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CONTENT

S.No.	TITLE	P.No.
1.	RISK AND RETURN OF LIC POLICY HOLDERS IN VILLUPURAM Dr. R.Anandaraman	1-6
2.	ELEMENTS OF HUMAN CAPITAL ADMINISTRATION – A REVIEW ON CHANGING PART OF HR PRACTICES IN ITES INDUSTRY IN CHENNAI REGION Dr.I.Savarimuthu, B.Kirthika	7-12
3.	FACTORS OF BENCHMARKING IN MANUFACTURING SECTORS Mohamed Ismail Mohideen Bawa	13-18
4.	AN ECONOMIC ANALYSIS OF FISH PRODUCTION IN KRISHNAGIRI DISTRICT OF TAMIL NADU, INDIA R. Ehilarasi, J.S.Amarnath	19-22
5.	A STUDY ON CUSTOMER SATISFACTION OF IDHAYAM GINGELLY OIL IN CUMBUM TOWN Dr.A.Sulthan Mohideen	23-29
6.	JUVENILE JUSTICE SYSTEM IN INDIA: AN ANALYSIS S. Kumutha	30-34
7.	A STUDY ON CHALLENGES AFFECTING THE RETAIL SECTOR IN SALEM TOWN Dr.K.Selvaraj, J.Nithya	35-38
8.	EMPOWERING DALITS THROUGH FINANACIL ASSISTANCE BY TAHDCO Mr. S. Rajeshkanna	39-44
9.	A STUDY ON PREFERENCE OF SEARCH ENGINES AMONG THE COLLEGE STUDENTS IN SALEM CITY Dr.K.Selvaraj, M. Mohana Priya	45-49
10.	TRANSACTIONAL LEADERSHIP AMONG OLDER WOMEN LEADERS Dr. M.B. M.Ismail	50-54
11.	GROWTH OF MSMES AND WOMEN ENTREPRENEURIAL DEVELOPMENT IN INDIA Dr. A.Selvakumar	55-60
12.	A STUDY ON CUSTOMER PREFERENCE OF HEALTH DRINKS WITH SPECIAL REFERENCE TO "BOOST" IN MANNARGUDI TOWN P.Sathya, M.Suganthana	61-64
13.	A STUDY ON THE DYSFUNCTIONAL AND FUNCTIONAL ASPECTS OF VOLUNTARY EMPLOYEE TURNOVER IN IT-ITES INDUSTRY Dr.D.Rajasekar, Dr.N.Murugeswari	65-68
14.	AN OVERVIEW OF GOODS AND SERVICES TAX IN INDIA Dr. Hajerabanu.M	69-73
15.	A STUDY ON HIDDEN FORCE WORK ENVIRONMENT STRESS AMONG WOMEN POLICE IN TAMILNADU POLICE DEPARTMENT WITH SPECIAL REFERENCE TO SALEM DISTRICT G.Prabu, Dr. D.Suthamathi	74-78
16.	"RISING ABOVE THE CHALLENGES" A STUDY ON WOMEN ENTREPRENEURS IN INDIA R. Radhika Devi	79-83

RISK AND RETURN OF LIC POLICY HOLDERS IN VILLUPURAM

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Abstract

Life insurance is one of the portfolio management of long-term investments considered as protection against the uncertainty risk for death earning claims through family member. Insurance sector is most effective drive tools which help the future event to meet unexpected loss for business and human life. LIC is concepts which help to remove the socio-economic barriers in our society through its effective mechanism changing monopoly in Indian economy. IRDA defines insurance sector is particular type of business carried on by companies registered either in Indian or in other countries. Insurance is uncertainty of risks management as a contract whereby person in consideration of a certain sum money knows as premium, bonus, agree either to indemnify against loss which may arise upon the happen of some event, to pay on happening of future events a sum of money to the person insured.

Keywords: Risk, Investment, Compensation, Insurance, Premium, Return

Introduction

Life insurance is most powerful secured investment for uncertainty risk in future events which contribute multi-dimensional of financial services instant of before death and after death in our human life. Insurance sectors are spectrums of financial services are available to provide savings, credit, fund transfer, exchange of money transaction protection of unexpected loss for human life support and help to customer. Insurance regulatory authority of India framed several beneficiary wonderful schemes distribution of uncertainty of risk in current scenario. Government of India ensuring promote poverty

people the socio-economic sustainable growth of human resource development to encourage and support of exposed the similar loss. Insurance is leading protection against family loss give more compensation fund is allotting to guardian enjoy under various policy scheme of insurance. Insurance sector is transforming continuity benefit to the guardian of son, daughter, and spouse are utilized compensation of loss sharing their family members. IRDA is launched several scheme dimension of service quality contribute the bonus plan policy, endowment policy is one of the most validity under this policies is running in prescribed manner. In regards insurance is major pivotal

role of service sector mainly contribute of GDP rate increasing socio-economic growth in our Indian economy. Insurance is worthy of qualitative investment certain level help to promote the unexpected loss for future and present give the maturity amount of claims to policy holders.

Statement of the problems

Insurance sector is one of the effective drives which provide affordable financial services through various policies towards customer service quality provide unexpected for future events. LIC policy holders have invested the minimum amounts of insured for their own life for uncertainty loss in stipulated period of time or on the happening of the death of policy holders. Insurance regulatory development of authority have framed the lengthy procedure provide cover risks to life insurance claims delay on time management of an insurance policy holders feels that the risks taken is more. Insurance company delay on collection of policy amount along with penalty to compulsory pay the mode of the premium through insurance company. Insurance sector is invaluable of service sector sometimes the insurance company declare the multiservice schemes premium, cash and bonus, maturity value, surrender value of policy scheme not provided proper guidelines to policy holders.

Objectives

The present study consists of following objectives:

To analyses the risk and return of LIC policy holders to meet unexpected loss for future events.

To ascertain the socio- economic growth through LIC policy holders under various scheme in IRDA.

Hypothesis

There is no relationship between age group and risk of the respondents and LIC related factors.

There is significant relationship between gender and risk of the respondents and LIC related factors.

There is significant relationship between marital status and risk of the respondents and LIC related factors.

There is no significant relationship between education and risk of the respondents and LIC related factors.

There is significant relationship between occupation and risk of the respondents and LIC related factors.

There is significant relationship between annual income and risk of the respondents and LIC related factors.

There is significant relationship between residence and risk of the respondents and LIC related factors.

Sampling

The study is based on simple random sampling technique. The researcher has collected the primary data through interview schedule from life insurance policy holder in study areas. In Villupuram there are divided into two stratum as 75 respondents from urban and 75 respondents from rural were selected on the basis of probability sampling techniques. Collected primary data were analyzed by using appropriate statistical tools like Simple percentage, ANOVA and T -test. Hence, the total sample size is restricted to 150 respondents for the study.

Table.1 it is clearly shows that 56 per cent that is majority of the policy holders are belongs to the age group of 26 to 34 years, 23 percent of policy holders belongs to 35 to 44 years, 11 per cent of policy holders belongs to the age group of 45 years and above and 10 percent of the policy holders are below 25 years. It is inferred that 67 percent of the policy holders are male and 33 percent of the policy holders are female. It is clearly shows that 84 percent of the policy holders are married and

only 16 percent of the policy holders are unmarried

As regards educational qualifications of the policy holders that is, 27.33 percent of the policy holders have completed their high school education, 19.33 percent of the policy holders have finished their higher secondary education, 14 percent of the policy holders have finished their middle class, 13.33 percent of the policy holders have did their post-graduate and above, 11.33 percent of the policy holders have did their graduate 6.67 percent of the policy holders have obtained their primary education and remaining 8 percent of policy holders are illiterate.'

From the given table occupation of policy holders are clearly stated that 45 percent of the policy holders are farmers, 27 percent of the policy holders are self-employed, 13 percent of the policy holders are labor, 9 percent of the policy holders are government employees and 6 percent of the policy holders are private employees.

Table -1 Profile of LIC Policy Holders

Profile	Variables	Total		Grant Total	
		T. N.R	Percentage	T. N.R	Percentage
Age	Below-25	15	10	150	100
	26-34	84	56		
	35-44	34	23		
	45 and above	17	11		
Gender	Male	101	67	150	100
	Female	49	33		
Marital	Married	126	84	150	100
	Unmarried	24	16		
Education	Illiterate	12	8	150	100
	Primary	10	6.67		
	Middle	21	14		
	High school	41	27.33		
	Higher secondary	29	19.33		
	Graduate	17	11.33		
	Post graduate and above	20	13.33		
Occupation	Government	14	9	150	100
	Private	9	6		
	Self	40	27		
	Farmer	68	45		
Annual Income	Labour	19	13		
	Below - 50000	84	56	150	100
	51000 - 100000	28	18.67		
	100001 - 150000	30	20		
Residence	151000 and above	8	5.33		
	Town	96	64	150	100
	Village	54	36		
	Monthly	28	18.67	150	100
Mode of payment	Quarterly	44	29.33		
	Half yearly	78	52		
	5 years	5	3.33	150	100
	6 to 15 years	126	84		
Term of policy	16 to 25 years	13	8.67		
	More than 26 years	6	4		

Sources: Primary Data

It is found that 56 percent of the policy holders earn below Rs. 50000 as their annual income, 20 percent of the policy holders earn Rs.100001 to Rs. 150000 for a year, 18.67 percent of the policy holders earn Rs. 51000 to 100000 as their annual income 5.33 percent of the policy holders earn above Rs.151000 as their annual income. It is observed that mode of payment is another activity in LIC that is 52 percent of policy holders pay half - yearly, 29.33 percent of policy holders pay quarterly, 18.67 percent of policy holders pay monthly

Table -2 Analysis of Life Insurance Policy

Insurance	Variables	Total		Grant Total	
		T. N.R	Percentage	T. N.R	Percentage
No. of policy	One	122	81.33	150	100
	Two	18	12		
	More than two	10	6.67		
	Policies	34	22.67	150	100
	Whole life	14	9.33		
	Endowment	27	18		
	Money back	31	20.67		
	Profit policy	16	10.67		
Non-profit policy	Annuity	28	18.67		
	Company	135	90	150	100
	Public	15	10		
	Private	5	3.33	150	100
Guidance	Newspaper and magazines	10	6.67		
	Television	21	14		
	Radio	11	7.33		
	Bank	6	4		
	Telcmarking	44	29.33		
	Advice of Agent	14	9.33		
	Internet	12	8		
	Friends/neighbors/relative	27	18		
Risk	Voluntary	88	58.67	150	100
	Lack of awareness	17	11.33		
	Returns not enough	12	8		
	Inadequate promotional measure	8	5.33		
	Not approached by Agent	10	6.67		
	Short term lump sum plan	15	10		
	Not affordable cost	13	8.67	150	100
	Uncertainty risk cover	32	21.33		
Return	Planning for life standards needs	22	14.67		
	Protection for future expenses	48	32		
	Long term safe and profitable	35	23.33		

Sources: Primary Data

Table.2 shows that the no. of policies taken by the policy holders that is 81.33 percent of the policy holders have taken only one policy, 12 percent of the policy holders have chosen two policies and 6.67 percent of the policy holders have chosen more than two policies.

It is clearly shows that choice of scheme of policy holders that is 22.67 percent of policy holders have chosen whole life insurance policy, 20.67 percent preferred endowment plus, 18.67 percent have chosen annuity, 18 percent have selected money back policy, 10.67 percent of policy holders have selected non-profit policy, 9.33 percent of policy holders have selected endowment policy.

It is inferred shows that choice of company policy holders have chosen to invest that is 90 percent of policy holders have chosen public company and 10 percent have selected private company.

It is observed that shows the mode of awareness about life insurance that is 29.33 percent of policy holders chosen by the advice of agent, 18 percent by the advice of their voluntary, 14 percent radio they have chosen this policy, 9.33 percent of policy holders through internet, 8 percent through friends/neighbors/relative, 7.33 percent of policy holders through bank, 6.67 percent through television, 4 percent through telemarketing 3.33 percent through newspaper and magazines.

This above table clearly shows the reason for investing LIC out of 100 percent 58.67 percent invested without any awareness, 11.33 percent reported that returns not enough, 10 percent said that not affordable cost, 8 percent said that promotional measure not attractive, 6.67 percent earning short term lump sum gain, 5.33 percent are not approached by agent.

It is found that advantages of life insurance policy of respondents is clearly stated that out 100 percent the majority 32 percent said that it is long term safe and profitable, 21 percent of the LIC policy holder opinion planning for life standards needs, 23.33 percent assured income, 14.67 percent felt protection against raising future expenses, 8.67 percent felt it is risk cover, 9 percent felt assured income through annuities and only one percent felt protection plus long term savings.

ANOVA

Age Vs Risk of LIC

Ho: There is no relationship between age and risk of LIC of the respondents and LIC related factors.

Source of Variation	Sum of Squares	D.F	Mean Square	F	Table Value at 1%	Result
Between Groups	5.652	1	148.288	3.207	5.64	Not Significant
Within Groups	629.650	149	8.753			
Total	635.302	150				

It is calculated that F value is (3.207) lower than the table value (5.64) at 1 per cent level of significance. Therefore, there is no relationship between age and risk of LIC of the respondents and LIC related factors in Villupuram. Hence, the null hypothesis (H1) is accepted.

Gender Vs Risk of LIC

Ho: There is significant relationship between gender and risk of LIC of the respondents and LIC related factors.

Source of Variation	Sum of Squares	D.F	Mean Square	F	Table value at 1%	Result
Between Groups	169.666	3	74.150	7.523	3.78	Significant
Within Groups	403.269	147	8.940			
Total	635.302	150				

The calculated F value is (7.523) greater than the table value (3.78) at 1 per cent level of significance. Therefore, there is significant relationship between gender and risk of LIC of the respondents and LIC related factors in Villupuram. Hence, the null hypothesis (H0) is rejected.

Marital Status Vs Risk of LIC

Ho: There is significant relationship between marital status and risk of LIC of the respondents and LIC related factors.

Source of Variation	Sum of Squares	D.F	Mean Square	F	Table value at 1%	Result
Between Groups	178.733	2	55.345	6.256	4.32	Significant
Within Groups	456.569	148	3.253			
Total	635.302	150				

It is found that F value is (6.256) greater than the table value (4.32) at 1 per cent level of significance. Therefore, there is significant relationship between marital status and risk of LIC of the respondents and LIC related factors in Villupuram. Hence, the null hypothesis (H0) is rejected.

Education Vs Risk of LIC

Ho: There is no significant relationship between education and risk of LIC of the respondents and LIC related factors.

Source of Variation	Sum of Squares	D.F	Mean Square	F	Table value at 1%	Result
Between Groups	31.937	4	88.356	5.523	8.62	Not Significant
Within Groups	603.365	146	4.459			
Total	635.302	150				

It is calculated F value is (5.523) lower than

the table value (8.62) at 1 per cent level of significance. Therefore, there is no significant relationship between education and risk of LIC of the respondents and LIC related factors in Villupuram. Hence, the null hypothesis (H1) is accepted.

Occupation Vs Risk of LIC

Ho: There is significant relationship between occupation and risk of LIC of the respondents and LIC related factors.

Source of Variation	Sum of Squares	D.F	Mean Square	F	Table value at 1%	Result
Between Groups	27.981	5	5.596	4.321	3.22	Significant
Within Groups	607.321	145	3.214			
Total	635.302	150				

The calculated F value is (4.321) greater than the table value (3.22) at 1 per cent level of significance. Therefore, there is significant relationship between occupation and risk of LIC of the respondents and LIC related factors in Villupuram. Hence, the null hypothesis (H0) is rejected.

Annual Income Vs Risk of LIC

Ho: There is significant relationship between annual income and risk of LIC of the respondents and LIC related factors.

Source of Variation	Sum of Squares	D.F	Mean Square	F	Table value at 1%	Result
Between Groups	198.627	3	64.843	7.332	4.15	Significant
Within Groups	436.675	147	4.568			
Total	635.302	150				

The calculated F value is (7.332) greater than the table value (4.15) at 1 per cent level of significance. Therefore, there is significant relationship between annual income and risk of LIC of the respondents and LIC related factors in Villupuram. Hence, the null hypothesis (H0) is rejected.

Residence Vs Risk of LIC

Ho: There is significant relationship between residence and risk of LIC of the respondents and LIC related factors.

Source of Variation	Sum of Squares	D.F	Mean Square	F	Table value at 1%	Result
Between Groups	198.627	3	64.843	6.432	5.12	Significant
Within Groups	436.675	147	4.568			
Total	635.302	150				

It is found that F value is (6.432) greater than the table value (5.12) at 1 per cent level

of significance. Therefore, there is significant relationship between residence and risk of LIC of the respondents and LIC related factors in Villupuram. Hence, the null hypothesis (H0) is rejected.

Suggestions

1. Present day the customer expectation both private and public insurance companies should be constant touch with customer needs and expectation to fulfill and also created increasing awareness campaigns program me are benefited more number of customer
2. Private insurance companies sometimes ignore the standards formalities and regulation framed by insurance regulatory authority of India. They are not following best practices to reach target and also guide proper perspective given directly to importance. Most of the customer feel change the procedure from time to time. Private life insurance should try it come forward follows under the IRDA regulation Act 1999.
3. LIC are Service quality dimension is leading ensuring the financial services to promote the different variety of life insurance product to customer satisfy before death and after death to utilize multivariate of benefit to their future. Life Insurance Corporation must be provided bonus and premium in proper manner to customers.
4. Endowment policy is one major milestone of life insurance policy to give more benefit in retail business customers. Public life insurance companies should be introduced and implementation new policy and scheme framing under the guidelines of IRDA
5. Life Insurance Corporation of India should be trying it constant in proper way to reach customer new policy and schemes including single premium endowment

plan, new endowment plan, and new Jeevan Anand LIC's Jeevan Rakshak LIC's limited premium endowment plan. Insurance Regulatory Authorities of India must be conduct awareness on workshop related to policy scheme among uneducated customer in rural and urban area.

6. Life Insurance Corporation should be giving credit facilities to customer under these types of policies schemes guarantee marriage endowment or educational annuity plan and Jeevan Achhaya for child future plan. IRDA should be more constant are benefited society or group of people.
7. Money back policy period will be extent above ten years are utilizing more profit and reduce the uncertainty risk. Most of the customer are getting loan from LIC for personal use including family expense, marriage expense, children education expense to meet the future expenditure. Private sector insurance must be providing high level financial support to future events.
8. Insurance is one of the life plan standards protection of family expenditure to compensation of future expenses. Insurance company may be extent of the plan and policy scheme implementation of bonus, premium timely service to the policy holders.
9. Risk management is critical part of insurance sector customer inadequate promotional measures create on awareness through insurance policy holders. Insurance company avoid necessary information do not share approach by agent company directly provide the proper guidelines to connectivity of newspaper, radio, and website etc.

Conclusion

Life Insurance is complexity of financial services which provide the uncertainty risk for future events. Insurance company framed

several benefit of policy schemes highly density services sector not only India also throughout world. Government of India implemented has been sustainable development contribute through socio-economic emancipation of below poverty line people. Insurance regulatory authorities of India promote the various scheme of financial product given more benefits prepare the some of the guidelines follow the private and public company insurances. Present day insurance sectors is certain level help to promote the uncertainty risk for present and future especially fully support to death of policy holders give some of the amount of financial services to the guardian of person. Insurance sector is diverse the spectrum of activities increasing the capital growth served to policy holders are benefited majority of people and also pension fund scheme are utilized for senior citizen of India. IRDA is unique highly customer services after death there are several benefit to enjoy the guardian of daughter, son, spouse are getting more benefit from insurance company. From this analysis there is need to understand maximum of gender, marital status, occupation, annual income and residence demographic factor is significant level of hypothesis through LIC policy holders in Villupuram.

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ELEMENTS OF HUMAN CAPITAL ADMINISTRATION – A REVIEW ON CHANGING PART OF HR PRACTICES IN ITES INDUSTRY IN CHENNAI REGION

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Abstract

The information economy envelops all occupations, organizations, and businesses in which the learning and capacities of individuals, as opposed to the abilities of machines or advancements, decides upper hand. From retail deals to PCs to biotechnology, these occupations will be more learning concentrated in their requests on workers and associations. In spite of the fact that the administration division is an undeniable place to discover more learning serious work, the assembling part is likewise turning out to be more subject to information and human capacities as chip and PCs overrun practically every aspect of work. The important findings of the study generated through the interview schedule with the sample ITES employees are presented. The results are derived from using certain statistical tools which are also given. The interaction of the researcher with the ITES employees about HR practices with respect to recruitment, training, development, compensation, retention and attrition is also discussed in this article.

Introduction

The information economy envelops all occupations, organizations, and businesses in which the learning and capacities of individuals, as opposed to the abilities of machines or advancements, decides upper hand. From retail deals to PCs to biotechnology, these occupations will be more learning concentrated in their requests on workers and associations. In spite of the fact

that the administration division is an undeniable place to discover more learning serious work, the assembling part is likewise turning out to be more subject to information and human capacities as chip and PCs overrun practically every aspect of work. The learning economy appeared therefore of the commercialization of data and correspondence innovations what is on the whole known as data innovation (Burton-Jones, 1999).The

quick advancement of PCs and chip has made it conceivable to gather and utilize tremendous measure of data from an assortment of sources in a more integrative and intelligent way than any other time in recent memory. Systems administration and availability combined with the web, have made it feasible for data to be gained and shared universally, so that closeness - no longer decides the capacity of individuals to cooperate cooperatively. Consolidated these powers have significantly modified business and regular daily existence. In this data - Concentrated economy, upper hand is construct fundamentally in light of the use of learning, and not the greater part of the information, knowledge, and intelligence, with which a worldwide organization needs to contend can be found in one place. Progressively, learning is scattered far and wide. Information, as opposed to the solid attributes of merchandise or benefits or the mechanics of generation procedures, is turning into the characterizing normal for financial exercises. The effect of information is inescapable in both the "old economy" and the "new economy." Human know-how is an essential segment in practically all that we deliver, and it decides how we create esteemed merchandise and enterprises. As Wear Tapscott states, more, included esteem is made by 'cerebrum than muscle.

Review of Literature

Prof. Smruti Patre and Prof. Rashmi Gupta (2011), through this article investigate different HR issues prompting to nearsighted conditions. Astigmatism portrays the extremist approach of HR officials. Creators unmistakably express that today's HR directors are confronting distinctive difficulties that requests them to be more element to position themselves as vital accomplices. They need finish business information to make a move from private cabin to meeting room also, partake in association wide strategies for success and destinations. The majority of the

HR experts are so caught in their standard duties that they neglect to understand that there are other indispensable exercises which are similarly vital to their work. Receiving a long haul see, remaining current, keeping an eye on contenders, organizing and taking up with expert bodies are a couple of preventive measures for HR to escape astigmatism. Garima Tyag (2010) through his article clarifies that the compelling use of innovation has turned into the key component for the effective usage of human asset administration. This article clarifies the significance of Human Asset Administration capacity to meet its business objectives. He reasons that the article on increment of Human Asset Data Framework would bring about upgrading the abilities and exhibitions of the workers of the associations. HRIS is hence, tuning into a basic part of the association in upgrading the business procedure. S Preethi Priscilla (2010) talks about Work-Life Adjust. She says that HR Viewpoint – with the appearance of globalization, the requests of work environment are always expanding and very dynamic. Workers spend more time at the work environment as opposed to at home. In spite of the fact that organizations are seeing new statures, the work-life adjust of the worker is no longer under control. She uncovers a startling reality that developing number of suicides, separations; irritated families and connections, shock or clashes in the associations, and so on are the impressions of bothered work-life adjust of the representatives. She likewise proposes that HR bureau of the association ought to help the representative to keep up a work-life adjust. They should painstakingly distinguish the issue and discover an answer with the collaboration of the business. She proposes that the association might incorporate giving work-life adjust as a HR approach. Subsequently through this article she additionally asks for the businesses to draw out methodologies or plan to adapt to the issue and push the representatives to make the most

of their work and live without limitations, makes the association the most joyful work environment in. Vivekanandanda (2008), through this article, draws his bits of knowledge about the significance of estimation in HR. He says that HR is being measured by receiving different procedures of utilizing diverse scorecards like adjusted scorecard, HR scorecard and workforce scorecard, which highlight the expanding pattern towards receiving estimation procedures to evaluate the target of having an effect on hierarchical results. It additionally gives a system inside which to quantify and report clients, accomplices, and speculators methodically. He presumes that it is turning into an essential variable for achievement with regards to the globalization procedure.

Objective of the Study

The accompanying are the destinations of the review:

- i) To display the profile of ITES industry in India and in Tamil Nadu.
- ii) To clarify the idea of Human Capital Administration in the specific circumstance of ITES industry.
- iii) To inspect the HR hones in connection to enrollment, preparing and improvement, remuneration, maintenance and steady loss.
- iv) To examine the variables that are in charge of steady loss of workers what's more, results of steady loss.

