secured fourth and fifth rank respectively. The respondents are least satisfied with the guidance

Findings

From the study it could be inferred that the loan facility provided by the cooperatives to the milk producers is the most preferred service by the producers followed by the regular uptake of milk. The respondents are least satisfied with the price paid though they agree that payment is made on the basis of fat as well as SNF content of the milk and the services provided to the animals. The respondents have felt that training programmes for the upkeep of animals and the guidance regarding cattle feed for improvement of milk yield are not satisfactory.

Suggestions

1. The union can improve the Supply of inputs to the members for increasing the milk yield.
2. The training programmes of the Union can be made more fruitful.
3. The union can regularly screen the milch animals for diseases and treat them properly.
4. The cattle production can be specialised for healthy, high protein, low fat milk, at low cost so that the cost of production can be reduced to provide good margin to the cattle owners.

Conclusion

Milk trade has become a cottage industry providing employment opportunity in rural areas, particularly to the women folk thereby supplementing the family income. To eliminate

the middlemen and to protect the interest of the producers in the villages, milk producers' cooperative societies have been formed. This has assured remunerative price and market support to the producers besides catering to the needs of the consumers. Dairy Development Programmes are being implemented through a network of co-operatives designed on the 'Anand model' of Gujarat State. Tamil Nadu was one of the States that adopted the Anand pattern of cooperatives for milk production and marketing. The institutional frame has a threetier structure with 10041 Primary Milk Producers' Cooperative Societies at the Village level, the Union of Producers' Co-operative Societies at the District level (17 District Cooperative Milk Producers' Unions) and the Federation of District Co-operative Milk Producers' Union at the State level.

There is a need for developing improved breed of cattle for high yield and reducing the number of agencies handling the milk to reduce the cost of milk. An effective Animal Husbandry Extension Service should be established to facilitate close dialogue with the farmers to understand their problems and solve them from time to time. Simultaneously, dairy farmers' associations should be established and strengthened to acquire new technologies, understand the milk marketing scenario at the international level and find suitable solutions.

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CONTENT

S.No.	TITLE	P.No.
1.	GROWTH AND PERFORMANCE OF REGIONAL RURAL BANKS IN INDIA – AN EXPLORATORY DATA ANALYSIS Bidhan Baidya, Dr. Pranam Dhar	1
2.	CUSTOMER ATTITUDE TOWARDS HOTEL TAMILNADU WITH SPECIAL REFERENCE TO TIRUCHIRAPPALLI Dr. R.Ramachandran	6
3.	FACTORS AFFECTING LOAN RECOVERY DR. M. B. M. Ismail	12
4.	EMPLOYMENT DYNAMISM OF FAST-GROWING ENTERPRISES IN INNOVATIVE BUSINESS RESEARCH Dr. P. Mariselvam	18
5.	INNOVATIVE TRENDS IN BUSINESS RESEARCH SPECIFIC TO BANKING SECTOR ON ADVENT OF DIGITAL PLATFORM A.Jainambu Gani, Dr. C. Paramasivan	23
6.	MANAGEMENT OF NON-PERFORMING ASSETS Dr.Sailesh Sandipam	28
7.	THE STRENGTH AND OPPORTUNITIES IN GAUGING THE EFFICIENCY OF WOMEN MANAGERS P.Nandhini, Dr.N.Murugeswari	31
8.	PROGRESS OF FINANCIAL INCLUSION IN INDIA - AN ANALYTICAL STUDY Mr. K.Santosh, Dr.S.E.V.Subrahmanyam, Dr. T.Narayana Reddy	36
9.	WOMEN ENTREPRENEURS DEVELOPMENT THROUGH MARKETING ASSISTANCE SCHEME IN KARNATAKA – A STUDY Dr. Siddaraju V.G	42
10.	DOES TOURISM SECTOR LEADS TO ECONOMIC DEVELOPMENT IN INDIA Dr. N.Manimozhy, Dr. G.T.Vijayalakshmi	46
11.	FEMINIST RESEARCH EPISTEMOLOGY AND METHODOLOGY M.S. Sameem Banu, A.Ramija Bee	49
12.	CITATIONS- THE BEST MEASURE OF RESEARCH QUALITY IN INDIA Bonita Lynette Cooper, Dr.N.Murugeswari	54
13.	NOVEL INNOVATIONS LEADING TO COPY RIGHTS IN SOCIAL SCIENCE RESEARCH A. Jayasree	60
14.	ANALYSIS INVESTIGATION ON DAY TO DAY EXPENSES MANAGEMENT OF CEMENTCOMPANIES IN INDIA Miss.J.Jeya, Dr.S.Elango	65
15.	POLICY HOLDERS OPINION ON SPECIAL FEATURES OF LIC Dr.R.Hariharan, A.S.Mythili	69
16.	A STUDY ON PRISON INDUSTRY IN TAMIL NADU Dr.C.Paramasivan	71
17.	PASSENGERS PERCEPTION ON-BOARD AND OFF-BOARD SERVICES OF SOUTHERN RAILWAY (WITH SPECIAL REFERENCE TO SALEM ZONE) Dr. N. Sakthivel, A.Dhamayanthi	75
18.	BEHAVIOUR OF MILK PRODUCERS TOWARDS COOPERATIVES IN THENI DISTRICT Dr.A.Sulthan Mohideen	82