Statement of the Problem

Among all the M's in the administration (Materials, machine, techniques, cash, thought process control), the most vital one is Men i.e., Human Asset. It is thought about the aggregate learning, aptitudes, imaginative capacities, abilities and aptitudes of the association's workforce. Truth be told it is a vital monetary asset in overseeing and working gainful and administration enterprises. All things considered, human asset or human capital is

the most significant asset for an industry. In India, among various segments, the Data Innovation empowered Administrations (IT& ITES) industry relies on upon substantial measure of human capital. Aside from the location advantage that India has, the component for the nation's tremendous accomplishment in the abroad markets is its copious and financially savvy human capital which is one of the key resources that has kept India to support its edge in the ITES division. As the field includes work of human capital in vast number, Human Asset (HR) experts in BPO industry are endeavoring to define procedures to hold human capital however nothing is working to support them. In hate of every one of their trials, the normal weakening rate in the BPO area is still exceptionally high. Organizations have various types of systems received to handle the issue of holding human capital. It ranges from money motivating forces to profession sympathy toward the representatives. With regards to human capital administration, the HR hone in this industry is exceptional and unmistakable to manage human asset, as it is exceedingly compact. The ITES business is faced with the issue of whittling down. The HR practices are outlined in a manner that the association can keep the enlistment and preparing low and in this manner it can accomplish less gainful cost. In this manner, an endeavor has been made to attempt a review to investigate the HR hones in the ITES part in Chennai Locale as some portion of human capital administration.

Discussions

H0: There is no significant influence of (a) selection process (b) source of hiring (c) selection criteria (d) nature of employment on recruitment

Selection process

It is noted that 'F' value in respect of recruitment of the respondents is arrived at 3.632. It is significant at 5% level. It demonstrates that the respondents selected

through grounds interviews have scored most astounding mean estimation of 21.96 and the least mean was scored by the respondents enlisted through telephonic meeting (20.01). This demonstrates the representatives selected through grounds meet are happier with their enlistment procedure and the respondents selected through telephonic meeting are feeling fewer fulfillments towards enlistment handle in ITES industry. In that capacity, it is reasoned that there is huge impact of procedure of the respondents on determination/enlistment.

Source of Hiring

It is noticed that “F” esteem in regard of employing wellsprings of the respondents is landed at 3.832. It is noteworthy at 5% level. Promote, the demonstrates that the respondents employed through situation advisors have scored most elevated mean estimation of 22.07 and the least mean esteem is scored by the respondents procured through commercial (20.08). This demonstrates the representatives contracted through position experts are more happy with enrollment prepare and the workers enlisted through ads feel that they are less fulfilled towards enrollment handle in ITES industry. All things considered, it is inferred that there is huge impact of wellspring of enlisting of the respondents on determination/enrollment.

Selection Criteria

It is noticed that “F” esteem in regard of determination criteria is touched base at 7.265. It is huge at 1% level. Encourage, the Table 5.2 shows that the respondents selected for their encounter have scored most astounding mean estimation of 23.93 and the least mean was scored by the respondents selected for their instruction capability (15.54). This demonstrates the respondents selected for experience are more fulfilled with the enlistment procedure and the representatives enrolled for training capability are less fulfilled towards enlistment prepare in ITES industry. All things considered, it is inferred that there

is noteworthy impact of determination criteria of the respondents on choice/enrollment.

Nature of Employment on Recruitment

It is noticed that “F” esteem in regard of business nature of the respondents is touched base at 2.792. It is not huge at 5% level. In that capacity, it is reasoned that there is no noteworthy impact of business nature of the respondents on choice/enrollment.

H0: There is no significant influence of (a) age (b) gender (c) marital status (d) education (e) annual income of the respondents on growth and development.

AGE

It is comprehended that “F” esteem in regard of age of the respondents is touched base at 11.257. It is noteworthy at 1% level. Further, shows that the respondents in the age gathering of over 50 years have scored most noteworthy mean estimation of 19.08 and the least mean was scored by the respondents in the age gathering of 30 and beneath (9.70). This demonstrates that the respondents with age over 50 years are more happy with their development and improvement in their associations and the respondents with age beneath 30 years are less happy with their development and advancement in the ITES industry. All things considered, it is presumed that there is critical impact of age of the respondents on development and advancement.

Sex

It is seen that “t” esteem in regard of sex of the respondents is touched base at 2.530. It is huge at 5% level. Further, shows that the ladies respondents have scored most noteworthy mean estimation of 16.47 and the least mean was scored by the guys (15.02). This demonstrates the ladies are more happy with their development and improvement in the association and the male respondents are less fulfilled with their development and improvement in ITES industry. It is presumed

that there is huge impact of sexual orientation of the respondents on development and advancement.

Status

It is noticed that “t” esteem in regard of conjugal status of the respondents is touched base at 0.450. It is not critical at 5% level. It is inferred that there is no huge impact of conjugal status of the respondents on development and improvement.

Educational qualification

Obviously “F” esteem in regard of instruction of the respondents is touched base at 10.787. It is noteworthy at 1% level. Further, shows that the Post Graduation with science foundation have scored most astounding mean estimation of 19.14 and the least mean was scored by the respondents having Under Graduation with business foundation (12.12). This demonstrates the representatives having Post Graduation with science foundation are more happy with their development and advancement in their associations and the respondents having Under Graduation with trade foundation are less happy with development and advancement in ITES industry. All things considered, it is reasoned that there is critical impact of instruction of the respondents on development and improvement.

Annual Income

It is realized that “F” esteem in regard of yearly pay of the respondents is touched base at 10.185. It is huge at 1% level. Further, demonstrates that the respondents procuring above Rs.6 lakhs have scored most astounding mean estimation of 17.17 and the least mean was scored by the respondents winning yearly wage of not as much as Rs. 4 lakhs (13.45). This demonstrates the respondents winning more than Rs.6 lakhs per annum are more happy with their development and advancement and the respondents gaining not as much as Rs. 4 lakhs for each annum are

less happy with development and advancement in ITES industry. All things considered, it is presumed that there is critical impact of yearly wage of the respondents on development and improvement.

Results

- i) Huge impact of age of the respondents on development and improvement is watched. Respondents with age over 50 years are happier with their development and improvement in their associations what's more, the respondents with age underneath 30 years are less happy with their development and improvement in the business.
- ii) Huge impact of sex of the respondents on development and improvement is watched. Ladies are more happy with their development what's more, advancement in the association and the male respondents are less happy with their Development and improvement in the business.
- iii) Huge impact of conjugal status of the respondents on development and improvement is not watched.
- iv) Huge impact of instruction of the respondents on development and improvement is watched. Workers having Post graduation with science foundation are happier with their development and improvement in their associations and the respondents having under graduation with business foundation are less happy with development and improvement in the business.
- v) Huge impact of yearly salary of the respondents on development also, improvement is watched. Respondents gaining more than Rs.6 lakhs per annum are happier with their development and advancement also, the respondents procuring not as much as Rs. 4 lakhs for every annum are less happy with development and advancement in the business.

- vi) Significant influence of process of the respondents on selection/recruitment is observed. Employees recruited through Campus interview are more satisfied with their Recruitment process and the respondents recruited through telephonic interview are feeling less satisfaction towards recruitment process in the industry.
- vii) Significant influence of source of hiring of the respondents on selection/recruitment is observed. Employees hired through placement consultants are more satisfied with Recruitment process and the employees hired through advertisements felt that they are less satisfied towards Recruitment process in the industry.
- viii) Significant influence of selection criteria of the respondents on selection/recruitment is observed. Respondents recruited for experience are more satisfied with the recruitment process and the employees recruited for education qualification are less satisfied towards Recruitment process in the industry.
- ix) Significant influence of employment nature of the respondents on selection/recruitment is not observed.

Conclusion

HR Rehearses in ITES industry relies on upon its enrollment, preparing and advancement, pay, maintenance and weakening. Presently a days, ITES industry is driving the different businesses in the wake of the money related changes. The changes have opened new vistas for ITES organizations to change over to an worker driven approach. A type of HR Practices and its expanding utilization of current innovation have additionally upgraded reach and openness to the representatives. Hence, the ITES business has changed whole situation with an confirmation that it ought to make a solid and propelling air so as to lessen the rate of whittling down. It is to be specified that a

review identifying with HR Hones on enlistment, preparing and advancement, pay, maintenance also, weakening is elucidating as in it is for the most part in light of the sentiment of the specimen representatives in Chennai District. This will empower us to comprehend the nature of HR Practices followed in the ITES business in the new advanced period. The scientist has distinguished certain issues in light of the sentiment of the respondents and offered recommendations to figure essential approaches to hold the workers and to decrease the rate of steady loss. In the event that the present review helps the scientists in any capacity to attempt the investigations of a comparative sort in different territories, the scientist will feel glad. The analyst has a feeling of fulfillment that she has attempted a helpful review.

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FACTORS OF BENCHMARKING IN MANUFACTURING SECTORS

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Abstract

There are lot of emphases on benchmarking that benefits a company in various ways. In this study, researcher attempts to know factors of benchmarking in manufacturing sector, Ampara Coastal Belt, Eastern Province of Sri Lanka. Researcher undertook review of literature based on previous studies and developed a conceptual model. This study selected 61 randomly selected owners, accountants, production heads and so on as respondents for collecting data for this study from manufacturing sectors such as weaving factories, sweet factories, brick manufactories, fruit juice factories, and other manufactories. Data were collected from questionnaire using Final Year Undergraduates who has specialized in Human Resource Management during the third quarter of 2016 in the area of Ampara Coastal Belt, Eastern Province of Sri Lanka. Results of this analysis revealed that items of factors represent satisfactory reliability statistics which means items of external, organisational and individual BMF maintain internal consistency. There are satisfactory values for KMO, Bartlett's Test and satisfactory extracted communality. It was revealed that the results of total variance disclosed that external, organisational and individual BMF have explained 87%, 59% and 91 % of the total variation in this study. Conclusion was that external, organisational and individual BMF are important in manufacturing sector in in Ampara Coastal Belt, Eastern Province of Sri Lanka.

Keywords: Benchmarking, Factors, Manufacturing Sectors.

Introduction

Researchers have defined benchmarking from various contexts. Sarkis (2001) defined benchmark as a metric unit on a scale for measurement. Benchmarking is defined as an activity that compares one's own process, practice, product, or service with the best known similar activity (Balm, 1996). Researchers have emphasized about benchmarking benefit a company in various

ways such as knowledge about the best practices from any industry, increased productivity, enhanced learning & improved growth potential and strategic tool for performance assessment & continuous improvement. In the present scenario, there are heavy competition and technology advancement which have motivated several companies to improve their processes, products and services. Although there are several

techniques used for improving their process, products and services benchmarking has been one of the simple and effective techniques which is vital for performance improvement in many areas. Although there are studies of benchmarking in different countries and in different contexts studies with respect to factors of benchmarking are still unclear and focus is needed to know about factors of benchmarking. On this basis, this study is conducted to know about factors of benchmarking.

Statement of the Problem

In this study, problem is stated by previous research findings and reports of press releases in various industries. Robert (1995) studied about benchmarking the firm's critical success factors in new product development. Study found that the main performance drivers are a high-quality new product process; a clear, well-communicated new product strategy for the company; adequate resources for new products; senior management commitment to new products; an entrepreneurial climate for product innovation; senior management accountability; strategic focus and synergy (i.e., new products close to the firm's existing markets and leveraging existing technologies); high-quality development teams; and cross-functional teams. Press Releases (2015) reported that key factors to consider in a procurement benchmarking analysis. Procurement is an important area of any business when a company wants to gain world-class distinction that needs to carry out the process of procurement benchmarking. Procurement benchmarking is the process of quantifying various factors related to an organization's purchases of supplies or services against industry standards. It was stated that when industry, market and organizational factors and standards change, it is also essential to adjust benchmarks as needed. Studies have proved that there are studies from theoretical and implementation

point of views of benchmarking. Previous studies have ignored factors of benchmarking. Factors of benchmarking are broad and needs academic focus and attention. However, few previous studies had looked into the external factors (Brah, Ong&Rao, 2000). Thus, there is a need to do a study in benchmarking that covers all factors of benchmarking. Amina, MarieandPhilippe (2012) studied about benchmarking in healthcare sector. Paul (2005) studied about critical success factors, benchmarking and quality in virtual learning. From these evidences, it can be understood that benchmarking has been done in many industries but, factors for benchmarking is unclear. Thus, to sort out this problem, this study is undertaken for knowing benchmarking factors in manufacturing sector in Ampara Costal Belt, Eastern Province of Sri Lanka.

Research Question and Objective

In this study, researcher raises "what factors affect benchmarking in manufacturing sector" as a research question. This research question is translated into research objective as "to know factors of benchmarking in manufacturing sector".

Significance of the Study

This study is important for various reasons. Findings of this study are expected to reveal factors of benchmarking in various industries which will provide insight to the various industries and government to promote benchmarking practices. Research studies have witnessed that benchmarking brings competitive advantage to industries. Lee (2004) has stated that benchmarking pave the way for further development of benchmarking practice, in order to sustain the competitive advantages in Malaysia. There are numerous studies on the theories and implementations of benchmarking. On the other hand, empirical studies of benchmarking adoption are lacking. Thus, this study is expected to conduct in an empirical way. Research studies have proved that benchmarking brings advantages to

companies. Researchers have denoted that the influential factors may serve as pre-conditions for any companies before embarking on the benchmarking project as emphasized by Brah, Ong and Rao (2000) that the existence of critical pre-conditions was significantly correlated with the benefit of benchmarking. Benchmarking is expected to serve as an experience to those companies that are not performing benchmarking. This study is expected to identify the factors that can help to identify excellent product and services. This is why, Bhutta and Huq (1999) has stated that benchmarking has been recognized as a process of identifying the highest standards of excellence for products, services, or processes. Benchmarking helps an organization to learn about organization and its activities. Researchers like Fernandez, McCarthy and Rakotobe-Joel (2001) have denoted that benchmarking is a process that facilitates learning and understanding of the organization and its operations. A study like this may bring several advantage such as increased knowledge about benchmarking, knowledge about strategic planning tool, support for competitive analysis, process analysis & improvement, assistance for team building, support for data collection and organization development (Fernandez et al., 2001).

Review of Literature

Lee (2004) studied about determinants of benchmarking adoption and to highlight their importance towards its adoption. In this study, literature review considered top management commitment, internal assessment, employee participation, benchmarking limitation, role of quality department, and customer orientation as determinants of benchmarking. This study was conducted by distributing questionnaires to 250 randomly selected manufacturing companies in Penang. The respondents were targeted to QA Manager or QA Directors. Finally, data collected was analyzed using discriminant analysis. The findings revealed

that employee participation is the most influential factors to benchmarking adoption followed by top management commitment. On the other hand, customer orientation, role of quality department and benchmarking limitation do not have significant discriminating power to affect benchmarking adoption.

Keki (2005) conducted Motorola's first benchmarking project. This study has considered critical success factors in benchmarking. These CSF are corporate strategy, top management, organisation i.e. infrastructure, planning for benchmarking, key business outcomes, the internal customer to the benchmarking project, the benchmarking team, training, internal benchmarking, networking (Source: KekiBhote, Motorola's First Benchmarking Project)

Ross (2009) studied about key effectiveness factors in using price benchmarking to improve your competitive process. This study has stated about data compatibility, benchmarking partner, ideal pricing model, new market or new service delivery geography, appropriate bids in proposals for service and pricing optimization.

Vassilis (2000) prepared a report about benchmarking that focused on dissemination of innovation management and knowledge techniques. In this study, a number of performance measures has been chosen, which are accepted factors of measuring business excellence. Such factors could include leadership, policy & strategy, people management, resource management, business processes, customer satisfaction, people satisfaction, impact on society and business results.

Yean, Suhaiza, and Keng (2006) studied about how to understand the factors for benchmarking adoption that focused on new evidence from Malaysia. Research design included quantitative analysis. Discriminant

analysis was used to determine whether statistically significant differences exist between the average score profile on a set of variables for two a priori defined groups and so enabled them to be classified. Besides, it could help to determine which of the independent variables account the most for the differences in the average score profiles of the two groups. In this study, discriminant analysis was the main instrument to classify the benchmarking adopter and non adopter. It was also utilized to determine which of the independent variables would contribute to benchmarking adoption. The finding from discriminant analysis revealed that employee participation was the most influential factors on benchmarking adoption, followed by top management commitment and role of quality department, whereas benchmarking limitation and customer orientation did not contribute significant impact on the adoptions.

Suhaiza, Tutikand Yudi (2000) studied about factors influencing the effectiveness of benchmarking practice among manufacturing companies in Indonesia. The objective of this study is to examine manufacturing process factor that contribute to the effectiveness of benchmarking in Indonesian manufacturing industries. The population of the study covers randomly selected from all type of manufacturing companies in East Java, Indonesia. The companies have registered with the Agency for Strategic Industriessuch as textile products companies, auto part and supplies, and home appliances etc. This study found that complexity and flexibility has significant correlation with effectiveness of benchmarking in manufacturing process.

Benchmarking: A Method for Continuous Quality Improvement in Health

Baba, Sha'riandAzhari(2007) studied about *benchmarking critical success factors perceptions and practices in Malaysian eight automotives manufacturing companies that is comprised of* (1) all respondents; (2) quality

certiued; (3) non-quality certiued; (4) small and medium enterprise (SME); (5) large; (6) 100% locally owned; (7) 100% foreign owned; (8) and joint venture companies. The analyses from 68 respondent companies showed the CSFs for benchmarking implementation were practiced at low to moderate level. On overall, there is a signiûcant difference between the CSFs perceived level of importance and extent of practice by the respondent companies. Pair samples t-test results showed there is a signiûcant difference between the level of importance and practices in all CSFs in quality certiued, large, SME, 100% local and joint venture companies. The survey results also showed no signiûcant difference in terms of level of importance and practice of all the CSFs in 100% foreign companies. In non-quality certiued companies there is no signiûcant difference in terms of level of importance and practice except for four CSFs.

Conceptual Model

Researcher developed the following conceptual model as depicted in Figure 1 for this study.

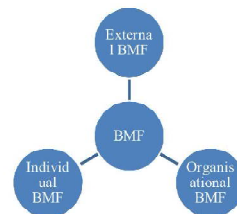


Figure 1: Conceptual Model

(Source: Review of Literature and Adopted from Pinar, 2005)

Methodology

Population and Sample

The population of this study covers all the respondents from all type of manufacturing companies in Ampara Coastal Belt, Eastern province of Sri Lanka. Manufacturing sectors include weaving factories, sweet factories, brick manufactories, fruit juice factories, and other manufactories. Respondents are selected

from top people such as owners, accountants, production heads and so on from these selected manufacturing companies. Researcher found difficulties in knowing the sampling frame of the respondents. Thus, this study selected 61 randomly selected owners, accountants, production heads and so on as respondents for collecting data for this study.

Data collection

Data collection includes data collection instrument, data collectors, data collection time and data collection area. Researcher developed a questionnaire that was used as an instrument for collecting data in this study. Data were collected by Final Year Undergraduates who has specialized in Human Resource Management. Data were collected during the third quarter of 2016. Area for undertaking this study was Ampara Coastal Belt, Eastern Province of Sri Lanka.

Scope of the study

Although this study is planned to consider all type of manufacturing companies in Ampara Coastal Belt, Eastern province of Sri Lanka few selected manufacturing companies were only included in this study. This study is time - limited. This study collected data for about three months. This study is geographically limited to Ampara Coastal Belt, Eastern Province of Sri Lanka for the ease of data collection.

Data analysis

Data analysis is comprised of pilot study, reliability & validity, data analysis technique and software tool for analysis. Pilot study was conducted to know about with few owners of weaving factories. Reliability and validity are tested statistically using Cronbach alpha values. This study used factor analysis with Varimax rotation. Researcher used SPSS with the version of 22.0 for undertaking this study.

Results and Discussion of Findings

Reliability statistics

Reliability statistics is Cronbach Alpha which is used to know about the internal consistency of items taken in this study. Satisfactory values of Cronbach Alpha for external, organisational and individual BMF are tabulated in Table 1.

Table 1: Values of Cronbach Alpha

Factors of Benchmarking	Numbers of items	Values of Cronbach Alpha
External Factors of Benchmarking	02	0.673
Organisational Factors of Benchmarking	03	0.677
Individual Factors of Benchmarking	03	0.679

Factor Analysis

Factor analysis is conducted for all three factors such as external, organisational and individual BMF with the support of KMO and Bartlett's Test, communalities, total variance explained and so on. Satisfactory KMO and Bartlett's Test values are tabulated in Table 2.

Table 2: Values of KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.500	.553	.620
Bartlett's Test of Sphericity	Approx. Chi-Square	47.546	31.459	39.247
	Df	1	3	3
	Sig.	.000	.000	.000

Communalities

Initial communalities for all items are 1 respectively. Satisfactory extracted communality values for external, organisational and individual BMF are tabulated in Table 3.

Table 3: Satisfactory extracted communality values

External FBM	Initial	Extraction	Organisational FBM	Extraction	Individual FBM	Extraction
People & social factors	1.000	.873	Internal business factors	.628	People interests	.893
External business factors	1.000	.873	Performance measures & procedures	.766	People support	.941
Extraction Method: Principal Component Analysis.			Leadership styles	.672	Partnership	.886

Total Variance Explained

Total Variances Explained for external, organisational and individual BMF are satisfactory and tabulated in Table 4.1, 4.2 and 4.3 respectively.

Table 4.1: Total Variance Explained for external BMF

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.746	87.295	87.295	1.746	87.295	87.295
2	.251	12.705	100.000			

Extraction Method: Principal Component Analysis.

Table 4.2: Total Variance Explained for organisational BMF

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.765	58.811	58.811	1.765	58.811	58.811
2	.844	28.130	86.971			
3	.391	13.029	100.000			

Extraction Method: Principal Component Analysis.

Table 4.3: Total Variance Explained for individual BMF

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	1.333	51.091	51.091	1.333	51.091	51.091	1.327	50.913	50.913
2	1.187	39.578	90.672	1.187	39.578	90.672	1.193	39.757	90.672
3	.280	9.328	100.000						

Component matrix and component score coefficient matrix

Component matrix and component score coefficient matrix for factors are tabulated in Table 5.1 and 5.2.

Table 5.1: Component Matrix for external, organisational and individual BMF

External BMF	Component	Organisational BMF	Component	Individual BMF	Component
People & social factors	.931	Internal business factors	.573	People interests	.842
External business factors	.934	Performance measures & procedures	.875	People support	.963
Extraction Method: Principal Component Analysis. a. 1 components extracted.		Leadership styles	-.819	Partnership	-.900

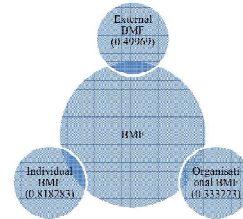
Table 5.2: Component Score Coefficient Matrix for external, organisational and individual BMF

External BMF	Component	Organisational BMF	Component	Individual BMF	Component
People & social factors	.535	Internal business factors	.324	People interests	.889
External business factors	.535	Performance measures & procedures	.496	People support	.970
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.		Leadership styles	-.464	Partnership	-.858

individual BMF

Factor Scores

Factor Scores are calculated on the basis of factor loadings and component score coefficient for factors. Calculated factor scores are depicted in Figure 2.

Figure 2: Factor Scores for external, organisational and individual BMF

Conclusion

In this study, researcher attempts to know factors of benchmarking in manufacturing sector in Ampara Coastal Belt, Eastern Province of Sri Lanka. Results of this analysis revealed that reliability statistics are satisfactory for items of factors. Thus, items of external, organisational and individual BMF maintain internal consistency along with satisfactory KMO and Bartlett's Test values. Initial communalities and satisfactory extracted communality values are found for external, organisational and individual BMF. Results of total variance disclosed that external, organisational and individual BMF have explained 87%, 59% and 91 % of the total variation in this study. This explains that external, organisational and individual BMF are suitable in manufacturing industries concerned in this study. Calculated factor scores for external, organisational and individual BMF are 0.49969, 0.333223 and 0.818283 respectively. It can be concluded that external, organisational and individual BMF are important in manufacturing sector in in Ampara Coastal Belt, Eastern Province of Sri Lanka.

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AN ECONOMIC ANALYSIS OF FISH PRODUCTION IN KRISHNAGIRI DISTRICT OF TAMIL NADU, INDIA

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Abstract

An economic analysis of fish production was carried out in Krishnagiri district of Tamil Nadu. The study revealed that the total cost was higher for tilapia farmers with Rs. 3,17,073 when compared to Aana farmers with Rs. 221779. The gross and net income was highest for Tilapia farmers. Fish yield responded significantly to the inputs of fingerling and feed. The mean technical efficiency for total fish production was 93 per cent and mean scale efficiency was 94 per cent. Sustainability analyses of fish production revealed that among all the four assets, tilapia farmers were more sustainable. The major constraints faced by fish farmers were lack of training facilities relating to new technology, financial problems and increasing cost of labour and other inputs such as feed and implements. Net return and sustainability of tilapia fish production was high and hence it should be popularized among the fish farmers by the fisheries department.

Keywords: Cobb-Douglas production function, Data Envelopment analysis, Garrett's, Ranking Technique, Production efficiency, Technical Efficiency, MVP/ MIC, ratio and Sustainability

Introduction

Fishing in India contributed over one per cent of India's annual Gross Domestic Product. In Tamil Nadu, the fisheries sector contributed Rs.2, 680 crore to the Gross State Domestic Product (GSDP) (at 2004-05 prices) during 2011-2012, which was 0.80 percent of the total Gross State Domestic Product. During 2011-12, the export of marine products reached 73,991 tonnes valued at Rs. 2,801 crore. India

is a large producer of Inland fish next to Japan. Out of the total Inland fish production of over 3.6 million metric tons, more than 60 was contributed by fish culture in ponds and reservoirs. The average productivity from ponds at national level was around 2,500 kg/ha/year. The earlier studies focused mainly on cost and returns of fish farming, but, very little accessible information actually exists on the assessment of sustainability of the fish farming.

The sustainability evaluation was carried out with Sustainable Rural Livelihood (SRL) approach model. Apart from cost and returns, resource use efficiency and technical efficiency of fish farming was also attempted in the study.

Objectives

1. To estimate the cost and returns of fish farming.
2. To study the resource use efficiency and technical efficiency of fish farming.
3. To study the sustainability of fish farmers.
4. To identify the constraints faced by fish farmers and to suggest the suitable policy implication

Methodology

In Krishinagiri district, Barur block was purposely selected for the present study since it is one of the major pond fish cultivation areas in the district. A sample size of 30 fish farmers was fixed. A well structured interview schedule was used to collect primary data. Percentage analysis was employed for estimation of cost and returns of fish farming. Resource use efficiency was studied through Cobb-Douglas production function analyses. Technical efficiency analysis was done by Data Envelopment analysis. Garrett's Ranking Technique was used to rank the constraints faced by fish farmers.

Result and Discussion

Cost of fish Production

The cost of production is furnished in table 1. The fixed cost includes pond construction, construction of inlet outlet sluice to the pond and maintenance cost. It could be seen from the table 1 that the total fixed cost was highest for tilapia species with Rs.2956.82 and for aanai it was Rs.2479.06. Among all the component of fixed cost, the pond construction cost was accounted for a major proportion and it was nearly 60 percent. Maintenance cost formed next category and inlet outlet slice formed the last category of fixed cost.

The variable cost was also highest for tilapia farmer with Rs.314117 and for aanai farmer, it was Rs.219300. The Variable cost included the fingerling cost, feed cost, labour cost, and harvesting cost. The feed and labour cost was highest for both aanai and tilapia farmers and it was 49.24 percent and 41.95 respectively. The total cost was higher for tilapia farmers with Rs. 3,17,073 when compared to Aanai farmers with Rs. 221779

Gross and Net income

The detail of gross and net income of sample fish farmers is presented in table 2. It could be seen from the table that the gross income of tilapia was highest with rs. 574000 and for aanai farmers it was Rs. 352000. The net income also revealed the same pattern like gross income and it was higher for tilapia farmers with Rs. 256927 and for aanai farmers it was Rs. 130221.

Production efficiency of fish production

Cobb-Douglas production function was employed to study the relationship between the fish yield and the inputs used in the fish production and the results are furnished in Table 3. Fish yield responded significantly to the inputs (fingerling and feed). Fingerlings was significant at one per cent level with the coefficient value of 0.27. Feed was five percent significant level with the coefficient of 0.06. It could also be seen from the table that the ratio between MVP and MIC of fingerling was more than one and so it indicated that the fingerling was underutilized. For feed, the ratio between MVP and MIC was less than one and so it indicated that the feed was over utilized.

Table 1 Cost of fish production

S.No.	Particulars	Total	Aanai	Tilapia
Fixed cost				
1	Pond construction	2538.26 (68.33)	1585.74 (63.96)	1796.92 (60.77)
2	Inlet outlet slice	303.31 (8.16)	220 (8.87)	286.56 (9.69)
3	Maintenance cost	873.32 (23.51)	673.32 (27.16)	873.32 (29.53)
4	Total	3714.58 (100.00)	2479.06 (100.00)	2956.80 (100.00)

Variable cost				
5	Fingerling cost	6816.76 (2.71)	5300 (2.41)	8193 (2.60)
6	Feed cost	124000 (49.33)	108000 (49.24)	180700 (57.52)
7	Labour cost	104926 (41.74)	92000 (41.95)	107934 (34.36)
8	Harvesting cost	15600 (6.20)	14000 (6.38)	17290 (5.50)
9	Total	251342 (100.00)	219300 (100.00)	314117 (100.00)
10	Total cost of production	255056	221779	317073

Table 2 Income from fish production

S. No.	Particulars	Total	Aanai	Tilapia
1	Gross income	513000	352000	574000
2	Net return	257944	130221	256927

Table 3 Production Efficiency of fish production

S. No.	Variable	Regression coefficient	MVP/MIC ratio
1	Regression constant	0.49 (0.89)	
2	No of fingerling	0.27** (0.25)	1.28
3	Feed	0.06* (0.06)	0.09
4	Adjusted R ²	0.98	

** - 1 percent significance * - 5 percent significance

Technical efficiency of total fish production

The technical efficiency of total fish production is presented in Table 4. The level of technical efficiency for total fish production was ranged from 76.00 to 100.00 with mean efficiency of 93.00 percent. Scale efficiency was ranged from 75.00 to 100.00 with mean efficiency of 94.00 percent.

The technical efficiency measures indicated that 20.00 per cent belonged to least efficient category (less than 90 per cent). 43.33 per cent of the farmers belonged to the medium efficient category (91 to 95 per cent). The farmers' belonged to the most efficient category (more than 95 per cent) was 36.66 per cent. Scale efficiency measures revealed that 16.66 per cent of farmers belonged to the least efficient category. 40.00 per cent of farmers belonged to the medium efficient category and 43.33 per cent of farmers belonged to the most efficient category.

Table 4. Technical efficiency of total fish production

S. No.	Particulars	Technical efficiency	Scale efficiency
1	Mean	0.93	0.94
2	Minimum	0.76	0.75
3	Maximum	1	1

Table 5 Frequency distribution of technical and scale efficiency

S.No.	Frequency	Technical efficiency	Scale efficiency
1	<90	6 (20.00)	5 (16.66)
2	91-95	13 (43.33)	12 (40.00)
3	>95	11 (36.66)	13 (43.33)
4	Total	30	30

Sustainability analyses of fish production

The sustainability analyses of fish production are presented in Table 6 and the analyses was carried out for natural assets, physical assets, human assets and social assets. Natural asset of fish catch revealed that tilapia farmers was more sustainable with a catch of 2866.66 Kg. The physical asset analysis revealed that the cost of housing was higher for tilapia farmers with Rs. 34587. All other parameters of physical asset do not showed much difference between tilapia and aanai farmers. The human asset analysis revealed that migration was less among tilapia farmers with five families as compared to ten aanai farmers. Food expenditure and health expenditure was also high among Tilapia farmers. The social asset analysis also revealed that participation in village meeting and mass media was high among tilapia farmers. Thus among all the four assets, tilapia farmers were more sustainable.

Table 6. Sustainability analyses of fish production

S. No.	Assets	Aanai	Tilapia
1	Natural assets		
	Fish catch (Kg.)	1933.33	2866.66
2	Physical assets		
A	Housing (in Rs.)	23456	34587
B	Building quality		
	a.Pucca	73.33	73.33
	b.Kutchha	26.66	26.66
C	Sanitation		
	a .Presence of toilets	73.33	76.66
	b. No toilets	26.66	23.33
D	Access to hospital (km)	7.80	7.40
E	Access to school (km)	1.30	1.20

3	Human assets		
A	Migration	10	5
B	Food security(in thousands)	1366.66	1740
C	Health(in thousands)	580	673
D	Education(literacy rate		
	a .Primary education	50	10
	b. Secondary education	10	50
	c. Higher secondary	20	20
	d. Degree	16.6	18.6
	e. illiterate	3.4	1.4
E	Occupation		
	a .Fisheries	10	25.5
	b. Fisheries and other	90	74.5
4	Social assets		
	a. Family size	5.2	4.9
	b. Participation in village meeting	10	12.7
	c. Mass media	0	4

Constraints

The constraints in fish production are presented in Table 7. It could be seen from the table that major constraints faced by fish farmers were lack of training facilities relating to new technology, financial problems and increasing cost of labour and other inputs such as feed and implements. Other problems were lack of contact with competent fishery extension personnel high price of fingerlings, lack of information about the technology of fish culture and marketing problems .

Table 7 Constraints in fish production

S. No.	Problems	Mean score	Rank
1	Lack of training facilities relating to new technology	60.60	I
2	Financial problems	45.53	II
3	Increasing cost of labour and other inputs such as feed and implements	41.43	III
4	Lack of contact with competent fishery extension personnel	28.46	IV
5	High price of fingerlings	28.23	V
6	Lack of information about the technology of fish culture	24.13	VI
7	Marketing problems	18.96	VII

Policy Implications

The ratio between MVP and MIC of fingerling was more than one and was underutilized. Hence it should be increasingly used by the farmers. Ratio between MVP and MIC of feed was less than one and was over utilized .Hence it should be optimized. Net return and sustainability of tilapia fish production was high and hence it should be popularized among the fish farmers by the fisheries department. The major constraints faced by fish farmers are lack of training facilities .Hence proper training facilities should be rendered by the fisheries department. Farmers felt that lack of finance as the second major constraint and hence financial institutions should give more cheap credit to the farmers.

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A STUDY ON CUSTOMER SATISFACTION OF IDHAYAM GINGELLY OIL IN CUMBUM TOWN

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Introduction

Consumers are the largest economic group in any country. They are the central point of all economic activity. He is purpose of all production and the interest of the producer ought to be attend to only to far as it may be necessary for promotion that of consumer. He is an individual member of the general public, purchasing or using goods, property or service for private and for professional purpose.

Attitude is a virtual factor playing important and unique role in behavior of the people it is deciding behavior and action of human beings towards the particular object. The attitude has been learning and doing something. It may be influenced by social economic and situational factors. It is difficult to describe the attitude of the group of people in general.

Profile of the Company

V.V.Vanniaperumal had an exemplary track record in the business world of Tamil Nadu, South India since 1943. He had three illustrious sons who built up the business empire in edible sesame (Gingelly) oil as traditional family business. Their business base was constructed in the Business town - Virudhunagar, 30 Kms from Madurai Airport.

Mr. V.V.V. Rajendran, son of Mr. V.V.Vanniaperumal was the founder of the Idhayam Group in the year 1986. Hands with an experience of more than 43 years launched sesame oil in a new consumer packing in the brand name 'Idhayam Sesame Oil'. 'Idhayam', the name gets its origin from 'Hriday' a Sanskrit word, which means 'heart'. Idhayam sesame oil is a natural cooking medium. It does not affect the heart, hence the name. Idhayam also reduces blood cholesterol. Today just the word 'Idhayam', has almost become synonymous with Sesame Oil. The Group was built with the main object of 'Growth with Truth and Hard Work'. 'Committed Quality' was their key to success.

Within a short span of its launch 'Idhayam' entered into millions of homes and also into the hearts of its occupants.

After the demise of the founder of Idhayam Mr.V.V.V. Rajendran in 1994 the business onus fell on Muthu and his able and efficient brothers Sathyam and Thendral. They collectively took charge of reins of the Group following the same principles of Mr. V.V.V. Rajendran.

Quality sesame seeds are not available throughout the year. Hence good

quality sesame seeds carefully sourced from different states during different seasons in India and are pre-cleaned through a special three tier sophisticated cleaning system. Idhayam sesame oil does not froth while heating, a proof for its purity so it can be used even for deep frying. They also have a modern auto packing system.

Palm jaggery which has the properties of preservative is used in the production of Idhayam sesame oil. Palm jaggery when added gives out a flavour making Idhayam sesame oil an excellent cooking medium. Absence of bitter taste in Idhayam sesame oil makes it the most preferable cooking oil. The pickle makers first preference is Idhayam oil.

Presence of linoleic acid (Essential Fatty Acid) in Idhayam sesame oil tends to make it a controller of cholesterol. Its medicinal properties make it a principal ingredient in the preparation of Ayurvedic drugs. It is also used for body massage. "Child Specialists at the University College of Medical Science (UCMS), Delhi say that sesame oil is the best massage oil for babies. "People will save money by using plain sesame oil instead of those heavily advertised baby massage oils", they said in their report.

No Chemicals so very natural

Idhayam again introduced another superior sesame oil- Idhayam Delit which is manufactured from only export quality sesame seeds. Recipes prepared using Idhayam Delit leaves your mouth watering.

The success of any product, however good it be, mainly depends on the advertising strategies and correct positioning of the brand. Idhayam emerged as a successful brand greatly because of the advertising principles it had used. The budget for advertising in 1983 was only Rs.20,000/- per month, which has now gone up to Rs.20 lakhs per month. This shows the importance given by the company for advertising.

They never tire in inventing innovative ideas to attract consumers and motivate dealers. They conduct competitions and family programmes to attract customers and encourage the winners by gifting them with recipe books, Rangoli books etc.

Cooking and Rangoli (Patterns drawn on ground using Rangoli powder or chalk piece) is considered as an art in India. Housewives find these books very useful. Sometimes even the customers are invited to show their talents to make them feel involved. For example through a Rangoli Competition, Rangolis were collected from the customers through an advertisement. Best of these were selected and compiled into a book. Such novel ideas keep springing from them, which helps in attracting customers.

Being such great innovative market leaders, Idhayam, with the enormous production capabilities, infra-structural facilities and a committed workforce, within a short span of five years, an annual turnover of Rs.70 crores (approx. US\$ 16 million) was reached in 1998-99; the growth rate in volume terms for the period 1994-98 touched 120 percent.

Wondering how this could happen? Well, Quality. That is the keyword of their astounding success.

Their main motto is customer satisfaction. They would take any step to make their product the best of all edible oils.

Having established its roots in Tamil Nadu, Idhayam sesame oil has now crossed into the borders of Kerala, Andhra Pradesh, Karnataka, Mumbai and Delhi. There is demand for the product with open arms and heart from countries such as Malaysia, Singapore, Gulf/ UAE countries, Sri Lanka, USA.

A blend of traditional comfort with modern outlook

Casual wear what you really wanted...

Having infiltrated almost every kitchen in

TamilNadu with the hugely successful 'Idhayam' and 'Del it' brands of sesame oil, the Group expanded itself into the textile industry. Within textiles they zeroed in on a product that would be novel, exotic and off the beaten track for the market as well as be an integral part of every wardrobe. They branded it 'Rasathe Darling'.

A sister company, Rasathe Hosieries was thus born in 1996, to produce the popular Rasathe Darling nighties. Like in the case of Idhayam/ Delit brands of sesame oil, advertisement again gave the much- wanted leverage in marketing the night wear. No compromise on quality was made here too.

Starting with just night wears they have now introduced Churidhars also.

In an era where only branded products receive attention, Rasathe Darling has almost gained all the publicity and people are highly interested in this quality product. It has become a name in vogue for fashion wears, serving the hottest in latest trends. Exclusive designer wears blending style and comfort are the unique features of this product. Elegance comes naturally to any women attired in this graceful wear.

The Group saw to it that there was an incredible variety of fabrics, designs, shades, patterns floated in the market for the customers to choose from. Above all, the price of these quality garments were quite competitive, hence helped in sales promotion.

The spine of the company however falls on the workforce. Idhayam has a committed team of staffs whose effort has played a major role in the upliftment of the company. The company in turn has a number of staff welfare schemes giving them training and good recognition.

Idhayam has given its part even in public welfare. They have patronised a Residential School named after their founder Idhayam Rajendran at Madurai. Their dedicated service

to society shows their compassion towards mankind. Idhayam Group on the whole has left no stone unturned and is marching successfully towards further ventures.

Manufacturing Process of Idhayam Gingelly Oil

1. Collecting the Seeds

Here the seed which matches the set standards of idhayam is selected and dusts are removed from them.

Note:Idhayam is produced by mixing 3 types of same seeds (namely white, red and black) in a traditionally determined proportion to provide a standard quality consistently maintained throughout the year.

2. Cleaning of the seeds

Then the wastes in the same seeds such as pebbles, leaves, sticks, Soil dust, and husk are removed.

Removal of immature seeds:

After all this process of filtering, an immature seed remains with the seeds. The immature seeds are removed by another devise.

Crushing

Before crushing the seeds, seeds are boiled by steam. This process helps to extract oil with ease.

Adding Jaggery

During the process of crushing palm jaggery is added to the seeds. This has the following uses easy flow of oil from crushing and makes oil- cake harder. This is very important for crushing.

After crushing, we get raw oil. Then the oil is filtered and the sludge obtained is again sent for crushing. Then the oil stored in the tanks and FFA is checked. If only the FFA is within 1.5% then the oil is sent for packing.(note: The Governments norms for FFA is <3%)

Then the oil is packed in consumer packs

as litercan, 2 ,liter can, 1 liter bottle, 1 liter pouch,1200ml bottle,1200ml pouch, 200ml bottle,200 ml pouch, 100,l bottle, 100 ml poucjh,120 ml pouch 1200 ml Dalit, 1 liter Sim , 1200ml Sim and 10ml Idhayam Wealth.

Objectives of the Study

1. To find out the satisfaction level of the consumers of idhayam gingelly oil.
2. To find out demand of product in market.
3. To study about the quality of the product
4. To find out the reason for preferring this product in the study area.
5. To study the usage of the product.
6. To offer suggestions.

Limitation of the Study

The study however is constrained by the following

- The survey was conducted only among the limited size of 120 respondents
- Attitudes and opinions are subject to Change
- The sample size is not statistically determined

Research Methodolgy

Methodology helps to do the research work systematically and facilities to have meaningful discrimination. Especially this part explains about tile objectives of the study history of organization and title tools utilization selection of sample interpretation and analysis.

Research Design

A plan of proposed study prepared by a researcher starting the research activities to be performed in her proposed study before undertakes his research work. A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. The descriptive study is necessary when researcher interested in knowing the characteristics of certain groups such as age, sex, occupation and

income etc.

Sources of Data

Data refer to the facts, figures or information collected for a specific purpose. Data for those reports is classified under two head. Primary data and secondary data.

Primary Data

Primary data are those which are new and original in nature. These data are the first hand information generated to achieve the purpose of research. The data is first hand data, which not readily available and is collected by interv9ews. It is collected only by do efforts on the part. Of the researchers. The primary data collected from respondents through direct personnel interview with the pre-structured questionnaire.

Secondary Data

Secondary data are those data which are not new and original in nature these data are those that are readily available and easy to obtain. It requires no individual efforts by; the researcher to get her information. Secondary data is mainly collected from text book. In this report, secondary has been derived from text book and website

Sampling Procedure and Sampling Techinque

The sampling procedure is this report was of convenience sampling. The involved surveying of samples or units of population on a convenience basis. The sampling technique used was the convenience sampling method for the respondent's convenience sampling method is also called chunk method.

A chunk refers to the fraction of the population to investigate. This chunk is not selected by probability but selected by judgment or by convenience.

Sample Size

The sample size of respondents is 120members. Conveniences sampling choose

the sample size. This is non-probability sampling tools which means selection the sample in hit or miss method. It is also a way of selecting the samples in whatever units easily available. To arrive at collect analysis the data collected the sample size was classified and tabulated and interpreted in terms of percentage which helps in visualizing the data efficiency.

Tools Used for Analysis

This study was analyzed by using percentage method. Percentage is one of the simplest and useful statistical devise used for the interpretation of collected data in the research, business, economic and statistics this technique can be understood even by a layman.

Analysis and Interpretation

This part presents the classification the respondents based on age, sex, occupation, qualification, factors influence to buy, level, of satisfaction and so on.

Table 1 Age Wise Classification

S.NO	Age	No.of Respondents	Percentage
1	Below 20	50	41.7%
2	20 to 30	25	20.8%
3	30 to 40	30	25%
4	Above 40	15	12.5%
Total		120	100%

Interpretation

- ✓ 41.7% of the respondents are belong the age of below 20
- ✓ 20.8% of the respondents are belong the age of 20 to 30
- ✓ 25% of the respondents are belong the age of 30 to 40
- ✓ 12.5% of respondents are belong the age group of above 40

Table 2 Sex Wise Classification

S.NO	Gender	No.of Respondents	Percentage
1	Male	80	66.7%
2	Female	40	33.3%
Total		120	100%

Interpretation

- ✓ 66.7% of the respondents are male.
- ✓ 33.3% of the respondents are female.

Table 3 Purchase of Idhayam Gingelly Oil

S.NO	Factor	No.of Respondents	Percentage
1	Purchase	100	83.3%
2	Not purchase	20	14.7%
Total		120	100%

Interpretation

- ✓ 83.3% of respondents are using idhayam gingelly oil
- ✓ 14.7% of respondents are not using idhayam gingelly oil.

Table 4 Other alternative Brands

S.NO	Factor	No.of Respondents	Percentage
1	Anjali	40	40
2	V.V.S	20	20
3	Sun flower	30	30
4	Others	10	10
Total		100	100%

Interpretation

- ✓ 40% of respondents prefer Anjali gingelly oil.
- ✓ 20% of respondents prefer V.V.S gingelly oil.
- ✓ 30% of respondents prefer sunflower gingelly oil.
- ✓ 10% of respondents prefer other gingelly oil.

Table 5 Reason For Using This Brand

S.NO	Factor	No.of Respondents	Percentage
1	Price	20	20
2	Quality	60	60
3	Quantity	15	15
4	Taste	5	5
Total		100	100%

Interpretation

- ✓ 20% of respondents are using the reason for price.
- ✓ 60% of respondents are using the reason for the quality
- ✓ 15% of respondents are using the reason for the quantity.
- ✓ 5% of respondents are using the reason for the taste of idhayam gingelly oil.

Table 6 Period Of Consumption

S.NO	Factor	No.of Respondents	Percentage
1	Years	50	50
2	Months	30	30
3	Occasion	20	20
Total		100	100%

INTERPRETATION

- ✓ 50% of respondents are using the brand for years
- ✓ 30% of respondents are using this monthly.
- ✓ 20% of the respondents are using occasionally

Table 7 Satisfaction Of Brand

S.NO	Factor	No.of Respondents	Percentage
1	Yes	64	64%
2	No	36	36%
Total		100	100%

Interpretation

- ✓ 64% of respondents said that the quality is better.
- ✓ 36% of respondents are that it not better than other product.

Table 8 Customer Satisfaction About This Brand

S.NO	Factor	No.of Respondents	Percentage
1	Satisfied	80	80%
2	Not satisfied	20	20%
Total		100	100%

Interpretation

- ✓ 80% of respondents are fully satisfied about idhayam oil.
- ✓ 20% of respondents are not satisfied idhayam oil.

Table 9 Opinion About This Brand

S.NO	Factor	No.of Respondents	Percentage
1	Satisfaction	30	30%
2	Moderate	70	70%
Total		100	100%

Interpretation

This table shows that the desire of the consumer opinion about this brand.

- ✓ 30% of respondents are satisfied in idhayam gingelly oil.
- ü 70% of respondents and support to moderate.

Table 10 Opinion About the Quality

S.NO	Factor	No.of Respondents	Percentage
1	yes	64	64%
2	No	36	36%
Total		100	100%

Interpretation

- ✓ 64% of respondents said that the quality is better.
- ✓ 36% of respondents said that it not better than other product.

Table 11 Availability of The Idhayam Gingelly Oil

S.NO	Factor	No.of Respondents	Percentage
1	Wholesaler	52	52%
2	Retailer	48	48%
Total		100	100%

Interpretation

- ✓ 52% of respondents purchase idhayam gingelly oil in wholesaler shop
- ✓ 48% of respondents purchasing retailer shop.

Table 12 Quantity Purchased By The Consumer

S.NO	Factor	No.of Respondents	Percentage
1	120ml	16	16%
2	100ml	36	36%
3	200ml	28	28%
4	500ml	20	20%
Total		100	100%

Interpretation

- ✓ 16% of the respondents are use 120ml pack.
- ✓ 36% of respondents are use 100ml pack.
- ✓ 28% of respondents are use 200ml pack
- ✓ 20% of respondents are use 500ml pack.

Table 13 Reason For Choosing Idhayam Gingelly Oil

S.NO	Factor	No.of Respondents	Percentage
1	Less cost	30	30%
2	Easy availability	40	40%
3	Good Quality	20	20%
4	Good Quantity	10	10%
Total		100	100%

Interpretation

- ✓ 30% of respondents prefer to buy less cost of idhayam gingelly oil.
- ✓ 40% of respondents prefer to buy easy availability of idhayam gingelly oil
- ✓ 20% of respondents prefer to good quality

of idhayam gingelly oil.

- ✓ 10% of respondents are perfected to good quantity of idhayam gingelly oil.

Table 14 Awareness About The Product

S.NO	Factor	No.of Respondents	Percentage
1	TV	30	30%
2	Radio	30	30%
3	Newspaper	10	10%
4	Magazine	20	20%
5	Others	10	10%
Total		100	100%

Interpretation

- ✓ 30% of respondents are purchase by TV advertisement
- ✓ 30% of respondents are purchase by radio.
- ✓ 10% of respondents are purchase by newspaper.
- ✓ 20% of respondents are purchase by magazine.
- ✓ 10% of respondents are purchase by others.

Findings

The findings of the data collected from 120 respondents are

- ✓ 96% of female respondents are using idhayam gingelly oil.
- ✓ 80% of respondents are using idhayam gingelly oil.
- ✓ 64% of respondents are satisfied with the quality of idhayam gingelly oil
- ✓ 72% of respondents are feel that the price is high
- ✓ 52% of respondents get idhayam gingelly oil from wholesaler.

- ✓ 48% of respondents are using more than 200ml
- ✓ 80% of respondents are fully satisfied with this brand.
- ✓ 32% of respondents are satisfied with the taste of idhayam gingelly oil.
- ✓ 40% of respondents prefer that easy availability in market.
- ✓ 100% of respondents are buying a product from knowledge of media.

Suggestions

- ❖ The price of the product is too costly, the price must be reduced.
- ❖ May attention be given in the packing style.
- ❖ The media advertisement must be improved and modernized
- ❖ They company should increase its quantity by the same price.

Conclusion

Consumer is an essential ingredient of marketing emphasis that he marketing, policies should be based on the need of consumers and aim at achieving organization goods through consumer satisfaction and wellbeing. Satisfaction and well new ideas and strategies which are in the interest of consumer and the organization.

There is always a need for developing new and a successful aspect. It is become the fact that the consumer with ever changing taste direct the companies to provide good quality of products also in the case of Idhayam Gingelly Oil.

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JUVENILE JUSTICE SYSTEM IN INDIA: AN ANALYSIS

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Introduction

The wake of industrialization, liberalization and globalization is responsible for gradually rearing up the problem of juvenile delinquency. Because, it induced people to move one place to another by way of searching employment due to change of social and cultural pattern in India. As result of these various changing and crowd conditions of life have given rise to juvenile delinquency. The changing pattern of social structure came to be treated equally all affairs concerning their necessity and development. The same system of equality also followed in respect of crime and punishment where the state is interested being the prosecutor to punish the wrong doer in which child is the greatest casualty and he is very often victimized. Therefore, the dispensation of justice and more particularly in criminal justice system there was no distinction between the adult and the child offender in the eye of law. Hence in this background this paper analysis the historical background and development of juvenile justice system; and the role of the Supreme Court to ensuring the right of juvenile delinquents.

II. Historical Background and its Development

The juvenile justice system seeks differential system of investigation, trial and

correctional process apart from the adult. The children required to be separately treated from adult. The philosophy behind the juvenile justice system is that juvenile delinquents are required to treat separated from adults and to apply them all necessary correctional process. It is very old system it was followed since the code of Hammurabi in 2270 B.C. It prescribed specific punishments for children who disowned their parents and run away from home. In this regard Justice Julian Mack summarized about the parents partial power of the State in the following-

“That the State is the higher parent; that it has an obligation, not merely a right but an obligation, towards the children; and that is specific obligation to step in when the natural parent either through viciousness or inability, fails so to deal with the child that it no longer goes along the right path that tends to good, sound, adult citizenship.”

The First Law Commission appointed in 1835 and it drafted the Indian Penal Code which came into force on 1960. It provided special consideration for children of immature understanding. Similarly the Code of Criminal Procedure provides the jurisdiction of ordinary courts to conduct the trial of juvenile delinquents. It provided that when any person under the age of 15 years committed any

offence and imposed sentence, the court might direct such person instead of being imprisoned in a criminal jail would be sent to any reformatory school established by the state government as a fit place for him to learn discipline and training in branch of some useful industry. It further provided that when any person under 21 years of age for release on probation of good conduct under certain conditions instead of sentencing such person to imprisonment. In fact the first Act to deal with the treatment of juvenile delinquents was Reformatory Schools Act 1876 which was modified later in 1897. It was an all India measure to deal with delinquents below fifteen years of age. The Indian jail committee 1919-1920 emphasized separate treatment of children and youthful offenders for their reformation. In pursuance of the recommendation of the committee several States enacted their children Acts. After independence, the founding fathers of the Indian Constitution inserted the special provision in the constitution in chapter-IV dealing with the directive principles of the state policy. For the protection of the children against exploitation; Article 39 (f) provides-

“That childhood and youth are protected against moral and material abandonment.”

The Government of India enacted a Children Act, 1960 for enforcement in the Union territories. Since many of the states passed Children Act much earlier. But the latest enactment dealing with the juvenile justice system in India is the Juvenile Justice Act, 1986. This legislation is more sensitive and comprehensive than its predecessors, viz., The Children Act, 1960 enacted for Union territories and similar Acts of many States. These earlier laws on the subject stand repealed, subject to certain exceptions, viz., the repeal would not affect the previous operation of any law so repealed or anything duly done or suffered under it, any right, privilege, obligation liability occurred in

regard to any offence committed against it, or any investigation, legal proceedings or remedy in regard to any such right, privilege, obligation, liability, penalty, forfeiture. The care protection, treatment, development and rehabilitation of neglected or delinquent juveniles and the adjudication of certain matters relating to delinquents have been provided for in the Juvenile Justice Act, 1986. The J.J. Act, 1986 is found inadequate to deliver the desired goods to the society and to protect the interest of the child which is of paramount consideration and the same was repealed. Thereafter the Juvenile Justice (Care and Protection) Act 200 was enacted and came into force on 1.4.2001 which was entirely based on the Convention on the Rights of the child passed by General Assembly of the United Nations on 20th November 1989 which was ratified by the Government of India on 11th December 1992 as a member state.

Salient Features of Juvenile Justice Act

The Act known as ‘The Reformatory Act’ deals with two categories of children, namely

children in need of care and protection and children in conflict with the law. The competent authority to deal with children in need of care and protection is the Child Welfare Committee which constitutes a Chairperson and four other members, one of whom atleast should be a woman. Chapter IV of this Module would focus in detail about Children in need of care and protection and the functioning of the CWC in rehabilitation and disposition of cases. Juvenile Justice Board (JJB) is the competent authority to deal with children in conflict with law which comprises of three members. The Chairperson of the Board should be a First Class Judicial Magistrate and two honorary social workers out of whom atleast one should be a woman. Special provisions for children in conflict with law and the responsibilities of the Board are discussed in detail in Chapter III of this Module. The Act provides for the establishment of various kinds

of Institutions such as-

- (i) Children's Home for the reception of child in need of care and protection.
- (ii) Special Homes for the reception of child in conflict with law
- (iii) Observation Homes which are meant for the temporary reception of children during the

pendency of any inquiry. (iv) After-care Organizations which are meant for the purpose of taking care of children after they have been discharged from Children's Home or Special Homes. A few sections in the Act (Sec 23 – 26) are focused on the offences committed by anyone against a child such as assault, causing mental or physical suffering and employment of a child which are considered as non bailable offences.

Rules under the Juvenile Justice (Care and Protection of Children) Act 2000 (56 of 2000) and the Amendment Act 33 of 2006):

The Ministry of Women and Child Development at New Delhi, the 26th day of October, 2007 notified the Model Rules under the Juvenile Justice (Care and Protection of Children) Act 2000 and the Amendment Act 2006 to be administered by the States for better implementation and administration of the provisions of the Act in its true spirit and substance. These rules called the Juvenile Justice (Care and Protection of Children) Rules, 2007 has come into force on the date of its publication in the Official Gazette and these Rules will be conformed to until the concerned State Government formulates Rules specific for the State with effect to implementation of the JJ Act. The Act in Section 68 prescribes various areas wherein the Rules can be applied to for better implementation of the Act, specifically with management of the homes, standards to be adhered to, roles and responsibilities of the JJ functionaries, procedures and functioning of the competent authorities, rehabilitation mechanism and

operation of JJ Fund. It is recommended that the Act is implemented in line with the Rules to promote better understanding of the Act in order to benefit the children who come in contact with the JJ System.

IV. The Role of the Supreme Court to ensuring the right of juvenile delinquents

The Apex court played active role to protect and promote the welfare of children. The court directed in many cases to the police officers need to sensitized to handle properly handle juveniles coming in conflict with law and juveniles who are found abandoned and are in streets. Now care not custody is of prime concern as directed by apex court in many judgments. It is significant to make a mention that the concern relating to juvenile justice, both delinquent and non-delinquents found its best expression in *Sheela Barse's* case (AIR 1986 SC 1773) which is a classic example of legislative reforms on the issues concerning juvenile, abandoned child and their rehabilitation and reintegration in the society. The Supreme Court invoked the provisions of the Constitution of India and observed as follows-

“If a child is national assets, it is the duty of the state to look after the child with a view to ensuring full development of its personality. That is why all the statutes dealing with children provide that a child shall not be kept in jail. Even apart from this statutory prescription, it is elementary that a jail is hardly a place where a child should kept. There can be no doubt that incarceration in jail would have the effect of dwarfing the development of the child, exposing him to from the society. It is a matter of regret that despite statutory provisions and frequent exhortations by social scientists, there are still a large number of children in different jails in the country.

It is no answer on the part of the state to say that it has not got enough number of remand homes or observations homes or other place where children can be kept and that is

why they are lodged in jails. It is also no answer on the part of the State to urge that the ward in the jail where the children are kept is separate from the ward in which the other prisoners are detained. It is the atmosphere of the jail which has a highly injurious effect on the mind of the child, estranging him from the society and breeding in him aversion, bordering on hatred against a system which keeps him in jail.

The State Government therefore must set up necessary remand homes and observation homes where children accused of an offence can be lodged pending investigation and trial. On no account should the children be kept in jail and if a state government has not got sufficient accommodation in its remand homes, the children should be released on bail instead of being subject to incarceration in jail."

Therefore *Sheela Burse* case changed the outlook of the subordinate judiciary to deal with the case of a juvenile in a more sensible manner and a human touch. It also made the executive conscious of discharging its duties by establishing Juvenile Justice Board, Child welfare Committee and children Home. The Juvenile Justice (Care and Protection) of Children Act, 2000 repealed all earlier statutes on the subject is the outcome of this judge-made law, designed to take care of , protect and rehabilitate the abandoned and delinquent children in the society, so that they will form part of the main-stream of national life.

Justice V.R. Krishna Iyar had made certain observations in the case of *Md. Giasuddin v. State of Andhra Pradesh* (AIR 1977 SC 1926), a landmark judgment, to bring out reformation in criminal justice system which would go a long way when applied to a child offender so as to protect the rights of the child, giving them chance and opportunity for reformation and correction who have come in conflict with the law of the land for some reason or other. Therefore the causative factors leading to commission of crime by a child has to be studied before sending him to observation

home/juvenile home. The principle of law declared by the Hon'ble court in this case as follows-

"Crime is a pathological aberration; the criminal can ordinarily be redeemed. The State has to rehabilitate rather than avenge. The subculture that leads to anti-social behavior has to be countered not by undue cruelty but by re-culturization. Therefore the focus of interest in penology is the individual and the goal is salvaging him for society. The infliction of harsh and savage punishment is thus a relic of past and regressive times. The human today views sentencing as a process of reshaping a person who has deteriorated into criminality and the modern community has a primary stake in the rehabilitation of the offender as a means of social defense. Therefore a therapeutic rather than "in terror em" outlook, should prevail in our criminal courts, since brutal incarceration of the person merely produces laceration of his mind."

Therefore crime is the result of a disease. The reformatory theory of Criminal Justice puts more emphasis upon the personality of the offender and considers him as a patient who should be given proper treatment. This theory takes punishment not as an end in itself but as a means to an end. It approaches criminology from a sociological and utilitarian point of view. In short, according to reformatory theory the purpose of punishment is to bring him back to social fold and again to make him a good citizen. Therefore state has a social responsibility for the rehabilitation of the offender. That is squarely the reason as to why in the Juvenile Justice Act legislature in their wisdom have never used the words like "delinquent", "Offender" and "Accused" in relation to a juvenile rather words have been used that a child who comes in conflict with the law in respect of any enquiry conducted against him by the juvenile board. The sole purpose of is that even if a child has committed an offence under the law, he cannot be

punished and socially stigmatized and law mandates that opportunity has to be given for his reformation to be a part of the main-stream of the society.

The number of legislative enactments safeguards the interest of children against the labour exploitation and against social exploitation and the Supreme Court has expressed its anxiety in many judgments in this regard. Across the globe child labour impedes the progress, prosperity and the development of the child. The Supreme Court in the case of *M.C. Mehta v. State of Tamil Nadu* (AIR 1977 SC 699) has directed the state government to constitute child labour rehabilitation fund to look into the affairs of the children. In this judgment highlighted the child problem in the country and its appalling dimensions. As a matter of fact, the court has passed several orders asking the state to improve the life and condition of the children who are future of the nation.

Similarly in the case of *Peoples Union for Democratic rights v. Union of India* (AIR 1982 SC 1473), the Apex court directed to protect the children of tender age from onslaughts that the children should not be employed in construction industries and this judgment the colonial practice of forced labour has been amplified as the children in different parts of the country are victims of forced labour. In another case of *Elizabeth Dinsnaw v. Aravid Dinsnaw* (AIR 1987 SC 3) the Apex court while deciding the matrimonial disputes in the matter of divorce and custody of the child, emphasized that the interest of the child is of supreme consideration which would decide the issue. In *Vishal Jit v. Republic of India* (AIR 1990 SC 1412) which is a PIL, the Apex court passed several orders to end sexual exploitation of the children. In the way the court played active role to promote child welfare.

IV. Conclusion

Children being our supreme asset, nothing

concerning their survival, development, protection and participation should be ignored or sidelined. However, in a country with a large number of floating population, vast disparities, social conflict and turmoil, the challenge to attend to all their rights is even greater. The Government of India's 2005 National Plan of Action for Children has identified 12 key areas keeping in mind priorities that require utmost and sustained attention in terms of outreach, interventions and resource allocation. The law enforcement machinery and the Government could strengthen the protective environment for children as well as address the issue of children in conflict with law. Building a protective environment for children would require strengthening of Government commitment and capacity to fulfil children's right to protection; promoting the establishment and enforcement of adequate legislation; addressing harmful attitudes, customs and practices; encouraging open discussion of child protection issues with all stakeholders; developing children's life skills, knowledge and participation; building capacity of families and communities who are socially and economically disadvantaged; providing essential services for prevention, recovery and reintegration, including basic health, education and protection; and establishing and implementing continuous and effective monitoring and reporting. Therefore it would not be out of place to mention that one-third of our population constitutes children and nation's prosperity and outward march lies in the development of child which is of paramount importance. Therefore the state, civil society and every individual must rise to the occasion to take care of the children, to protect their rights, look into their problem, if India will have its rightful place in the comity of nations as a signatory of the Convention on the rights of Child.

A STUDY ON CHALLENGES AFFECTING THE RETAIL SECTOR IN SALEM TOWN

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Abstract

Retail is currently the flourishing sector of the Indian economy. This trend is expected to continue for at least the next two- three decades, and it is attracting huge attention from all entrepreneurs, business heads, investors as well as real estate owners and builders. The retail sector has played a phenomenal role throughout the world in increasing productivity of consumer goods and services. The retail industry in India has come forth as one of the most dynamic and fast paced industries with several players entering the market. The Indian retail industry is the largest among all the industries, accounting for over 10 percent of the country's GDP and around 8 percent of the employment. This paper provides detailed information about the role of unorganized retailing industry in India. It includes the various retail format in India. This paper surveys the unorganized retailers to understand the challenges impacting the retail sector. It concludes with providing the detailed opportunities available for the retail sector.

Introduction

The everyday definition of retail can be described as the act of selling of goods and merchandise from a fixed location. In other words retailing is a distribution channel function where the retailing organization will buy products from certain manufacturers and then sell it directly to consumers. A retailer is a reseller from which a consumer purchases products. The origin of the word retail is considered to be from the French word 'retailer' which means to "cutting off, clip and divide" in terms of tailoring. To use the concept, retailing directly converts into the

meaning that it is breaking of products in larger consignments into smaller packages for general consumption. The Indian retail industry is divided into organized and unorganized sectors. Organized retailing refers to trading activities undertaken by licensed retailers, that is, those who are registered for sales tax, income tax, etc. These include the corporate-backed hypermarkets and retail chains, and also the privately owned large retail businesses. Unorganized retailing, on the other hand, refers to the traditional formats of low-cost retailing, such as the local kirana shops, owner manned general stores, paan/beedi

shops, convenience stores, hand cart and pavement vendors, etc. Perhaps the concept of retail exists from the times of established currencies if not from the times when the barter system was prevalent. However, the irony of the Indian retailing industry is that even though it is one of the basic financial activities carried out in an economy, it is considered to be the newest when taken in the form of an organized sector in it-self. Retail industry can be broadly classified into two categories namely-organized and unorganized retail.

- a. **Organized retail** - Organized traders/retailers, who are licensed for trading activities and registered to pay taxes to the government.
- b. **Unorganized retail** – It consists of unauthorized small shops - conventional Kirana shops, general stores, corner shops among various other small retail outlets - but remain as the radiating force of Indian retail industry.

Review of Literature

Naganathan Venkatesh(2013) explore the policy and reforms- Latest policy change on FDI on retail industry by the government of India; the entry of foreign retailers into the market. Further it tells about the strategies, strength, issues and opportunities of retail industry and its recent/future trends. As well as the study also focus on organized retail and unorganized retail stores in India and its challenges faced by the industry in near future.

Dr. Prafulla Sudame, Brijesh Sivathanu (2013) the objective of the study was to study the challenges impacting the retail sector and to study the different formats of retailing. The study uses primary data in which 30 unorganized retailers responded to the survey to understand the challenges faced by the retail sector.

Tazyn Rahman (2012) study revolved around the opportunities and challenges faced by organized retail players in India. It was

found that organized retailers see competition from the unorganized sector as their biggest challenge, followed by competition between organized retailers and the inefficiency of distribution channels, internal logistical problem and retail shrinkage.

Ms. Vidhusha Handa, Mr. Navneet Grover (2012) provides detailed information about the growth of retailing industry in India and explores the role of the Government of India in the industries growth and the need for further reforms. It also provides information about growth of retail sector in India, strategies, strength and opportunities of retail stores, retail format in India, recent trends, and opportunities and challenges.

Challenges Faced By The Unorganized Retail Industry

Some of the challenges faced by the unorganized retailers are as follows:

Inefficient Supply Chain Management: Indian retailing is still dominated by the unorganized sector and there is still a lack of efficient supply chain management. India must concentrate on improving the supply chain management, which in turn would bring down inventory cost, which can then be passed on to the consumer in the form of low pricing.

Cultural Disparity: India's huge size and socio economic and cultural diversity means there is no established model or consumption pattern throughout the country. Manufacturers and retailers will have to devise strategies for different sectors and segments which by itself would be challenging.

Human Resource Problems: Trained manpower shortage is a challenge facing the organized retail sector in India. The Indian retailers have difficulty in finding trained person and also have to pay more in order to retain them. This again brings down the Indian retailers profit levels.

Frauds In Retail: It is one of the primary challenges the unorganized retailers would

have to face. Frauds, including vendor frauds, thefts, shoplifting and inaccuracy in supervision and administration are the challenges that are difficult to handle. This is so even after the use of security techniques, such as CCTVs and POS systems. As the size of the sector would increase, this would increase the number of thefts, frauds and discrepancies in the system.

Red Tape: Getting various government approvals. This implies that the retailer would have to go through different layers of Government departments before getting the go ahead.

Political Risk: The largest opposition party in India has opposed FDI in retail and some of its leaders have indicated that they will scrap the policy if their party comes to power. A political change in state and central governments puts a lot of political risk on investment in retail.

Objectives of The Study

- a. To study the challenges impacting the unorganized retail sector.
- b. To study the different formats of retailing.

Scope of the Study

This project is only limited to unorganized retailers in Salem Town area.

Research Design and Methodology

- a. **Research type:** Descriptive method was employed to collect the data from the prospective retailers.
- b. **Population:** All the unorganized retailers.
- c. **Sampling frame:** The unorganized retailers around Salem Town.
- d. **Sampling unit:** Owner of the shop.
- e. **Sampling design:** Convenience Sampling is used in this study.
- f. **Sample size:** 150
- g. **Instrument:** Questionnaire
- i. **Period of the study:** December 2016 to March 2017

Sources and Method of Data Collection

- a. **Primary Source:** The primary data was collected using a structured questionnaire and the questions were close ended which were coded and cross-tabulated, keeping in view the context and objectives of the study.
- b. **Secondary source:** Information gathered from the websites and research papers.

Findings

- a. Most of the retailers think that unorganized retail sector is placed as compared to organized retail sector.
- b. Inefficient supply chain management, getting approvals from government, adoption of new technologies and E-commerce are the challenges faced by the unorganized retailers.
- c. Variety, Special offers, Home Delivery, Ambience and Price were the main concerns of the unorganized retail sector.
- d. Around 60% or retailers think that in near future unorganized sector will sustain against the organized sector.

Opportunities

India's booming economy is a major source of opportunity. It is the third largest in the world in terms of purchasing power. India is the second fastest growing major economy in the world.

- a. India's huge population has a per capita income of Rs.44,345.
- b. The proportionate increase in spending with earnings is another source of opportunity.
- c. With the Indian economy now expected to grow at over 8% and with average salary hikes of about 15%, manufacturers and retailers of consumer goods and services can expect a major boost in consumption.
- d. The Demography Dynamics are also favorable as approximately 60 per cent of Indian population is below the age of 30.

- e. Increasing instances of Double Incomes in most families coupled with the rise in spending power.
- f. Increased urbanization has led to higher customer density areas thus enabling retailers to use lesser number of stores to target the same number of customers. Aggregation of demand that occurs due to urbanization helps a retailer in reaping the economies of scale.
- g. With increased automobile penetration and an overall improvement in the transportation infrastructure, covering distances has become easier than before. Now a customer can travel miles to reach a particular shop, if he or she sees value in shopping from a particular location.

Conclusion

There is ample growth for unorganized retail sector though some tough challenges exist such as inefficient supply chain management, getting approvals from government, adoption of new technologies and E-commerce. Some of the main concerns of the unorganized retail sector were variety, special offers, home delivery, ambience and price. So finally we can say that there is ample growth for retail sector though some tough challenges exist. Retail can overcome these challenges by grabbing the opportunities available.

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EMPOWERING DALITS THROUGH FINANACIL ASSISTANCE BY TAHDCO

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Abstract

Financial assistance to needed people is one of the basic concepts of the institutions which belong to the socio economic commitment of the country. The empowerment of Dalits is a major challenge for development organisations. Dalits are traditionally lower caste people who are regarded as “untouchable,” and are discriminated against socially, economically, and politically. Ninety percent of them live below the poverty line and have little or no land. Hence there is a need of institutional assistance to uplift their Socio-economic conditions of these people. This paper made an attempt to discuss about the financial assistance by the TAHDCO with respect to empowerment of dalits in Tamil Nadu.

Keywords: TAHDCO, Dalit, Empowering of Dalit, Dalit Subsidy Schemes, Institutional Assistance by TAHDCO.

Introduction

In India many villages are here, in Indians total population 30 Crore Dalit people situated, in its 15 Crore people to here in Empowering status. Most of the Indian states dalit people are not developing the status. They are engaged in scavengers duty, working as a manual laborer, and working in leather industries, and many other low level activities. The government of India to help developing these people standard of living, more and more financial assistance to provided to them. Particularly Selp Help Groups is a vital role for village level people; it is promoting the dalit people life. Dalit women people they have shifted from being home makers and

development on their husband to being the main providers for their families. Selp Help Group to provide the Loan facilities for start the new business entrepreneurs. So dalit women are created as money makers. So the rural empowerment of dalit people is developing standard. Now –a-days north India, particularly Gujarat state people to start the “Dalit Empowerment Centre” this organization is to facilitate the Short term vocational Training, Courses with personality building, and the creation of the social consciousness to enhance the self confidence and self respect of dalit youths. Young dalit marketable skills that breaks through the caste system and its division of occupation with a prospect to make

them financially self dependent/ independent in life.

Dalit Empowerment

The word “Dalit” comes from “sanskrit” language, it means ground, suppressed, crushed or broken to pieces. It is first used by Jyotirao Phule in 19th century. Dalit are most backward caste group of Tamil Nadu. They are untouchability and poverty people. They are socially, economically and politically backward.

Empowerment as a concept was introduced at the international women's conference at Nairobi in 1985 and was defined as redistribution of social power and control of resource in favor of women. Empowerment is self governance, self-sufficiency and self-maintain in and above all it is economic independence through information, knowledge, and necessary skills. Empowerment of Dalit in India is the major issue relating to social justice and gender equality which brings sustainable and reliable society in the country.

Review of Literature

Anandaraman, (2013), Dalit women in our society are an unavailable segment which influences more than 40 percent of the total population. Empowerment of Dalit women is still challenging with many obstacles. SHGs in certain level help to promote their social empowerment. This study concludes that it does not influence economic social and political empowerment of the Dalit women in Cuddalore District.

Sheena, (2012), has explained that micro finance is gathering impetus to become a momentous force in India. However, these institutions have to tackle some serious challenges especially in developing countries where the proportion of people falling below the poverty lines is high. The microfinance system in India serves a large population of the country by providing loans and other

facilities so that the poor people can build a living.

Sanjay Kanti Dass, (2012), has shown that SHGs have emerged as a popular method of working with people in recent years. Since SHG based micro finance programmes cover a large number of women, it is expected that such programmes will have an important bearing on women's empowerment. Self-Help Groups have emerged in order to help poor women to secure inputs like credit and other services.

Rajan Gautam, (2012), has suggested that empowerment project has produced many tangible and intangible benefits. All (SHG) members have learned the power of united action and the basics of group management. Training has helped selected participants to identify their potential and take leadership roles in their groups

Gurpreet Bal, (2011), has explained that the scheduled caste entrepreneurs have found opportunities of mobility not only in their age old occupations but have also ventured into some other entrepreneurial activities which earlier were in the reserve of higher castes. Therefore, they are predominantly better off amongst the scheduled castes who have become business and industrial entrepreneurs. Entrepreneurship through the scheduled castes has empowered them in the political and social spheres.

Tamilnadu Adi-Dravidar Housing Development Corporation: (TAHDCO)

TAHDCO was incorporated in 1974 under the companies act, 1956. The govt. of Tamil Nadu and the government of India contribute to the share capital of the corporation is Rs.100 crore and paid up share capital is Rs. 95.12 crore. The state government and the central government contribute the share capital in the ratio of 51.49. Though the corporation was initially started as a construction company in 1974, the activities of the corporation was

extended to enable it to undertake a wide spectrum of economic development schemes for income generation, skill development training for scheduled caste and scheduled tribes in the state.

Out of the total population of 6.20 crores in Tamil Nadu, Scheduled Castes/Scheduled Tribes constitute 20% of the population as per 2001 census. In order to improve the living conditions of Scheduled Castes/Scheduled Tribes by improving the income earning capacities through Income Generating Programme and improving human skills through training programmes, TAHDCO provides financial assistance to both the programmes. The importance of this charter is to educate the Scheduled Castes/Scheduled Tribes about the details of schemes implemented by TAHDCO and to know the officers to be approached for assistance

TAHDCO schemes have been decentralized and formulated at the district level for the economic development of Scheduled Caste and Scheduled Tribes under the dynamic leadership of District Collectors, in the form of District Action Plans in accordance with the local needs, local potential and availability of resources. The amount for this plan is allocated to the districts based on Scheduled Castes/Scheduled Tribes population, so as to ensure that there is no unbalance and there is rational distribution of selection of beneficiaries throughout the state.

District level workshops are also being held in all districts, as a consultative forum, to evolve localized strategies and plan for the economic development of Scheduled Castes/Scheduled Tribes.

The following are the major schemes of the TAHDCO.

1. Land purchase and Development schemes
2. Entrepreneurs Development schemes
3. Self Employment Programme for Youth (SEPY)

4. Self Employment Programme for Youth – Special (CLINIC)
5. Establishment of Petrol, Diesel, Gas Retail outlet
6. Revolving fund assistance to SHGs
7. Economic assistance to SHGs
8. Employability and Enhancement Training scheme
9. Mahila Udhayam Nidhi Scheme
10. Quantum Loan

Table.No.1 Schemes and Subsidy to Dalit Entrepreneurs by TAHDCO

S. NO	SCHEMES	SUBSIDY TO SC ENTREPRENEURS
1.	Mahila Udhayam Nidhi scheme	10- lakhs of project cost for women entrepreneurs.
2.	New/Existing units in MSE	Rs.50 lakhs project outlay
3.	Quantum loan: D) For new units II) For existing units	80- percentage of project cost/ minimum Rs. 40.00 lakhs 75% of project cost
4.	Project cost: I)New units II)Existing units	Not exceed Rs. 50.00 lakhs Not exceed Rs. 50.00 lakhs
5.	Interest subsidy scheme	13. 5% per annum
6.	Entrepreneurs desirous of setting up petrol/diesel/ LPG Agencies	Annual income upto 3- lakhs are eligible to apply
7.	Housing loan	Up to Rs. 5 lakhs
8.	New entrepreneur can enterprise development scheme	50% of amount sanctioned, remaining 2 instalments 25%
9.	Reservation of promoters contribution	18% of project cost
10.	Training programmes	Rs. 400 per month is given to the per trainees.
11.	Self Help groups	Project cost Rs.6000/ up to 7.5 lakhs
12.	Subsidy of SHG	50% of project cost/ Rs.2.5 lakhs
13.	Land Purchase & Land Development programmes	100% exemption on stamp duty for the registration
14.	Entrepreneurs Development schemes	30% of unit cost/ 2.25 lakhs, which ever is less
15.	Self employment programme for youth (SEPY)	30% of project cost/ Rs. 2.25 lakhs
16.	Discretionary fund	Rs. 2000 grant per beneficiaries
17.	Employability enhancement training	Rs. 400 per month for per beneficiary

Source: www.tahdco.gov.co.in

Table.No.2 Beneficiaries under the Land Purchase and Land Development Schemes upto 2012-13

Year	Achievement Phy- Nos	Fin (in Lakhs)		
		Subsidy	Loan	Total
2005-06	622	555.70	574.88	1130.58
2006 -07	2259	562.51	617.92	1180.43
2007-08	742	343.71	351.09	694.80
2008-09	973	345.63	443.89	789.52
2009 -10	1298	392.16	445.45	837.61
2010-11	658	244.18	259.66	503.84
2011-12	178	90.85	223.80	314.65
2012-13	76	57.39	133.91	191.30
Total	6806	2592.13	3050.81	5642.73

Source: www.tahdco.gov.co.in

Table No. 2 indicates the Beneficiaries under the Land Purchase and Land Development Schemes upto 2012-13.

In the year of 2005-06, Rs.1130.58 lakhs sanctioned to 622 beneficiaries of which Rs.

555.70 lakhs as subsidy and Rs.574.88 lakhs belongs to loan. In the year of 2006-07, Rs.1180.43 lakhs sanctioned to 2259 beneficiaries of which Rs. 562.51 lakhs as subsidy and Rs.617.92 lakhs belongs to loan. In the year of 2007-08, Rs.694.80 lakhs sanctioned to 742 beneficiaries of which Rs. 343.72 lakhs as subsidy and Rs.351.09 lakhs belongs to loan. In the year of 2008-09, Rs.789.52 lakhs sanctioned to 973 beneficiaries of which Rs. 345.63 lakhs as subsidy and Rs.443.89 lakhs belongs to loan. In the year of 2009-10, Rs.837.61 lakhs sanctioned to 1298 beneficiaries of which Rs. 392.16 lakhs as subsidy and Rs.445.45 lakhs belongs to loan. In the year of 2010-11, Rs.503.84 lakhs sanctioned to 658 beneficiaries of which Rs. 244.18 lakhs as subsidy and Rs.259.66 lakhs belongs to loan. In the year of 2011-12, Rs.314.65 lakhs sanctioned to 178 beneficiaries of which Rs. 90.85 lakhs as subsidy and Rs.223.80 lakhs belongs to loan. In the year of 2012-13, Rs.191.30 lakhs sanctioned to 76 beneficiaries of which Rs. 57.39 lakhs as subsidy and Rs.133.91 lakhs belongs to loan. As on whole, Rs.5642.73 lakhs were sanctioned to 6806 beneficiaries of which Rs.3050.81 lakhs belongs to loan and rest of Rs. 2592.13 lakhs belongs to subsidy during the study period 2005-2013.

Table.No.3 Beneficiaries under the Entrepreneur Development Programmes upto 2011-12 (Rs.in laks)

Year	No. of Beneficiaries	Subsidy	Loan	Total
2005-06	8720	865.29	1598.15	2463.44
2006-07	17048	1603.54	2534.17	4137.71
2007-08	6491	719.73	1192.55	1912.28
2008-09	5814	659.16	1288.32	1947.48
2009-10	6209	759.64	1476.25	2235.89
2010-11	2464	386.03	1781.71	2167.74
2011-12	4035	3308.59	6861.47	10170.06
2012-13	4395	3951.15	9219.35	13170.49
Total	55176	12253.13	25951.97	38205.09

Source: www.tahdco.gov.co.in

Table No. 3 indicate the Beneficiaries under the Entrepreneur Development Programme upto 2012-13.

In the year of 2005-06, Rs.2463.44 lakhs sanctioned to 8720 beneficiaries of which Rs. 865.29lakhs as subsidy and Rs.1598.15 lakhs belongs to loan. In the year of 2006-07, Rs.4137.71 lakhs sanctioned to 17048 beneficiaries of which Rs. 1603.54 lakhs as subsidy and Rs.2534.17 lakhs belongs to loan. In the year of 2007-08, Rs.1912.28 lakhs sanctioned to 6491 beneficiaries of which Rs. 719.73 lakhs as subsidy and Rs.1192.55 lakhs belongs to loan. In the year of 2008-09, Rs.1947.48 lakhs sanctioned to 5814 beneficiaries of which Rs. 659.16 lakhs as subsidy and Rs.1288.32 lakhs belongs to loan. In the year of 2009-10, Rs.2235.89 lakhs sanctioned to 6209 beneficiaries of which Rs. 759.64 lakhs as subsidy and Rs.1476.25 lakhs belongs to loan. In the year of 2010-11, Rs.3167.74 lakhs sanctioned to 2464 beneficiaries of which Rs. 386.03 lakhs as subsidy and Rs.1781.71 lakhs belongs to loan. In the year of 2011-12, Rs.10170.06 lakhs sanctioned to 4035 beneficiaries of which Rs. 3308.59 lakhs as subsidy and Rs.6861.47 lakhs belongs to loan. In the year of 2012-13, Rs.13170.49 lakhs sanctioned to 4395 beneficiaries of which Rs. 3951.15 lakhs as subsidy and Rs.9219.35 lakhs belongs to loan. As on whole, Rs.38205.09 lakhs were sanctioned to 55176 beneficiaries of which Rs.12253.13 lakhs belongs to loan and rest of Rs. 25951.97 lakhs belongs to subsidy during the study period 2005-2013.

Table.No.4 Beneficiaries under the Self Employment Programme for Youth (SEPY) Scheme upto 2012-13 (Rs. In Laks)

Year	No. of Beneficiaries	Subsidy	Loan	Total
2005-06	686	210.25	627.16	837.41
2006-07	1,813	418.34	1420.00	1838.34
2007-08	932	193.62	710.17	903.79
2008-09	804	180.90	777.15	958.05
2009-10	832	195.51	813.91	1009.42
2010-11	1,018	253.30	1610.09	1863.39
2011-12	1,056	1183.28	2576.94	3760.22
2012-13	964	1227.56	2864.30	4091.86
Total	8,105	3944.76	11607.72	15552.48

Source: www.tahdco.gov.co.in

Table No. 4 indicate the Beneficiaries under the Self Employment Programme for Youth (SEPY) Scheme upto 2012-13

In the year of 2005-06, Rs.837.41 lakhs sanctioned to 686 beneficiaries of which Rs. 210.25lakhs as subsidy and Rs.627.16 lakhs belongs to loan. In the year of 2006-07, Rs.1838.34 lakhs sanctioned to 1813 beneficiaries of which Rs. 418.34 lakhs as subsidy and Rs.1420.00 lakhs belongs to loan. In the year of 2007-08, Rs.903.79 lakhs sanctioned to 932 beneficiaries of which Rs. 193.62 lakhs as subsidy and Rs.710.17 lakhs belongs to loan. In the year of 2008-09, Rs.958.05 lakhs sanctioned to 804 beneficiaries of which Rs. 180.90 lakhs as subsidy and Rs.777.15 lakhs belongs to loan. In the year of 2009-10, Rs.1009.42 lakhs sanctioned to 832 beneficiaries of which Rs. 195.51 lakhs as subsidy and Rs.813.91 lakhs belongs to loan. In the year of 2010-11, Rs.1863.39 lakhs sanctioned to 1018 beneficiaries of which Rs. 253.30 lakhs as subsidy and Rs.1610.09 lakhs belongs to loan. In the year of 2011-12, Rs.3760.22 lakhs sanctioned to 1056 beneficiaries of which Rs. 1183.28 lakhs as subsidy and Rs.2576.94 lakhs belongs to loan. In the year of 2012-13, Rs.4091.86 lakhs sanctioned to 964 beneficiaries of which Rs. 1227.56 lakhs as subsidy and Rs.2864.30 lakhs belongs to loan. As on whole, Rs.15552.48 lakhs were sanctioned to 8,105 beneficiaries of which Rs.3944.76 lakhs belongs to loan and rest of Rs. 11607.72 lakhs belongs to subsidy during the study period 2005-2013.

Table.No.5 Beneficiaries under the Fast Track Power Supply scheme upto 2012-13 (Rs.in laks)

Year	No. of Beneficiaries	Subsidy
2008-09	1,000	100.00
2009-10	2,939	293.90
2010-11	2,205	220.50
2011-12	1,295	129.50
2012-13	1139	113.90
Total	8578	857.80

Source: www.tahdco.gov.co.in

Table No. 5 indicate the Beneficiaries under the Self Employment Programme for Youth Scheme upto 2012-13.

In the year of 2008-09, Rs.100.00 lakhs sanctioned to 1,000 beneficiaries, by TAHDCO. In the year of 2009-10, Rs.293.90 lakhs sanctioned to 2939 beneficiaries, by TAHDCO. In the year of 2010-11, Rs.220.50 lakhs sanctioned to 2,205 beneficiaries, by TAHDCO. In the year of 2011-12, Rs.129.50 lakhs sanctioned to 1,295 beneficiaries, by TAHDCO. In the year of 2012-13, Rs.113.90 lakhs sanctioned to 1139 beneficiaries, by TAHDCO. As on whole, Rs.857.80 lakhs were sanctioned to 8578 beneficiaries by TAHDCO.

Table.No.6 Beneficiaries under the Setting up Clinic by Young Doctors Schemes upto 2012-13

S. NO	BENEFITS	AMOUNT (Rs. in Lakhs)
1.	Target	150
2.	Subsidy per Beneficiary	2.25
3.	Term Loan per Beneficiary	5.25
4.	Total Subsidy	353.83
5.	Total term loan/ P.C	825.519
	Total	179.43

Source: www.tahdco.gov.co.in

Table No. 6 indicate the Beneficiaries under the Setting up Clinic by Young Doctors Schemes upto 2012-13.

Under this scheme, 150 young doctors were targeted with the total term loan of Rs. 825.519 Lakhs of which subsidy consists of Rs.353.83 Lakhs Rs. 2.25 Lakhs would be the subsidy per beneficiary and Rs. 5.25 Lakhs would be the term loan per beneficiaries.

Conclusion

Dalit is one of the most vulnerable and marginalized groups in India who are facing the socio-economic discrimination every day. Though our country have been taken lot of initiatives to empower them in socio economically, but still there is a struggle to obtains the assistance from the concern authorities, in view of this, Tamil Nadu government has taken as innovative steps to establishes a separate financial institution to

promote the status of the Dalits in the state. TAHDCO is one of the notable and specialized financial institutions which provide financial assistance to Dalit in the state with various schemes. Number of beneficiaries and sanctioned amount has been increasing significantly. But at the same time, it has not yet achieved full target of its objectives. Mere establishment of institutions and policies will not meet the needs of the targeted people. Therefore there is a need of dedicated mindset to implement the scheme and programme which were available already by the policy makers and officials. If they really committed to implements the schemes of TAHDCO, Dalit empowerment in Tamil Nadu will be a milestone in socio-economic development.

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A STUDY ON PREFERENCE OF SEARCH ENGINES AMONG THE COLLEGE STUDENTS IN SALEM CITY

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Abstract

In the present scenario internet plays an important role in almost all the activities of people. Environment and political causes, entertainment, pets, sports, leisure, activities, the arts and science art just some of the popular topics continually updated on the internet. The internet has also become a great source of career information. Companies frequently list jobs and freelance opportunities online, many of which you can also apply for online. You can research companies on the internet and train yourself on a verity of topics that might come up in an interview. You can find business contact and develop new one through internet e-mail, conferencing and forums on particular subject. For student also internet has become a wonderful source of various information relevant to their subject. It provides them elaborate information and materials require for the updating of their knowledge. Most of the youth use search engines for entertainment, research purpose, sports detail etc. search engines are probably one of the most widely used methods for navigating in cyberspace. The study uses five search engine (Google, Yahoo, AltaVista, Ask, Bing, Lycos, Etc...) of which first three are general and the last two pertaining to science and technology and biotechnology respectively the study is further limited to the field of biotechnology for which search terms were extracted from LC list of subject heading The objectives of the study is to find out the preference of search engine among students. The study constitutes 100 respondents of preference of search engines among the college students in Salem city. Convenience sampling techniques was used. A search engines is a program or web page that enable us to search an internet site for a specific key word or words. In this study we find that search engine play a very important role for the overall development of youth in educational institutions

Keywords: internet, search engines, entertainment, pets, sports, leisure etc.

Introduction

In the present scenario internet plays an important role in almost all the activities of people. Environment and political causes, entertainment, pets, sports, leisure, activities, the arts and science art just some of the popular

topics continually updated on the internet. The internet has also become a great source of career information. Companies frequently list jobs and freelance opportunities online, many of which you can also apply for online. You

can research companies on the internet and train yourself on a verity of topics that might come up in an interview. You can find business contact and develop new one through internet e-mail, conferencing and forums on particular subject. For student also internet has become a wonderful source of various information relevant to their subject. It provides them elaborate information and materials require for the updating of their knowledge. Most of the youth use search engines for entertainment, research purpose, sports detail etc. search engines are probably one of the most widely used methods for navigating in cyberspace. Considering the amount of information that's available from a good search engine, it's similar to having the yellow pages, a guide book and a road map all-in-one. Nowadays we could watch the net cafes over flow with youngsters who spent their evenings in browsing. Both students of professional and arts studies equally show their enthusiasm in searching behavior of both professional and arts students.

Significance of Search Engine

If you know of a specialized search engine such as Search Networking that matches your subject (for example, Networking), you'll save time by using that search engine. You'll find some specialized databases accessible from Easy Searcher 2 If there isn't a specialized search engine, try Yahoo. Sometimes you'll find a matching subject category or two and that's all you'll need. If Yahoo doesn't turn up anything, try AltaVista, Google, Hotpot, Lycos, and perhaps other search engines for their results. Depending on how important the search is, you usually don't need to go below the first 20 entries on each. For efficiency, consider using a ferret that will use a number of search engines simultaneously for you. At this point, if you haven't found what you need, consider using the subject directory approach to searching. Look at Yahoo or someone else's structured organization of subject categories

and see if you can narrow down a category your term or phrase is likely to be in. If nothing else, this may give you ideas for new search phrases. If you feel it's necessary, also search the Usenet newsgroups as well as the Web. As you continue to search, keep rethinking your search arguments. Finally, consider whether your subject is so new that not much is available on it yet. If so, you may want to go out and check the very latest computer and Internet magazines or locate companies that you think may be involved in research or development related to the subject.

Scope Of The Study

The study uses five search engine (Google, Yahoo, AltaVista, Ask, Bing, Lycos, Etc...) of which first three are general and the last two pertaining to science and technology and biotechnology respectively the study is further limited to the field of biotechnology for which search terms were extracted from LC list of subject heading (Library of congress2003).

Objectives Of The Study

The following are the objectives of the study are:

1. To find out the preference of search engine among students.
2. To trace out the satisfaction level of students with respect to various search engines.
3. To compare the preference search engines between arts & professional students.
4. To analysis the limitation faced by the students in search engine services.
5. To study the factors influence of search engine feature on students community using internet.
6. To offer suggestions and recommendations

Hypothesis of The Study

1. There is no significance relationship between Gender and search engine do you most for search engine.

2. There is no significance relationship between Gender and purpose use of search engine.
3. There is no significance relationship between age and how did you feel about search engine.
4. There is no significance relationship between types of course and how did you feel about search engine.

Research Methodology

1. Population of the study
2. Sampling Techniques
3. Data Collection
4. Data Analysis
5. Questionnaire Design

Population of the study

The study constitutes 100 respondents of preference of search engines among the college students in Salem city.

Sampling Techniques:

Convenience sampling techniques was used. The population being legal and the project where initial it was divided to choose these particulars techniques. 100 responders is their was directly into viewed.

Data Collection:

Most of the information is through primary data of the study.

Data Analysis

Interpretation of the data and analysis was conducted means Percentage, Chi-Square test, F-Test, ANOVA Test, and Correlation.

Questionnaire Design:

Questionnaire is used to interview respondent while family the questionnaire care was taken to ensure that as possible. It was clear and unambiguous. The attitude perceptions of the respondents were collected with reference to the valuables information available in the internet.

Methods of Data Collection

There are two types of data for investigation

- Internal sources
- External sources

Statistical Tools Used For the Study

The data collected were tabulated and analyzed by applying statistical tool are

1. Simple percentage methods.
2. Chi-square test methods.
3. ANOVA table test methods.
4. 'F' Test methods.
5. Correlation

Review Of Literature

Narendra lahkar (2000) concluded the search engines situation in North East India is hardly different from that found in other parts of the country and the world. If researchers are not finding relevant information, it is because the information has not been indexed owing to poor presentation. Also the lack of searching skills amongst searchers proves a stumbling block. Necessary changes need to be made by the web site designers as well as the searchers.

Spink, (2002) explores a user-centered approach to the evaluation of the web search engine and provides a useful framework for our study. Her user-centered approach to such evaluation includes effectiveness and usability. Assessment of effectiveness is based on gauging the impact of users' interactions with search engines on information problems at the information-seeking stage. In contrast, usability testing involves the assessment of screen layout and system capabilities for users.

Findings of the study

Percentage analysis

The sixty four percent of the respondents (64%) are male in the study area. The majority of the respondents (46%) are belonging to the age group between 21-22 years. 58 percent of

the respondents are choosing arts course in the study area. Forty six percent of the respondents are becoming day scholars of the college in the study area. The majority of the respondents (38%) are having limited computing skills in the study area. The majority of the respondents Every day in the study area. The majority of the respondents (42%) are belonging to the use of search engine in the study area. The majority of the respondents have Google search engines in a study area. The majority of the respondents 40%) are having rank of goole in the study area. The majority of the respondents have in purpose of using in entertainment of the study area. The majority of the respondents have in 2-3 pages searching for the study area. The majority of the respondents have in use paid search engines the study area. The majority of the respondents have in opinion that the search engines are highly useful the study area. The majority of the respondents have not faced any problems of the study area. The majority of the respondents that they time taken is too long of the study area.

Chi-Square Test Analysis

There is significance relationship between Gender and search engine do you most for search engine in the study area. There is significant relationship between Age and frequency of using internet for search engine. There is significance relationship between Gender and purpose use of search engine. There is no significance relationship between age and how did you feel about search engine. There is no significance relationship between types of course and how did you feel about search engine. There is no significance relationship between age and purpose of use of search engine. There is no significance relationship between Age and Which search engine do you use most of search engine. There is no significance relationship between types of course and rank the following search engine.

F- Test

There is a significance difference between Types of course and Which search engine do u use most. There is a significance difference between use of search engine and rank the following search engine

Anova Analysis

Since the calculated value is less than the table value. So, we have accepted the null hypothesis. Since the calculated value is greater than the table value. So, we have accepted the Alternative hypothesis.

Correlation Analysis

Therefore correlation relationship is perfect negative relationship. Because value is (-0.177) age and how often do you use of internet in the relationship is not perfected.

Suggestions Of The Study

- ✓ Art students shall be given more exposure towards computer literacy with respect to internet facilities.
- ✓ Their academic structures shall be modified in such a way that they get more chance to utilize search engine services.
- ✓ Other than Google and yahoo other search engines namely Bing, Alta Vista, Ask, Aol, Lycos, etc, have to extend their services with more materials with respective to Education, News, Shopping, Sports, etc so that the reliability of information can be checked.
- ✓ The search engines marketers shall undertake adequate measures to ensure that the websites are ranked with in the search engine results.
- ✓ More attractive and economic features shall be attached to be services of search engines namely News, Travel, Maps, etc to gain more visitors into their websites.
- ✓ He cost of search shall be reduced further so that the students can make the best out of their Cost per click.
- ✓ The students shall we a search engines, which is machine generated searching

techniques, to Locate a great deal of information or a specific topic.

- ✓ Use of subject guide assists the students when they are in need of more assistance. Because most colleges and public librarian provide subject list of verb- searches.
- ✓ To identify the best and most reliable searches among million available, review sites will be helpful.

Conclusion

A search engines is a program or web page that enable us to search an internet site for a specific key word or words. In this study we find that search engine play a very important role for the overall development of youth in educational institutions whether they belong to arts and Professional studies search engines have already developed in to sophisticated system and this development will continue with improved capabilities. During our interviews the majority of the informants expressed their awareness that search engines generate advertising revenues based on searchers' search engines use pattens. They appeared nevertheless to continue to perceive search engines as fair and unbiased sources of information. Since search engine are becoming a preferred method for discovering, retrieving, and organizing scholarly information, it is critical that we understand the emerging trends. Search engines may have a tremendous impact on how scholarly information's is discovered, retrieved, and used. Evolving search trends have significant implication for the future a knowledge discovery and creation processes. We believe that this is an important and critical domain of human-computer interaction, directly affecting the quality of learning, teaching, and research.

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TRANSACTIONAL LEADERSHIP AMONG OLDER WOMEN LEADERS

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Abstract

Leadership has taken several evolutionary growth time to time. At present, there is transformational and transactional leadership. Women have participated in organizations including women leadership. Thus, it is important to know about the transactional nature of leadership among older women. Objective of this study is to know factors affecting transactional leadership among older women leaders. Researcher has done review of literature and developed a conceptual model. In this study, 76 older women female leaders were selected for analysis using probability sampling technique i.e. simple random sampling. Data were collected from multi-factor leadership questionnaire used by Bass and Avolio (1992). Results of the descriptive statistics revealed that women leaders have high moderate contingency rewards and management by exemption. Correlation values revealed that variables such as contingency rewards and management by exemption have higher relationship with transactional leadership. Factor analysis has also confirmed that these two variables such as contingency rewards and management by exemption have explained 93% of the total variation over transactional leadership.

Keywords: Transactional Leadership, Older Women Leaders.

Introduction

Leadership is a critical factor in present organisations. Leadership has impact on individuals, teams and organizations. Leadership has taken various changes time to time. Leaders used directive leadership, participative leadership, autocratic leadership, participative leadership, democratic leadership and autocratic leadership (Avolio & Bass, 1995; Bass & Avolio, 1990; Conger, 1993; Ekvall & Arvonen, 1991, 1994; Puffer & McCarthy, 1996). In due course, leaders

changed time to time. This changing nature forced to think about new leadership theories. On this basis, in the past decade, “new leadership” theories such as transformational and transactional leadership have merged in the scene. Research studies have been done by previous researchers. Burns (1978) argued that transactional leadership entails an exchange between leader and follower. Followers receive certain valued outcomes when they act according to their leader’s wishes. Quinn (1988) compared transactional

and transformational leadership with other differentiations in leadership such as relationship and task oriented. Leadership is not only limited to male or female. Earlier times, men involved more on leadership activities than women. Day by day, women started to go for work, participated in organisational works and involved in leadership tasks. Women participation in organisations increased time to time since long ago. Women play significant role in present organisational leadership positions. Since older women are experienced and veterans in organisational and leadership activities knowing transactional nature of leadership among older women is also important.

Transactional Leadership

Leadership, leadership styles and leadership literatures have been studied time to time. Bass (1985) has conceptualized as transactional or cost-benefit exchange process. These transactional leadership theories are found on the idea that leader-follower relationship. Idea behind this is that organizations have rewards and jobs which provide the necessary motivation, direction and satisfaction. Jobs and rewards are implemented leader's behaviour. It has been denoted that few transactional theories have mentioned about transactional nature of leadership. Such theories are path-goal theory (House, 1971; House & Mitchell, 1974; Indvik, 1986) and vertical dyad theory (Graen & Cashman, 1975; Graen & Scandura, 1987). Following these theoretical efforts, Bass (1985) identified two factors such as transactional leadership and transformational leadership. Transactional leaders focus on expectations and goals. This theory is identified as contingent reward leadership and management by exception. Reward is based on financial reward and non-financial reward. Management-by-exception transactions focus on leaders' interventions. Leaders intervene only when followers deviate from organisational expectations.

Significance of the Study

This study is significant in several ways. Nowadays, there is a huge number of female workers are working in organisations. There is a significant number of workforce size. Thus, observing organisational behaviour among men and women is important. On this basis, knowing transactional nature of older women in organization is important. This study adds literature value in the areas of women leadership and transactional leadership.

Research Question and Objective

This study raises "what factors are important for transactional leadership among older women leaders?" as research question. This research question is translated into research objective as "to know factors affecting transactional leadership among older women leaders".

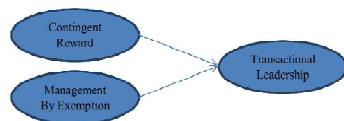
Review of Literature

Bernard (1999) studied about two decades of research and development in transformational leadership. In this study, it has been indicated that transactional leader who practices contingent reinforcement of followers. A six-factor model of transformational/ transactional leadership best fits a diversity of samples according to confirmatory factor analyses. It has also indicated that transformational leadership and transactional leadership have been studied in a wide variety of business, military, industrial, hospital, and educational circumstances. Anita Mathew (2013) Leadership: the preferred style in the context of Indian professionals using Bass's model of multi leadership construct Leadership is the process whereby an individual influences a group of individuals to achieve a common goal (Northouse, 2007). Parry (1996) emphasizes the importance of transformational leadership by comparing management as a transaction while leadership as a transformation. In this study, it has been indicated that, in a volatile economy, leaders

tries to maximize the performance and motivate their followers. Leadership makes a relationship between leaders and followers and building this relationship requires an appreciation of the leaders' style and their capability to influence change in organizations. On this basis, this study focuses on the pattern of leadership style in Indian professionals spread across various private organizations in India. Multi Leadership Questionnaire developed by Bass and Avolio, 1992 has been used for the empirical study. This study has revealed the spread of transactional and transformational leadership styles to be prevalent in Indian managers and the satisfaction of subordinates with their leaders' style.

Conceptual Model

Review of literature assisted to derive the following conceptual model as depicted in Figure 1. Figure 1: Conceptual Mode



(Source: Review of Literature)

Methodology

Population and Sample

Population is all the women leaders who work in Divisional Secretariat as senior officers. In this study, 76 women female leaders were selected for analysis. These female senior officers are falling in the age range of over 40 and upto the age retirement.

Sampling Technique

In this study, probability sampling technique i.e. simple random sampling has been used for collecting responses from female leaders.

Data Collection

Primary data were collected from respondents. Data were collected from multi-factor leadership questionnaire used by Bass

and Avolio (1992). In this Multi-factor Leadership Questionnaire, there were 21 statements. In this questionnaire, there were 12 statements with respect to transformational leadership. There were 6 statements with regard to transactional leadership. There were 3 statements with respect to laissez faire leadership. Of these 21 statements, 6 statements that belong to transactional leadership styles are used in this study.

Results and Discussion of Findings

Descriptive Statistics

As per Bass and Avolio (1992), scores for leadership styles may range between 0 to 12. Range 9-12 is categorized into high. Range 5-8 is categorized into moderate. Range 0-4 is categorized into low. As per descriptive statistics, contingent reward and management by exemption have score ranges between almost 9 to 12. This refers to that women leaders have high contingency rewards and management by exemption. Table 1 tabulates descriptive statistics.

Table 1: Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std. Deviation
Contingent Rewards	76	7.00	5.00	12.00	9.6184	1.98640
Management By Exemption	76	7.00	5.00	12.00	8.6316	1.93799
Valid N (listwise)	76					

Correlations

Correlation refers to that how each variable are related with one another. As stated in descriptive statistics, correlation may also vary between low, medium and high. If correlation values are between 0.7 to 1.0 it is categorized as very high correlation. If correlation values are between 0.5 to 0.7 it is categorized as high correlation. If correlation values are between 0.3 to 0.5 it is categorized as moderate correlation. If correlation values are between 0.1 to 0.3 it is categorized as low correlation. In this study, all two variables such as contingent rewards and management by exemption are related with transactional leadership. Correlation values of variables such as contingency rewards and management

by exemption are 0.697 and 0.678 respectively. These variables have high correlation with transactional leadership.

Table 2: Correlations

		Contingent Rewards	Management By Exemption	Transactional Leadership
Contingent Rewards	Pearson Correlation	1	-.054	.697**
	Sig. (2-tailed)		.641	.000
	N	76	76	76
Management By Exemption	Pearson Correlation	-.054	1	.678**
	Sig. (2-tailed)	.641		.000
	N	76	76	76
Transactional Leadership	Pearson Correlation	.697**	.678**	1
	Sig. (2-tailed)	.000	.000	
	N	76	76	76

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

Factor Analysis

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

Kaiser-Meyer-Olkin Measure of Sampling Adequacy is a measure used to know about whether sample size taken in this study is enough or not. Value of Kaiser-Meyer-Olkin Measure of Sampling Adequacy is 0.500. Thus, sample size of 76 taken in this study is enough to carry out factor analysis. Bartlett's Test of Sphericity is outlined by approximated Chi-Square statistics. Value of approximated Chi-Square is .217 with degrees of freedom 1. Approximated Chi-Square value is significant. Thus, factor analysis is suitable for doing study. Table 3 tabulates KMO and Bartlett's Test.

Table 3: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.500
Bartlett's Test of Sphericity	Approx. Chi-Square	.217
	Df	1
	Sig.	.641

Communalities

Communalities refer to how variables are related with each other. Initial communalities are 1 for each variable. Similarly, extracted communalities for contingent rewards and management by exemption are also greater than 0.5. Table 4 tabulates initial and extracted communalities.

Table 4: Communalities

	Initial	Extraction
Contingent Rewards	1.000	.527
Management By Exemption	1.000	.527

Extraction Method: Principal Component Analysis.

Total Variance Explanation

All two variables such as contingency rewards and management by exemption have explained 52% over transactional leadership. Table 5 tabulates total variance.

Table 5: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.054	52.716	52.716	1.054	52.716	52.716
2	.946	47.284	100.000			

Extraction Method: Principal Component Analysis.

Conclusion

Results of the descriptive statistics revealed that women leaders have high moderate contingency rewards and management by exemption. Correlation values revealed that variables such as contingency rewards and management by exemption have higher relationship with transactional leadership. As per the value of Kaiser-Meyer-Olkin Measure of Sampling Adequacy, sample size of 76 taken in this study is enough to carry out factor analysis. Initial communalities are 1 for each variable. Similarly, extracted communalities are also greater than 0.9. Total variation has explained that two variables such as contingency rewards and management by exemption have explained 93% over transactional leadership.

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GROWTH OF MSMES AND WOMEN ENTREPRENEURIAL DEVELOPMENT IN INDIA

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Introduction

Entrepreneurship is a crucial factor for the acceleration of economic growth of any country. Entrepreneurship is believed to create new businesses which create jobs, provide people with a variety of products and services. It intensifies competition, increases productivity through technological advancements and improves quality of life. The economic development of advanced countries to a large extent has been attributed to growth of entrepreneurship in small and medium enterprises. In these countries majority of small enterprises have been managed by women. Though entrepreneurship has been predominantly a man's world in India, quite a large number of women have set up their enterprises. Few of these women entrepreneurs have created their position in the industry. But Indian woman's participation in trade industry and commerce still remains poor.

Growth Performance of MSMEs in India

In India, since last many years, the MSME'S are recognized as means of

production and service rendering with utilization of limited resources. The effective utilization of resources, greater operational flexibility, mobility and higher innovations and low investment are the strength of MSME'S. MSME'S sector worldwide considered as the growth engine of the economy. In European Union and in USA, more than 99% and 80% enterprises are under this sector, respectively. In India; much potential are available towards a equal regional development and optimum utilization of scarce resources.

In India, MSME's account for more than 80% of total number of industrial enterprises and employs over 6 crores people. As per estimates and statistics, out of 26 million MSME's, only 1.5 million are registered and remaining unregistered. The state wise distribution of MSME's is not equal because 55% of MSME's are in 6 states only, namely, Uttar Pradesh, Maharashtra, Tamilnadu, West Bengal, Andhra Pradesh and Karnataka. Further, women own about 7% of MSME's and more than 94% of the MSME's are proprietorship or partnerships.

The Micro, Small, and Medium enterprises (MSME) sector plays significant role in the economic and social development of country. MSMEs are credited with generating highest rating of employment growth and account for a major share of industrial production and exports. It is estimated that MSMEs in India contribute 45% of industrial output, 40% of exports and employ nearly 59.5 million people in over 26.1 million MSME enterprises with over 6000 products ranging from traditional to high tech items manufactured.

Women owned enterprises contribute 3.09% of industrial output and employ over 8 million people. Government has setup various institutions at national and state level to assist women entering in the world of entrepreneurship. This paper attempts to study the present status of women entrepreneurs in India and recommends measures for further development of women owned businesses.

Women Entrepreneurs

Entrepreneurship is considered as one of the most important factors contributing to the economic development of the society. Entrepreneurs such as men and women are considered as instrumental in initiating and sustaining socio-economic development of country. The emergence of women entrepreneurs' contribution is lesser than the men contribution to the national economy in India. To Increase the women contribution government to motivate number of women entrepreneurs in small and medium enterprises.

Women Entrepreneurs is defined by Government of India "An enterprise owned and controlled by a women having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of the employment generated by the enterprise to

women."

Now women have taken up entrepreneurial role in order to create a meaning for themselves. The traditional roles of housewives are gradually changing into women entrepreneurs. Some of the factors responsible for these changes are better education, changing socio cultural values and need for supplementary income. The entrepreneurial role of women is now accepted as an indicator of a stage of development and therefore to support women entrepreneurs government frame policies and enhancing the rights, roles, opportunities and promotion of women entrepreneurs through various schemes, incentives and promotional measures.

Classifications of Women Entrepreneurs:

Women Entrepreneur is classified into three categories, i.e. women employer, women own account workers and bosses wives. These categories are based on, how the women started their business with the help of others

- ❖ Women employers refers to those women who provide work opportunities to paid employees.
- ❖ Women own account workers are those self-employed business owners who do not hire employees.
- ❖ Bosses wives are referring those women who normally hide behind their husbands but are the real managers of their husbands business.

Review of Literature

Bhavani, T.A. (2011), This study reveals that how the all aspects of the MSME'S (Employment, Leading sector of MSME'S, Investment in fixed assets) being change in modern perspective. The technological advancement and protection of MSME'S through various subsidy schemes and liberal availability of credit will be a great help.

Nalabala Kalyan,Kumar. Sardar, Gugloth. (2011). This study focuses upon the growth pattern of the MSME'S, employment generation (1992-2009). Further, study reveals the symptoms and steps involved in industrial sickness. The study gives the ample amount of knowledge about the various credit schemes sponsored by the government. Laghu udyami credit card scheme ,Credit

guarantee fund trust for small industries, Swarojgar credit card scheme, Credit linked capital subsidy scheme and credit through commercial banks are the sources and schemes available to fulfill the financial needs as well as financially strengthen to the MSME'S.

Sudan, F. K. (2005) described the challenges in Micro and Small Scale Enterprises Development and policy issues by arising different questions related to Micro and Small Enterprises. The study explained the meaning, advantages, problems and policy options of MSE sector. The study concluded that all the policies which were opted by GOI were the efforts to form a dynamic MSE sector and a diversified economy providing expanded employment opportunities to absorb all new labor force and offer exciting career opportunities.

Saxena.H.M. (2002) has studied the factors underlying the growth of marketing system as a result historic economic reforms and is linked to the growth of human civilization, specifically to the economic development population growth and inactive for urbanization. The study emphasized on understanding the behavior of the market participants the behavior of market participants due to market dynamics and concluded with a suggestion as to how the development of markets and their efficiency could be strategized.

J.M.Keynes(1936) identifies the forces

that influences formulation of employment policy during industrialization. He propounds the theory of entrepreneurship that will offer the quantum of employment that can be created to maximize the output and profitability he further, stresses that the productivity of labors determinant factor of the level of employment

Contribution of Women Entrepreneurs In MSMEs Sector

Women play a very important role in the growth of Indian Economy. The Ministry for Micro, Small and Medium Enterprise (MSME) is committed to promote women entrepreneurs in the MSME sector, whose share is only 13.72 percent in the organised sector.

According to the Fourth All India Census Report, displayed in the bar diagram 86.28 percent of enterprises are male owned compared to 13.72 percent owned by female entrepreneurs. The dominance of male ownership was true in each of the three segments of MSME Sector, although it was relatively less pronounced in micro sector. Thus male ownership is owned 85.81 percent in micro sector while it is 94.94 percent and 95.79 percent in small sector and medium sector, respectively.

Women Enterprises and Enterprises Managed by Women

The participation of women in the unregistered MSME Sector has been identified under three different roles. Some women were owners of enterprises while others were managers and employees. With regard to ownership, in unregistered MSMEs managed by one or more women entrepreneurs in proprietary concern, or in which she/they individually or jointly have a share capital of not less than 51 percent as partners or share holders or directors of private limited company and members of co-operative society is called a "Women Enterprise".

Table: State-wise Women Participation in Management /Ownership in Unregistered MSME Sector

S. No.	Name of State/UT	No. of Enterprises Managed by Women (in Lakh)	No. of Women Enterprises (in Lakh)
1	Jammu and Kashmir	0.12	0.12
2	Himachal Pradesh	0.11	0.11
3	Punjab	0.76	0.78
4	Chandigarh*	0.06	0.06
5	Uttarakhand	0.15	0.15
6	Haryana	0.16	0.16
7	Delhi	0.19	0.19
8	Rajasthan	0.55	0.55
9	Uttar Pradesh	0.75	0.75
10	Bihar	0.46	0.47
11	Sikkim*	0.01	0.01
12	Arunachal Pradesh	0.06	0.06
13	Nagaland	0.04	0.04
14	Mizoram	0.01	0.01
15	Mizoram	0.01	0.01
16	Tripura	0.02	0.02
17	Meghalaya	0.16	0.16
18	Assam	0.20	0.20
19	West Bengal	2.04	2.05
20	Jharkhand	0.24	0.24
21	Odisha	0.89	0.90
22	Chhattisgarh	0.12	0.12
23	Madhya Pradesh	1.06	1.06
24	Gujarat	0.57	0.57
25	Daman & Diu	0.00	0.00
26	Dadar and Nagar Haveli	0.00	0.00
27	Maharashtra	0.85	0.85
28	Andhra Pradesh	1.11	1.11
29	Karnataka	1.85	1.86
30	Goa	0.10	0.10
31	Lakshadweep*	0.00	0.00
32	Kerala	2.31	2.31
33	Tamil Nadu	3.02	3.03
34	Puducherry	0.02	0.02
35	Andaman and Nicobar Islands	0.00	0.00
All India		17.99	18.06

Source: Final Report of Fourth All India Census of MSME Unregistered Sector 2006-07

Note: * The data was taken from 5th Economic Census 2005 and it was not estimated

Unregistered MSME Enterprises Managed by Women

The total number of enterprises managed by women in the unregistered MSME Sector was estimated as 17.99 lakh (9.05%) out of the total unregistered MSMEs in the country, with 10.65 percent enterprise in rural and 6.62 percent enterprises in the urban areas. Further, enterprises constitute 9.06% of the micro sector of the total unregistered enterprises in the country, with a negligible 1042 (3.01%) number of women enterprises in the small sector. For the enterprises managed by women,

9.05 percent of enterprises in India give employment to 8.14 percent of women population, share 6.21 percent of market value of fixed assets, 5.59 percent of original value of plant and machinery and 7 percent of gross output. Rural enterprises managed by women constitute 10.65 percent of enterprises and urban areas have 6.62 percent. Similarly, 9.06 percent enterprises in micro sector and 3.01 percent enterprises in small sector are managed by women.

Women Employment in MSME Sector

The role of Micro, Small and Medium Enterprises (MSMEs) in the economic and social development of the country is well established. The MSME Sector is a nursery of entrepreneurship, often driven by individual creativity and innovation. The MSMEs Sector has been playing an important role in generation of employment in the country. It provides employment to about 60 million persons through 26 million enterprises. As per the 66th Round of National Sample Survey (2009-10), the total employment estimated in the country in 2009-10 was 400.08 million person days (current daily status). The share of total employment in the country generated by the MSME Sector in 2009-10 thus works out to 17.3 percent. The employment generated by the MSME sector has been increasing at about 5 percent per year. As per the Fourth All India Census of the MSMEs, the details of women employment during the year 2011-12 are given below:

Table : State-Wise Distribution of Women Employment in MSMEs Sector

S. No.	State/UT Name	Employment (in Lakh)	No. of Women Employees (in Lakh)	% of Total
1	Jammu and Kashmir	5.75	0.21	0.40
2	Himachal Pradesh	4.68	0.16	0.30
3	Punjab	26.79	1.06	1.99
4	Chandigarh	1.23	0.07	0.14
5	Uttarakhand	6.96	0.29	0.55
6	Haryana	18.84	0.32	0.60
7	Delhi	19.81	1.23	2.31
8	Rajasthan	30.79	1.43	2.68
9	Uttar Pradesh	92.36	3.08	5.78
10	Bihar	28.26	1.45	2.73
11	Sikkim	0.79	0.18	0.34
12	Arunachal Pradesh	1.19	0.22	0.41
13	Nagaland	1.71	0.26	0.48

14	Manipur	2.36	0.41	0.76
15	Mizoram	0.81	0.07	0.14
16	Tripura	1.75	0.10	0.18
17	Meghalaya	1.92	0.23	0.43
18	Assam	14.25	0.66	1.23
19	West Bengal	85.78	7.72	14.49
20	Jharkhand	12.91	0.61	1.14
21	Odisha	33.21	1.58	8.60
22	Chhattisgarh	9.52	0.43	0.82
23	Madhya Pradesh	33.66	1.97	3.70
24	Gujarat	47.73	1.06	2.00
25	Daman & Diu	0.37	0.00	0.00
26	Dadar and Nagar Haveli	0.41	0.01	0.01
27	Maharashtra	70.04	1.77	3.33
28	Andhra Pradesh	70.69	5.27	9.90
29	Karnataka	46.72	4.17	7.84
30	Goa	1.88	0.10	0.19
31	Lakshadweep	0.06	0.03	0.05
32	Kerala	49.62	6.24	11.72
33	Tamil Nadu	80.98	7.77	14.59
34	Puducherry	1.01	0.07	0.12
35	Andaman and Nicobar Islands	0.38	0.02	0.03
	All India	805.24	53.24	100.00

Source: Ministry of Press Information Bureau, Government of India, 2012

The Table indicate the total number of women employees in the unregistered MSME Sector estimated at 53.24 lakh. Tamil Nadu (14.59%) has the highest number of women employees, followed by West Bengal (14.49%) and Kerala (11.72%). The proportion of women employees in the total employment from the total unregistered MSME Sector is of the order of 13.02 percent. There is an increasing and healthy trend of women employment prevailing in the States and it is a positive scenario of women employment in the country¹.

Factors Influencing Indian Women To Be In Entrepreneurship

Women entrepreneurs are influenced by push factors such as need for better income, unemployment, unsatisfactory work conditions, desire for better life, need for recognition, and motivation from Government schemes for assistance. Factors such as desire to be one's own boss, sense of achievement, personal satisfaction, implementation of innovation, search for a challenge, challenging or rejecting gender stereotypes pull women in business.

1. Economic need: Women in low income and low education group start enterprise

to support family earning out of sense of responsibility and obligation towards the family. Need for greater income is observed among women from mid-income group to start a business.

2. Personal satisfaction and achievement: Women from high education level start enterprise to achieve the goal through a successful career. Also they perceive entrepreneurship as a challenge, ambition fulfilling and doing something fruitful. Younger women are more achievement oriented than women entrepreneurs in older age group.
3. Desire to be financially independent: Women from high education level are more influenced by this factor. Women start business to create self-identity, self-respect and also to earn prestige, status in the family and society.
4. Continuing family occupation: women from business background start helping their father/husband and continue enterprises.

Conclusion

It can be concluded that Micro, Small and Medium Enterprises are contributing to the economic growth and development of Indian economy. Women Entrepreneurs who were traditionally kept behind the four walls of their houses, now in modern society are capable of managing both their family and business. Though they face many problems and challenges in their path of becoming a successful entrepreneur but the government has taken many initiatives for the growth of women entrepreneurs.

Women entrepreneurs represent immense economic potential. Though contribution of women - led-businesses is increasing, there is a long way to go. Indian women lag behind on many social indicators like health, education and economic opportunities. Hence they need special attention due to their vulnerability and

lack of access to resources. Ministry of MSME has various schemes targeted specifically to help women entrepreneurs. The problem lies in ignorance of women-friendly measures framed by Government. Also women as entrepreneurs are still not accepted and supported by society.

She is expected to balance both business as well as family. Indian society needs to change its mindset and allow its women to educate, make decisions for herself and use her in-born strength in terms of innovation and creativity. If such freedom is granted by society, it is certain that women in India will reach global from local.

Finally, it can be said that there is a long way to go for women entrepreneurs and MSMEs in India and their success is the success of Indian economy.

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A STUDY ON CUSTOMER PREFERENCE OF HEALTH DRINKS WITH SPECIAL REFERENCE TO “BOOST” IN MANNARGUDI TOWN

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Abstract

The present study is based on the awareness of Boost among the customers. A sample survey of 100 respondents was undertaken to find out the awareness of Boost in Mannargudi Town. The study mainly concentrated on general price level, quality about products, overall satisfaction about Boost in, general awareness, and consumer preferences of Boost.

Keywords: Health drink, Nutrition, Consumers, stamina etc.,

Introduction

In the modern and competitive world people must do heavy work both mentally and physically. So that they require more energy and stamina for the maintenance of good health.

Health is man's most precious possession. It influences all his activities and shapes his destiny. Health is wealth. This indicates the importance of health. Health is a key to education, success, good citizenship and happy life. Without good health an individual can't perform efficiently. One individual's health is like a pillar of a society. The health of an individual and society are interlinked. An individual's health keeps free from disease, stops

the spread of disease in one's community and neighbourhood or society.

Consumers

“Consumer is one, who purchases goods and services for his / her own personal use or for house hold use. End use consumption is perhaps the most pervasive of all types of consumer behaviour, since it involves every individual, of every age and background, in the role of buyer or user or both”.

“A customer is the most important visitor in our premises. He is not dependent on us. We are dependent on him. He is not an interruption on our work. He is the purpose of it. He is not an outsider on our business. He is part of it. We are not doing him favour by

serving him. He is doing us a favour by giving us an opportunity to do so". – Mahatma Gandhi.

Objectives Of The Study

- To study the socio-demographic characteristics of the respondents.
- To analyze the factors influencing the brand preference of Health Drinks.
- To find out the reason for preferring a particular brand especially for Boost.
- To measure the impact of media influencing consumer in their selection process

Methodology

This study is an analytical one and based on both primary data and secondary data. Primary data were collected through a structural questionnaire after conducting pilot study with 100 respondents. The secondary data are collected from various books and journals and websites.

Collection of Data

Primary Data

Primary data are those which are collected fresh and for the first time, and thus happen to be original in character. Questionnaire was the instrument being used for collecting the primary data. The data was collected from various customers in Mannargudi town.

Secondary Data

The data are those which have already been collected by someone else and which have already been passed through the statistical process. Secondary data was collected from journals, magazines and record of the company.

Sampling Design

In this study the researcher has selected simple random sampling method which is known as probability sampling. Under this sampling design every item of the universe has

an equal chance of inclusion in the sample. This method is free from bias.

Sample Size

The sample size of 100 respondents was selected in Mannargudi town for this study.

Results And Discussion

Table 1 demographic profile

S. No	Variables	No. of Respondents	Percentage
Age Group	Below 25 Yrs	10	10
	26 Yrs-30 Yrs	50	50
	31 Yrs-40 Yrs	25	25
	Above 40 Yrs	15	15
	Total	100	100
Gender	Male	30	30
	Female	70	70
	Total	100	100
Educational Qualification	S.S.L.C	15	15
	II Sc	30	30
	UG	36	36
	PG	19	19
	Total	100	100
Family income (Rs.)	Rs.5000 to Rs.10000	25	25
	Rs.10000 to Rs.15000	25	25
	Rs.15000 to Rs.20000	50	50
	Total	100	100
Type of family	Nuclear family	80	80
	Joint family	20	20
	Total	100	100
Area	Rural	20	20
	Urban	70	70
	Semi-Urban	10	10
	Total	100	100
Occupation	Government Employees	25	25
	Private Employees	40	40
	House wife	20	20
	Others	15	15
	Total	100	100

Source: primary Data

The above table shows that majority 50% of the respondents are in the age group of 26-30 years, 25% of the respondents are in age group of 31-40 years, 15% of respondents in the age group of above 40 years and above and remaining 10% of the respondents in the age group of below 25 years.

The above table shows that gender wise classification of the respondents in terms of percentage, 70% of respondents are females and the rest 30% of the respondents are males.

The above table indicates that 36% of the respondents have qualified for UG degree, 30% of the respondents have studied Higher secondary, 19% of the respondents are qualified PG Degree and only 15% of the respondents are studied on S.S.L.C.

The above table shows that the family income of the respondent's surveyed 50% of

the respondents are in the income range of Rs.15000 to Rs.20000, 25% of the respondents are in the income range of Rs.10000 to Rs.20000 and remaining 25% of the respondents are in the income range of Rs.5000 to Rs.10000.

The above table 3.7 shows that the majority 80% of the respondents is in the category of Nuclear family and 20% of the respondents are joint family. The study cover the surrounding of Mannargudi town, so most of the people living in nuclear family.

The above table shows that majority 70% of the respondents is located at urban areas, 20% of the respondents are rural areas and only 10% of the respondents are semi-urban areas.

The above table shows occupation wise, among 100 of respondents 40% of the respondents are working in private employees, 25% of the respondents are government employees, 20% of the respondents are housewife and 15% of the respondents are other categories.

Table 2 opinion towards Health Drinks

S. No	Opinion	No. of Respondents	Percentage
1	Extremely satisfied	25	25
2	Satisfied	21	21
3	Dissatisfied	54	54
	Total	100	100
S. No	Reason	No. of Respondents	Percentage
1	Brand image	14	14
2	Quality	13	13
3	Price	57	57
4	Services	16	16
	Total	100	100
S. No	Level of satisfaction	No. of Respondents	Percentage
1	Fully satisfied	40	40
2	Satisfied	30	30
3	Dissatisfied	10	10
4	Neutral	20	20
	Total	100	100
S. No	Types	No. of Respondents	Percentage
1	Kesar Badam	29	29
2	Elaichi	23	23
3	Original	35	35
4	Chocolate	13	13
	Total	100	100

Source: Primary data

The above table shows that majority 54% of the respondents are dissatisfied about the company sales and services, 25% are extremely satisfied about the company sales and services and only 21% are satisfied.

The above table 3.15 shows that majority 57% of the respondents using the brand for affordable price, 16% of the respondents are using the brand for better services for the product, 14% of the respondents are using the Boost for brand image, 13% of the respondents are using the Boost for Quality.

The above table shows that 40% of the respondents are fully satisfied from the product, 30% of the respondents are satisfied, 20% of the respondents are neutral and only 10% of the respondents are dissatisfied.

The above table shows that majority 35% of the respondents are like Boost Original, 29% are like Kesar Badam, 23% are like Elaichi and only 13% of the respondents are like Chocolate.

Table 3 Factors Influence Purchase Decisions

S. No	Reason	No. of Respondents	Percentage
1	Quality	35	35
2	Price	25	25
3	Advertisement	20	20
4	Availability	06	06
5	Other factors	04	04
	Total	100	100

Source: Primary data

Inference

The above table reveals that 35% of the respondents are opinion that quality is the main factors for influence the purchase decisions, 25% of the respondents are say price is the main factors for influence the purchase decision, 20% are say advertisement, 6% of the respondents are availability and remaining 4% of the respondents are say the other factors such as habit, convenience is the main factors for decide the purchase of the product.

Suggestions

- ❖ Customers buy the brands depend upon the price of the product. If the price is reduced considerably all the consumers will prefer that brand.
- ❖ Improvement of quality should be considered but at the same time price equilibrium should be maintained.
- ❖ Better and improved flavour and taste may increase the sales.
- ❖ Steps should be taken to make the products available in different quantities.
- ❖ Sensible advertisement should be made for better impression in the customer mind.
- ❖ Samples could be provided to rural areas to create awareness about the product.
- ❖ Unhealthy competition among the manufacturers to the effect of lowering the quality on standard of the product (while showing price off or gift offer should be avoided).
- ❖ The manufacturer must take Market survey, once in six months, to know the consumer attitude and preference.
- ❖ There should be regular supply of all brands of health drinks.

Conclusion

All people, whether young or old, like health drinks. They take health drinks for relaxation, refreshment and to get energy. Thus health drinks have become a part of their lives. As regards manufactures they should realise that the consumers are the focal point of any

business enterprises. They should be conscious of the fact that the consumer is a prime determining factor or decisive force in the market. So the producer should understand what exactly is expected of him by the consumers who are highly sensitive and reactive.

The above preposition implies that there is an imperative necessity on the part of the manufacturers to supply tastier drinks at the competitive price but at the same time should see that the quality or standard is not deteriorated. Thus, the consumer is the most important aspect in his business, he should deliver quality product at an acceptable price.

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A STUDY ON THE DYSFUNCTIONAL AND FUNCTIONAL ASPECTS OF VOLUNTARY EMPLOYEE TURNOVER IN IT-ITES INDUSTRY

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Abstract

Worker turnover can be an imperative sympathy toward directors and has been seen as inalienably negative for authoritative main concern (Miller, 2008). Most customary writing proposes that willful worker turnover is hindering and exorbitant to an association (Clark, 2008; Miller, 2008; O'Reiley, 2008). The effect of worker turnover is normally surveyed by concentrating on its impacts on an association's end execution. Commonly, the assessment of costs related with representative turnover considers the accompanying: publicizing expenses, recmitter charges, administration's the ideal opportunity for basic leadership. Human Resource's recmiting time, choice, preparing, extra time cost from different representatives expected to get slack, lost profitability and deals, diminished worker confidence, and disgmtntled clients (Babatunde and Laoye, 2011). Thus, numerous businesses put huge uses in worker maintenance programs with an end goal to keep away from the representative turnover costs.

Introduction

Associations see automatic and deliberate worker turnover similarly. In a few occasions, turnover may impact benefits and authoritative objectives decidedly. Contingent upon the way of the detachment, representative turnover might be classified as practical or broken. Useful worker turnover is when low performing representatives are supplanted by higher performing ones, and broken turnover is the invert, making the rest of the workers get a move on. The potential risk of an

examination practice that focuses on the reasons for worker turnover while ignoring its belongings: such research depends on the suspicion that representative turnover is an imperative hierarchical issue and ought to be managed likewise. Subsequently, potential beneficial outcomes for associations are ignored (Glebbeeck and Bax, 2004). In any case, this recognizing variable recommends that authoritative specialists ought to concentrate on the usefulness of worker turnover and not just on the recurrence of representative turnover.

Statement of the Problem

In spite of the fact that worker turnover has been seen as a sympathy toward an association's main concern, it doesn't generally influence an association adversely. The way of a current worker's takeoff decides the sort of representative turnover experienced. The momentum inquire about does not look at the determinants of turnover, yet rather investigates the results. An association may survey the impacts of worker turnover by assessing every representative detachment and deciding the execution required for every substitution to bring about utilitarian turnover. This review makes the suspicion that some turnover is alluring and practical for hierarchical viability. Along these lines, the issue tended to in this review is to decide if intentional representative turnover experienced by the association is practical or broken.

Literature Review

Customary reviews isolate representative turnover into two classifications: deliberate and automatic, and most turnover lessening endeavors concentrate on willful turnover as the needy variable (Price, 2011). An association ought to have an appraisal of the representative, particularly some type of exit or division record kept in the Human Resources office. The archives ought to uncover the purpose behind division. Frequently, the prompt chief is asked on the leave shape whether the isolating worker is prescribed for rehire. Dalton et al., (2012) calls attention to that this data may fill in as a substantial pointer of practical worker turnover. People not suggested for rehire, apparently are utilitarian detachments. While an expulsion could reflect many reasons, the absence of rehire suggestion fills in as a substantial assessment of the leaving representative. In such cases, the quick boss ought to legitimize the suggestion.

As per the "extended scientific classification" of Dalton et al., (2012),

deliberate representative turnover was arranged useful or useless by the evaluation of the supervisory appraisals of every leaver's execution. This review investigated the connections of turnover recurrence and worker execution. In particular, the association would encounter useful representative turnover if the chief would not rehire the individual who quit, if the nature of their occupation execution was viewed as poor, or if the worker was effectively replaceable. The review uncovered that directors considered work productive when poor entertainers left and were more happy with the "trading of representatives" when worker turnover was utilitarian rather than useless. Opportunity expenses of representative turnover have been measured by a fundamental approach. One approach contrasts the execution of every leaver and that of the normal representative. With this approach, worker turnover is practical if the leaver had underneath normal execution and useless if the leaver had better than expected execution (Williams, 2009).

All the more as of late Campion (2011) sought after different ideas of turnover to make recommendations for turnover estimation in future research. As indicated by Campion (2011), "usefulness is more mind boggling measure than both maintain a strategic distance from capacity and willfulness (however less perplexing than utility)," and he prescribed that, since turnover usefulness considers figures that are very significant to the administrator and in this way speaks to the association's assessment of previous representatives, it be utilized to concentrate authoritative results (Campion, 2011).

Research Design and Methodology

Hypotheses: The present review's theories test the usefulness of Intentional worker turnover.

H_a = There is no execution and compensation distinction amongst leavers and substitution representatives.

There is an execution and compensation distinction amongst leavers and substitution workers.

This examination tested the suspicion that all representative turnover, or possibly intentional turnover, is undesirable. Since research tends to focus on the reasons for representative turnover, the impacts are dismissed. The examination configuration is a logical review that used accessible information containing execution assessment evaluations to survey the usefulness of turnover. A quantitative examination tried the connections among factors including representative turnover usefulness. The autonomous variable was willful representative turnover; the reliant variable was execution. The examination comprised of all representative partitions and execution assessment evaluations revealed amid the review year.

Data Collection

The information was drawn from the faculty records of a vast protection association with deals workplaces disseminated all through the southern United States. The organization incorporated into the review gotten An i- (Superior) A.M. Best evaluating for execution, and a “phenomenal” Weiss rating for outstanding budgetary quality. To quantify hierarchical execution, execution assessment evaluations were gathered from the focal home office and included staff records for all representatives required in a willful division. The staff information included data in regards to the individual’s execution, the execution of every substitution, the purpose behind flight, and the pay paid to both the leaving and substitution representative.

Sampling Frame

Forty-nine episodes of deliberate worker turnover revealed amid the review year, 2007. Of these, another worker was procured to supplant a withdrawing representative in each

occurrence however one. Every representative was assessed in the southern locale of the United States. Just home office representatives who worked practically identical eras (full-time weekdays) were chosen. This data was promptly available through inside documentation. The investigation concentrated just on deliberate worker turnover as past reviews recommended that such turnover may harm hierarchical execution. The review concentrated on execution status, spoke to by representative appraisals relegated by the Human Resources division. The span of the review was around three months. Execution appraisals for every worker who surrendered and the execution rating of every substitution were gathered.

What’s more, relating compensation data was gathered. Developmental examination was led all through the exploration time frame. Data with respect to worker fulfillment was barred. Comes about because of this review can be summed up to ventures utilizing deals delegates. The pay for every occurrence went from \$19,000 to \$63,756. By and large, representatives were traded for a similar pay. Be that as it may, in a few cases there was an outrageous contrast.

In those cases, the more generously compensated worker resigned and was supplanted with a representative with little experience, in this manner, asking for a littler pay. The figures spoke to representatives who have worked practically identical hours (all day workdays).

Data Analysis

The factual investigation was finished utilizing the Pearson Chi-square Test. The Pearson Chi-square Test for freedom was utilized to test whether the mean execution of all leavers was more noteworthy than the execution of every substitution. Connection was utilized to portray the quality of a straight relationship. Straightforward direct relapse was utilized to test the connection amongst’s

usefulness and utility. Relapse investigation was utilized to depict how the adjustment in usefulness impacted the adjustment in utility. Straightforward direct relapse was utilized on the grounds that the examination included just a single indicator. The execution assessment of each home office representative departed identity contrasted with the execution assessment of those enlisted to supplant the leaving worker playing out similar occupation obligations. The assessment evaluations detailed were surveyed in the wake of finishing one year of work in the position. Since the association did not have a normal assessment rating for home office workers as of now utilized, a normal rating was computed utilizing the execution evaluations of every leaver and substitution.

Results

The specimen comprised of intentional worker turnover in the association. The association revealed 49 add up to episodes of representative turnover, of which 44 occurrences were usable and named intentional worker turnover. The association gave compensation data, execution evaluations, and the leaver's accounted for purposes behind takeoff, for example, moving, other occupation, individual or family, retirement, disappointment with employment, and instruction. Pay rates ran from \$19,000 to \$63,756. Execution evaluations shifted from poor execution (1) to prevalent execution (5). For reasons for this investigation, a worker was viewed as a direct entertainer with a rating of 3 or underneath. A representative was viewed as a decent entertainer with a rating of 4, and a fabulous entertainer with a rating of 5. A survey of the information showed that 17% of leavers and 36% of substitutions got a direct assessment rating; 71% of leavers and 62% of substitutions got a decent execution assessment rating; and 9% of leavers and zero percent of substitution representatives got an incredible execution assessment rating.

Conclusion

In general, the association did not encounter turnover usefulness. The examination demonstrates that leavers performed superior to substitutions. In any case, the normal compensation for substitutions was lower than the normal pay for leavers, in spite of the fact that not fundamentally lower. Joined, negative utility was a bigger rate than positive utility experienced by the association. The estimation of utility considers supplanting a decent entertainer with another great entertainer at 10% or not as much as the leaver's compensation, supplanting a decent entertainer with a direct entertainer at a pay over 10% underneath the leaver's pay, or supplanting a decent entertainer with a brilliant performing worker for a pay close to 10% higher than the leaver's. In this part of thought, the association experienced 45% positive utility.

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AN OVERVIEW OF GOODS AND SERVICES TAX IN INDIA

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Abstract

Goods and Services Tax (GST) is a proposed system of indirect taxation in India merging most of the existing taxes into single system of taxation. It was introduced as The Constitution (One Hundred and First Amendment) Act 2016. The GST is administered & governed by GST Council and its Chairman is Union Finance Minister of India Arun Jaitley. GST would be a comprehensive indirect tax on manufacture, sale and consumption of goods and services throughout India, to replace taxes levied by the central and state governments. This method allows GST-registered businesses to claim tax credit to the value of GST they paid on purchase of goods or services as part of their normal commercial activity.

Keywords : GST, Multi tiered system, Union Territory Goods and Services Tax , Integrated Goods and Services Tax

Introduction

Goods and Services Tax (GST) is a proposed system of indirect taxation in India merging most of the existing taxes into single system of taxation. It was introduced as The Constitution (One Hundred and First Amendment) Act 2016. The GST is administered & governed by GST Council and its Chairman is Union Finance Minister of India Arun Jaitley. GST would be a comprehensive indirect tax on manufacture, sale and consumption of goods and services throughout India, to replace taxes levied by the central and state governments. This method allows GST-registered businesses to claim tax credit to the value of GST they paid on purchase of goods or services as part of their normal commercial activity. Taxable goods and

services are not distinguished from one another and are taxed at a single rate in a supply chain till the goods or services reach the consumer. Administrative responsibility would generally rest with a single authority to levy tax on goods and services¹ Exports would be considered as zero-rated supply and imports would be levied the same taxes as domestic goods and services adhering to the destination principle in addition to the Customs Duty which will not be subsumed in the GST.

Objectives Of GST

The Government of India introduced four bills for GST in the Lok Sabha in March 2017 and Rajya Sabha in April 2017 viz. the Central Goods and Services Tax (CGST) bill, the Integrated Goods and Services Tax (IGST) bill, the Goods and Services Tax (Compensation

to States) bill, and the Union Territory Goods and Services Tax (UTGST) bill. The four GST bills have been passed by both the houses of Parliament of India. There will be no GST on the sale and purchase of securities. That will continue to be governed by Securities Transaction Tax (STT).

One of the main objective of Goods & Service Tax (GST) would be to eliminate the cascading effects of taxes on production and distribution cost of goods and services. The exclusion of cascading effects i.e. tax on tax will significantly improve the competitiveness of original goods and services in market which leads to beneficial impact to the GDP growth of the country. It is felt that GST would serve a superior reason to achieve the objective of streamlining indirect tax regime in India which can remove cascading effects in supply chain till the level of final consumers.

Objectives of the Study

1. To analysis the implementation of GST in India
2. To identify the benefits of GST
3. To identify the Negative impact of GST

Central and State Taxes to be subsumed under GST

The various Central, State and Local levies were examined to identify their possibility of being subsumed under GST. While identifying, the following principles were kept in mind:

- (i) Taxes or levies to be subsumed should be primarily in the nature of indirect taxes, either on the supply of goods or on the supply of services.
- (ii) Taxes or levies to be subsumed should be part of the transaction chain which commences with import/ manufacture/ production of goods or provision of services at one end and the consumption of goods and services at the other.
- (iii) The subsumation should result in free flow of tax credit in intra and inter-State levels.

(iv) The taxes, levies and fees that are not specifically related to supply of goods & services should not be subsumed under GST.

(v) Revenue fairness for both the Union and the States individually would need to be attempted.

On application of the above principles, it is recommended that the following Central Taxes should be, to begin with, subsumed under the Goods and Services Tax:

- (i) Central Excise Duty
- (ii) Additional Excise Duties
- (iii) The Excise Duty levied under the Medicinal and Toiletries Preparation Act
- (iv) Service Tax
- (v) Additional Customs Duty, commonly known as Countervailing Duty (CVD)
- (vi) Special Additional Duty of Customs - 4% (SAD)
- (vii) Surcharges, and
- (viii) Cesses.

Following State taxes and levies would be, to begin with, subsumed under GST:

- (i) VAT / Sales tax
- (ii) Entertainment tax (unless it is levied by the local bodies).
- (iii) Luxury tax
- (iv) Taxes on lottery, betting and gambling.
- (v) State Cesses and Surcharges in so far as they relate to supply of goods and services.
- (vi) Entry tax not in lieu of Octroi.

Implementation of GST In India

As per the rate structure agreed upon by the council

Under 0% tax rate, commodities such as food grains, rice, wheat are included.

The first slab is 5% tax, under which products of mass consumption are included such as spices, tea and mustard oil.

Second slab is 12% under which processed food items has been included.

Third slab is 18% tax, under which items such as soaps, oil, toothpaste, refrigerator, and smartphones have been included. Right now, these products are taxed more than 25% tax rates, which would go down after GST is implemented.

Fourth slab is 28%, but there are two tiers under that: Under 28% slab, white goods and cars are included. Currently, whatever products are included in the 27-31% would be included in this tax bracket.

Meanwhile for 28% plus cess, sin products such as luxury cars, tobacco products, pan masala and aerated drinks are included. This cess would be applied by Centre, in a manner which allows higher tax which is currently charged.

Hence, if some tobacco products attract 32% tax currently, then GST regime, Centre will apply a cess charge of 4% besides 28% as finalized yesterday.

During the first year of GST implementation, overall loss to states is expected at Rs 50,000 crore. The cess on 28% besides energy cess would be used by Centre to compensate for this loss.

Ecommerce, Digital and IT industry would be especially looking out for tax slabs for services industry, which is expected to be finalized around 15-18

Impact of GST on Indian Economy

- Reduces tax burden on producers and fosters growth through more production. The current taxation structure, pumped with myriad tax clauses, prevents manufacturers from producing to their optimum capacity and retards growth. GST will take care of this problem by providing tax credit to the manufacturers.
- Different tax barriers, such as check posts and toll plazas, lead to wastage of

unpreserved items being transported. This penalty transforms into major costs due to higher needs of buffer stock and warehousing costs. A single taxation system will eliminate this roadblock.

- There will be more transparency in the system as the customers will know exactly how much taxes they are being charged and on what base.
- GST will add to the government revenues by extending the tax base.
- GST will provide credit for the taxes paid by producers in the goods or services chain. This is expected to encourage producers to buy raw material from different registered dealers and is hoped to bring in more vendors and suppliers under the purview of taxation.
- GST will remove the custom duties applicable on exports. The nation's competitiveness in foreign markets will increase on account of lower costs of transaction.

Benefits of GST To The Indian Economy

- ✓ Removal of bundled indirect taxes such as VAT, CST, Service tax, CAD, SAD, and Excise.
- ✓ Less tax compliance and a simplified tax policy compared to current tax structure.
- ✓ Removal of cascading effect of taxes i.e. removes tax on tax.
- ✓ Reduction of manufacturing costs due to lower burden of taxes on the manufacturing sector. Hence prices of consumer goods will be likely to come down.
- ✓ Lower the burden on the common man i.e. public will have to shed less money to buy the same products that were costly earlier.
- ✓ Increased demand and consumption of goods.
- ✓ Increased demand will lead to increase supply. Hence, this will ultimately lead to

rise in the production of goods

- ✓ Control of black money circulation as the system normally followed by traders and shopkeepers will be put to a mandatory check
- ✓ Boost to the Indian economy in the long run.

These are possible only if the actual benefit of GST is passed on to the final consumer. There are other factors, such as the seller's profit margin, that determines the final price of goods. GST alone does not determine the final price of goods. With a view to keeping inflation under check, essential items including food, which presently constitute roughly half of the consumer inflation basket, will be taxed at zero rate. With a view to keeping inflation under check, essential items including food, which presently constitute roughly half of the consumer inflation basket, will be taxed at zero rate. With a view to keeping inflation under check, essential items including food, which presently constitute roughly half of the consumer inflation basket, will be taxed at zero rate.

Negative Impact of GST

GST is a consumption based tax, so in case of services the place where service is provided needs to be determined. If actual benefit is not passed to consumer and seller increases his profit margin, the prices of goods can also see a rising trend. However, GST is a long term strategy and the positive impact shall be seen in the long run only. This can happen if GST is introduced at a nominal rate (hope so) to reduce the overall tax burden of the final consumers. The rate of GST also plays a crucial role in deciding the actual impact of GST on the common man. But at the same time, many aspects contradict the growth story and might be seen as hurdles which will take time to overcome post the implementation of GST. On one hand where the corporate world is rejoicing, there are a few who do not belong to the happy lot.

Aviation Sector :- Our aviation industry is witnessing much awaited growth with increasing domestic traffic. GST might stagnate its growth since flying will become costly. Service Tax on fares currently range between 6% and 9% (depending on the class of travel). With GST, the rate will surpass 15%, if not 18%, effectively doubling the tax rate.

Insurance Sector:- Our country has the lowest insurance penetration in the world (*less than 5% of Indian population & half of the global average*). GST will make the insurance products dearer. Life, health & motor insurances will begin to cost more from April 2017 as taxes will go up by up to 300 basis points.

IT Sector:- IT companies have adopted a strategy of spreading their operations and stationing their majority workforce where the cost of operations is low (e.g. Chennai, Bangalore). GST may lead to increasing costs of operations at their most cost-effective delivery centers.

Banking & Financial Sector (including Insurance as stated above) :- This sector might take a hit as currently, the effective tax rate in the sector is 14 per cent, which is levied only on fee component (and not interest) of the transaction. Under GST, effective tax rate on fee-based transactions is expected to increase to 18-20%. With the implementation of GST a moderate increase in the cost of financial services such as loan processing fees, debit/credit card charges, insurance premiums, etc. is expected.

Petroleum Sector :- Crude Products form a majority import value in the Indian ecosystem. However, key petroleum products like crude, natural gas, high-speed diesel and ATF have been kept out of GST. Compliance costs are likely to rise because of dual indirect tax mechanism.

Conclusion

A single taxation on producers would also

translate into a lower final selling price for the consumer. There will be more transparency in the system as the customers would know exactly how much taxes they are being charged and on what base. The proposed GST regime, which will subsume most central and state-level taxes, is expected to have a single unified list of concessions/exemptions as against the current mammoth exemptions and concessions available across goods and services. By amalgamating a large number of Central and State taxes into a single tax, it would alleviate cascading or double taxation in a major way and pave the way for a common national market. From the consumer point of view, the biggest advantage would be in terms of reduction in the overall tax burden on goods and services. Introduction of GST would also

make Indian products competitive in the domestic and international markets.

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A STUDY ON HIDDEN FORCE WORK ENVIRONMENT STRESS AMONG WOMEN POLICE IN TAMILNADU POLICE DEPARTMENT WITH SPECIAL REFERENCE TO SALEM DISTRICT

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Abstract

Stress is a predictable part of police personnel .Work environment stress among police is often viewed as a wretched, but expected part of police work. Police are like a real heroes but especially women's police working force is growing by the day along with their Duty, forcing women to find a balance between their jobs and their personal lives. Police work involves protection of life, safeguarding property through vital patrol techniques, enforcement of laws and ordinances in the place for which the Police station is responsible. There are several factors like 24 hours availability, administration problem were involved and make police as a most stressful job. Sub inspectors and inspector's group was the most stressed on recording of highest scores.

Keywords: *women police, Hidden force stress, work-life conflict, working Environment.*

Introduction

This study basically deals with Tamil Nadu police department. Tamil Nadu has a Police population ratio of 1: 632. According to the recently released 'Crime in India - 2013' report by the National Crime Records Bureau, TN has the highest percentage of women police personnel among the States and Union Territories in the country. Women constitute nearly 16.86 per cent of the Tamil Nadu police force which is way above any other State in the country

When individuals are overwhelmed by occupational stress they suffer from increased chronic stress, depression, heart disease, stomach disorders, alcohol and drug use and abuse, divorce, and even suicide attempts. It is therefore critical to understand the sources of police occupational stress.

In urban areas like Chennai Metro Region, the level of stress is more due to the increase in population, slum areas, unemployed youth, migration, industries, pressure of work, travelling time, long working hours, and lack

of time for family, irregular eating habits, need to take tough decisions, sleepless nights, poor living conditions, torture by seniors etc. In this research, the researcher has made an attempt to identify the reasons of such stress, coping strategies and compare the stress among tamilnadu women police force on the basis of designation and gender.

Need for the Study

The researcher have obsession in management especially in Public development and keen to understand the problems faced by women police and identify hidden force work environment stress level. Stress is a natural human response to its environment; high levels of stress have the capacity to greatly impact physical and emotional health. This study explores the major causes of hidden force stress and amount of stress faced by women police in Salem district.

Statement of the Problem

There is no question that the average female police officer is physically weaker. A large number of women are joining the police in the State because they are given the opportunity here," Tamil Nadu police have joined under open category competing against men during the selection. The demand for more women in police forces has been growing since the gang rape of a 23-year-old girl in Delhi on December 16. Four or five stressed-out women police commit suicide every year.

Stress-related ailments have killed more serving policemen in the past three years. Stress can cause hypertension, joint pains, high blood pressure, diabetes as well as paralytic strokes and heart attacks. The overall goal of the study is to evaluate and find the levels of hidden force stress in the workplace to ensure a safe and peaceful life.

Objectives of the Study

- ❖ To identify hidden forces job-related stress among women police in Salem district.

- ❖ To explore the socio-demographic factors affecting stress among women police.
- ❖ To investigate the importance interventional strategies to manage stress among women police.
- ❖ To observe the duty conditions and problems faced by women police on duty.

Scope and Limitation of the Study

- ❖ The study has the scope of analyzing the perception of police personal regarding stress with personal revelation.
- ❖ The study is confined to the tamilnadu police personal in Salem District.

Review of Literature

In India, several studies have been conducted by researchers on 'stress' among police personnel in the country.

Tamil Nadu has a total of 14,773 women in its police force as on December 31. Interestingly, the sanctioned number of posts for women in the Tamil Nadu police force is only 5,396. This means nearly two-thirds of the women in the Tamil Nadu police have joined under open category competing against men during the selection. Women in India's police forces face bias from male and sometimes female counterparts. The women police persons in five States with whom in-depth interviews were conducted as part of the study spoke of the absence of toilets and other facilities and child-care support.

The women police persons in five States with whom in-depth interviews were conducted as part of the study spoke of the absence of toilets and other facilities and child-care support

- (1) Dangwal et al. (1982)- He studied on a sample including three states and subordinate police personnel only. They suggested a more representative sample including more states and also inclusion of all the level of police hierarchy.
- (2) Bhaskar (1982)- He also suggested to

explore the relationship between behavioral, psychological and health effects and experience of job stress among police.

Research Design

The research design will be based on primary data and secondary data. The researcher will meet women police are working in Tamilnadu police department Salem District. Secondary data plays a vital role so the researcher will collect the secondary data through visiting libraries, government and non-government records, overview the magazines and journals for updated articles which will help to arrive review of literature.

Logistical analysis will also perform to using the SPSS 11.5 to empirically investigate the socio-demographic factors affecting stress level among women police personnel.

Sampling Design

The stratified random sampling technique will adopt for this study, the researcher will meet women police are working in Tamilnadu police department Salem District.

Field of the Study

The study will conduct at Tamil Nadu Police department. The Department has a sanctioned strength of 1,21,014 Police Personnel Including 14,773 women police force Women constitute nearly 16.86 per cent of the Tamil Nadu police force which is way above any other State in the country. Most of people are unaware the amount of stress that women police faces every day. Police occupational stress is a widespread problem because of its numerous negative effects on individuals and on police organizations.

Sample Size

The researcher circulated the questionnaire and obtained the response among the Salem district circulated 200, Received 195, Rejected 5, Used 190.

Framework for Analysis

The researcher will adopt necessary tools for interpretation of data. The tools are Chi-square test, analysis of variance (ANOVA), student t test; F test, factor analysis, multiple regression analysis, discriminate function analysis, and percentage analysis were employed.

Data Collection and Analysis

Table 1.1 Age of the Respondents

Age	Frequency	Valid percent
Below 30 years	46	24
31-40 years	76	40
41-50 years	30	16
Above 51 years	38	20
Total	190	100

Inference:

From the above table 1.1, it is found that 24 percent of the employees are in the age group 31 to 40 years, 40 percent are in the age group 41 to 50 years, 16 percent of the police employees are above 51 years. It is found that only a minimum of 20 percent are in the age group below 30 years.

Table 1.2 Respondent Numbers of Dependents

Number of Dependents	Frequency	Valid Percentage
Upto 2	4	2
3 to 4	140	74
5 to 6	44	23
Above 7	2	1
Total	190	100

Inference:

It is observed from the above table that 2 percent of the respondents have upto 2 dependents, 74 percent of the respondents have 3-4 dependents, 23 percent of the respondents have 5-6 dependents in the family and 1 percent of the respondents have Above 7 dependents in the family It is concluded that majority of the respondents have 3-4 dependents in the family.

Table 1.3 Respondent Reasons for Stress

Stress	Frequency	Valid Percentage
Adherence strict time schedule	39	20
Dealing heterogeneous people and their attitude	45	24
Treatment of higher officials	36	19
Managing the co-workers	21	11
Heavy work load	26	14
Risky nature of the job	23	12
Total	190	100

Inference:

From the above table, it is found out that 23 percent of the

Respondents expressed to have more stress due to risky nature of job, 11 percent felt that the reason for stress was due to heavy work load and 19 percent stated that stress was due to treatment of higher officials. It is further found that 24 percent of the respondents felt that dealing heterogeneous people was the reason for stress, 20 percent analyzed that their stress was due to adherence of strict time schedule and 8.11 percent expressed that it was due to managing the coworkers. Therefore maximum of the personnel express that dealing heterogeneous people was the reason for stress.

Table 1.4 Methods followed to Reduce Stress

Methods	Frequency	Valid Percent
Sports/Exercise/Walking/Swimming	27	14
Meditation/Yoga/Counseling	30	16
Positive thinking	23	12
Prayer	39	21
Watching TV / Hearing songs /	15	8
Reading Books	27	14
Gardening	11	6
Chatting with friend	18	9
No methods	0	0
Total	190	100

Police employees are exposed to all kinds of stressors that can affect them on all realms of life. An effort should be made by the department of police in our country to develop a friendly climate with appropriate physical working condition. The productivity of the workforce is the most decisive factor as far as the success of police department is concerned.

The productivity in turn is dependent on the psychosocial wellbeing of the employees. The following table explains the methods adopted by the department of police to reduce stress among the police personnel.

Inference:

The above table explains the various stress coping strategies adopted by the police department in managing the stress of the employees. It is found that 14 percent of the method developed is sports, exercise, walking and swimming, 8 percent by watching TV, hearing songs and reading books, 16 percent use meditation techniques and 21 percent go from prayers. It is further analyzed that 18 percent of them adopt positive thinking and gardening as a stress managing strategy and But, it is finally concluded that most of the personnel practice sports, exercise, go from prayers to reduce their stress.

Table 1.5 T-Test for Job Stress

	N	Mean	Std. Deviation	Std. Error Mean	T values	Significance
JS1	190	4.0176	.13179	.00584	174.376	.000
JS2	190	4.6196	1.01483	.04494	36.042	.000
JS3	190	4.7725	.51997	.02302	76.985	.000
JS4	190	3.8157	.68763	.03045	26.789	.000
JS5	190	2.1569	.91640	.04058	-20.778	.000
JS6	190	4.2275	1.24552	.05515	22.256	.000
JS7	190	3.1922	1.22127	.05408	3.553	.000
JS8	190	1.8667	.44970	.01991	-56.915	.000
JS9	190	1.2765	.59800	.02648	-65.089	.000
JS10	190	3.3961	1.13870	.05042	7.855	.000
JS11	190	4.9686	.21486	.00951	206.915	.000
JS12	190	4.9765	.17573	.00778	254.004	.000

In this study police employees facing stress in their job is identified through twelve statements (see appendix). The sample T-test is applied on twelve variables of job stress faced by the police personnel in their department. This test is performed with the test value 3 and the following results are obtained.

One-Sample Statistics and T-test for job stress

Inference:

From the above table, it is found that all the mean values in particular are ranging from 1.27 to 4.97. The above table expressed that

the t-test values are significantly greater or smaller than the test value 3 at 5 percent level of significance.

Therefore from the above table it is inferred that the police employees in Tamil Nadu strongly agreed that the salary drawn by them is insufficient and do not receive any extra salary for over time works. Further they also strongly agreed that since they are in most responsible jobs, they require more

time for completing their work satisfactorily failing which they would face more stress and cannot express what they think honestly. The analysis revealed that the police employees moderately agreed that they have very little control over life at work and receive only moderate appreciation for good work done by them.

The police employees disagreed towards satisfaction received on the job assigned to them and their positions and strongly disagreed that their job interferes with their family and personal issues.

Findings

- Cent percent police employees agreed that they have more authority on the job assigned to them and require more time for completion of the given task. Yet they don't get regular appreciations in work and this creates dissatisfaction among them towards their job and position.
- Maximum of 56.5 percent of the employees are SSLC, 97.6 percent of the respondents have 3-4 dependents and 50 percent of employees have 11 to 15 years of experience. 54.3 percent of the respondents earn income between Rs.10,001 to Rs.15,000 per month.

Suggestions

- Police employees experience frequent and ongoing stressors in their work. While these stressors are inherent and accepted by the police personnel, they need not

necessarily lead to burnout or other psychological problems, marital problems, anxiety, depression or post-traumatic stress disorder.

- The stress in police work can be recognized by helping the officers in three areas. First, they can provide help to individual officers. Second, family life can be helped. Third, the stress caused by the police organization itself can be reduced.
- Family life which is the one of the major responsible of every police personnel can be helped in several ways. Counseling through the psychologist should be available for family members of the police personnel. Orientation seminars for spouses will let them learn about the

Conclusion

The researcher concludes from the study that stress is inevitable in Police department because of their job profile and nature of work. It is very difficult to make a police department to maintain a stress free environment at work place, but few steps can be taken to reduce stress among the employees of police department.

Training in job provided to the employees regularly increases the knowledge and skills of the employees for particular job in which they are recruited as the major outcome of training is learning of new habits, refined skills, and useful knowledge that helps them improve performance and prevent stress.

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“RISING ABOVE THE CHALLENGES” A STUDY ON WOMEN ENTREPRENEURS IN INDIA

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Abstract

“Women having the vision, passion and courage to start their own business and become a woman entrepreneur need to take giant step and then keep on running the marathon” In the past few decades women have taken a swift in every field that one couldn't imagine. They have come a long way being known as just 'homemakers' to 'career-oriented' women. Studies have revealed that more than seven million families today are relying only on the income of women for survival. Women have held highest positions in very big MNC's and also have served with dignity and success. They have shown their determination in all the challenging professions and have achieved the results which have surprised this whole world. Before the 20th century, women operated businesses as a way of supplementing income. In many cases, they were trying to eliminate poverty or were replacing the revenue for the family from the loss of her life partner, but today, when businesses are facing a severe crisis in entrepreneurial talent, if women don't play a meaningful role in business, and then half of the country's potential talent cluster will remain under-utilized.

Introduction

Entrepreneurship amongst women has been a recent concern. Women entrepreneurs may be defined as the women or group of women who initiate, organize and co-operate a business enterprise. The government of India has defined women entrepreneurs as an enterprise owned and controlled by a woman having a minimum financial interest of 51% of the capital, and giving at least 51% of employment generated in the enterprise to women.

Women have equal opportunities and rights as men, these days greater significance is being credited to women entrepreneurs as a part of

policy by government and other agencies. In such a situation, it is essential to identify suitable technology which will enable the woman to play her role as an effective entrepreneur without disturbing her priorities.

Women represent 50% of world's population and account for two third of total working hours. They received about ten percent of the world's income and own less than one percent of the world's assets. A strong desire to do something positive is an inherent quality of entrepreneurial women, who is competent of contributing standards in both family and social life.

Today women like Kiran Majumdar Shaw (CEO of Biocon, India), Neelam Dhawan (MD, Microsoft, India), Niana Lal Kidwai (Head of HSBC in India) run shoulders with men in board rooms and are continuously proving that women are and can be as successful as men.

Although women have been focusing in Micro and Small scale industries, like retailing, tailoring, parlors, weaving, etc, they have now started concentrating in medium and large scale industries like manufacturing, construction etc., the concealed potential of women are gradually increasing in financial side of almost all the countries.

Therefore growth of women entrepreneurship in a country helps in Promoting gender equality which results in creating employment opportunities as well as to empower women in the family and wider community. Moreover it improves the position of women in the society.

Benefits of Women Entrepreneurship

In recent years, there has been intense global awareness regarding the contribution, which women can make for the process of economic development, although it is still in the growth stage, there is obviously a business revolution in the works across the nation. Women entrepreneurship helps in the rise of economic status of women; it helps in developing the self- confidence among them, encourage women to work in group which leads to increased productivity, it gives them freedom in decision making, resolve conflicts, helps them to think about gender equality and sociability.

Women Entrepreneurship in India

States	No of Units Registered	No of Women Entrepreneurs	Percentage
Tamil Nadu	9,618	2,930	30.36
Uttar Pradesh	7,980	3,180	39.84
Kerala	5,487	2,135	38.91
Punjab	4,791	1,618	33.77
Maharashtra	4,339	1,394	32.12
Gujarat	3,872	1,538	39.72
Karnataka	3,822	1,026	26.84
Madhya Pradesh	2,967	842	28.38
Other States and UTs	1,4576	4,185	28.71
Total	57,452	18,848	32.82

Source: Micro, small and medium industries report from the ministry under the Government of India,

Factors Affecting The Women Entrepreneurs

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 booming as designers, interior decorators, exporters, publishers, garment manufacturers and still 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. But the Indian women entrepreneurs are facing some major constraints like

- Accessing credit,
- Accessing the Markets
- They lack in accessing training in the required field
- As because fewer business contacts, women entrepreneurs have less knowledge about the governmental policies.
- Lack of awareness about the financial assistance
- Lack of relevant knowledge
- Lacking networks and information.
- Socio – cultural barriers

Government Policies For Women Entrepreneurship

Acknowledging the importance of women entrepreneurs the government of Tamilnadu aims to encourage women entrepreneurs, give a special thrust to women entrepreneurship, to improve the contribution of women entrepreneurs and facilitate creation of more women enterprises in the state in the upcoming future.

Government of Tamilnadu has announced plenty of schemes and policies like

➤ **Mahila Udyam Scheme:**

In this scheme the women entrepreneurs will be assisted or setting up of new projects in tiny /small scale sector and rehabilitation of viable sick SSI units. Existing tiny and small scale industrial units and service industries undertaking expansion, modernization technology up gradation & diversification can also be considered.

➤ **Mahila Samridhi Yojana:**

Under This Scheme, four schemes have been launched under the umbrella of one scheme. These are for purchase of required infrastructure for Setting up of

- Tailoring shop/Boutique, i.e. for purchase of Sewing Machines, etc.
- ISD/ STD Booths, i.e. for Security Deposits with MTNL/ other Agencies like Reliance/ Tata Indicom. etc., for purchase of Fax Machine, Xeroxing/ Photocopier Machine, etc.
- Beauty Parlour, i.e. for purchase of Furniture, Chairs, Bench etc.
- Cyber Cafe, i.e. for purchase of Computers and furniture like computer tables, chairs etc. and for recurring expenditure as per the need of the activity.

Ø Scheme for Finance Creches:

To provide support services for women empowerment to working women in terms of creches with necessary services by making cheaper and easier credit available for financing Creches. The women will be assisted for purchase of required infrastructure for setting up Creches like basic equipment, utensils, stationers, growth monitoring equipments, fridge, cooler/fan, water filter, etc. and for recurring expenditure for one month.

➤ **PNB Kalyani card Scheme:**

For meeting working capital credit

requirement of allied agricultural activities/ misc farm/non- farm activities either singly or in combination with other activities. The literate/illiterate women dwelling in rural / semi-urban areas who have attained the age of majority shall be eligible under the Scheme.

Such Women shall include individuals, farmers, landless labourers, agricultural labourers, tenant farmers, share croppers, lessee farmers, etc. The women desirous of undertaking non-farm sector activities should have aptitude/experience and capability for undertaking the activity chosen for self-employment.

➤ **PNB Mahila Sashaktikaran Abhiyan:**

Under this scheme, following concessions will be admissible Interest rate to be relaxed by 0.25% in Non-Priority Sector Advances and 0.50% in Priority Sector advances Margin to be reduced to 10%, wherever the margin requirement is more than 10%

Waiver of 50% upfront fee (wherever applicable) Trade Related Entrepreneurship Assistance and Development (TREAD) Scheme The scheme envisages extension of credit by the bank and grant by the Govt of India to NGOs for the benefit / on lending to women either through SHGs or individually for setting up of small & micro enterprises in non-farm sector.

Indian Government Subsidies For Women Entrepreneurs

Just like other entrepreneurs Women entrepreneurs also need adequate fund to initiate their business. Therefore the Indian Government has come up with various subsidy schemes for such budding women entrepreneurs.

Bharatiya Mahila Bank

Started in 2013, Bharatiya Mahila Bank today, has 45 branches spread across India. The bank focuses on helping women who are economically neglected, underprivileged,

unbanked or discriminated, but looking forward to starting their own business. The popular loans provided by this bank are:

- **BMB Shringaar:** Under this CGTMSE Scheme, a subsidiary free loan of up to Rs.1 crore can be availed for setting up a beauty parlor /saloon/spa. The interest rate at which the loan is provided is 12.25% (Base Rate + 2.00%) and the repayment can be done within 7 years.
- **BMB Annapurna:** This collateral free loan of up to Rs. 1 Crore is provided for food business and can be repaid in 3 years. This loan is categorized under CGTMSE Scheme and is provided at an interest rate of 11.75% (Base Rate + 1.50%).
- **BMB Parvarish:** Women willing to open a day care center can benefit from this loan provided under CGTMSE Scheme. The term of the loan is up to 5 years and the collateral free loan provided is up to 1 crore. The interest rate is 12.25% (Base Rate + 2.00%).

TREAD Subsidy Scheme for Women:

- Provided by the Ministry of Micro, Small & Medium Enterprises, Trade Related Entrepreneurship Assistance and Development (TREAD) Scheme for Women offers a subsidy of up to 30% of the total cost of the project (that will be assessed by lending institutions). The rest of the loan assistance is to be provided by the lending institutions.
- Women who can benefit from this scheme include those who are not being helped by banks. Generally, the applicants under this scheme are illiterate/semi-literate or lesser privileged women.
- The request for subsidy is considered for approval only if it is made through an NGO.

Mahila Udayam Nidhi:

- An initiative of Pondicherry Government, Mahila Udayam Nidhi is a subsidy scheme

that can be availed by women entrepreneurs willing to set up a new SSI unit in Pondicherry State's service sector.

- A project costing Rs. 10 lakhs is offered a seed capital of around 25% as a subsidy.
- Out of the remaining 75%, 65% is offered to be funded as Term Loan while the rest of the 10% is supposed to be funded as Promoter Contribution.
- The repayment of the loan must be done within a period of 6 to 8 years. This is inclusive of moratorium of a span of 1 to 2 years.

Mahila Coir Yojana:

- Providing assistance to artisan women living in rural areas (producing coir fiber), The Mahila Coir Yojana Subsidy Scheme is a boon for women looking for funding options.
- The scheme materializes motorized ratts/ motorized traditional ratts that can be used by women for spinning the coir yarns.
- As per the scheme, 75% of the total cost of the motorized ratt would be provided by the Coir Board, while the rest 25% would be raised by financial institutions.
- Only one person from a family can avail the benefits of this scheme.

Women Entrepreneurs Association of Tamil Nadu [WEAT]:

There are several interventions by both government and non-government organizations to promote entrepreneurship among women. An exclusive programme has been established for bringing the women entrepreneurs together, and it was named as Women Entrepreneurship Association of Tamil Nadu [WEAT].

This Association helps to Women entrepreneurs:

- ❖ To become self-employed and become economically independent and decision makers in business, .

- ❖ To expand their micro level operation to a large scale of operation.
- ❖ This helps women entrepreneurs to identify projects, skill training, and tie-up with bank for finance and marketing.
- ❖ They also provide motivational campaign, training, etc.,

WEAT has been expanded in several branches at several districts in the State, including Chennai, Tiruppur, Thanjavur, Pudukottai, Dindigul, and Salem, for promoting entrepreneurship among women.

Conclusion

Entrepreneurial field in India is remaining as a male dominated one even though women constitute majority of the population, Women are not provided with sufficient facilities so they are facing lot of challenges to groom as a successful entrepreneur. Therefore the women entrepreneurs of our country need more training, guidance and support to achieve as an efficient entrepreneur.

Suggestions

- WIDB (Women Industrial Development bank) can be started in both National and State level.

- It is advisable to start a separate cell called “Women Entrepreneurs Guidance Cell” to promote and guide the women entrepreneurs.
- More and more researches can be pursued to identify the problems faced by the women entrepreneurs.
- More training can be provided in pricing, checking out the quality standards of raw materials, etc.,
- Can make industrial areas/estates women friendly.
- Can build awareness on multiple schemes being run by the Government for women entrepreneurs.

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